Dear Mr. Taishoff:

I extend my sincere congratulations as you embark upon your twentieth year of publication of BROADCASTING-TELECASTING Magazine.

The importance of radio -- and now television -- in every phase of our national life has never been more apparent. Five years ago -- on the occasion of radio's twenty-fifth anniversary -- I stated in a letter to you:

"Radio, with the press, must give inspired leadership and lend its facilities to making more intimate and workable the relationship between the people and Government. For radio itself there are challenging days ahead. New services are in the offing -- services such as television and FM broadcasting, which will open new vistas of opportunity for public service."

Those observations are just as valid today as we resist the enemies of democracy and of liberty.

I have said that a free radio is as indispensable to our democratic institutions as a free press. In sending you my congratulations on two decades of service to the media that constitute "audible journalism," allow me to express the hope that your publication will continue to espouse free, competitive radio institutions in the established American tradition.

Very sincerely yours,

[Signature]

Mr. Sol Taishoff,
Editor and Publisher,
BROADCASTING-TELECASTING Magazine,
870 National Press Building,
Washington 4, D. C.
POPULARITY THAT PAYS!

WLS Again Proves The Experts Wrong!

Saturday night, March 19, Radio Station WLS broadcast its regular Saturday night Barn Dance program from the 8th Street Theatre in Chicago. An admission charge of 50 cents for adults and 25 cents for children was made.

Various experts said it wouldn't pull—or it wouldn't broadcast satisfactorily. And it did both. The theatre was filled to capacity twice and over 500 were turned away at the box office because of lack of room. Listeners outside said the air reception to the program was perfect.

It isn't the first time WLS has upset accepted theories. A year ago at the International Livestock amphitheatre over 12,000 people on one night paid 25 cents each to see this same program broadcast in a drive for charity funds. At the Indianapolis State Fair, 7,500 people paid 50 cents each and at Springfield, 3,500—capacity houses in each case.

Then on the air—advertisers told us "afternoon is no good." But one five-minute broadcast alone brought requests for 7,650 catalogs on home needlework. A half hour on Sunday afternoon, 10,000 requests for free samples. And on Saturday morning "when the children are all out at play," a single fifteen-minute program brought over 5,000 drawings, all from children of under 15 years.

Such results—duplicated almost daily—are the result of genuine station popularity. WLS knows its audience; knows what they like—and knows how to produce programs of such popularity to listeners that they pay advertisers.

After all, isn't that what advertisers want?

The Prairie Farmer Station
50,000 Watts
870 Kilocycles
Clear Channel

50,000 Watts
870 Kilocycles
Clear Channel

ALMOST 20 YEARS AGO WE SAID THIS—
TODAY WE SAY SUBSTANTIALLY THE SAME

1. It still does.

2. Modesty forbids comment.

3. There each Saturday night since 1932. Admission now 85c for adults, 50c for children.

4. "Still filling the house to capacity—2,400 paying listeners each Saturday night...and still a waiting list.

5. This year at the same place, 12,000 people paid from 50c to $1.50 to see the WLS NATIONAL BARN DANCE broadcasting as the opening feature.

6. Now, they said we couldn't pull "opposite Godfrey." So, one-half hour daily we broadcast a WLS staff talent program which has produced 15,000 letters each week from listeners—"opposite Godfrey."

7. Let it stand—it applies more strongly today than ever before.


10. Still tending store in the same location.

CLEAR CHANNEL Home of the NATIONAL Barn Dance
890 Kilocycles, 50,000 Watts, ABC Network—Represented by John Blair & Company
TWO EXCITING DECADES

On the pages that follow appears a running story of radio during two exciting decades. The story begins with the founding of Broadcasting. That first issue of Oct. 15, 1931, is as archaic as the carbon mike of its era. Its masthead was askew, its type of another generation! The paper was of newsprint vintage.

A half-dozen youthful hands produced that issue with trepidation and expectancy. How would it go? Would it flow, as had 95% of new publication ventures in those dark depression years?

Our thesis was that radio, embracing the spheres of entertainment, education and commerce as well as news, was entitled to its own magazine. Radio was a new kind of journalism, destined to have a more intimate, penetrating and influential voice than any other.

We aspired to become the written voice of the spoken medium. Our concern was the success and well-being of radio. Our interest was the sound development of the art, because in that sound development the success of Broadcasting would seem assured.

The lead editorial of that yellowed first issue concluded:

To the American system of free, competitive and self-sustaining radio enterprise, this new publication * * * is dedicated.

We are entering our 20th year. Those lines remain our philosophy, our creed and our pledge.

It is a nostalgic adventure to thumb through back issues. A headline, a picture, an editorial, awaken memories. Crisis after crisis thunders across those pages. Humor, whimsy and pathos, too. A tear for a departed pal. High dudgeon over a do-gooder crusade. Radio City is born.

It was truly a young man's game. Verve, fire, politics, ASCAP, allocations, station quotas. TV had a headline in the very first issue. Men from Mars, the Mae West incident, the newspaper war, BMI Network regulations, the Blue Book, voluntary censorship codes. Petrillo. Those days of Pearl Harbor, when radio filled itself with glory—and then inscribed its own Roll of Honor.

Radio, a romping, almost reckless giant, vaunted from $60 million gross in 1931 to more than $600 million. It moved because it knew no barriers. It gave generously of its time and substance to all worthwhile causes. It won the hearts and the minds of America. It became part and parcel of the living standard.

But threads through this kaleidoscopic development was an ominous overtone — radio's free charter was threatened every inch of the way. Without it, there could be no truly free America—a concept generally accepted today.

The story of American radio is the story of democracy in action. And the story of Broadcasting parallels that of radio.

Our staff has grown from 6 to 60; our bureaus from one to five, and our paid circulation from zero to nearly 16,000. We have heralded the advent of every new development of the mass radio media—from AM through international broadcasting, to FM and that ambidextrous young Colossus—Television. Five years ago Telecasting was added to our masthead.

Broadcasting has tried to be an alert, accurate, comprehensive reporter. It has never stinted on news. Editorially, it has called its shots as it has seen them, seeking always to keep uppermost the precept of service to all of broadcasting and to the public.

The emergence of Broadcasting • Telecasting would not have been possible without the counsel, encouragement and selfless help of many wise men of the broadcasting arts, in and out of public life, over the years. It would have faltered and perhaps failed without the inspiration and sweat and toil of early staff coworkers (many of them still with us), and of those boys and girls who have given so generously of their time and talents, with never a look at the clock, during two action-packed decades.

In the pages that follow you can also read the messages of many of those who wish us well as we round out our 20 years (space limitations precluded publication of all). The generous praise is more than we deserve. To be congratulated are those of you who have created, nurtured and developed these magnificent arts, and thereby made the news that we have chronicled.

Today we are in a national emergency. Whether this is half-war, or in-between wars is a free guess. This world, which radio helped shrink to within instant earshot of anywhere, is alerted for a constant state of emergency.

The duty that devolves upon radio and television is to keep the American people—and a largely dependent democratic half-world—fully and accurately informed and alerted; to keep the arsenals of democracy humming; to maintain morale. In short: Radio and Television by the American Plan.

We of Broadcasting • Telecasting, whose duty it is to keep our readers informed and alerted, are mindful of our own responsibilities. We shall never vitriolously violate your trust.

On this anniversary, we humbly and gratefully re dedicate ourselves to unswerving support of our free American broadcasting institutions.

[Signature]

Editor & Publisher
September 28, 1950

Dear Sol,

My heartiest congratulations on the 20th anniversary of the founding of your magazine - the industry's bible.

As BROADCASTING enters its 21st year, you may well look back with pride at its robust growth. I remember that the entire first issue, then published bi-weekly, had fewer pages than the current weekly Telecasting section alone. Your baby is a grownup. Moreover, while growing, it has kept pace with the most dynamic industry in the country. That's quite an achievement.

Through the years, I have found the news of the broadcasting industry in your newspaper has invariably had the fullest and fairest presentation. You have done a job that will make your files necessary reading for the historians of broadcasting.

Sincerely,

Mr. Sol Taishoff
Editor & Publisher
BROADCASTING
Washington, D.C.

October 5, 1950

Mr. Sol Taishoff,
Editor and Publisher,
BROADCASTING-TELECASTING,
National Press Building,
Washington, D.C.

Dear Sol:

There is more than passing significance in the fact that BROADCASTING-TELECASTING is celebrating its 20th year of service to American broadcasters. Your publication has represented more than an outstanding chronicle of radio's times; it has been a champion of causes, speaking with conviction on issues as it sees them. This function in a freedom-loving nation is a bulwark of American life, and I can only admire the courage you have displayed in exercising it - even though, occasionally, I may have disagreed with you.

My sincere congratulations to you and to your loyal staff. May you continue for many more years in the pattern so wisely set two decades ago: the truth in reporting, integrity in editorializing, and militant espousal of American broadcasting as the world's greatest medium of mass communication.

Cordially yours,

Justin Miller.

September 24, 1950

Mr. Sol Taishoff
BROADCASTING
National Press Building
Washington 4, D.C.

Dear Sol:

When BROADCASTING started publication in 1931, advertising expenditures in radio were around $60,000,000 per year. Now the total advertising expenditure in radio and television is running some $700,000,000 annually:

The way that BROADCASTING has covered this success story - and the many other remarkable developments in AM, FM and TV, technological, research, governmental and talent - has been a feat and a service.

Thanks and congratulations to you, as you enter your twentieth year.

Very sincerely,

W. C. Gable, Jr.

September 12, 1950

Mr. Sol Taishoff
Editor and Publisher
BROADCASTING
National Press Building
Washington, D.C.

Dear Sol:

For all but three years of your existence, I am fortunate enough to be able to testify from personal experience how well and truly broadcasting has served the industry. You have always completely informed your readers of major problems, sometimes before they developed, and exploited all the various facets of change and invention in this fast-moving communications field. The way you get the news is not unusual - it's just Taishoff, and his splendid organization.

I feel that broadcasters have been fortunate to have been so well served by a dynamic trade paper observing the highest journalistic standards. Your twenty-year record assures an even more brilliant future.

With all best wishes,

Sincerely yours,

Theodore C. Striabart
Mr. Sol Taishoff  
Editor & Publisher  
BROADCASTING-TELECASTING Magazine  
National Press Building  
Washington 4, D. C.

Dear Mr. Taishoff:

I have learned that BROADCASTING Magazine begins its twentieth year with the October 16th issue. I want to take this opportunity to congratulate you and your associates upon this occasion and to point out to you that while the past twenty years have been filled with exciting developments you cannot expect to look forward to a succeeding twenty years with any expectation that they will be as ful and rapid as they have been in the past twenty years. People engaged in the development of broadcasting and its related enterprises are peculiarly dependent upon accurate and fair reporting and constructive editorial comments. For a long period of time I have greatly admired your magazine for the excellent reporting job it has done. While I have not always agreed with your editorial point of view, I certainly agree that you should continuously press through your editorial columns for the development in the field of broadcasting which you believe to be wise and sound. Frank and honest criticism will always serve a useful and constructive purpose.

The Commission in its Report on the Matter of Editorializing by Broadcast Licensees said, “The needs and interests of the general public with respect to programs devoted to news commentary and opinion can only be satisfied by making available to them for their consideration and acceptance or rejection, varying and conflicting views held by responsible elements of the community.” I think this statement by the Commission is just as applicable in a trade journal devoted to the interests of broadcasting as it is to broadcast licensees.

In entering upon your twentieth year BROADCASTING faces the challenge of serving those interested in the media through the time tested formulas of fair and accurate reporting and constructive opinions. I wish you and your associates nothing but the highest success. And such success is a great compensation in itself.

Sincerely yours,

Wayne Cox  
Chairman

Mr. Sol Taishoff  
Editor & Publisher  
BROADCASTING Magazine  
National Press Building  
Washington 4, D. C.

Dear Sol:

Congratulations to you and the members of your staff on the twentieth anniversary of Broadcasting. You have done a splendid job in reporting the running story of radio’s advance.

May the years ahead bring you all new opportunities and glory in the field of television.

With cordial good wishes,

Sincerely,

[Signature]

RCA

Mr. Sol Taishoff  
Editor & Publisher  
BROADCASTING Magazine  
National Press Building  
Washington 4, D. C.

WASHINGTON, D. C.

October 2, 1950

Herbert Hoover  
The Waldorf Astoria Towers  
New York 22, New York  
October 2, 1950

Dear Mr. Taishoff:

Having been, as Secretary of Commerce, the first nurse to radio broadcasting and having witnessed its progress to a mighty entertainment and moral force, it is easy for me to congratulate your magazine for its contributions over all these years. And at the same time to express my appreciation of the service of the magazine from those earliest days.

Yours faithfully,

[Signature]

Mr. Sol Taishoff  
Broadcasting Publication  
National Press Building  
Washington, D. C.

United States Senators

COMMITTEE ON
INTERSTATE AND FOREIGN COMMERCE

September 15, 1950

Sol Taishoff  
Editor & Publisher  
BROADCASTING Magazine  
National Press Building  
Washington 4, D. C.

Dear Sol:

Those of us who must keep informed on what is cooking in broadcasting and television are mighty thankful that two enterprising newspapermen got their heads together a little more than twenty years ago today and decided that this country needed a trade paper exclusively devoted to an infant industry which seemed to have great possibilities. They were right, and they were wise.

The vision of those men has been fulfilled in every way. The magazine they started has grown with the industry it serves. The nation depends upon it as the bible of this electronic marvel. Those of us who read it cover to cover are kept completely informed of not only what has happened, but what is likely to happen.

I join with the legions of friends of its competent and friendly publisher and editor to wish him and his publication many happy returns of this twentieth anniversary and to express the hope and expectation that he celebrates his diamond jubilee with the same zest and devotion with which he entered this field and achieved a notable success.

Sincerely,

[Signature]

[Chairman]
EDITOR, BROADCASTING:

... An always loyal and faithful friend and supporter of the broadcasting industry—the gentleman who edits and publishes BROADCASTING...

First, I shall pay my respects to my hosts—Sol Taishoff and his BROADCASTING, both of whom have rendered such consistently and continuously invaluable service to the broadcasting industry since its very inception that it is difficult to find the words in which to appropriately express our gratitude...

Secondly... I greet my contemporaries, whose experience in the art and industry of radio have brought me back to the days of the pioneers.

All of us who through these years have shared the experiences incident to the birth, growth, and development of the industry must remember when nostalgia the early days and the contributions made by the revered Herbert Hoover, then Secretary of Commerce, and the bulk of our legislation had to clear through the Division of Marine and Fisheries...

... During those days and ever since, BROADCASTING has been a faithful and reliable clearing house of all information pertinent to the operations of the industry.

Nothing more importantly important to the welfare of broadcasting in its promising future occurred in those times, than the organization of NAB.

... Throughout all of our difficulties... NAB has been the single and most powerful unifying "Rock of Gibraltar" influence in the industry...

Earle C. Anthony
President
Earle C. Anthony Inc.
Los Angeles
(Former Pres., NAB)

EDITORS, BROADCASTING:
The two decades span since BROADCASTING was born marks one of the most exciting periods in contemporary history. I think we should all take our hats off to Sol Taishoff and his able gang for keeping pace so nobly with the rapid fire developments and changes in radio packed into these twenty years. This period has seen radio develop from a gangling, spluttering, squawking infant into a full grown giant affecting the daily lives of hundreds of millions of people around the world.

Seymour Berkson
General Manager
International News Service
New York

* * *

EDITOR, BROADCASTING:

In a world which is too full of generalities, it always impresses me when someone carves out a special niche for himself and specializes intelligently in it. The niche which you selected has grown to be practically a canyon and is still full of falling rocks, but you have done a great job of growing and maturing with one of America's most dynamic industries. I compliment you on your alertness and integrity and wish you continued success.

Leo Burnett
Leo Burnett Co.
Chicago
(Vice Chairman, The Advertising Council Inc.)

* * *

EDITOR, BROADCASTING:
You and your associates have been doing a great job. Keep it up for another twenty years.

Walter J. Damm
Vice Pres. & Gen. Mgr.
WFMJ-AM-TV, Milwaukee
(Former Pres., NAB)

* * *

EDITOR, BROADCASTING:

On this twentieth anniversary of BROADCASTING I want to offer my heartfelt congratulations to you and your organization on a record of accomplishment in which you can take great pride.

During the past two decades the success of BROADCASTING has paralleled the development of the industry which it has served so well. Since 1930, American radio has grown from modest beginnings to become a major force in our society and economy, and now television is adding its contribution as a medium of entertainment and information as one of the world's most powerful selling instruments.

Throughout this period, BROADCASTING has taken on larger and larger stature as the medium to which the industry looks for information and interpretations of its own problems and developments.

As radio and television continue their progress, I know that BROADCASTING-TELECASTING will continue to grow and I wish you every success for the future.

Charles R. Denny
Executive Vice President
NBC (Former Chairman, FCC)

* * *

EDITOR, BROADCASTING:

I know that I have been in the radio business for what seems to be a thousand years, but little did I realize that BROADCASTING is twenty years of age.

My sincere congratulations on twenty years of very informative and constructive service to the industry.

Joe Eaton
General Manager
WKLO Louiville, Ky.

* * *

EDITOR, BROADCASTING:

Both broadcasting and BROADCASTING have come of age. No static condition there, each has grown in utility and stature for two decades. And each in its sphere has been an informative and constructive force. Nor has either lost the initiative, the imagination, the drive, as new horizons appeared. These qualities, which are basically qualities of youth, are ever so essential as radio encompasses a new era.

To have seen 50 people crowd the little police station at little Ormond Beach, Fla., to see the World Series was proof enough that seeing-eye broadcasting is the dominant force of the new era. It is not too much to expect that both broadcasting and BROADCASTING will continue to reflect the maturity of judgment, essential competence for the big job, and the spirit of youth which meets the hazard only as a challenge.

James Lawrence Fly, Esq.
(Former Chairman, FCC)

* * *

EDITOR, BROADCASTING:

Although broadcasting service began almost thirty years ago, its widespread growth followed the
Dear Sol:

Please accept my heartfelt congratulations on the twentieth anniversary of the publication of Broadcasting - Telecasting Magazine.

Through its accurate, up-to-the-minute reporting of trade news, Broadcasting - Telecasting renders a tremendous service to the radio and television industry.

Sincerely yours,

Allen B. Du Mont.

launched twenty years ago, Broadcasting. The comparatively brief life of the industry has in this period of two decades, grown from the battery "cat-whisker" receiver to color TV. Hundreds of thousands of the "cat-whiskered" sets were still in use when Broadcasting was born. The real growth of radio followed introduction in 1927 of the electronic tube for FM, TV, radar and a thousand other applications. FM alone has not met expectations, largely because the public weighted its higher cost against its higher fidelity, plus lack of distinctive FM entertainment value, as compared with available AM programs. And the same public verdict may well result in color TV.

In any event, it has not been mere happenstance, in my opinion, that the tremendous expansion of radio followed the birth of Broadcasting. An outstanding trade magazine, such as Broadcasting, as an industry spokesman and champion, is as essential to industry as a trade or industrial association.

Broadcasting has contributed invaluable service not only to the broadcasting industry, but also to radio manufacturers, the trade and many allied interests.

Bond Geddes
Former Exec. Vice President RTMA

EDITOR, BROADCASTING:

In two decades, radio has passed from adolescence to a sure maturity, and Broadcasting has been the faithful reporter of an industry's coming of age. Not only for its always dependable news columns but for its courageous editorial policy broadcasting has been a mainstay of the industry.

Carl Haverlin
President, BMI

ocober 10, 1950.

EDITOR, BROADCASTING:

It hardly seems possible that BROADCASTING is 20 years old. I well recall when Martin Codel and Sol (Robert Mack) Taishoff were the free lance writers and called in the old offices of the Radio Commission for radio news stories which they ran in a syndicated column from 1928 to 1930. Then came BROADCASTING and since that time everyone connected with radio has depended upon this magazine for authentic and complete news stories.

E. K. Jet
Vice Pres. and Director
WMAR (TV) Baltimore
(Former Member, FCC)

EDITOR, BROADCASTING:

So BROADCASTING is twenty years old! The mere thought poses a paradox. On the one hand it is startling to be faced with the fact that this vigorous, progressive youngster has seen two decades go by. On the other hand it is difficult to remember when BROADCASTING was not serving the radio industry and exercising over it an influence for good.

That twenty year span has been packed solidly with tremendous achievement of the industry and its leaders and BROADCASTING has faithfully recorded these events and interpreted their significance.

I well remember the birth of BROADCASTING only two and a half years after the enactment of the Radio Act of 1927...

Harry Shaw, owner of WTM, then in Waterloo, Iowa, and a couple of guys who had used the same by-line "Robert Mack" in their syndicated newspaper columns, which, incidentally, served me well for my radio pages in the Chicago Daily News—these men were the founders of BROADCASTING, whose creation was designed to fill a void of an almost newsless industry. You have built well. You were never an apostate but always an advocate. You were more interested in the good works of broadcasters than in their frailties. By championing the constructive aspects of an industry dedicated to the public interest you have given encouragement at times when it was most needed. You have been a worthy spokesman.

Those fruitful twenty years have seen many technical changes, none of which however have rendered obsolete the receivers of 1930. The millions of sets sold in the interim have been better built and of better design but there is many an ancient receiver still bringing joy to its owner. New services have been added in those twenty years so today we find BROADCASTING is binominous with the addition of TELECASTING to its name in order to embrace the most glamorous of these new services.

As the first twenty years of BROADCASTING come to a close the events which will be the industry news of tomorrow are casting their shadows before them. The new industry—television—is struggling to fulfill its promised bright future and I predict that BROADCASTING—sometimes called TELECASTING—will continue to fight for those principles which have made radio broadcasting the great public servant it is and which if applied to television will preserve its values for the benefit of all.

William S. Hedges
Vice Pres., NBC
(Former Pres., NAB)

EDITOR, BROADCASTING:

It gives me great pleasure on this 20th anniversary of BROADCASTING to extend the hearty congratulations and good wishes of the United Press.

Broadcasting has been an alert reporter and faithful sentinel of radio from its formative years in the '20's through maturity to the great art and industry it is today. And like radio, it has spanned some of our most difficult years of depression, social upheaval, war...

Now, when we are entering upon another critical phase, radio and those allied to it must more than ever remain alert to the duty of keeping the public fully and accurately informed. We who are engaged in the collection and dissemination of news, whether in the far-reaching precincts of radio or in the capitals and on the police beats of the world, will do our utmost to live up to that obligation.

Earl J. Johnson
Vice President
United Press Associations

EDITOR, BROADCASTING:

My best wishes to you and all members of the staff of BROADCASTING on this occasion of your fine magazine's 20th anniversary.

For an infant industry, with many trials and troubles, Broadcasting has been a valuable leader, providing wise counsel and constructive guidance. Unquestionably, the maturity of the radio broadcasting industry has been materi-
Anniversary
Open Mike
(Continued from page 65)
ally hastened by good influence of your magazine.

On this 20th anniversary I congratulate the staff for the high standards of service which they have established and now maintain.

Sen. Lyndon B. Johnson
(D-Tex.)

EDITOR, BROADCASTING:
So, you are twenty years young! Why you are almost as old as the young industry you serve. Anyhow, happy birthday with three horse slaps on the back:

One—To call the shots as you see them for the good of the industry.

Two—To strive to lead this young industry rather than follow it.

Three—To uphold the Freedom of the Press by never misusing that freedom.

You’ve served well and we know you’ll do even better in the future.

Happy birthday.

Edgar Kobak
Business Consultant
New York
(Former President, MBS)

EDITOR, BROADCASTING:
I understand the Oct. 16th issue of your magazine will mark 20 years of service to the broadcasting industry. Please accept my congratulations on reaching the 20 year mark in an enterprise for which you have been largely responsible.

Best wishes for the future.

John J. Leitch
Vice Pres. in Charge of Engineering
WCAU Philadelphia

EDITOR, BROADCASTING:
It is difficult to believe that nearly two decades have passed since you, Sol, Martin Codel, Harry Shaw and I met and laid the foundation for BROADCASTING magazine.

The policies evolved at these early meetings, and which have been followed since, guaranteed the success which your publication has earned. The first of these policies, you will recall, provided that news should be completely and accurately reported as a dependable service to all subscribers who constituted—and still constitute—the expanding art of broadcasting. A second policy provided that the editorial policy of the publication should be dedicated to the orderly development of the American system of broadcasting—a system based upon privately owned and competitively operated stations.

It has always appeared significant to me that discussions at these founding meetings were devoted primarily to perfecting the news service of the publication and relegated such matters as advertising rates and business management to secondary consideration.

All of us then foresaw the need for the service which was being so carefully planned and all of us had unwavering faith in the future development of the broadcasting art.

Adherence to those early policies through two exciting decades has won for BROADCASTING-TELECASTING the respect and confidence of subscribers and advertisers alike. As the art expanded, the publication progressed, and our early faith was vindicated.

Now greater opportunities lie ahead. Building upon the foundations so firmly established, BROADCASTING-TELECASTING will seize these new opportunities and expand its services and continue its leadership—a position achieved through long hours of hard work, sound management, and devotion to the art of broadcasting and television.

To you, Sol, and all of the members of your staff, upon this anniversary date, I extend my hearty congratulations along with my very best wishes for your future success.

Philip G. Loucks
Attorney
(Managing Director, NAB 1930-1935)

EDITOR, BROADCASTING:
In behalf of WHO I would like to congratulate BROADCASTING on its 20th anniversary Oct. 16.

We believe BROADCASTING in all of its 20 years of issue has continually done a most commendable job in the best interests of this outstanding medium of radio.

Best regards to you and staff.

Paul A. Lopet
Vice Pres.
WHO Des Moines

EDITOR, BROADCASTING:
The Radio Correspondents’ Association is happy to join your host of friends in the radio and television industry in congratulating BROADCASTING-TELECASTING on its 20th anniversary.

Although only half as old as your publication the association in that time has learned the power of your editorial columns in its continuing endeavors for the recognition of radio and television newsmen. Without your editorial support the Correspondents’ Galleries of the Senate and the House would not now be in existence, and radio and television newsmen would be working under the impossible conditions which existed at the formation of the organization.

William R. McAndrew
Chairman
Radio Correspondents’ Galleries
Congress of the United States

EDITOR, BROADCASTING:
Recently it came to my attention that BROADCASTING is about to start its twentieth year of publication. Certainly sounds like a fairly long time. To me, however, it seems more than twenty years since BROADCASTING made its initial appearance. Perhaps that is because I have read the magazine from cover to cover each week. Also, it is hard to believe that any publication could have done so much good for an industry within a span of twenty years.

My personal contact from time to time with you and your associates is happy to join your host.

Page 66 • October 16, 1950

THE SECRETARY OF THE NAVY
WASHINGTON

26 SEP 1950

Dear Mr. Taishoff:

It is a pleasure for me to greet the editors and staff of BROADCASTING on the 20th Anniversary of this publication.

BROADCASTING has done an outstanding job in specialized journalism by reporting for two decades the week-to-week developments in the important communications fields of radio and television.

Sincerely yours,

Mr. Sol Taishoff
Editor and Publisher
BROADCASTING
National Press Building
Washington 4, D. C.
Radio broadcasting was already established as an integral part of the American way of life in 1931, when, on Oct. 15, the first issue of Broadcasting, "The News Magazine of the Fifth Estate," was distributed. Magazines went to executives of the 612 stations then serving listeners in more than 15 million of the nation's homes and of the business concerns and their advertising agencies. Those advertisers and agencies during 1931 spent some $866 million for the use of broadcasting facilities to deliver sales messages about their products to this vast listening audience.

In the 11 years since KDKA Pittsburgh and WWJ Detroit had first begun providing regular program service for a few thousand listeners, broadcasting had come a long way. If it had not as yet achieved full maturity it was certainly a healthy, husky youngster, filled with youth's vitality, idealism and eagerness to serve, and beset by more than a normal number of growing pains.

A rapid recapitulation of radio history during the 1920's, touching only a few of the ultra-high spots in a list of notable events long enough to more than fill a full issue, shows:

- 1921: First broadcasts of a championship fight (Dempsey-Carpentier) and a big league ball game; 30 stations on the air at the end of the year.
- 1922: Secretary of Commerce Herbert Hoover called the first radio conference relating to broadcasting (the Department of Commerce a decade earlier had been directed to enforce a radio act requiring certain passenger ships to carry radio equipment and operators, and had expanded its supervision to all domestic radio operations, including broadcasting); the superheterodyne radio receiver was introduced by its inventor, E. H. Armstrong; first sponsored program was broadcast (by WEAF New York, then owned by AT&T which was testing the theory that if a telephone service could be maintained on fees collected from individuals using telephone facilities to talk to other individuals, it might be possible to support a broadcasting service on fees collected from individuals or organizations utilizing radio facilities to address at one time a large number of other individuals); program was a 10-minute talk on real estate, sponsored by the Queensborough Corp., New York real estate organization; more than 500 stations on the air by Dec. 31.

Network Broadcasting Debuts in January

- 1923: First network broadcast in January when WEAF New York and WNAC Boston were linked by telephone wire and in June the first multiple station hook-up comprising WEAF, WGY Schenectady; KDKA Pittsburgh, and KYW Chicago; first rebroadcast, when KDPM Cleveland picked up short waves from KDKA and transmitted them; opening of Congress broadcast for first time.
- 1924: First transatlantic rebroadcast, KDKA program short-waved to London, broadcast there for local audience; conventions of the major political parties broadcast for the first time over nation-wide networks (What listener from those days will ever forget "Alabama casts 24 votes for Underwood"); first transatlantic picture transmission by facsimile radio.

Nation Hears Coolidge Inaugural

- 1925: Coolidge inaugural broadcast across the country by 24 stations; John Buird, television inventor, showed "radio shadowgraphs" in London; introduction of alternating current tubes made possible the all-electric home receiver; United States Radio Research Labs confirmed Heaviside-Kennelly theory of so-called "radio mirror."

- 1926: President Coolidge signed the Dill-White Radio Bill, creating the Federal Radio Commission and ending chaos caused by an uncontrolled growth of broadcasting after Department of Commerce control had proved ineffective; World Series broadcast for first time by nationwide hookup; NBC organized Nov. 1, with WEAF and WJZ as New York key stations, Merlin Hall Aylesworth as president; more than 700 stations on air.

- 1927: First regularly established transcontinental hookup opens New Year broadcasting Rose Bowl football game from Pasadena; President Coolidge appoints first Radio Commission: Rear Admiral W. H. G. Bullard, John F. Dillon, Judge E. O. Sykes, O. H. Caldwell, Henry A. Beilow; GBS went on the air Sept. 12, with basic network of 16 stations, Maj. J. Andrew White as president; Young & Rubicam buys block of time across the board on NBC for Radio Household Institute, mixing commercials for various clients among household hints and recipes.

London Beams First Transatlantic Telecast

- 1928: Baird telecast from London viewed at Hartdale, N. Y., first transatlantic video transmission; Bell Telephone Labs demonstrates outdoor video pickup without lights; 107-station hookup carries Herbert Hoover's speech accepting Republican nomination for President from Palo Alto; the two major parties spent about $500,000

(Continued on page 66)
1931

(Continued from page 67)

apito for radio campaigning; Gen-
eral Electric TV station telecasts one day during the Quilt Quack Mis-
senger; Maytag Co., washing machine manufacturer, sponsors first program specially recorded for radio, records produced by Na-
tional Record Co. under direction of Raymond Soost; number of stations dropped to 677, July 1; industry's gross time sales for 1928 estimated to be $14,100-
000.

1929: CBS reorganized Jan. 3, elected William S. Paley president; Procter & Gamble Co. this year market Major Graphic Ads.

Bulova Watch Co. sent recorded announcements to more than 100 stations for broadcasting together with time signals; NAB in March adopted a code of ethics for the in-
dustry; Dr. V. K. Zworykin demonstrated his kinescope TV re-
ceiver to IRE meeting at Roches-
ter, N. Y.; 61 stations operating in November; 1929 industry gross time sales put at $26,800,000.

1930: Pentode tubes for radio receivers introduced; first round-
the-world broadcast by WJZ in Air

De-                              Bulo-

000. July 26-28 in Detroit. Radi-
caster, WPTF Raleigh, chair-
man of the com-
mensurate broadcast commit-
tee, urged broadcasters not to cut rates or to sacrifice program quality to commercial expediency and warned them to view with suspicion offers of free programs, educational talks and the like as probably concealing advertising copy for which the stations should be paid. He reported that when the re-
rad is the results of the "virtual ad-
dication" of the Commission to the Court of Appeals, so that a Com-
nission on hearing was regarded as a body superior to appear and a "good Washington lawyer has become more important to every broadcasting station than a good chief engineer." Another ma-
jor factor that from Mr. Bellows declared, was rate cut-
ting and the readiness of many stations to accept advertising "which destroys public confidence or lessens public interest." A fifth hazard was the lack of unified efforts by broadcasters in attack-
ing their common problems. As microphones are constantly used in international origin of commercial program; 612 stations operating; gross time sales up to $40,500,000 despite worsening business condi-
tions.

As of midyear 1931, according to a report compiled by Dr. Jolliffe, chief engi-
eer of the Federa

warns Industry to Watch Its Step

Frank W. Elliott of Davenport provoked a heated discussion when he decried the general acceptance of such objections as copying phono-
tograph records; many stations have adopted their own records now and are using them in monograph records as recordings.

Elliott Warns Industry To Watch Its Step

Frank W. Elliott of Davenport provoked a heated discussion when he decried the general acceptance of such objections as copying phonograph records as their own; he does not think that this will change the industry.

Frank W. Elliott of Davenport provoked a heated discussion when he decried the general acceptance of such objections as copying phonograph records as their own; he does not think that this will change the industry.
World Events Are Making News Broadcasts Increasingly Valuable Advertising Properties

KSD Is Nationally Known for Its More Comprehensive Coverage of the News...

employing the largest staff of experienced newspaper writers and reporters of any independent network affiliate station in the United States—plus the worldwide facilities of the Associated Press.

As of Oct. 2, KSD Had Only 2 Newscasts per Day Open for Sponsorship

For Rates and Detailed Information, Call or Write

FREE & PETERS, INC.
National Advertising Representative for

KSD
THE ST. LOUIS POST-DISPATCH RADIO STATION
5000 WATTS on 550 KC. DAY and NIGHT
WGN presents to the world

CLARA, LU 'N' EM

—THE SUPER SUDS GIRLS!

THEY talk about everything. Gandhi! Shanghai! The presidential candidates! Unemployment! The subject of every household's everyday life is reviewed and reheated.

Thousands of women, and men, too, follow their gossiping. Frequent tests have proved this. Thousands of letters are received each month, by the girls and their sponsors.

A year ago last August the Colgate-Palmolive-Peet Company contracted for this WGN feature. They tested the program locally over WGN for five months and then contracted for a year's network broadcast over thirteen stations. At the start of February, 1932, upon receiving many requests from listeners, the sponsors of the feature decided to present the girls' prattlings on a forty-two station network, blanketing the entire country except the Pacific Coast, and to transfer their chatter to a morning period.

Clara, Lu 'n' Em are one of the most popular features on the air today. They're doing a great job for a satisfied client. They're GOOD CHEER both for WGN, their originator and director, and for the NBC chain. Is your radio program doing as well?... The station that gave the world "Sam 'n' Henry" ("Amos 'n' Andy"), East and Dunke ("Sisters of the Skillet"), "Little Orphan Annie", Kellogg's Singing Lady, and Floyd Gibbons has a program ready for you! WGN is building tomorrow's great programs today.

THE CHICAGO TRIBUNE STATION ON THE DRAKE HOTEL

416.4 Meters—723 Kilocycles

National Prestige . . . Superior Programs . . . 35,000 Watts Power . . . Clear Channel . . . Intensive Zone 7 Coverage

May 15, 1932 • BROADCASTING
In 1950 WGN presents to the world

THE MOST HOMES REACHED PER WEEK

by any CHICAGO STATION

During the day, WGN reaches 260,100 more homes one or more times a week than the next Chicago station.* During the night, WGN reaches 302,750 more radio homes than the next station.* This is a plus that you get only with WGN.

As was true 18 years ago when the ad on the opposite page appeared, WGN is still building programs, personalities—and sales for advertisers. The Colgate-Palmolive-Peet Company mentioned in the ad as the Sponsor of "Clara, Lu 'n' Em" is still an advertiser on WGN. Effective selling is our business—and we've been in business for 26 years.

If you have a sales problem—you need WGN—now broadcasting from the most modern radio and television center in the Middle West.

*1949 BMB

A Clear Channel Station...
Serving the Middle West

MBS
The Depression was the most important problem broadcasters, along with all other American businessmen, had to deal with in 1932. Broadcasting had just begun to develop into a full-fledged national advertising medium and so did not suffer losses in volume of business as did the older media. But by the beginning of the summer of 1930 on to the end of the year the networks reported monthly billings below those for the corresponding months of 1931.

To counteract this adverse trend, the networks liberalized their advertising policies. NBC in July re- moved its ban on price mentions for daytime programs, except on Sunday, and in September announced that prices could be mentioned on evening programs as well, with CBS shortly making the same move. Atlantic & Pacific Tea Co. was the first advertiser to take advantage of the new policy and to announce product prices on its daytime NBC program; it was also the first advertiser to use prices on the network at night.

The move was well received by both advertisers and agencies and at the end of the year NBC President M. H. Aylesworth reported: "We felt under existing economic conditions, prices had a definite interest for the listening public. The readiness of this policy has justified the company's position."

**NBC Revises Fees For Sustaining Shows**

NBC also revised its charges to stations for sustaining programs from a unit basis to a blanket charge of $1,500 a month for unlimited sustaining service; by the end of 1931 75 stations, 86%, were operating under this flat fee plan. Despite the depression, NBC averaged 1,605 employees during 1932, compared with 1,807 in 1931. CBS in July cut its rates by about 37% and dropped the extra charges for tieing the Pacific Coast stations into its national chain. Stations also lowered their rates on a wide scale, some of the flat rate card reductions, others through such plans as that used by KMBC Kansas City, which offered advertisers a 40% discount on a media plan based on a "run-on-schedule" basis instead of demanding a definite time period. This plan, which also included a two-week cancellation privilege, freeing clients from long-term contract restrictions, was a "depression special" that worked, KMBC reported.

**Home-Building Projects Prove Successful**

KSTP St. Paul reported on a business-getting plan it had tried out the previous summer when it had built the home of a local contractor and reported its progress from blueprint to finished dwelling in 36 half-hour broadcasts, each sponsored by one of the firms involved in the building program. Similar home-building projects worked well for WBAL Baltimore and other stations. Many stations found providing merchandising services for their clients a good way to get in touch; how WLW Cincinnati and KFH Wichita especially successful in this activity.

WBOSO Needham, Mass., broadcast a series of community programs, each hour-long program devoted to a single community and arranged in cooperation with the chamber of commerce or board of trade. Groups of merchants, usually 10, were permitted to sponsor these programs on a cooperative basis, each getting a 150-word commercial during the broadcast. In at least one instance the depression helped to promote business for radio: Lehn & Fink invested the complete advertising budget of Pebeco toothpaste for the year in radio, in the belief...
Recorded Show Ban
Lifted by NBC

Politics also contributed to radio's income during this Presidential election year. On the national level the Republicans spent something between $400,000 and $500,000 for the re-election of President Hoover, the Democrats about $300,000 for their opponent, Franklin Delano Roosevelt, with perhaps $750,000 worth of radio time purchased by both parties in support of local and regional candidates.

To encourage spot business for its owned stations, NBC lifted the ban on recorded programs during the daytime hours outside of New York. CBS continued its policy of leaving the matter up to the managers of its individual stations.

Pan American Broadcasting System was organized as a "wax network... with the aim of including 100 stations."

Combined network gross time sales for the year totaled $33,105,775, according to National Advertising Rates, up 19.5% from the previous year. Overall gross time sales for the industry, network, spot and local, were estimated at $61,900,000, up 10.5% from 1939.

Politics brought problems as well as profits to radio. The Nebraska Supreme Court ruled that broadcasters could not be liable for libel "published" over their facilities just as newspapers are responsible for what they publish. This dictum was handed down in a suit brought by C. A. Sorenson, attorney general of Nebraska, against KFAB Lincoln and Richard A. Wood, an attorney of that city, for statements made by Mr. Wood on KFAB that were said to be libelous. The court in its decision emphasized that it had not adopted the advance script of Mr. Wood's talk, did not know it was going to be defamatory and in any event was prohibited from censoring the talk under the federal law. Mr. Sorenson had appealed the appellate court had now ruled the station operator absolutely liable. The case was subsequently appealed to the Supreme Court of the United States, which declined to review it.

Counsels-Dille Measure
Passes in Senate

In January the Senate passed the Counsels-Dille resolution asking the Radio Commission to survey advertising on the air, the educational use of radio, and to report on the feasibility of government operation. James W. Baldwin, Commission secretary, sent questionnaires to networks, stations, network agencies, educational groups, government agencies, foreign radio interests, etc.

Shortly before the investigation started, Broadcasting had reported that the Commission's own records refuted arguments that more educational radio facilities were needed. Of the 44 educational stations, 17 sold time and about 30 of the 83 stations licensed to schools, churches, municipalities and charities also were operated as commercial stations. Overall, the educational stations actually devoted less time to education, under 8%, than the commercial stations, which on the average gave more than 10% of their operating time to educational programming.

NBC and CBS Report
Holdings to Congress

To set Congress straight about their holdings, NBC and CBS wrote to each Congressman, reporting that the 87 stations in the NBC networks included five owned outright, a half interest in WMAQ Chicago, two stations owned by General Electric Co. and operated by NBC and four West Coast stations in which the network had recently purchased majority interests; that CBS owned five stations, plus 51% of KMOX St. Louis, and was operating WPG, Atlantic City's municipal station, under lease. Both networks stated that their affiliated stations determined their policies and that their affiliations with the networks did not deprive them of ample time for local programs, NBC adding that it had no written affiliation contracts.

In March, William S. Paley and his associates bought the half-interest in CBS which had been held by Paramount Pictures Inc. for a sum reported to be more than $6 million, giving this group complete ownership of the network (in 1950 a $50 million property), which had been purchased by Mr. Paley and a family group from Columbia Phonograph in 1928. In the intervening time CBS had grown from 16 outlets to 91. During 1931 the network had bought seven concert companies and merged them as Columbia Concerts Corp. to assure a supply of musical talent for network programs.

A proposal to tax stations as a means of defraying the cost of governmental administration, with fees ranging from $125 per year for 100 w stations to $5,000 for 50 kw stations, was introduced in the Senate, but died in committee. A new revenue bill that became law in June, however, included a 5% tax on land lines and a 5% tax on receivers. NAB protests finally secured a ruling exempting broadcasters from the land line tax on their interconnections. The tax on sets stuck, and broadcasters were told that they would have to pay 3% tax levied on all commercial users of electricity which the NAB had opposed as not applicable as broadcasters should be classed as industrial users, who were exempted.

ASCAP continued as a major and unceasing problem throughout the year. The broadcasters all wanted a standard license arrangement but were divided as to how it should be calculated. NAB favored a rate card basis; the small stations, few of them NAB members, voted in a survey conducted by A. S. Clarke, WBTM Danville, Va., for a formula based on percentage of gross sales, with 2.5% set as about the right amount.

Schutte, Picked to Head
Copyright Fight

NAB circulated all U.S. stations asking their ideas about the ASCAP proposed license, retained Oswald F. Schutte to head the copyright fight. Mr. Schutte in 1928 had organized the Independent Broadcasters of the U.S. to work with the Radio Commission's plan of deleting 164 stations and had succeeded in reducing the number of deletions to 30, none of them IBA members.

Urging broadcasters to see that legislation checking ASCAP is passed immediately, Broadcasting added; "The well and good is to negotiate and arbitrate with ASCAP, .... Broadcasters do not desire to dodge the payment of any license fee to ASCAP. They simply want the rate to be equitable. With a legislative club over the head of that pool of the order proposed and which can be adopted, a reasonable rate could be assured. Without it the result is obvious."

When broadcaster pressure on Congress showed signs of producing revised copyright legislation, ASCAP offered a new plan that would increase the present fees by 25%, making a total of $1,250,000 a year, to run through 1953 while negotiating for a permanent settlement, with the broadcasters meanwhile dropping their fight for new copyright legislation. NAB proposed instead to accept the 25% increase for 3 years with a joint NAB-ASCAP committee worked out a per piece license system. ASCAP in turn rejected that offer and broke off negotiations, which will continue individually with stations on the 5% plan.

Negotiations resumed, ASCAP made a final offer of a three-year license on a sliding scale, 3% for

(Continued on page 76)
If Napoleon were to plan a radio invasion of New England HIS FIRST MOVE would be to choose the Station in that territory with the greatest POWER.

WTIC

THE TRAVELERS BROADCASTING SERVICE CORPORATION
HARTFORD * CONNECTICUT * ASSOCIATE N * B * C
MEMBER OF NATIONAL ASSOCIATION OF BROADCASTERS
WTIC DOMINATES
THE PROSPEROUS
SOUTHERN NEW ENGLAND
MARKET

WTIC DOMINATES
THE PROSPEROUS
SOUTHERN NEW ENGLAND
MARKET

Paul W. Morency, Vice-Pres.—Gen. Mgr.

WTIC’s 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.
**1932**

(Continued from page 73)

the first year, 4% for the second and 5% for the third, estimated to amount to a total of $3 million in 1931, $4 million in 1932, and $5 million in 1933. Assured by its committee that this is the best deal obtainable, the board reluctantly recommended its acceptance by broadcasters and dissolved the committee, giving Mr. Schuette plenary powers to deal with all copyright matters.

**Lower Power Outlets**

Get Reduced Fees

Working with ASCAP on the license offered, Mr. Schuette obtained reductions on the fees for lower powered stations, about 36% for those of 500 w or less, 20-30% for the 1 kw operators. Dean Fitzner, WDAP Kansas City, Kansas City Star station, after a conference with Mr. Mills, wrote to a group of major newspaper-owned stations looking for the right to represent them in ASCAP negotiations, reporting hopes of securing substantial reductions “in view of admitted newspaper contributions to music exploitation.

When ASCAP offered that group a 50% reduction in sustaining fees, with commercial fees applicable only to ASCAP music recognized, ASCAP legislation, a meeting of all newspaper stations was called, at which it was decided to reject that proposal. Mr. Fitzner, Walter Damm, WBBM Chicago, and Ira Kay, WSB Atlanta, were named as a committee to try to get a flat 33% reduction from ASCAP. Sen. Dill, deplored the ASCAP's offer of preferential treatment for newspaper stations as a plot “to use every possible influence of public opinion to keep down opposition to their tyrannical and arbitrary use of power,” warned that acceptance by the newspaper stations would give new impetus to the ASCAP's proposed legislation prohibiting newspaper stations from operating.

At NAB's convention, held Nov. 14-16 in St. Louis, Mr. Schuette reported that he and Mr. Mills had worked out a formula whereby broadcasters would pay only for programs using ASCAP music, but that it had been rejected by the ASCAP board. He urged NAB to set up its own stock of music as the best insurance against ASCAP domination.

**McCosker Elected To Head NAB**

The newcomer elected as president was Alfred J. McCosker, director of WOR New York, reappointed Mr. Schuette as copyright expert at $15,000 a year and also reappointed Philip A. Lafont as managing director, with a 10% increase to $10,000 a year and adopted a vigorous program for the coming year with plans for triple the 1932 budget of $30,000 and employing a prominent public figure to lead the industry battle against those who were trying to alter or eliminate the free enterprise system of broadcasting. Mr. Loucks reported that some 19 ASCAP members in NAB, just about double the membership at the time of his appointment as managing director in November 1931, were not members of ASCAP, to continue the drive against the radio business.

As a part of the settlement, RCA transferred its New York building on Lexington to the GE and commenced negotiations with Rockefeller Center for space in the Radio City project for occupancy in the fall of 1933.

Alarmed over the danger of “traffickling” in licenses, the Radio Commission in February adopted a new rule requiring sworn statements of all pertinent details of the transaction, including the results of the applications for the transfer of licenses. In April Thad H. Brown, general counsel of the Commission, had been appointed Commissioner from the Second Zone, succeeding Ira E. Robinson, resigned. During the summer the radio division of the Department of Commerce had been merged as a bureau within the Department as an economy move. Maj. Gen. Charles McKay Saltzman, commissioner from the Northern Zone, was relieved of his duties by the Commission examiner as the best solution.

When the Associated Press supplied stock for broadcasting on election night, the reaction of certain newspaper publishers was so violent that the American Newspaper Publishers Association set up a special committee to investigate the entire field of press-radio relations.

The new committee was to work as an arm of the NAB's public relations committee, whose former chairman, Elsey Roberta, publisher of the St. Louis Star Times, had resigned when the committee refused to take a stand against the AP.

**RCA Becomes Wholly Independent**

On Nov. 21, Radio Corp. of America and its subsidiaries, including NBC and RCA Victor Co., became wholly independent through a consent decree entered by the U.S. District Court at Wilmington, Del. For an investi- gation of AT&T line charges, reported to aggregate $8 million to $10 million annually, Mr. Hubbard urged AT&T to cancel its rates and that they were not uniform. Broadcasters hopefully watched indications that the tele- graph companies might begin coming to terms with the broadcasting companies on a national scale; Postal Telegraph Co. was already leasing lines to South- ern Broadcasting Co.'s regional hookup.

**Linbergh Case Provides Opportunity**

The kidnaping of the Lindbergh baby on March 1, provided radio and television a special opportunity to raise its own ability to report a major news event. WOR Newark broadcast the first report at 11:35 a.m., but WIBO Chicago, the NBC West Coast affiliate, was set up in the Lindbergh baby kidnappers. using a mechanical scanning system but planning an eventual switch to the cathode ray all-electronic method of telecasting in the ultrahigh frequencies region.線 was coming to believe should be the area for TV operation.

In order to avoid interference with WTMJ Milwaukee, with whom it shared channel 12, WPTA-WINJ Clearwater, Fla., installed the country's first directional antenna, designed by Raymond Wilmotte.
our hat's off to
BROADCASTING
for valuable services rendered
to radio and television
for 20 memorable years...
British authority on transmitting antennas, who superintended its construction with the aid of T. A. M. Craven, consulting engineer. The laval microphone was introduced by Radio Telephone Industries Corp. and RCA brought out a velocity microphone, without a diaphragm, designed for increased directionism and better fidelity. Broadcasters spent some $570,000 for frequency control equipment to comply with the 50-cycle frequency tolerance requirement which became effective in June. Charles J. Young, son of Owen B. Young, and Dr. E. F. Albertson were at work in the RCA Labs on a facsimile system for the radio transmission of pictures and printed material.

Canada Adopts New Radio Plan

In Canada, after the British Privy Council had upheld federal control of radio, dismissing an appeal of the Province of Quebec, the government adopted a radio plan which restricted advertising to 5% of program content and levied a license tax of 25c per set. Although the 1931 census had reported 770,436 radio homes, only 689,596 set owners paid the new tax in 1932. Broadcasting early in the year retained a correspondent for regular coverage of news of the Dominion's broadcasters and their government regulators.

Radio was becoming, even in 1932, a favorite field for market researchers. Lee Bristol, vice president of Bristol-Myers Co. and president of the Assn. of National Advertisers, told the ANA convention that during the year 145,000 calls would be made on set owners asking what they had listened to for the past several hours, in a "cooperative analysis" of program audiences ANA was conducting for advertisers and agencies. John Shepard of the Yankee Network president, tried out a new kind of survey, developed by Walter Mann & Staff, to measure program preferences on "facts of the present rather than opinions of the past" by using the telephone to ask people what station or program they were listening to at the time the telephone rang.

Hettinger Surveys Summer Listening

Herman Hettinger of the Wharton School of Finance, U. of Pennsylvania, reported on a summer survey of the Philadelphia area that showed the number of summer listeners averaged nearly 90% of the wintertime audience, never falling below 85.5%. Another Wharton survey showed that 95% of housewives listened to the radio at some time during the evening, that Monday was the best and Saturday the poorest of weekdays; evenings for radio listening, that afternoons were about equal and Saturday the poorest morning; 61.8% of the women interviewed said they had bought something because it was radio-advertised, confirming a California survey which found 66% of the women interviewed to be buyers of radio-advertised merchandise.

Radio Tells Story to Listeners

Also in 1932: KSTP and WCCO Minneapolis-St. Paul on New Year's Day put on a joint broad- cast to tell listeners how American radio operates and the advantages to the public of competition among stations and advertisers which provides the best program service in the world and at no expense to the tax-payers. Radio drew plaudits for its excellent job of reporting the political conventions, NBC serving 88 stations, CBS 96 with the detailed minute-by-minute story. The Eastern College Conference decided to ban all football broadcasts but, after the Pacific Coast Conference had agreed to broadcasts as usual and the Big Ten had left the decision up to each college individually, the Eastern Conference decided to go along and rescinded the ban. Scott Howe Bowen, vehement upholder of general station representation against exclusive representatives, nonetheless agreed to serve as exclusive representative of the Yankee Network and its ten affiliated stations. Samuel Clyde, advertising director of General Mills, urged radio to stay on standard time the year round as railroads do, avoiding the semi-annual mix-up due to some cities going on daylight time, others not. Lord & Thomas installed RCA equipment to record the Lucky Strike broadcasts so as to have a file of the programs exactly as they went on the air. Father Coughlin's Golden Hour of the Little Flower was broadcast over a 26-station hookup, largest special network arranged up to that time. General Foods Corp. started a comic strip in 90 newspapers featuring characters from the company's Topper and Corinna radio program. Newton Coal Co. bought five hours to broadcast 13 programs over WCAU Philadelphia on Oct. 2, dedication day of WCAU's new 50 kw transmitter. WMCA New York extended its hours of operation to 3 a.m., reporting increased interest by advertisers of luxury products in people who can afford to stay up that late. Mrs. Franklin Roosevelt, wife of the President-elect, in December went on the air for Ponds Extract Co. in an NBC series, her talent fees going to charity.

New England has money to spend

NEW ENGLAND leads the country in per capita purchasing power. It has 8.8% of the country's total wealth. It earns 8.4% of the total income.

New England consumes nearly 10% of all food sold in the United States. According to the New England Council, it is spending more per capita for new cars, gasoline, department store merchandise, life insurance and building materials than any other section of the country.

Concentrate your sales effort on this rich market.

The voice of the Yankee Network reaches every densely populated New England trading area . . . 8-station coverage that assures the largest possible listener audience.

SHEPARD BROADCASTING SERVICE, Inc., BOSTON
Business Office: One Winter Place

Exclusive National Sales Representative
SCOTT HOWE BOWEN, INC.
New York Chicago Detroit Kansas City San Francisco Omaha

YANKEE NETWORK
FROM WHICH NEW ENGLAND HEARS ITS RADIO

BROADCASTING • Telecasting

Page 78 • October 16, 1950

INDIVIDUAL pictures used in this section are contemporary photographs showing the individuals at about the time mentioned in the text.
A Salute to a Pioneer Publication
from
America's Pioneer Network

New England has money to spend

Get your share through the YANKEE NETWORK

New England leads the country in per capita purchasing power. It has 8.0% of the country's total wealth. It earns 8.4% of the total income.

New England consumes nearly 10% of all food sold in the United States. According to the New England Council, it is spending more per capita for new cars, gasoline, department store merchandise, life insurance and building materials than any other section of the country.

Concentrate your sales effort on this rich market.

The value of the Yankee Network reaches every dollar earned in New England. Our stations carry programs which assure the largest possible listener audience.

SHEPARD BROADCASTING SERVICE, Inc., BOSTON

Business Office: One Winter Place

Exclusive National Sales Representative
SCOTT HOWE HOWEN, INC.
New York Chicago Boston Kansas City
San Francisco Omaha

YANKEE NETWORK FROM WHICH NEW ENGLAND HEARS ITS RADIO

Acceptance is the YANKEE NETWORK'S Foundation

The YANKEE Network, Inc.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

October 16, 1950 • Page 79
Complete Merchandising Service Inaugurated by KSTP to Assist Radio Advertisers and Agencies

Northwest’s Leading Radio Station Develops New Department to Give Broadcasters Essential Sales Promotion Facilities

With the inauguration of a complete Merchandising Service for the advertiser, KSTP, St. Paul-Minneapolis, has again set the pace in the development of radio station facilities and announcement of the organization of the new department has been received with approbation by agencies and advertisers generally.

The new KSTP service provides a long-sought means of conducting sales campaigns which require special field work in the local market and the correlation of broadcasting with all other forms of advertising and merchandising activities.

"Just what we have wanted for a long time," said representatives of a leading national advertiser.

"KSTP will be doing a big job for the advertiser in making radio tie in the various elements of a selling campaign so that it will be fully effective."

The KSTP Merchandising Service department is operated by men and women experienced in sales promotion and advertising and the service may be used in its entirety or in part as may be required by the advertiser. It includes market research, field surveys, contacts with distributors and dealers, promotional work with local sales representatives, placement of window and other displays, distribution of direct mail pieces and flyers, supplemental advertising and sales help to dealers and all other essentials of an efficient merchandising service.

This new facility provided by KSTP makes it possible for advertisers to capitalize fully on their sales promotion campaigns in the great Twin Cities market. It fills the gap and delivers the final punch that makes for success in terms of sales because it can be used to merchandise not only the radio advertising campaign, but also the products or services to be advertised through KSTP, even before the first broadcast.

Through KSTP the sales message goes to the largest radio audience, double that of any other station serving this market, the most responsive audience held by the heaviest schedule of the most popular national (Red and Blue NBC and spot) regional and local entertainment and service features. The KSTP Merchandising Service augments this capacity for continued leadership by enabling the advertiser to produce maximum results by correlating all sales promotional activities.
A NATIONAL WINNER with a TWENTY YEAR RECORD...

Planalyzed Promotion

First comes the analysis of your particular sales problems in the great KSTP market. Then—and only then—comes the promotion plan. Thus, KSTP’s exclusive, effective PLANALYZED PROMOTION!

KSTP’s own, thorough-going method of merchandising and promoting your radio and television campaign has won a heap of laurels in its twenty years. Variety plaques, Billboard awards, Advertisers’ accolades hang in number on our walls.

MORE IMPORTANT, file cabinets are jam-packed with cheers from the most important people in the world . . . our customers.

This exclusive KSTP merchandising service adds the pay-off punch to your radio and television campaign in the important Minneapolis-St. Paul market. In all likelihood you have already received KSTP Planalyzed Promotion reports in the familiar red folders . . . most advertisers and agencies in the country have . . . and more are becoming acquainted with the red folder’s brother—the bright blue television brochure. Be it KSTP or KSTP-TV the service is just the same! KSTP Planalyzed Promotion can hasten and increase the effectiveness of your radio and television advertising. Any Edward Petry man will be glad to tell you how Planalyzed Promotion works and how it will work for you.

KEY STATION FOR THE NORTHWEST NETWORK
50,000 WATTS—CLEAR CHANNEL • EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
1933

T he year 1933 was one of change for the country as a whole and the broadcasting industry was no exception. It brought a new President whose inspired use of radio reawakened broadcasters to the power of the medium they controlled. It brought a New Deal and a National Recovery Administration under whose auspices the broadcasting industry began towards the end of the year to pull itself out of the morass of depression in which it was so deeply mired as the year began. It brought government administered code of standards for broadcasting that made pointless any attempt by the industry to carry out the ambitious self-regulatory program that had been planned by the 1929 NAB convention. It brought, in April, the return of beer and in December the repeal of the 18th Amendment opening new problems of advertising policy for broadcasters. And it brought a radio boycott by newspaper publishers which, almost against its will, forced radio to discover and develop its own potentialities for providing news as well as entertainment for the listening public.

The first major news story covered by radio in 1933 was the attempted assassination of President-elect Franklin D. Roosevelt following his speech in Miami late in February. Mr. Cohan, technical director of CBS, vacationing in Miami Beach, was listening to the talk on WQAM and, hearing the shots and confusion at the end of the address, rushed to the station and telephoned the news to New York in time for its inclusion in Edward C. Hall's 10:30 p.m. program. Mr. Cohan ordered a circuit set up and at midnight he went on the network from Miami, introducing Fred Mizer, manager and chief announcer of WQAM, who gave the CBS audience an eye-witness account of the shooting, which had started as he was unhooking Mr. Roosevelt's lapel mike. Norman McKay, WQAM program director, reported that he had just come from the air. He was the man who had asked him to assure the public that he was unhurt. In New York, CBS reported on Mrs. Roosevelt's reception of the news. All in all, it was a fine piece of fast reporting.

The inaugural ceremonies, covered by both NBC and CBS in more than eight hours of continuous broadcasting, with pick-ups from dozens of Washington points and shortwave for rebroadcasting abroad, were followed by the hectic period of the banking crisis, climaxing with the President's announcement, broadcast March 12 over the combined networks of CBS and NBC to what was probably the largest audience in radio history to that time, that the banks were closed.

But radio did more than report the crisis. NAB President Alfred McComaker (WOR Newark) had advised stations to cooperate with local authorities and local leaders in turning the public away from fear and panic. "As we radiate calm, confidence and good humor in our attitude and in our broadcasts, we will make the public be- come infused with the same spirit. Radio's stake is the country's stake."

Sales Continue As Credit Is Extended

Following through on this suggestion, the nation's broadcasters cooperated freely during the moneyless period and pushed sales and merchandising with their usual vigor. They also checked their newscasts carefully in line with the warning from Philip G. Loucks, NAB general manager, to cut out "all statements which may reflect inaccurately on the position of financial institutions or give cur- rency to rumors which may have disastrous effects both for the public and for your station."

Stations in Southern California received a second opportunity to combine news coverage and public service late in March when an earthquake shook things up so severely that KHJ and KFI Los Angeles stations were shut down for brief periods and the studio building of KFOX Long Beach, in the center of the quake zone, was almost demolished, its walls crum- bled, its roof caved in, and its roof coat kept during the KFOX transmitter kept operating, however, and the station's staff stayed on the job.

Off the air when the Navy Dirigible, "Los Angeles" was the New Jersey coast in the early morning hours of April 4, the network opened with bullets and used it throughout the day, interrupting programs to report the news as fast as it was received. NBC by setting up a remote unit in the Navy Department offices, arranged an exclusive interview with Secretary of Navy Claude A. Swanson; CBS aired an eye-witness account of the sinking of J-3, Lakehurst blimp, which crashed into the Amazon River, for the wreck; both networks had the Akron's sole surviving officer, Lt. Comdr. H. V. Wiley, on the air that evening.

Following a Federal District Court decision upholding the prop- erty rights of the Associated Press in its news by issuing a permanent injunction restraining KSSO Sioux Falls from using AP news without permission, the AP membership on April 24 voted not to supply any news to the networks. Local broadcasts of AP news were re- stricted to 30-word bullets on events of national importance (which both AP and NBC) should have member paper were to receive broadcast credit, broadcast on sustaining programs only. The board was authorized to set extra assess- ments on member papers supplying news for use on the air, with papers not doing so to receive pro- rate reductions in their assess- ments. (The extra fee was set at 2.5% of a paper's general charges for one period of 15 minutes or less a week, 5% for two or more periods, effective Jan. 1, 1934.)

The AP ban had little effect as the networks had received no news from AP, UP or INS since the November elections. The more than 100 newspaper-owned stations and the 300 handled by new- paperiggs kept on with their newscasts as before, the chief difference being a preference for UP or INS news because of AP's 30-word limitation.

More disturbing was the resolu- tion adopted April 26 by the con- vention of American Newspaper Publishers Assn. that program list- ing "will not be more limited than advertising" and should be published only if "paid for as other advertising is paid for." But where- ever newspapers attempted to drop their program logs the flood of reader protests usually led to their early reinstatement.

Chief reason for this flare-up against radio was economic. An ANPA analysis of the national advertising dollar showed that news- papers had gotten 45t in 1930, and 46.4t in both 1931 and 1932 while network radio's share had risen from 5.8t in 1930 to 8.1t in 1931 and 11.3t in 1932.

Broadcasters Begin Own News Staffs

The chief effect of this newspaper antagonism was to encour- age broadcasters to organize their own news staffs, which a number of stations did. In the fall, CBS took Paul White from his post as network publicity chief to establish and operate its own news service. Columbia News Service Inc. was soon providing news to the network's commentators and was also compiling material for the network's own daily paper. One of the newsmen that CBS opened up new sources (Continued on page 84)
It's impossible...

...you can't cover California's Bonanza Beeline without on-the-spot radio

Be sure to launch your sales story right in the Bonanza Beeline. That's a 3-billion-dollar market — California's rich central valleys plus western Nevada — with more people ... higher food sales ... greater total retail sales than all of PHILADELPHIA.*

But the Beeline, remember, is an inland market — independent of coastal California. And Beeline people naturally prefer their own, on-the-spot stations, rather than faraway San Francisco or Los Angeles stations.

So you do need the five BEELINE stations. Each of these on-the-spot stations gives you top coverage in its own rich part of the Beeline. Together, they blanket the whole market. And you choose best availabilities on each station without line costs or clearance problems. Combination rates.

*Sales Management's 1950 Copyrighted Survey

Here's what you should know about

KERN Bakersfield

The CBS station for 59,000 Kern County radio families. BMB home-city weekly audience averages 84% daytime, 92% at night. Last Hooper shows KERN with nearly twice the audience of next best station, Mon. through Fri. afternoons; 30% more audience than next best station, Sun. through Sat. evenings.

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA  •  PAUL M. BAYMER CO., National Representative

<table>
<thead>
<tr>
<th>Station</th>
<th>Affiliation</th>
<th>Power</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFBK</td>
<td>Sacramento (ABC)</td>
<td>50,000 watts</td>
<td>1530 kc.</td>
</tr>
<tr>
<td>KOH</td>
<td>Reno (NBC)</td>
<td>5000 watts, day; 1000 watts, night</td>
<td>650 kc.</td>
</tr>
<tr>
<td>KERN</td>
<td>Bakersfield (CBS)</td>
<td>1000 watts</td>
<td>1410 kc.</td>
</tr>
<tr>
<td>KGK</td>
<td>Stockton (ABC)</td>
<td>250 watts</td>
<td>1230 kc.</td>
</tr>
<tr>
<td>KMJ</td>
<td>Fresno (NBC)</td>
<td>5000 watts</td>
<td>580 kc.</td>
</tr>
</tbody>
</table>
1933
(Continued from page 82)

of revenue. KMOX St. Louis got the first repeat account, a local liquor distributor who used time in November to solicit orders then for delivery when it became legal, and Macy's used time on WOR Newark to describe the proper use of wines.

The immediate volume of liquor advertising on the air was small and all local. CBS and some stations announced that they would accept advertising of wines but not of hard liquor; others decided that as long as liquor advertising was legal they would accept it; some stations flatly rejected any advertising of alcoholic beverages at all; the majority were still pondering the question as 1933 ended.

P. I. Business Becomes Increasing Problem

Stations were deluged, in the depression era, with "free" program offers, made even by such firms as Texas Co., which offered records of its Fire Chief network program, including commercials, for use on a no-charge re-pay basis, and McPadden Publications, which had discontinued its True Story Hour but, in response to public demand for its return, would supply 15-minute or half-hour transcriptions gratis to stations.

Per inquiry business also was rampant in 1933, with stations urged to promote dubious merchandise on a straight commission basis, leading Broadcasting to comment: "If ever there was one subject on which the whole industry should present a united front it is this matter of contingent contracts.

"Noting that such offers persist largely because "some of the best agencies and some of the leading time brokers and representatives have found some of the best stations willing to give per inquiry accounts an occasional 'shot,'" the editorial declared that "here is a condition that the far-sighted element in the NAB ought to be able to persuade the shortsighted element is wholly inimical to its ultimate interests." Because those words were not heeded in 1933, they are worth re-prining in 1950.

The National Recovery Administration, inaugurated July 24 by President Roosevelt in a combined CBS-NRC hookup, looked to radio

Mr. Dolph

for continued support in reporting and promoting its progress. The industry responded wholeheartedly. William B. Dolph, formerly director of the Oklahoma territory for RCA Photophone, who had charge of radio promotion for NAB, reported early in August that virtually all the stations and radio advertisers were devoting time to the recovery program, for which the networks had set aside regular weekly periods, and that more than 500 stations had signed pledges of cooperation with NAB.

Broadcasting, like all American industry of national scope, was itself included in the NRA plan. Surveying the industry, NAB found that it employed 9,200 persons full time, with an annual payroll of nearly $17 million, excluding the networks. The code committee appointed by NAB President Mc-Cooker to work out terms of fair competition for broadcasting, estimated that another $1 million would be added to radio's payroll when their proposed code became effective.

Major Issues Of Code Hearing

Five major issues arose at the code hearing: Unions representing technical employees demanded a 40-hour week at $1 an hour ($25 at stations with ten or fewer employees). Actors' Equity Assn. asked that minimum wages be set for actors, omitted from the NAB proposal as professionals chiefly employed by agents bureaus, advertisers and agencies. Proposals were made that the code's administrative set-up should be broadened beyond NAB to make it more representative of the entire industry. Small stations objected to the prohibition on per inquiry, commission or barter accounts. Recording companies asked that stations be prohibited from using phonograph records on the air without permission.

The final draft of the broadcasting code, which went into effect Dec. 1, omitted radio performers pending a full study of their status. It retained the 48-hour week for technical employees during a 90-day test period, with their salaries raised from $20 to $40 depending on the size of the station. Other non-executive employees were put on a 40-hour week. The code prohibited rate-cutting, the acceptance of per inquiry business unless rates for it were included on the station's published rate card, song-plugging, lotteries and misleading announcements about the sponsorship of orchestras. To prevent conflict between NAB and the Radio Commission, the code specified that it should not violate the Commission's licensing authority.

Shepard Named Head Of Code Group

John Shepard 3d, Yankee Network president, was elected chairman of the code authority committee. It was reported that WCBM Baltimore, as vice chairman. James W. Baldwin, former secretary of the Radio Commission who had served as industry advisor to NRA on drafting the code, was appointed directed of the broadcasting code authority, a salaried post.

Whenever they had a chance to drop their concern over business conditions or code provisions the broadcasters could always worry about ASCAP whose "elevator" contract had been forced on the industry the previous fall. Refusing to have any more dealings with Oswald F. Schuette, NAB copyright director, ASCAP's general manager, E. C. Mills, met April 4 with an NAB committee and told them that ASCAP would not consider any revision in contract terms unless the change would produce more revenue for ASCAP.

1933 was a year that saw radio assume an even more integral role in the national political scene. For the first time microphones were installed in the rearoom of the House to carry actual proceedings. LEFT PHOTO—The words of Speaker Rainey are picked up as he presides. CENTER PHOTO—Sen. King is interviewed by Harry Butcher, CBS (third from left in the Senate anteroom. Robert Trout, CBS presidential announcer, stands next to Sen. King, while seated at left is Earl Morrissy, WJSV Washington operator. RIGHT PHOTO—President-Elect Roosevelt, before a carbon mike prepares to address the nation in November 1933.
in March, as a depression measure, relaxed its requirements that stations operate at least two-thirds of their authorized hours, but the 40 stations which curtailed their hours of operation were ordered back to their regularly stipulated time on the air by Nov. 1.

Abandoning its restriction on minimum numbers of the 40 clear channels, the Commission in 1933 awarded 50 kw licenses to five more stations, bringing the number of 50 kw stations to 24, with a number of applications pending at the end of the year. Some 60 unlicensed stations in Texas, defying Federal authority on the ground that they were "unmetered," were proscribed by the Department of Justice, which obtained a number of convictions when the cases were tried in the fall.

North American Conference Hits Deadlock

The North American Radio Conference held in July in Mexico City to set up a 250,000-watt broadcast band might be opened up for assignment to broadcasting stations, but failed to find a settlement of the continental allocation of broadcasting frequencies by a deadlock when Mexico demanded 12 clear channels and the United States delegation refused to discuss parting with anything like that number. Dr. John R. Brinkley was reported to be proceeding with preparations for a 500 kw operation of XER Villa Acarreto, a former operator of KNTM Muscatale, Iowa, until his license, like that of Dr. Brinkley's for KKBS Milford, Kan., had been revoked by the Commission for operations not in the public interest, also owned a station on the Mexican border, XEPN Piedras Negras, authorized to broadcast to 100 kw.

In Canada the new Government Radio Commission had effected a country-wide reallocation that changed the frequencies of many stations and reduced the power of some. For another year, Philip Star station, which relinquished its license, stating that the cut from 5000 w to 100 w did not leave it enough power to provide good service, The Canadian Commission also acquired four stations and began building a national program service for them and any other stations desiring to take CRC programs, which were broadcast for 90 minutes each evening during the week and for two hours on Sundays. A supplementary program was also commenced and the CRC arranged to exchange programs with CBS and NBC but rejected a proposal that it carry commercial programs on its network.

The NAB convention, held early in October at White Sulphur Springs, re-elected Alfred J. McComesker, manager of WOR Newark, president for another year, Philip G. Loucks being reappointed as managing director for a similar term. Resolutions were adopted urging the Commission to license stations for the full three years permitted by the Radio Act and to make transmitted programs easier to sell by removing the requirement for their identification on the air. The NAB members also asked that steps be taken to standardize practices of covering station assignments, urged repeal of the Davis amendment requiring station assignments in accordance with unit quotas for states and regions, and urged the appointment of a committee to study sales costs and another to survey the field of television.

The convention also went on record as favoring an increase in the administrative food and drug act better known as the Tugwell bill. Broadcasting served as the forum house for the industry debate on this measure, starting with an explanation of the bill and its beneficial effects for broadcasters written by the President's number one "brain truster" himself, which drew up to 1000 visitors换句话说，from spokesmen for the makers of proprietary medi-clinics who viewed the bill and its results in quite another light.

Mr. Wynn

Ed Wynne early in the year announced plans for a third network, the Almalgamated Broadcasting System, to start in the East, eventually spread across the country, using Western Union lines. After repeated delays, ABS finally broadcast its first programs Sept. 25 over a 4-station Atlantic Coast hookup, but shut down Nov. 1, with Mr. Wynne, who have spent $250,000 of his own money in the venture, renewing his Texaco contract for another year on NBC as the Fire Chief.

Set Standard Forms For Spot Broadcasting

Also in 1933: NAB and AAAA approved standard order forms for spot broadcasting, including a clause fixing the responsibilities for libel, slander, or copyright violations, etc. to protect stations against suits for acts committed by their clients. NAB board approved a new class of membership open to corporations granting $15,000 a year, with dues set at $30, half the previous minimum. CBS study of economic levels found homes with radios to have greater purchasing power than non-radio homes. The Commission authorized the move of KYW from Chicago to Philadelphia.

WBO and WPCC Chicago entered in the Washington United States Supreme Court reversed the Court of Appeals, upholding the validity of the Davis amendment and the right of the Commission to distribute radio facilities as it deemed best. Commission planned fact-finding study of whole quota set-up in view of changes since the adoption of the quota plan in 1930. After exhaustive tests, Hygrade Sylvania Corp. began equipping all its air-cooled transmitting tubes with graphite electrodes.

Washington, Kansas and Missouri levied 2% sales taxes on station gross receipts; Kentucky tried to collect franchise taxes from the national networks.

RCA was awarded the $400,000 contract to build a 500 kw transmitter for WVL Cincinnati, granted authority to carry on experiments at Supernower. Kay P. St. Paul became the first station subscriber of Cooperative Analysis of Broadcasting, then in its third year in operation strength from Oklahoma, and agencies, underwriting it. WIL St. Louis in January engaged William C. Murphy of the Philadelphia Public Ledger to send a daily bulletin on the progress of regional first station to have a Washington correspondent. WCAU Philadelphia dedicated its new building, first specially designed for broadcasting, with great ceremony.

Edward Petry & Co., Greig-Blair & Co. Joiner Free & Steininger (organized in 1928) purchased WRENO, Wheeling, WSPD Carmel, (formed in 1931) as pioneers in exclusive station representation. Westinghouse installed a new "concentrator antenna" at KYW, Chicago, a double signal intensity with no increase in power. WBAL Baltimore claimed even greater improvement in signal strength by installing a 200-foot vertical mast with "high capacity crown." CBS discontinued its telecasting with a mechanical system after a year that failed, and Bread Co., claiming to have sold the last uninterupted program on the air, Optimistic Revue, on KNX Los Angeles each Friday since January 1925.

RCA acquired the assets of DeForest Radio Co. with a bid of $414,000. German Chancellor Adolf Hitler banned American Jazz from the government-operated German radio system.

George B. Storer, CJKW Detroit, WWVA Wheeling, WSPD Toledo, started Point O' Purchase System in 1930, installing synchronized radios in chain stores enabling advertisers to reach prospect in store at time of sale. Breakfast Club programs were broadcast to attract getters for many stations; that of WMAL Washington, conducted in the "intimate style" by a young m.e. named Arthur Godfrey, was especially successful. E. H. Sanders, advertising manager, Shell Oil Co., urged advertisers to build programs themselves, selling only adjacent announcements, like newspapers, limiting role of agencies in providing the commercial copy.

NBC moved into New York RCA Bldg. in October, with set-up said to be most modern and most completely equipped broadcasting plant in the world. WOR Newark staged its own election campaign in Carteret, N. J., to win a referendum permitting it to increase to 50 kw transmitter. A new union, Technical Employees of NBC, reached an agreement said to boost the network's technical payroll by $250,000 yearly.

Broadcasting published its first map of radio stations in the United States, distributed with the pre-convention. 1. World Broadcasting System offered stations full program service on newly developed Electrical Research Products Inc. wide-range recording. World assigning the station rental fees for ERP1 turntables, with charges put at $150 a week for 24 quarter-hours of programs or eight hours a day, $100 a week for four hours a day, $65 for two hours a day.

Federal Leases

WMCA For Year

Federal Broadcasting Corp., with Alfred E. Smith as board chairman and John J. Adams, WMCA New York vice president, as president, leased WMCA for a year from Donald Flamm, who withdrew from active management, for $155,000, plus 25% of all revenue over $600,000. Two announcements on NBC's "Mourning Heart" and "Round Up" pulled more than 154,000 requests for trial cans of Dr. Lyons' Tooth Powder. American Radio Features Syndicate announced a transcribed program entitled "Mr. Wonderful" written by Rupert Hughes.

Sale of 3,806,000 radios in 1933 put country's radio homes total at 17,560,000 at the end of the year, where there were 501 stations licensed, mergers of time-sharing stations in part explaining the drop during the year. The Roosevelt administration, during its 10 months had broken all records for official use of radio: President Roosevelt broadcast 20 times, including four political. Roosevelt, 17 times; Cabinet members, 107 times; 58 Senators and 42 Representatives were on the air once or more during the year.

Chronology

Continues on Page 86

1934

October 16, 1950 Page 85
Haverlin Proposes Co-op News Exchange

Whatever the network thought of the new arrangement, it was not anything but satisfactory to many stations who wanted a more liberal supply of news, with freedom to broadcast when they pleased and under sponsorship of their own choosing. Some of the networks agreed and the Bureau was established with James W. Barrett, former city editor of the New York American, as editor.

Yankee Network Sets Up Own News Bureau

Yankee Network, in addition to getting the Transradio service, also had established its own news bureau, which maintained a networked service at a cost of about $1,500 a week. Many stations had organized local news staffs with varying degrees of success, KNX Los Angeles at first asked its listeners to contribute to the support of its news collection, but soon found that sponsorship to more than cover expenses and returned the contributions.

On Dec. 18, Judge C. Bowen of the Federal District Court in Seattle issued a preliminary injunction by dismissing the suit of AP against KYO Bellingham for alleged news piracy in a decision that apparently restricted rights of radio stations to broadcast news after it has been published. AP immediately filed an appeal from this revolutionary legal dictum which would do away with the association's property rights in its news.

In June Congress passed and the President signed a new communication act that abolished the Federal Radio Commission and replaced it with a new Federal Communications Commission controlling telephone and telegraph as well as radio communication, enlarging the body from five to seven members to take care of its added responsibilities. The new Federal Communications Commission, subsequent to the Old Radio Act of 1927, that except 100 W stations were exempted from the restrictions of the Davis amendment wherever they could not interfere with signals of other stations; the broadcasting of lotteries was prohibited; the Commission authority was extended over stock control as well as licenses; foreign studios were required to have domestic vice commission; and the Radio Commission was authorized to originate modification of station licenses; the appellate provisions were revised; the Federal Government was permitted to make regulations; and, the Federal Telecasting Commission was instructed to report any suggested amendments to Congress by Feb. 1, 1935.

When the first FCC took office July 1, its members were: Judge E. O. Sykes, charter member of the Radio Commission, named chairman of the FCC with a seven-year term; Thad H. Brown, only other Radio Commissioner appointed to the new body for a six-year term; Paul A. Walker, Oklahoma Post-Registrar; Herman S. Case, Republican, former Governor of Rhode Island, for a four-year term; Dr. Irvin Stewart, Texas Democrat formerly a radio expert of the State Department, for a three-year term; George Henry Payne, New York Republican, former member of the New York City tax commission, for a six-year term; and Hampson Gary, Texas Democrat who had been Minister to Switzerland under Wilson, for a one-year term.

Spearman Is Named FCC General Counsel

The Commission named Paul D. Spearman, who had been assistant general counsel of the Radio Commission, general counsel, November 1, 1934.

In addition to the FCC and FTC, the N.R.A. Code Authority was also supervising the broadcasters' activities. In January the Authority adopted ironclad rules to prevent radio stations from publishing rate cards to conform to the A.A.A.A. pattern and absolutely forbidding acceptance of per inquiry business. In May, when N.R.A. Division Administrator Sol A. Rosenblatt prophesied that the entire broadcasting industry would increase its payroll 10% and that the same time reduce the work week 20%, from 40 to 30 hours, the Authority (and secured) the rejection of that idea, pointing out that in the last half of 1933 employment of broadcast technicians had increased 11.9% and the weekly hours of this group had (Continued on page 88)

BROADCASTING  •  Telecasting
YOU MIGHT GET A 1600-LB. BULL MOOSE—

BUT...

YOU WON'T BAG MUCH IN WESTERN MICHIGAN WITHOUT WKZO-WJEF and WKZO-TV!

FETZER Broadcasting Company stations give you unapproachable coverage of the rich Western Michigan market—and do it economically!

WKZO, Kalamazoo and WJEF, Grand Rapids are so far ahead of their nearest competition that together they give you about 57% more city listeners than the next-best two-station choice in Kalamazoo and Grand Rapids—yet cost 20% less! BMB Report No. 2 (Spring, 1949) reveals that the Fetzter stations have an unduplicated coverage of more than 60,000 homes in the Grand Rapids area alone.

If you’re using television, WKZO-TV will give you five markets with a buying income of more than one and a half billion dollars. It is basic CBS via micro-wave relay. Now in its fourth month on the air, WKZO-TV beams a sharp Channel-3 picture to more than 70,000 TV sets in five big metropolitan markets in Western Michigan and Northern Indiana.

Get all the facts today. Write direct or ask Avery-Knodel, Inc.

°F. D. Fetherston and D. G. MacDonald got one this size on the Magnassippi River, Quebec, in 1889.

FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

October 16, 1950 • Page 87
PROGRAMS build AUDIENCE!

- WMBD has assumed a vital part in the life of Central Illinois. Our summer programs have included such outstanding local features as these:


Outside programs cannot compete with us for listener interest. One of our advertisers received 3400 replies to one sponsored broadcast. Let us give you the details.

... We Have Fulfilled Our Promise!

Reproduced above is our "pledge" as it appeared in the FIRST issue of BROADCASTING, October 15, 1931. And, today, the status of WMBD more than bears out every promise therein stated. WMBD continues to provide exclusive service to its Central Illinois territory. This audience tunes to WMBD for more than 25 hours of Columbia Network programs weekly, in addition to a very large schedule of national transcribed and locally produced live talent shows. During 1939 this audience was served with more than 500 broadcasts of Civic events and talks of local organizations. Stronger reasons than ever why outside programs can not compete with us for listener interest!

1934 (Continued from page 68)

decree 9.8% and its weekly pay had gone up 21.1% with similar changes presumably for other radio employees.

The Authority also noted that radical changes advocated would operate if not eliminate small broadcasting companies and increase the threat of monopoly. After a year of code operation, the Authority proposed that discounts on radio time sold in combination with other media (normally newspapers) and "run of schedule" discounts be prohibited as unfair practices.

Despite Ed Wynn's failure the year before, the "third network" theme was a dominant industry motif throughout 1934. George Storer, WSPD Toledo, WWVA Wheeling, CKLW Detroit, who had purchased a majority interest in Federal Broadcasting Co., operating WMCA New York under lease, and become its president, organized American Broadcasting System and began sending WMCA programs to other East Coast stations. Planning further expansion, the embryo network persuaded Fred Weber to leave NBC and join ABC as vice president in charge of station relations and in October inaugurated 16-hour-a-day program service to a 14-station hook-up extending as far west as St. Louis. Adam Hat Stores in November became ABC's first sponsor.

WOR New York, WLW Cincinnati, WGN Chicago and WJR Detroit had on several occasions been hooked up for special commercial broadcasts and in the summer these stations discussed a permanent hookup as the Quality Group, which, in August, began operations with WOR, WLW and WGN as regular members and WXYZ Detroit (replacing WJR) as optional. At the outset only commercial programs were carried by the Quality Group but in October the member stations decided to exchange sustaining programs as well and to rename their hookup the Mutual Broadcasting System.

Mutual Outlines Its Operation Plans

That name "clearly describes our plan of operation" under which "each station will remain independent and make its own decision in accepting programs," W. E. Macfarlane, WGN vice president and first president of MBS, explained. "Each station will receive its card rates for time, less agency commission, making no additional charge to the advertiser for transmission lines. Thus, we believe, we have established a truly mutual arrangement between a group of independently owned stations."

Alfred J. McCooker, president of WOR, was elected board chairman of Mutual, which by Nov. was broadcasting dance band pickups and variety shows sustaining in addition to commercial programs for Horlick's Malted Milk, Baume and Benge Products.

WLW was also involved in a project even more experimental than a third network and the whole industry watched closely as the station began testing its new 500 kw transmitter, installed at a cost of more than $400,000. In January W2XAO — experimental call — was on between 1 and 6 a.m. and in February it began daytime tests between 8:30 a.m. and 6 p.m., using the regular WLW call and rebroadcast in the regular WLW program schedule.

Joseph A. Chambers, WLW technical supervisor, reported these tests as highly successful, increasing power boosting the station's signal strength by 325% and its secondary coverage area by 1,000% without causing interference with other stations. In April, WLW's night time programs were added to the experimental superpower schedule and in May, when President Roosevelt formally opened the 500 kw transmitter by pressing a key in Washington, WLW was advertising itself as "the world's most powerful commercial broadcasting station."

'High Fidelity' Broadcasting Begins

1934 also marked the beginning of so-called "high fidelity" broadcasting in the United States. After the North American Radio Conference had agreed that the 1500-1600 kc band could be used for standard broadcasting, the Radio Commission of the new network added three new channels — 1520 kc, 1550 kc and 1570 kc — for assignments to not more than a dozen stations which in exchange for getting bands 20 kc wide in the 500-1600 kc spectrum were required to install equipment capable of 10,000-cycle audio transmission, compared to the 3,000 to 4,000-cycle audio output of most stations at that time.

The licensees of these new stations would be permitted to broadcast commercial programs, the Commission said, but their operation must be supervised by a research engineer qualified to carry on a full-scale experimental program including a study of antenna design, field intensity surveys and an analysis of listener response. Licenses for high fidelity stations were issued to the American-Republicans, Waterbury, Conn.; First National Television, Kansas City; (controlled by Arthur Church, operator of KMBC); John V. L. Hogan, New York (who had been experimenting with telecasting); Pioneer Mercantile Co., Bakersfield, Calif.

Mr. Hogan's station, W2XR (now W2XR) began broadcasting a two-hour daily schedule in June.
and in the fall he reported a response indicating that a substantial audience could be served by a station operating over 1500 kc, even though the older receivers could not tune in signals above 1500 kc. He stated that listeners appreciated high fidelity program service and announced plans for adding commercial shows to the station's sustaining schedule of classical music.

The 400 broadcasters attending the convention, held Sept. 16-18 in Cincinnati, returned home with renewed confidence that the American system of broadcasting was firmly entrenched, despite fear that excessive government interference would be dispelled by a message from the President and talks by high government officials expressing faith in and praise for the way radio as a private enterprise operation was serving the public.

J. Truman Ward, manager of WLAC Nashville, was elected NAB president for the coming year, with Philip G. Loucks continuing as managing director.

Most important resolution adopted was one authorizing a committee to determine what is pertinent information about stations for advertisers and agencies and to work with the ANA and AAA toward creating a bureau to set up a standard coverage operation for radio comparable to that of the Audit Bureau of Circulations in the newspaper and magazine fields.

Only major development in the ASCAP situation during the year was the Department of Justice filed suit in the Federal District Court in New York for the dissolution of the Society under the Sherman anti-trust act, this action preceding by two days the Sept. 1 increase of the station payments to ASCAP to 5% for commercial licensees plus a flat sustaining fee.

FCC Gives Opinion On Liquor Ads

The hesitancy of most broadcasters about accepting advertising for hard liquor was increased by a Commission statement urging them to "bear in mind" that "millions of listeners through the United States do not use intoxicating liquors and many children of both users and non-users are part of the listening audience." Adding to the industry's uncertainty, Ira E. Robinson, former chairman of the Commission, expressed the opinion that stations in wet states could not refuse to accept advertising of alcoholic beverages if they took advertising of other products.

The Canadian Radio Commission, having previously limited advertising on the air to three minutes out of each commercial hour, restricted the use of recorded material to the hours before 5:30 p.m. and denied the right to accept commercial programs from the United States to all Canadian stations except the six previously under contract to do so. CRC won a fight with the musicians union after an abortive strike, the musicians agreeing to let CRC set its own scale of payment and to use non-union as well as union musicians.

Dr. Herman Hettinger, on leave from the U. of Pennsylvania to serve as fulltime NAB research director, reported at the end of the year that businesswise 1934 had been the best year in the history of commercial radio, with total gross time sales of $72,887,199. The national networks had grossed $42,647,081, the regional networks $717,117, spot business $13,541,770 and local $15,981,201, according to the Hettinger estimates.

Foods Head Time Purchases

Analyzing time purchases by class of product advertised, Dr. Hettinger found foods first with 19.0%; then toiletries, 14.4%; drugs, 12.3%; gas, oil and auto accessories, 8.6%; beverages, 6.4%; autos, 5.7%; tobacco, 4.6%; soaps, 3.8%; clothes, 3.2%; household equipment and furnishings, 3.2%; confections, 2.0%; retail, 1.9%; insurance and financial, 1.8%; radios, 1.0%; amusements, 0.8%, and miscellaneous, 11.3%.

E. F. H. James, advertising and sales promotion manager of NBC, reported that the average expenditure of NBC's 237 clients during 1934 was $157,252, compared with the 1933 average of $135,777, adding that 44% of all advertisers on the network spent less than $50,000 during the year.

CBS estimated that at the end of 1934 more than two thirds of the country's homes were equipped with radios, a total of 21,455,799 units, and Daniel Starch & Staff, after a nationwide survey, reported 97% of the sets were in working order. A study of multiple station ownership, made early in 1934 under the auspices of the House Interstate Commerce Committee, found that NBC owned, controlled or managed 16 stations and CBS, seven, with 17 individuals and 11 corporations or holding companies controlling two or more stations.

Also in 1934: World Broadcasting System, largest producer of transcription for use exclusively in broadcasting, with 108 stations using its daily service, asked the FCC to alter its identification ruling to require only a single announcement for program of recordings instead of one before each disc. WTMJ Milwaukee began experiments in facsimile broadcast-

(Continued on page 80)
1934

(Continued from page 89)

ing. Henry A. Bellows left CBS to join the NAB executive staff; Harry Butler succeeded him as CBS vice president in Washington, also continuing as manager of WJSV. March of Time discontinued Bill Adams' impersonations of President Roosevelt, contending they were too realistic.

NBC entered the transcription production field, offering 16-min-
ute "open-end" recordings to sta-
tions for sale to local advertisers or sustaining use, in 13-week series. NBC also stopped recognition of special agencies and time brok-
ers for business on its owned and managed stations, now represented nationally by NBC Local Sales Department. NBC also put into effect the rule adopted in December 1933 against accepting any new ac-
counts advertising cathartics, depi-
latories and other products of per-

sonal hygiene, although permitting clients of that nature already on NBC to continue.

CBS in 1934 expanded from 92 to 97 stations, reported net earn-
ings for the year of $2,574,130. WCCO Minneapolis refused an-
ouncements for all times except in early morning, at noon and after 10:15 p.m., Earl Gammons, man-
ger, explaining the station feel-
ing that it was "unfair to sell a client announcements between pro-
grams for which another advertis-
ter has paid a considerable
amount of money and built an
audience." Ford Motor Co. became first sponsor of the World Series, paying $100,000 for radio rights, buying time on the combined net-
works of NBC and CBS plus Chi-
cago (totaling about 180 stations) after the Code Authority refused to allow Ford to carry out its original plan of buying only key stations and offering the broad-
casts, including commercials, to
other stations on a no-charge-no-
pay basis.

Prof. Frank N. Stanton of Ohio State U. used 160 students in an
experiment that showed they re-
membered advertising copy they
heard more effectively than that
they read. KYW, after operating in
Chicago since 1921, moved to Phila-
delphia, went on the air there Dec.
3. A Literary Digest poll found symphonic music the best-liked
radio program material, jazz music
the most disliked. Radio City
visitors, asked their program pref-
ferences, put dance music first by a
margin of more than three to one
over comedy, which ranked second.
Dr. Neville Hopkins demonstrated his "radiovoting" system, with but-
tons installed in receivers register-
ing "present," "yes" and "no"
records at power station for re-
transmission to broadcasters. Ed-
gar Kobak left McGraw-Hill to
join NBC as vice president in
charge of sales.

REACH THE INNER EAR*
of the KANSAS FARM MARKET

"The whole-hearted attention that comes when listening is motivated by self-interest.

Out here in Kansas, our whole economy revolves around agriculture. Nothing arouses the self-interest of our farm
and small town families as much as news and information about weather, crops, market conditions, and productive
farming practices.

Because WIBW is the Kansas Farm Station, we get RE-
SULTS for our advertisers by taking advantage of this
undivided attention. Let us weave your sales messages into our daily pattern of farm service programming. You'll
reach the inner ear* of this billion dollar farm market.

WIBW

SERVING AND SELLING
"THE MAGIC CIRCLE"

WIBW • TOPEKA, KANSAS • WIBW-FM

Rep: CAPPER PUBLICATIONS, INC. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

Page 90 • October 16, 1950

THE REFORM movement hit
radio full force in 1935, with
Anning S. Prall, new FCC
chairman, personally leading the
cleanup squad in a whirlwind cam-
paign to do away with harmful
programs practices. It was so vigori-
ously prosecuted that broadcasters
scarcely noticed the departure from
the national scene of the NRA and
its Broadcast Control Authority which
for some 18 months had been their
chief authority on employment and
advertising practice.

The year started with good news
for radio in the Commission's re-
port to Congress that its investi-
gation of the previous fall showed
no need to allocate a fixed percent-
age of radio facilities to educa-
tional and other non-profit public
service groups, nor to change the
existing law in any way. Mr. Prall
became a Commissioner in Janu-
ary, succeeding Hampson Gray,
who, after Paul D. P. Spearman,
FCC general counsel, retired to
enter private law practice, was ap-
pointed to that post. In March Mr.
Prall was made chairman of the
Commission, succeeding E. O.
Sykes, who became chairman of
the Broadcast Division, with Nor-
man Case and Mr. Prall as the
other members.

Prall Warns Stations
To Follow FCC Rules

Chairman Prall waited to settle
into his new seat at the head of
the Commission table before sound-
ing his first war cry, warning sta-
tions that a New Deal had come to
radio and they had better obey
FCC rules to the letter.

At a meeting in March with
officials of the Women's National
Radio Committee, which claimed to
speak for most of the women's orga-
nizations of the nation, and
representatives of the networks and
the NAB, Chairman Prall pro-
vided the industry with a positive
standard for proper programming.
The "composite American home,"
he said, was the standard for
broadcasters constantly to keep in
mind, gauging the merit of each
program by visualizing its recep-
tion by a typical family group.

NAB promptly announced its
decision of December 1933 to
decline all future advertising of laxa-
tives, deodorants and the like whose advertising might be dis-
tasteful when listened to in a
family living room. CBS also
banned such advertising for new
advertisers and for present con-
tracts at their expiration and in
addition set limits of the amount of
time devoted to advertising on
any program at 10% in the even-
ing, 15% in the daytime. To en-
force these rules, CBS hired Gil-

Mr. Gray
son Gray from D'Arcy Co., as commercial editor. Taking another step toward program improvement, CBS retained a child psychologist, Dr. Arthur T. Jernild of Teachers College, Columbia U., as consultant on children's programs.

Many stations took similar action to tighten their individual program and commercial practices, so that in addressing the NAB convention in July Mr. Prall could report a wholesome cleaning up in the five months of his FCC Chairmanship. At that time he praised as a fine idea Broadcasting's editorial suggestion for an industry advisor to guide broadcasters, advertisers and agencies on the suitability of radio programs and commercials.

To discuss ways of improving and extending cultural programming, the FCC Broadcast Division invited broadcasters, educators, clerics and other cultural leaders to a two day conference in Washington, May 15-16, at which a decision was reached to set up a joint committee on cultural broadcasting. Headed by Dr. John W. Studebaker, Federal Commissioner of Education. After numerous conferences, Dr. Studebaker in December announced the completion of the committee, comprising 40 representatives of broadcasting, education, religion, welfare and other groups.

In May, when 21 stations were cited for hearings because they had broadcast commercials for Marmola, the Commission presented broadcasters with a yardstick for measuring medical advertising. Medical commercials were declared acceptable if they did not misrepresent or deceive and if the commercial contents were not offensive or in bad taste, always taking into account the family circle as the listening group.

NAB Convention Adopts New Code

The NAB convention adopted a new code, replacing the one drafted in 1929. It called on broadcasters to guard radio against misuse by dishonest or dangerous individuals or organizations, to keep the air free of material offensive to persons of any creed or belief, to bar obscenity and deceptive or exaggerated claims and advertising of products or services injurious to health, to refuse all per inquiry, contingent or percentage advertising to keep a published record of rates and discounts, and not to defame competitors or to make false claims about their own facilities or services.

Busy preparing its defense against the government's anti-trust suit and in attempting to prevent the enactment of restrictive copyright legislation urged by the broadcasters, ASCAP in the spring of 1935 proposed an extension of its current licenses from their scheduled expiration of Aug. 31 until the end of the year, following this offer with one of five year licenses, running through 1940, on practically the same terms—5% of gross income plus a sustaining fee.

NBC and CBS and WCAU Philadelphia accepted these new five year licenses, the networks also agreeing to a boost of $25,000 per year in sustaining fees, but the NAB copyright committee refused to endorse the deal. General Manager Phil Loucks and Joseph C. Hostetler, who had taken over Newton Baker's duties as NAB copyright counsel, felt that general acceptance of a new ASCAP license might prejudice the government suit. The newspaper-owned stations who had enjoyed a preferential deal, paying the 5% fee only on programs actually using ASCAP music, began dickering for the same terms for the next five years. The suit against ASCAP came to trial June 11, but on June 20 it was recessed until November and subsequently until some future date.

Resolution Endorses Per-Piece Policy

After hearing from Mr. Hostetler that the industry should continue to fight for the right to buy music on a per piece or per program formula by which the broadcasters would pay only for music actually used, and from Isaac Levy, WCAU, that the only feasible plan was a blanket license of the kind just accepted by his station, the NAB convention gave votes of confidence to both sides, re-elected Mr. Levy as treasurer, and adopted a resolution endorsing the per-piece principle but leaving it up to the decision of each station operator as to whether he should or should not renew his present ASCAP license for another five years. The convention also resolved to support the government suit for the dissolution of ASCAP and to work for legislation removing the statutory minimum penalty of $200 for each infringement.

Just about this time the situation was complicated by Warner Brothers' announcement that it was withdrawing its five music publishing companies from ASCAP membership at the end of the year. The Warner houses were said to own a third of the popular music used on the air and were...
The estimated costs of the first year's operation. (He never did and the project was eventually abandoned.)

National Independent Broadcasters, proposed earlier in the year by Edward A. Allen, WLVA Lynchburg, Va., was organized by the NAB, converted by some 40 operators of stations not affiliated with the networks, who elected Mr. Allen president. In November, he announced that a new station would be established in New York for NAB member stations, under the direction of James O'Shaughnessy, former executive secretary of the AAA.

Clear Channel Group Continues Coverage Study

Also meeting during the NAB sessions was the group of 14 clear channel station operators, which the year before had initiated a study of their present rural coverage and how it might be improved. The group decided to continue the study, collecting new data to supplement those now being analyzed by the FCC engineers. The purpose of building up a sufficient quantity of proof of the value of clear channel service to prevent FCC action to break up those channels. Mr. Lowery of KPO in private that since leaving NAB, was retained as coordinator.

In the fall the group also secured the FCC's permission to build a new tower that was granted a leave from his post as technical director of NAB, to study the engineering phases of clear channel operation and the possibilities of superpower such as the experimental operation of WLW Cincinnati with 500 kw whose success has led to expectations that permits of grants of similar power might be made to other clear channel stations.

In November Dr. Irvin Stewart, chairman of the FCC Telegraph and Radio Bureau, issued a report on the advisability of adopting special regulations for network broadcasting. He had noted, said that of the 420 networks, 10 were assigned to NAB affiliates, 12 to CBS, three to MBS and only one to a station not affiliated with any network (KNX Los Angeles).

Transradio Press Service, which for nearly a year had flourished as the only national news organization supplying news to radio stations, was at a halt, having broadcast it under commercial sponsorship, got some competition in April when United Press and International News Service decided to extend their service to broadcasting also without any restrictions on sponsorship. The Press Radio Bureau continued its operations, liberalized to permit the broadcast of one piece of newsworthy news a day but on a sustaining basis only, and UP and INS continued to make their news available to the Bureau along with the Press Bureau to prevent sponsored newscasts over AP. AP informed its member

papers that, for a 5% increase in their assessments, they could make up their other reports, but

Mr. Baldwin promised to do as soon as he had 120 subscriptions at $125 each to pay

New England and by late fall the Intercity Group had 37 clients and had been in operation for 12 months.

Mutual Broadcasting System began its exchange of 1,820 subscribers for commercial programs and engaged 16-hour-a-day AT&T lines. Fred Weber, former of NBC and CBS, joined the network's program staff, and sales offices were established in New York and Chicago.

NBC and CBS Rate Adjustments

NBC and CBS started off the new year with rate adjustments raising the network rates of some stations and lowering others, both networks showing slight overall increases and both explaining that the cost per thousand homes was less than when the old rates were established. NBC also altered its service plan by cutting from $35 to $50 an hour paid stations for commercial programs and the flat $1,500 a month charged them for sustaining service to a new forming basis of a guaranteed color payment and taking four hours of evening time a week from the stations instead, with payment for new arrivals called by the stations on a sliding scale from 22% to 50% of card rate, depending on the number of hours sold.

The chief station complaint about station consolidation plan was that it guaranteed its affiliates only a half-hour of evening time for local programs on weekdays (7:30-8 p.m.) for a full hour on Sundays. CBS made no change in its station contracts, which still had three and a half years to run.

Radio put on one of its spectacular successes in public service news akeover by WJW, Cleveland, for the spring flood isolated the town from the rest of the country and cut off its power supply. Mr. Warriner found the best amateur set in his garage and rebuilt it for battery operation while Mr. Malcolm collected all of the automobile batters he could find, and eventually made contact with Denver where not a call was heard. The station could not be identified by anyone.

Mr. Flamm set up a transcribed on a S.S. Hall, a military plane and his plane was flown to Denver where it was unloaded and planted in a -kT system as it was a successful demonstration for some 24 hours of time.

Mr. Flamm set up a transcribed on a S.S. Hall, a military plane and his plane was flown to Denver where it was unloaded and planted in a -kT system as it was a successful demonstration for some 24 hours of time.
Station WOR Newark, NJ

★ Operates on the most favorable WAVE LENGTH
has full time and is recognized as the standard of consistent program quality and clear dependable reception.

★ Enjoys Audience ACCEPTANCE
of more than ten years. Constantly growing in numbers, achieved by adherence to the highest policies and finest ethics of broadcasting.

★ Offers Intensive COVERAGE
in New Jersey, New York, Massachusetts, Pennsylvania and Rhode Island.

Bamberger Broadcasting Service . Inc.
Newark . New Jersey
New York Office: 1440 Broadway • New York City
1935
(Continued from page 92)
vided power for the town movie in the afternoon and evening and in the morning ran the newspaper's presses.

Stations Render Special Flood Service

WNBQ Binghamton and WESG Elmira delivered equally meritorious performances during the New York floods in July, remaining on the air uninterruptedly for five days to aid in guiding relief workers and keeping the public informed, and KFAB Lincoln and KOTN Pine Bluff, Ark., also won praise for emergency work during their area's flood. In the fall, when a tropical hurricane hit Florida with unusual force, WDAE Tampa broadcast warnings and reports until its power supply failed, the staff staying on the job throughout the night to answer queries by phone. Engineers at WQAM Miami, when its tower was blown down, hauled up a new one and worked through the night, getting the station back on the air by morning to continue its reports on the progress of the storm. WIOD Miami also lost its tower but managed to stay on the air through the danger period.

Sarnoff Reports Facsimile Is Ready

Facsimile transmission by radio, both point-to-point and broadcast service, was technically ready to be put to use, David Sarnoff, RCA president, told stockholders in March. After demonstrations in New York and Washington, RCA discussed broadcast use with newspapers but no definite plan was arrived at. In February, a British commission on television reported a readiness for public service and BBC began preparations to begin telecasting the following year. RCA announced plans to spend $1 million on TV broadcast experiments, hoping to start test video transmissions the following year, with pictures of 343 lines and 30 frames interlaced. Philo T. Farnsworth demonstrated his 240-line TV system July 5 in Philadelphia.

Transcription Library Field Expands

Also in 1935: Associated Music Publishers, NBC and Standard Radio entered the transcription library field. Muzak Corp. tried out wired radio program service in Cleveland, American Society of Composers, Authors and Publishers acquired license fees from stations for broadcasting phonograph records made by its members. National Assn. of Performing Artists filed suit in the name of NAPA President Fred Waring against WDAS Philadelphia, asking injunction to restrain broadcasting of the station's broadcasts recording with Waring's permission. Elsie Janis, musical comedy star, became NBC's first woman announcer.

Roth was the broadcasting keynote of 1936, with more stations (676 in December, highest number since the golden days before the enactment of the original Radio Act of 1927), more networks, both national and regional, and more business, gross time sales topping the $100 million mark for the first time in radio history.

At 8:10 P.M., NBC announced a new program of news...
"...G-E High-Reliability Tubes Lift SAFETY and SAVINGS, Too!"

SAYS Herschel Wolf, in charge of aircraft radio communications for American Airlines: "You can trust G-E High-reliability Tubes to do their job all the time. They've helped us lift our high safety standards still higher."

You can't beat these special G-E miniatures for steady performance "under fire"—the kind of day-in, day-out job you can count on. So take a tip from American and other enthusiastic users, and specify G-E High-reliability Tubes in the equipment now on your drawing-boards! You'll lower upkeep costs, increase safety factor, widen your product's acceptance.

Altimeters, radio compasses, radio control apparatus, h-f aircraft receivers—all are employing G-E High-reliability miniatures with marked success. Every tube gets 50 hours' service at the factory under Class A conditions. Also, frequent samples are chosen for life tests, during which the tube is operated normally but intermittently by turning the heater on and off at one-minute intervals.

Communications...industry...along with aviation, find numerous applications for G-E High-reliability miniatures—the better tubes for better service where conditions are exacting! Write for further information. Learn more about what these tubes are; what they will do; how they can serve your needs more efficiently.

Electronics Department, General Electric Co., Schenectady 5, N. Y.

"with AMERICAN AIRLINES EXTRA SAFETY IS A MUST..."
ONE HIGHLIGHT of radio for the year 1936 was the clear channel and superpower hearings which began Oct. 5. Left photo: The majority of FCC members attended, although the issues were decided by the Broadcast Division (center three), L to r: Thad H. Brown, Amning S. Pissal, Judge E. O. Sykes, Nor- man S. Case, Dr. Irwin Stewart. At right are Paul D. P. Spearman, regional group counsel; I. Z. Buckmaler, Mason-Dixon Group; Martin Campbell, WFBA Dallas; Herbert L. Petley, WHN New York; Benedict Gimbel Jr., WIP Philadelphia; Edwin W. Craig, WSM Nashville; Louis G. Caldwell, clear channel group counsel.

sioned to his newspaper background. This new friendliness toward radio also was reflected at the spring convention of the American Newspaper Publishers Assn., whose radio committee rejected the plea of its chairman to put pressure on INS and UP to stop selling news to radio stations and extend Press Radio Bureau for another year. The committee objected to news “misprinted as advertising” carried little weight for the vast majority of the 690 stations buying news from the press associations or from Transradio Press, which during the year inaugurated its fifth leased wire to serve its nearly 300 subscribers, were broadcasting news under sponsorship.

Expectations of a final definition of the extent of a newspaper’s press association’s property rights in its news died when the Supreme Court, for technical reasons, disclaimed jurisdiction in the suit of AP against KYOS Bellingham, Wash., for alleged “pirating” of news. The New York State Supreme Court, however, established a precedent when it ruled that the use of person’s name in a newscast, even if sponsored, is no violation of the Civil Rights Act. President Roosevelt on June 5 signed a bill repealing the Davis Amendment which had required the assignment of stations in accord-
ON THE ENTIRE PACIFIC COAST

They still listen where they live and buy!

Don Lee is the ONLY network reaching Pacific Coast people where they live—where they spend their money.

Don Lee's 45 network stations are located within each of 45 important marketing areas, covering the Coast like a blanket.

Don Lee is STILL the best, the most economical and the most effective selling medium for California and the rest of the wealthy, responsive Pacific Coast.
Mr. Levy paid Warner Bros. about $100,000 in license fees.

The NAB Bureau of Copyrights, established in March with E. J. Fitzgerald, former musical director of WJW, as director, went ahead with its first real cataloging music in the public domain and in the fall, having cataloged 15,000 copyright free compositions, announced plans to convert them into a 100-hour transcription library available at cost to NAB members. Lang-Worth Feature Programs, which had begun transcribing PD music the year before, in December announced that it had 200 playing hours of royalty free music ready for station use.

Washington Declares ASCAP Illegal Monopoly

Largely through the efforts of the Washington State Assn. of Broadcasters and its managing director, Kenneth C. Davis, Seattle attorney, the State of Washington declared ASCAP an illegal monopoly in violation of state laws, putting the Society's business there in receivership. E. C. Mills, ASCAP general manager, subsequently dissolved that agreement by agreeing that ASCAP in the future would deal with Washington music users in accordance with the state laws.

A new musical worry for broadcasters arose early in the year when the Court of Common Pleas in Philadelphia issued an injunction restraining WNAS from broadcasting phonograph records made by Fred Waring and his orchestra without his permission. This was the first legal recognition of phonograph records as copyrightable products.

The Republicans started using recordings in Mr. Waring's name, followed the decision with similar suits against stations in New York and Chicago. American Society of Composers, Authors and Publishers, which嗞 stations the copyright in songs which NBC advised stations to ignore.

The President's Committee on White House activities claims that record broadcasts hurt record sales were disputed by music dealers who reported that radio was largely responsible for an increase of 150% in the sale of records since 1933.

Better recording news came in January from FCC, which liberalized its rules for $31,800,000 in recorded program material, ordering such announcements only once every 15 minutes or at the beginning and end of shorter record broadcasts.

Transcribed Shows Bring Over $9 Million

Perhaps stimulated by this action, transcribed programs played a big part in commercial radio during the year, accounting for $9,271,545 in national spot and $2,450,394 in local business according to the extrapolations of 1936 broadcast made by Dr. Herman Hettinger for the[1937] Broadcast Yearbook.

Total time sales, at one-time rates, for the year were $117,781,686. Five percent was left, divided into $59,745,800 for the national networks, $1,389,646 for regional networks, $24,648,180 for local. Leading types of advertising on the air in 1936 were foods, accounting for 18.2% of the total time sales; tolleties, 12.0%; drugs, 9.7%; automobiles 8.1% and automotive accessories, gas and oil, 7.3%.

Procter & Gamble Co. was the top network client in 1936, spending (at gross rates) $2,299,000 for network time. Standard Brands ranked second, Sterling Products third, Colgate-Palmolive Pet. Co. fourth and Ford Motor Co. fifth. Largest spot account was Chevrolet Div. of General Motors, whose WBS quarter-hour transcription series, Musical Movers, was broadcast three or five times weekly on nearly 400 stations.

Political expenditures for radio time during the Roosevelt-Landon presidential campaign were estimated as totaling about $2 million. The Republicans started using radio in January with a dramatized series, Liberty at the Crossroads, placed on individual stations after both CBS and NBC had refused to carry it. The local business for this party convention and had questioned the propriety of putting political arguments into dramatic form. Communism was already an issue, and the daily criticism centered both for their anti-Americanism in broadcasting Communist speakers and for censorship and discrimination in refusing time to this party while accepting programs sponsored by the Democrats and Republicans.

CBS got itself booted by both major parties for a late campaign broadcast by Republican Sen. Arthur Vandenberg in which he "debated" with President Roosevelt through recorded excerpts of the President's speeches of earlier years. Learning of the intended use of records only a few minutes before the speech was to go on the air, CBS first ordered the broadcast cancelled, then decided to let it go on, losing a number of stations which substituted other programs on receipt of the first order.

February blizzards and March floods presented broadcasters in much of the country with their severest public service test, which they passed with universal acclaim as they stayed on the job and on the air around the clock day and day. They broadcast warnings, served as information centers and command headquarters for the Red Cross, military police, relief, fire-fighting and other agencies, and provided the only link with the outside world for many storm-struck communities.

FCT Reports Radio's Offenses at Low Mark

Radio also won praise from many former critics for the results of its efficient policing of programs and commercials. The Federal Trade Commission reported that out of 697,746 commercial continuities reviewed only 426 had been referred to the FTO legal staff for secondary consideration. Following the example of CBS, Swift & Co. engaged a child psychologist to review its baby nursery copy script; Blackett-Sample-Hummert employed an other psychologist to check on its kid shows.

Broadcasters attending the 14th annual NAB convention in Chicago, July 6-8, elected C. W. Myers, operator of KOIN and KAIL Seattle, president; reappointed James Baldwin managing director; paid heed to WCAU's withdrawal (five others pulled out within the next month and two new members came in, leaving the total membership at 105). The joint committee with J. Beryl Lottridge, KOII-KFAB Omaha, as chairman, as a division of the NAB Commercial Section headed by H. K. Carpenter, WHK Cleveland; voted $10,000 for the Joint Committee (of AAAAA, ANA and NAB) for Radio Research, adopted a resolution encouraging the formation of the country with state and regional associations as NAB chapters; kept abreast of all developments by reading the convention daily paper published by Broadcasting.

Interest in Radio Research Increases Rapidly

With both buyers and sellers of broadcast time eager for more accurate statistics, 1936 was an active year in radio research. The joint Committee produced a county-by-county analysis of radio homes as of Jan. 1, 1936, estimating the national total as 22,869,000, 73.5% of all U. S. families. Paul F. Elberfeld, former head of Radio Research, was engaged as secretary, to carry out projects authorized by the committee.

The Audimeter, mechanical device

for measuring program reception developed by two professors at Massachusetts Institute of Technology, Robert F. Elder and L. F. Woodruff, was first used in a Boston survey and before the end of the year had been acquired by A. C. Nielsen Co. for eventual use for nationwide audience behavior reports. Edgar H. Felix, coverage specialist, began publishing Radio Coverage Reports as a bi-weekly service. ANA established the Advertising Research Foundation, to study all media, with Lee H. Briskel of Bristol-Myers as chairman.

Cooperative Analysis of

Broadcasting, gaining acceptance as the gauge of program popularity, reported Major Bowes, Jack Benny, Fred Allen, Rudy Vallee and Marswell House Showboat as the most listened-to programs of the winter 1935-36. King Edward VIII's woman I love" abduction broadcast at 5 p.m. EST Nov. 11, 1936, broke all previous daytime audience records with a rating of 45, CAB reported. A CBS survey found the average home radio set turned on 4.8 hours a day; an ABC study revealed the average (Continued on page 102)
Congratulations
ON 20 YEARS OF "BROADCASTING"

KGW
ITSELF HAS BEEN BROADCASTING FOR 28 YEARS!

It's a pleasure to welcome BROADCASTING Magazine to radio's 20-year Club... during each history-packed year of operation KGW has claimed its share of "firsts"... has kept pace with progress.
A Few Highlights of KGW's History As Depicted in the Pages of BROADCASTING:

*BROADCASTING* August 1945
'Way back in 1924... two years after KGW went on the air... the station launched an all-girl entertainment act, one of the nation's first. In 1945 KGW loaned "Q" Cox, then assistant manager, to the U.S. Treasury as assistant director in charge of national War Bond radio activities.

*BROADCASTING* March 1947
One of KGW's most important steps was taken in 1927 when KGW joined the NBC network. Twenty years later this association was commemorated by a plaque presented by Niles Trammel, then NBC president. During the past 28 years KGW has increased in power from 2500 to 5000 watts, twice has moved to larger quarters.

*BROADCASTING* July 1947
Jack Wassan, KGW's efficient sales manager, depicted in the caricature reproduced here, will be glad at any time to furnish KGW availabilities through your nearest Petry representative.

*BROADCASTING* December 1949
In this advertisement we pointed with pride to KGW's new studios and transmitting facilities, gave technical reasons why KGW, with its efficient 620 frequency at 5000 watts is the only station which gives the advertiser COMPREHENSIVE COVERAGE of the rich and rapidly growing Oregon market.

KGW PORTLAND OREGON
ON THE EFFICIENT 620 FREQUENCY
AFFILIATED WITH NBC

Represented Nationally by
EDWARD PETRY & CO.
The silver voice of Charlie Dameron is well-known throughout the WLW territory. His tremendous popularity benefits greatly the advertisers on whose programs he appears. Like other WLW stars he has a following that listens faithfully to every performance.

A decade ago it seemed impossible. Today—a turn of a switch and the vast WLW audience is yours. Because WLW is powered by 50,000 watts, operates on a clear channel with 100 per cent modulation, it can be tuned in clearly and distinctly—imparting all the sparkle and brilliance that makes your program forceful and convincing to an enormous audience of your logical prospects. Successful advertisers are high in their praise of the effectiveness of this radio station. Learn more about WLW in facts, figures and illustrations in our free, 48-page brochure.

W L W

"the Nation's Station"

PRESTO!

...and millions of ears are listening to your program

Near the Center of the Dial

Near the Center of Population

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., President

CINCINNATI
NOW...
18 YEARS LATER
Millions of Ears Are STILL Listening to WLW...

BECAUSE ...WLW plays an important part in the lives of the people within its area. In the course of four weeks, The Nation's Station renders a service to 2,715,000 radio homes—71.5% of the total radio families within the WLW Merchandise-Able Area. These homes reached listen to WLW an average of 445 minutes—7½ hours—weekly. Of the 216 radio stations heard within the area, WLW receives 14.2% of ALL listening to ALL stations.

Among the rural radio homes, WLW is even more dominant. In four weeks, The Nation's Station reaches 81.7% of all the rural radio homes in WLW-Land—1,551,000 prosperous, hard-to-reach customers.

Furthermore, the rural dominance of WLW is shown by the fact that 17.0% of all listening done in rural homes in the area, is to WLW—one out of every six minutes.

FOR FURTHER INFORMATION, contact any of the following WLW Sales Offices:
140 West 9th St., Cincinnati 2, Ohio
360 N. Michigan, Chicago 1, Ill.
630 Fifth Avenue, New York 20, N. Y.
6381 Hollywood Blvd., Hollywood 28, Calif

Data from Nielsen Radio Index, February-March, 1950

CROSLEY BROADCASTING CORPORATION
auto radio in use 65 minutes daily; CBS also surveyed 250 “very rich” families in Boston, finding an average of three sets per home, with average family listening just under three hours a day.

Trans-American Broadcasting & Television Corp., with $2 million capital and a charter wide enough to cover almost every kind of broadcasting enterprise, was launched with John L. Clark, former general manager of WLW, as president, arousing much industry conjecture. By the end of the year Trans-American was acting as sales representative for WLW and a half-dozen other major stations and for programs produced at KFWB Hollywood, Warner Bros. station.

The FCC in January set up rules for an FCC bar, with register of those qualified to appear before it. These attorneys soon afterwards organized themselves as Federal Communications Bar Assn. In March President Roosevelt spiked attempts to make the FCC chairmanship an annually rotating office by reappointing Anning S. Prall as chairman.

A complaint filed by WCOA Pensacola against wire line charges for round-about program transmission because AT&T had no repeater stations along the direct route resulted in a 50% reduction in the home company’s “back-haul” rates. After an overall FCC investigation of line charges had revealed AT&T earnings from radio of $5,579,367 in 1935 (not counting radio revenue of associated companies, estimated at another $5 million), AT&T filed a new tariff schedule estimated as saving broadcasters $250,000 a year.

Also in 1936: Members of the Distilled Liquor Institute, representing 90% of the country’s manufacturing distillers, agreed not to advertise on the air as part of a voluntary campaign of self-regulation in the public interest; the Treasurer of Cook County, Ill., spent $20,000 for two weeks of radio announcements on Chicago stations, collected $10 million in back taxes during the same two weeks; Cream of Wheat Corp. discontinued sponsorship of Alexander Woolcott in favor of Buck Rogers.

And: The United States Supreme Court, acting on an appeal brought by KOMO-KJR Seattle against a Washington State Supreme Court decision upholding the state’s right to impose a tax on radio stations, ruled that broadcasting is an interstate operation, not subject to state taxation; NBC introduced its silk hat transmitter, first worn by George Hicks in New York’s 1936 Easter Parade; Canada disbanded its Radio Commission; and set up a Canadian Broadcasting Corp. modeled on BBC lines, which appointed Gladstone Murray, former BBC executive, as general manager at $13,000 a year; a survey of 74 colleges found 38 permitting broadcasts of football games, 36 forbidding them; National Advisory Council on Radio Education found average capital investments in stations (excluding real estate, studios and services as too variable to average) to be $6,600 for 100 w, $30,000 for 1 kw, $63,000 for 5 kw, $224,000 for 50 kw, $582,000 for 100 kw; Broadcasting opened a New York editorial and advertising bureau in August, and a Chicago editorial office in October, replacing “string” correspondents in those cities.

**1937**

**THE YEAR 1937 was one of crisis and change for American broadcasters. From late winter floods which swept radio out of its accustomed role of public entertainer into the heroic position of the nation’s number one public service agency, to December’s FCC announcement that many stations would have to move to new homes on the radio dial, the industry faced one emergency after another.

When a vacillating NAB failed to handle the demands of the musicians’ union that radio solve its unemployment problem, the station operators not only regrouped to meet this immediate emergency but began drafting plans for a more effective trade association. Meanwhile, they were individually altering labor policies to deal with newly-formed union committees instead of with individual employees heretofore. And somehow, between crises, they found time to attend to business so effectively that time sales for the year topped the 1936 total by 20%.

**Prall’s Death Brings FCC Reorganization**

FCC also underwent a reorganization in August, when the sudden death of Anning S. Prall brought in a new chairman, Frank R. McNinch, chairman-on-leave of the Federal Power Commission. Chairman McNinch started his clean-up mission by abolishing the Commission’s broadcast, telephone and telegraph divisions, requiring all decisions in all cases to be the responsibility of the full Commission. Tactily acknowledging criticism which had led to the introduction of several bills for Congressional investigation, Chairman McNinch announced that the Commission would henceforth live “in a glass house,” backed up the announcement with a ruling that all correspondence regarding any license application would become part of the public record, including letters from Congressmen and other public officials.

Command action on the re-allocations proposal drafted by FCC Chief Engineer T. A. M. Craven (who was appointed to FCC membership in August) and Andrew D. Ring, assistant chief engineer, following the hearings of October 1936, was postponed until after the North American Radio Conference, held in Havana November-December 1937, could settle certain international frequency problems. Major Craven-Ring recommendations called for 50 kw as minimum instead of maximum power for certain channels, which were to be reduced from 40 to 25 with fulltime duplicate use be made of the others; for inclusion of 1500-1600 ke in the standard broadcast band; for power increases all down the line, and for substitution of “standards of good engineering practice” for the current empirical standards.

Redistribution of broadcast frequencies among North American nations arrived at in Havana generally followed the Craven-Ring pattern and, due to the skillful negotiations of the U. S. delegation and its chairman, Comr. Craven, did not call for the elimination of a single U. S. station. Treaty did, however, call for shifts of 10 ke to 30 ke for a substantial number of stations, sugar-coating these enforced moves by proposing nighttime power increases from 1 kw to 5 kw for certain regionals and from 100 w to 250 w for local stations.

**International Broadcasting Interest Rises**

Individual U. S. operators of shortwave stations also reflected the new international interest, building new transmitters, including the first one in the West for trans-Pacific use, and increasing their foreign program service, particularly to Latin American countries. NBC and CBS stepped-up appreciably their domestic broadcasts of Latin American programs as part of a Pan-American exchange of program material.

RCA became the first sponsor

(Continued on page 103)
Year after year the record repeats...

The 1949 Broadcast Measurement Bureau audience study confirms KXOK delivers more listeners per dollar than any St. Louis network station. KXOK's audience increase (10.2% daytime—9% nighttime) from 1946 to 1949 makes KXOK an even better buy... than in 1948. KXOK actually costs up to 20% less because KXOK delivers more listeners per dollar... 587,920 radio families daytime... 555,880 radio families nighttime throughout the great St. Louis area.

Hal Fredericks and Johnny Corrigan, KXOK's top disc jockeys, are delivering greater audiences... greater sales daily. Ask your KXOK representative, or your John Blair man about the Hal Fredericks "Song and Dance Parade" and the Johnny Corrigan "St. Louis Ballroom" today.

*Kmore listeners per dollar*

Happy Birthday to BROADCASTING

all steamed up over its 20th Anniversary
of a U.S. originated program in a foreign country other than Canada when it bought time on three South American stations for its Saturday afternoon Metropolitan Opera programs, shortwave and rebroadcast with Spanish comments and commercials. Commercially sponsored shortwave broadcasts were not permitted as all licenses in this field were strictly experimental.

E. B. Craney, operator of KGIR Butte, Mont., opened single-handed war on ASCAP early in the year with an open letter to Congress urging a revision of the Copyright Act to discard the statutory 250 minimum for infringements and to require copyright licenses on a per-piece basis, with clearance at the source. He then turned to the local scene and inspired a Montana bill requiring measured service methods of copyright licensing which became law in March despite strenuous ASCAP opposition.

Similar legislation was introduced in a dozen other states, becoming law in Washington, Tennessee, Nebraska, Florida and Wisconsin. Late in the year, ASCAP secured a Federal Court injunction in Nebraska restraining application of that state's anti-ASCAP law.

Set up as an independent corporation to operate on its own instead of as an NAB division, the Bureau of Copyrights audited its first transcriptions of copyright-free music at the July convention, securing 58 subscriptions to the library service at $10 an hour. The networks changed their views and agreed with station operators that music should be cleared at the source for network and transcribed programs. John G. Paine resigned as chairman of Music Publishers Protective Assn. to become general manager of ASCAP on May 1, succeeding E. C. Mills, who was given a new post of chairman of the administrative committee. A partial index of some 25,000 ASCAP-licensed tunes, said to be those most played by stations, was prepared by ASCAP and distributed free to licensees requesting it.

Pa. Supreme Court Upholds Waring

The Supreme Court of Pennsylvania upheld the lower court's decision enjoining WDAS Philadelphia from broadcasting records made by Fred Waring without his permission. With this official approval of its argument that artists have property rights in phonograph records they make, National Assn. of Performing Artists offered licenses to other Pennsylvania stations, asking 10 times the stations' highest quarter-hour rate for right to drive records made by station members, and anticipated nationwide licensing after decisions of court cases pending in other states.

Meanwhile, American Society of Recording Artists, West Coast organization similar to NAPA, engaged Kenneth C. Davis, Seattle attorney and managing director of Washington (State) Assn. of Broadcasters, to conduct a drive for record performance licenses among Pacific Coast stations, including those he had represented in the fight against ASCAP.

Inspired, or perhaps irritated, by the NAPA campaign, which he said helped only the band leaders, not the men, James C. Petritlo, president of the Chicago Federation of Musicians, led his AFM local in a drive to "end for all time the menacing threat of 'canned music competition'" with the employment of live musicians. CFM members were forbidden to make records with special permission of the union board, which imposed such stringent regulations that the making of musical records was transferred from Chicago to Los Angeles.

Mr. Petritlo took his cause in June to the union's national convention, which instructed the national AFM board to act immediately to bring all playing of music under union control.

Meeting in New York the last week of July, the AFM board called in executives of recording companies, told them that the AFM was prepared to employ AFM members in the future they must agree to stop "dubbing" (re-recording) music from one record to another and also to stop picking up music from broadcasting studios, to register all records with AFM and get permission of both national and local unions before using them.

AFM Demands Stations Employ More Musicians

Network officials, also summoned to the board sessions, were told that unless the nation's radio stations increased their employment of musicians to a number satisfactory to the AFM the stations would be unable to employ AFM members or to receive network shows, transcriptions or phonograph records made by union members. When the networks explained that they had difficulty to speak for all stations except those they owned, AFM told them bluntly they'd better get it, demanding submission of an acceptable industry plan by September, under threat of a nationwide AFM strike against radio on that date.

James Baldwin, NAB managing director who although uninvited had attended the AFM board meeting with the network officials, with them sent a letter to all stations, notifying them of the AFM move and asking them to send representatives to discuss the matter with the musicians' union officials.

Mr. Ethridge, representing himself as the Independent Radio Network Affiliates, elected Mark Ethridge of WHAS Louisville, chairman, and appointed a committee with William S. Hedges, WLB Cincinnati, as chairman to conduct negotiations with the AFM.

First glimpse of a means of meeting AFM demands came in a suggestion from AFM President Joseph N. Witness that a possible yardstick might be for each station to agree to spend five times its evening quarter-hour rate for the employment of musicians. The IRNA committee, after strenuous argument, knocked this down to 3/4 times the 15-minute rate. A quick estimate showed that this would amount to spending $13,000 a year for the broadcasting industry, or about enough to employ 3,000 musicians at an average wage of $35 a week.

NAB Calls Its Special Convention

Mr. Weber promised AFM would not act until the IRNA report had been received. At the full AFM board a special meeting in New York Sept. 16. A second IRNA gathering in New York Sept. 10-12 approved a plan calling for expenditure of an additional $1.5 million a year by network affiliates (practically doubling their previous expenditure) for the employment of AFM members, after that action only after three days of intensive debate that more than once threatened to split the industry wide open. NAB board, meeting concurrently in New York, called a special convention, first in its history, for Oct. 12 in that city.

Threat of an immediate strike was averted when the AFM board agreed to a compromise IRNA proposal as a basis for negotiations, promising to allow AFM members to continue working in radio as long as negotiations were in progress. Emile Gorin, president of the National Association of Broadcasters; John Shepard 3d, Yankee Network, and Samuel R. Rosenbaum, WFIL Philadelphia (who became chairman of NAB's negotiating committee in October when Mr. Hedges left WLW to return to NBC), presented the IRNA plan to the AFM board Sept. 16. Formula of allocating the additional $1.5 million promised among the

(Continued on page 106)
Dear Soli:—

We celebrate (together) "Ed"

October 16, 1950

Ed Craney of
The
XL
Stations

Sol Taishoff
of
BROADCASTING
are becoming
"Old Fossils"

The Pacific Northwest Broadcasters

Stations

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New York 17, N. Y.
347 Madison Avenue
The Walker Company

Hollywood 28, Calif.
6381 Hollywood Blvd.
Pacific Northwest Broadcasters

San Francisco 4, Calif.
79 Post Street
Pacific Northwest Broadcasters

Chicago 1, Illinois
360 North Michigan
The Walker Company
1937

(Continued from page 104)

network affiliates, approved only after lengthy debate, was for each station to specify 5% of its net income to employ AFM members.

Unlike the regular NAB convention held in June in Chicago, which BROADCASTING reported as "three rather dismal days," the special October meeting in New York comprised two days of vigorous activity, climaxd by unanimous approval of a resolution calling for a strengthened NAB with a paid president.

Group also voted to increase the NAB dues by 50%, effective immediately, raising the association's annual income from $8000 to $120,000.

Edwin W. Craig, WSM Nashville, was named chairman of a reorganization committee with Mr. Shepard, Mr. Craney, Walter J. Dammin of WTMJ Milwaukee and Edward A. Allen, WLVA Lynchburg, as members. Mr. Ethridge declined committee membership but agreed to serve as advisor.

AFM Situation

Chief Discussion Topic

Much of the time of the two-day special convention was devoted to a discussion of the AFM situation, the NAB coming in for a great deal of criticism for its failure to provide the industry with leadership in this crisis. Mr. Ethridge reported on the IRNA negotiations and NAB President John Elmer, WCBS Baltimore, whose election in June marked the first NAB president in the NAB presidency had gone to the operator of a 100 w station, explained that the NAB, unable to speak for its members, had done what it could by keeping them advised of the AFM demands.

Some 50 non-network broadcasters, at an evening meeting addressed by Mr. Rosenbaum, appointed a committee headed by Lloyd Thomas, WROK Rockford, Ill., "to collect data but not to conduct negotiations" with the musicians' union. In a post-convention session the NAB board drafted a resolution warning broadcasters against giving the AFM the right to determine what material shall or shall not be broadcast as that might be considered tantamount to relinquishing to the union the control of their stations and grounds for cancellation of their licenses by the FCC. (The object-matter clause was eliminated from the final draft of the IRNA contract and a statement inserted providing that nothing in the agreement shall violate any law or any FCC regulation.)

IRNA Agreement Forms Sent to Stations

Completed IRNA agreement forms were sent to stations late in November, with instructions to make them part of contracts with their local AFM unions, and return the signed contracts as rapidly as possible, AFM extending its strike deadline only 15 days at a time as a threat to insure promptness. Meanwhile, negotiations with the non-affiliate stations and the recording companies were at a standstill awaiting the action of local stations and unions that would re-examine the AFM-IRNA agreement.

Calling the 1938 NAB Convention for Feb. 14-16 in Washington, the reorganization committee which had engaged Phil Loucks, former NAB managing director, as counsel, in December, sent stations its proposals for action at that time. They emphasized an annual budget of $250,000, a paid president with broad policy-making powers, elimination of the position of managing director but with a paid secretary-treasurer as administrative officer, and 21-member board from which an executive committee of six would be elected, this committee, with the president as chairman, to handle matters of industry policy as. a whole.

Unionism, which aside from the AFM had never given much notice to broadcasting, suddenly overwhelmed the industry with an epidemic of organizing. The International Brotherhood of Electrical Workers, which had affiliated radio technicians at a few stations, in March announced plans for a nationwide drive, to include announcers, writers and producers as well as engineers. CIO's American Radio Transmitters Assn. (which shortly approved its name to American Communications Assn.) also widened its organizational activities to cover complete station personnel in the CIO tradition as well as technicians alone and began intensive membership campaigns.

AGRAP Elects Langham President

Roy Langham, production man for CBS in New York, was elected president of American Guild of Radio Announcers and Producers which he helped establish as an independent union in New York. AGRAP shortly won recognition and a new contract from CBS in that city, widened its scope to include other non-organized station personnel and by August, when it signed the sound effects technicians at NBO's New York stations, WEF and WZL, claimed some 100 members at 20 stations.

Authors League of America formed Radio Writers Guild as a subsidiary union along the pattern of Screen Actors Guild, with four representatives on the League board. Actors Equity Assn. formulated plans for organizing actors, singers and announcers at stations and networks, but soon relinquished this field in favor of a new AFL entertainment union, American Federation of Radio Artists, given jurisdiction over all persons except musicians appearing before the microphone. Emily Holt, associate counsel of Equity for seven years, was named executive secretary of AFRA and brought data on radio employment of talent, preliminary to presenting demands to the broadcasters. By December, AFRA claimed its membership included 70% to 90% of radio artists in key cities. Faced with such big-competition, AGRAP, continued with its efforts.

Labor Disputes Widespread But Not National

Widespread organization at such a pace inevitably produced a number of labor disputes, strikes, lockouts and Labor Board cases, but none of the disturbances spread to national proportions. Many new-formed unions died aborning, including Mr. Petrillo's organization of announcers, producers and sound effects men, admittedly formed to ward off CIO attempts to sign up Chicago's radio workers. But before bowing out of the picture this new union won a 20% increase for the workers in those categories at WBBM Chicago.

Alarmed by the growing number of suits filed against stations for allegedly defamatory remarks broadcast by ad lib speakers on the air, usually during political speeches, broadcasters sought legislative protection. In 1937 Iowa passed a law abolishing the broadcaster from liability for defamation by an outside speaker if the broadcaster exercised reasonable care in making sure the information was true, California passed a similar measure, limiting the protection to political broadcasts, and Indiana adopted a bill limiting a station's liability to actual damages. In Washington, Broadcast was made in good faith and that a full and fair retraction was broadcast within a specified time.

The topic was of such interest that a two-installment summation of the legal liability of broadcasters prepared by Joseph A. McDonald and...
Ira L. Grimsbaw of the NBC legal department.

Radio was scarcely mentioned at the annual April convention of the American Newspaper Publishers Assn. which extended the Press Radio Bureau for another year as a matter of course, reflecting a changed attitude on the part of the publishers who were now accepting radio as a normal factor of American life. A check made at the time by Broadcasting showed that of the country's nearly 700 radio stations, 209 were identified with newspaper interests. More than 100 publishers with radio affiliations held a private meeting during the convention to discuss the threat of newspapers being barred from station ownership, a bill to that end having been introduced in the House. In hearings of contesting applications certain FCC members and examiners indicated preference for non-publisher applicants for fear that granting a station license to a newspaper publisher might produce a dangerous monopoly of news in the community.

Radio Pioneer Marconi Dies of Heart Attack

On July 20 Guglielmo Marconi, world renowned radio pioneer, died of a heart attack in Rome. Few inventors have lived to see such great results from their inventions.

The suit of Transradio Press against CBS, NBC, AP, UP, INS and ANPA for $1,700,000, charging conspiracy in restraint of trade, was settled out of court after pending for more than two years. Jack Howard, selectee in 1935, and Merlin H. Aylesworth, former NBC president, were elected directors of Continental Radio Co., station-operating subsidiary of Scripps-Howard Newspapers which later that year changed its name to Scripps-Howard Radio Inc.

Television activity increased throughout the year: Philco and RCA began regional transmission with 441-line pictures, refined from 1936's 343-line images to conform to RCA recommendations; CBS began installing a transmitter atop New York's Chrysler Tower and constructing studios along the street in Grand Central Terminal Bldg.; Don Lee continued his test transmitters on the West Coast and Farnsworth Television conducted field tests in Philadelphia.

In the spring RCA showed a projection receiver, producing pictures 8 by 10 feet in size, at the IRE convention; and in the fall NBC got its first mobile TV unit, comprising two large vans, for remote pickups. At the end of the year 18 experimental video broadcast licenses had been issued. But TV was still in the laboratory; no sets had been put on sale to the public. Answering Broadcasting's question as to when TV would emerge, David Sarnoff, RCA president, replied in a signed article: "I do not know and I do not know anyone who does know."

In England, the BBC had decided on the Marconi-EMI system as most suitable and had discarded the Baird system and the alternate telecasts of the two inaugurated the previous year. Reduction from two to one systems cut receiver prices by about a third—from $498 to $315 for the cheapest TV-only sets, with combination TV-radio sets down from $630 to $420. A coaxial cable laid around inner London for remote pickups was first used to telecast the procession at the coronation of King George VI on May 12. Some 2,000 TV sets, were sold in England during the first year of telecasting there.

During 1937 the ranks of stations experimenting with facsimile broadcasting swelled from five to more than a dozen, using their regular transmitters for picture and print broadcasts between midnight and morning. Most of the newcomers were using the facsimile equipment developed by W. G. H. Finch, formerly assistant chief engineer of the FCC. By year's end RCA also had a facsimile system on the market and John T. Parkerson had been granted an indefinite leave from Transradio Press to direct the Fultograph Co., manufacturing equipment for the Fulton facsimile system.

Gross Time Sales Top $141 Million

Business was good for broadcasters in 1937, with gross time sales of $141,170,000 for the year, according to an estimate made by Dr. Herman Hettinger for the 1938 Broadcast Yearbook. This represented an increase of 20% over the 1936 total, with national networks up 16%, regional networks up 4%, spot up 35% and local up 20%. Summer business showed less of a seasonal decline than in any previous year, largely due to baseball broadcast sponsorship, for which General Mills alone spent more than $1 million, with Kellogg's, Socony-Vacuum Oil Co. and Atlantic Refining Co. also major baseball sponsors.

Demonstrating its faith in radio as a means of promoting attendance at the ball park, the Chicago Cubs sponsored re-enactments of the team's games for an hour each evening on WGN Chicago. Atlantic Refining Co. also was a leading football sponsor, using broadcasts of 163 games along the East Coast. Tidewater-Associated Oil Co. supported 90 Coast football games.

(Continued on page 108)

The Prestige Station of the Carolinas

Serving its area since 1926 as Broadcasting has served the radio industry for twenty years

WBIG

Gilbert M. Hutchison, President

CBS Affiliate 5000 watts

EST. 1926 represented by Hollingbery

October 16, 1950 Page 107
1937

(Continued from page 107)

Flooding continued its expansion in 1937—late at the end of the year CBS had 114 affiliates; NBC-Red had 94 and NBC-Blue 99, with considerable duplication. MBS had 73. FCC issued licenses for 39 new stations during the year and O. H. Caldwell, editor of Radio Today, estimated that 7,700,000 home radios and 1,750,000 auto sets were sold, bringing the national total at yearend to 37 million sets and 26 million radio homes. Dr. Daniel Starch, in a study made for CBS, found U. S. broadcasters providing more than 95 million family-hours a day of listening.

The move to Hollywood for program origination became almost a stampede in 1937. In the spring a Broadcasting analysis of network program sources showed the percentage from the movie capital up from 67% the year before to 11.4%, with New York holding its same relative position—58.6% compared with 37.9% the spring of 1936—and Chicago down from 30.6% to 25.0%. CBS began constructing a $2 million Hollywood studio and office building in the spring; NBC broke ground for its new Hollywood headquarters in the fall; World Broadcasting System also that fall started work on a building to house recording studios and a processing plant. Agencies opened or expanded Hollywood offices. By fall the hardest part of putting a new program on the air from that city was to find a studio for it.

Radio Wins Respect With Flood Crisis Activities

From the crowded pages of radio's 1937 chapter the most memorable sequence is that recording radio's part during the flood crisis in the opening months of the year, when the Ohio and Mississippi rivers inundated the land with a flood of unprecedented proportions. Paying its respects to "all the men and women of radio who in the disastrous 1937 flood crisis gave unstintingly and heroically of their time and effort to rescue and relieve distressed humanity," Broadcasting said, in part:

"Radio has often been accused of having no tradition and being greedy. But youth, too, can build a tradition—and a wholesome example of radio's willingness to forget self was furnished by the complete abandonment by all stations in the flood regions of everything but broadcasts devoted to human needs; by the heroic rescue and relief work of the station managers and their staffs, not to mention their remarkable news coverage of the disaster so that the outside world could know; and by the magnificent results achieved by stations and networks generally in helping the Red Cross put over its great drive for funds."

1938

Invigorated by the desire for a strong industry organization able to withstand and repel attacks of the sort which the previous year had found the NAB weak and faltering, the NAB membership, risen to a new peak of 484, met in February for a two-day whirlwind convention which enthusiastically ratified the reorganization plans and elected a new board with orders to put them into effect as rapidly as possible, even including the increased dues schedule.

The board retained Philip G. Lough, former NAB managing director and author of the reorganization plan, to guide the association until the new paid president should take over, then set about the task of choosing the right man for the job. Finally in what Broadcasting editorially termed a "master stroke" of industry diplomacy, the board drafted Mark Ethridge, vice president and general manager of the Louisville Courier-Journal and Times and of WHAS Louisville, as interim president. He had repeatedly rejected offers to become NAB's permanent paid head executive.

Mr. Ethridge immediately dispelled any fears that his would be a watchful-waiting administration. Calling in Edwin M. Spence, former manager of WBAL Baltimore, as acting staff executive Mr. Ethridge began building the kind of headquarters organization required by the new plans. Joseph L. Miller, veteran newspaper man, was appointed publicity director with emphasis on labor relations; Paul F. Peter left his post as secretary of the tripartite Joint Committee on Radio Research to become research director of NAB; Edward M. Kirby, sales promotion director of the National Life & Accident Insurance Co., and its radio station WSB Nashville, was made NAB public relations director.

The executive committee was assigned to tackle at once its toughest long-term task, an exhaustive exploration of the entire copyright situation which was the goal of defining a positive NAB position before the expiration of the current ASCAP contracts on Dec. 31, 1940. Mr. Ethridge himself led the industry opposition to Congressional bills for the construction of a Government-owned shortwave radio station which succeeded in blocking (Continued on page 110)
Two Decades of Broadcasting Operations
With the KMBC-KFRM Team

KMBC has made good on its prophetic advertising of years ago:

"In the years to come, KMBC will continue to improve its technical facilities, expand its program services, and deliver even more effective results for advertisers in this rich Middle Western Market."

Space does not permit the listing of all the early accomplishments of KMBC during the last two decades, but following are a few of the highlights:

1. During the 1930's KMBC, with 51% urban and 49% rural coverage, discharged its two-fold responsibilities by pioneering in broadcasting of farm informational services, home service programs, "school house" programs, children's activities, news, sports, public events programs and entertainment features.

2. KMBC became Kansas City's most-listened-to station, both in its metropolitan area (see Hooper & Conlan Kansas City Surveys) and throughout its rural coverage area (see Conlan Rural Surveys) in both Missouri and Kansas.

3. KMBC was the first regional station to win the Variety Showmanship Award for "Program Originating Station."

4. In 1943, under the direction of America's foremost radio farm service expert, Phil Evans, KMBC established one of the first livestock farms in service to farm audiences. Ken Parsons, and marketcaster Bob Riley, round out the full-time Farm department.

5. During the war years, KMBC received numerous citations for outstanding contributions in behalf of the war effort. It was the first station in America to appoint a full-time War Activities director.

6. In June, 1945, KMBC was the first broadcaster in this part of the world to conduct an Educational Conference, dedicated to a fuller utilisation of educational radio programs. Among the highlights of this conference were the nation-wide and international network broadcasts of the "Horizons Unlimited" and "Trans-Atlantic Call" programs.

7. December 7, 1947, Governor Carlson of Kansas threw a switch that put KFRM, the Kansas Farm Station, on the air. With the KMBC-KFRM Team, Arthur Church's dream of effectively covering the vast Kansas City trade area became an actuality, doubling the number of farmers who could take advantage of KMBC's great farm service programs. KFRM, with 5,000 watts on 550 kilocycles, became the first station ever licensed to operate with its transmitter a great distance (170 airline miles) from its home base.

8. On New Year's Day, 1948, Arthur B. Church announced a great new radio and television center for Kansas City, the future home of KMBC, The KMBC-KFRM Team, and KMBC-TV. His prediction that Kansas City would have television before the year 1948 ended did not materialize, although a new TV studio and new TV mobile unit were ready for operation in the spring of 1948, and KMBC paid for Blues 1948 baseball season telecasting rights. The application for KMBC-TV was caught in the FCC freeze.

9. As this ad is written, KMBC has announced plans for a 1,000-foot television tower with high gain antenna for maximum TV service to the people of the Kansas City trade area, and KMBC is preparing for occupancy January 1, 1951, the first great television center in the Heart of America. The half-block square, six-floor building will house all KMBC radio and television operations, with modern studios and an auditorium which will seat over 2,700 people. Arthur B. Church, Jr., son of the founder of KMBC, returned from the Navy, graduated from Amherst, and has begun his broadcasting indoctrination at WBBM.

In 1950, Kansas City's Centennial Year, The KMBC-KFRM Team is confidently looking to the future and new horizons, as it continues to dedicate itself to service in the public interest.

[Map of Kansas City trade area showing KMBC-KFRM coverage]

The Kansas City Primary Trade area is shown by the shaded area, and KMBC and KFRM 0.5 MVM day-time contours are indicated by solid black lines.

The KMBC-KFRM Team
6TH OLDEST CBS AFFILIATE - PROGRAMMED BY KMBC

BROADCASTING • TELECASTING

October 16, 1950 • Page 109
1938
(Continued from page 108)

their adoption. He also inaugurated a campaign for stations being licensed for longer terms than the six-month periods of the grants at that time.

In July Neville Miller, lawyer, educator and former mayor of Louisville, nationally known as the "fighting mayor" for his courageous and forceful direction of emergency relief activities during the flood of 1937, was installed as NAB first paid president, with a salary of $25,000 a year, plus $5,000 traveling expenses.

Like Mr. Ethridge, Mr. Miller made the copyright problem his number one concern, attacking it with such vigor that at the year's end John G. Paine, general manager of ASCAP, invited him to sit down for a series of "frank talks" about the copyright difficulties which Mr. Miller had revealed were essentially "no more than economic" and were subject to solution on a straight business basis.

With some two-thirds of its income derived from broadcast licenses, which in 1937 had paid ASCAP $3,876,752 of its total revenue from all sources of $5,926,941, ASCAP quickly contested the so-called "anti-ASCAP" laws adopted by a number of states and won some injunctions against the application of these measures as violating the national copyright law, with a Supreme Court review pending at the end of the year.

The NAB Bureau of Copyrights had ceased its activities during the reorganization period and in December the NAB board authorized the sale of its library of copyright-free musical transcriptions to the firm that had recorded them, E. V. Brinckerhoff & Co. Lang-Worth Feature Programs, which had been recording tax-exempt music since 1935 and in October had issued a series containing 2,000 such musical compositions already included in its transcription library, also bid for the NAB library, but lost out by not matching the Brinckerhoff offer of $25,000 in cash payment. A third collection of recorded music which broadcasters could use without copyright license worries was announced by Davis & Schweger, Los Angeles company organized by Kenneth C. Davis, former Seattle attorney who had been active in securing small-sate legislative protection of the Washington State anti-ASCAP law. Carl Haverlin, commercial manager of KFI and KECA Los Angeles, joined Davis & Schweger as general manager.

**AFM-IRNA Agreement Becomes Effective**

The AFM-IRNA agreement, ploging the nation's network affiliation station, was the exploitation of an additional $1.5 million, a year for the employment of union musicians, virtually doubling the group's previous budget for musicians, became effective Jan. 17, after Emile J. Gough, IRNA secretary, and Joseph N. Weber, AFM president, exchanged more than 200 contracts negotiated by the individual station operators and the AFM locals in their cities. Except for a few trouble spots, notably New Orleans where final agreements between union and network outlets were not reached until August, the plan went into effect almost immediately.

Early in February the AFM presented some sample licenses to the makers of phonograph records and transcriptions in typical take-it-or-no union - musician - will work-for-you fashions. One of the provisions was a ban on serving "unfair" stations. The recorders notified the non-network stations that they had better make terms with the AFM if they wanted to continue to receive recorded music. Lloyd Thomas, WBOK Rockford, chairman of a committee set up by these non-network broadcasters who had expressly limited its function to fact collecting, not negotiating, reported that the response to the committee's questionnaire to stations concerning their employment of musicians had been too small to have any value in compiling statistics for the group. He enlisted the aid of Mr. Loucks who persuaded Mr. Moore to go west and open an immediate union strike action.

Only 45 of the 329 commercial stations without network affiliation attended a special meeting called by the NAB on March 8, 1938, probably less than half of the committee, enlarged to nine members, accepted this group's plan of action to try to make the best deal possible with the union. Each station reserved the right to reject it if not satisfactory. The committee went to work and in short order secured AFM agreement to a contract which followed the IRNA pattern of station expenditures of 0.5% of their net income for employment of musicians, but with a blanket exemption of the first $15,000 of each station's income from the calculations and with complete exemption for income under $20,000. Although the stations were slow in negotiating new local FM contracts on this basis, the agreement was officially endorsed by the AFM on Sept. 24, when some 80 signed contracts were exchanged by the committee and the union.

Meanwhile, AFM had issued a demand to the networks that they stop issuing music to other stations, and the AFM received from the ASCAP pattern of fair stations as unnecessary if the independent broadcasters accepted their new contracts as the IRNA stations had done.

**RCA Demands Licensing For Victor, Bluebird Records**

In January RCA notified broadcast engineers that following the Illinois Federal circuit court decision upholding the right of a recording artist in the phonograph records he makes, it felt impelled to assert its own rights by forbidding the broadcast of Victor and Bluebird records by non-licensed stations, offering temporary licenses without charge on written request. Many broadcasters refused to admit RCA's rights by signing such letters, some dropping these two labels from their record programs, others continuing to use them anyway.

RCA also filed suits against both parties involved in the suit of Paul Whiteman against WNEW New York for unauthorized broadcast of a Whiteman recording issued on RCA Victor records. When the suit came to trial early in December in the Federal District Court in New York, Whiteman withdrew his suit against WNEW which defaulted its defense against the suit, leaving for trial RCA's suit against the noted band leader, which had not been decided by the end of the year. The Whiteman defense was handled by the National Assn. of Performing Artists, which was endeavoring to establish the rights of performers to their recordings and had unsuccessfully approached James C. Petrillo, president of the Chicago Federation of Musicians, as NAPA head at a salary of $100,000 a year. Stuart Sprague, representing the AFRA, received a commission of the NAB to come to court to file a brief stating the position of the broadcasting industry on the issues in the case.

The conclusion was that the employees of stations without network contracts continued above 1938. At AFRA's first national convention, held in November in St. Louis, the AFL talent union reported to its 6,000 members that contracts for actors and singers on all network sustaining programs had been signed with CBS and NBC, for announcers at six sustaining shows for all employees at WRPN Janesville, Wis., with negotiations then in progress with a committee of the American Federation of Radio Artists, to secure a standard contract for talent used on network commercial programs.

**Terms of AFRA Code Submitted to AAAA Group**

The code submitted by AFRA to the AAAA committee proposed minimum pay of $15 for an actor appearing on a 15-minute program, $10 and $6 an hour for rehearsal time, compared to the network sustaining fee of 17¢ for a quarter-hour program including two hours of rehearsals. In commercial shows AFRA asked $40 for a quarter-hour program, compared to a minimum of 85¢ a week for a network staff soloist for working on six sustaining shows a week. Announcers terms were put at the same rate as actors, except that if guaranteed 13-week employment on a network, a network announcer's minimum was set at 50¢ a week for three shows, 60 for four, 75 for five and 85 for six, with no extra charge for 45 minutes of rehearsal before each broadcast. The agency committee promptly rejected these demands as "so far out of line with the economic possibilities that they constitute a real threat to the use of broadcasting for advertising purposes" and negotiations were stalemated when the year ended.

Associated Technical Engineers, formerly a CBS company union but now representing technical employees of seven other stations in addition to nine CBS owned and operated stations, went over American Communications Assn. (CIO), which claimed representation of engineers at CBS stations in New York and Washington, D.C., and the NBC Labor Relations Board, when the NBC station stations Board ruled that the proper bargaining unit was all O&O station technical employees and not those at each station, following which negotiations between these employees were frequently moved from one station to another. ACA and IBEW (AFL) continued their organization of technical
nicians. AGRAP, although overshadowed by AFRA, also continued to expand its membership and decided to remain independent after considering mergers with both AFRA and ACA. The American Newspaper Guild even entered the radio field, winning representation of all employees of WTCN Minneapolis except musicians, engineers, salesmen, executives and supervisory personnel.

1938 opened with the repercussions of Mae West’s mid-December appearance on the Charlie McCarthy program drowning out the sound of the New Year bells for NBC’s top executives at least, and closed with still crimson countermands for their peers at CBS from Orson Welles’ realistic simulation of radio reporting in a modernized version of War of the Worlds on that network. Miss West’s sultry portrayal of Eve in a comedy routine provoked many offended hearers to demand action from the FCC. Mr. Welles’ dramatic account of New Jersey’s invasion by men from Mars produced considerable confusion and enough hysteria to again require Commission attention and to secure prompt agreement by all networks to forewarn any further such misleading use of newscast techniques on non-news programs.

Charges of Censorship Hurl at Commission

During the course of the year the Commission also looked into an NBC broadcast of Eugene O’Neill’s Pulitzer prize-winning play, “Beyond the Horizon,” but as in the other cases, took no official action, program censorship being expressly forbidden the Commission by the Communications Act. These events, however, and particularly the FCC Chairman McNinch’s strong rebuke of NBC for the Mae West program, which he termed as falling “far below even minimum standards which should control in the selection and production of broadcast programs,” aroused charges of Commission censorship.

A more serious aspect of the

whole problem arose in November when Father Charles E. Coughlin, in a broadcast on “Persecution of the Jews and Christians,” made statements which many listeners took as anti-Semitic. When several of the stations on the special hook-up carrying the series asked for advance scripts of future broadcasts and, failing to get them, did not carry the talks, they were picketed by groups who charged them with censorship and demands were made that they resume the series or forfeit their licenses.

Miller Claims Broadcasters’ Right for Advance Script

A statement by Neville Miller noting that a broadcaster had every right to demand a script in advance, since he was responsible for what was broadcast over his facilities, and further pointing out that the Constitution guarantees the right of freedom of speech and of religion as well as freedom of the press and “in protecting one right we must not violate other rights” evoked denunciation as well as praise, with a rift even in the ranks of the broadcasters themselves.

The Commission in March began notifying stations of all complaints received against them without itself making any prior investigations and many stations received temporary licenses. Broadcasters protested that this policy of itself was tantamount to censorship by intimidation and several groups, notably the CIO unions, were using threats of complaints to the FCC as a means of getting broadcast time for material which might otherwise have been turned down. The Commission appointed a committee to study the whole matter of the proper handling of complaints, meanwhile modifying its procedure to investigate complaints before taking action on them.

At the NAB convention in February Chairman McNinch had warned broadcasters against “unwisely yielding to the temptation to exact profits to the impairment of public service.” Sen. Burton K. Wheeler (D.-Mont.), chairman of the Interstate Commerce Committee, reminded the station operators that they were only “temporary” trustees of public rights and not to get a false sense of ownership that might lead them to abuse their granted privileges.

FCC Acts To Prevent Communication Monopolies

Fear that broadcasters might secure a monopoly of public opinion was reflected in a Commission ruling, adopted in March, that no license for second stations be issued to present licensees in the same community unless “it is clearly shown” that the public interest can best be served in that way, and by decisions against newspaper applicants. Bills prohibiting newspaper ownership of radio stations were introduced in Congress.

To investigate radio monopoly on a national scale, the Commission ordered a full investigation into network operations. This hearing got underway in mid-November with the witnesses of NBC, first to be called, still on the stand as the year ended.

In April, William S. Paley, CBS president, launched the industry’s defense to the public. Broadcasting his annual report to CBS (Continued on page 112)
“Coverage” doesn’t listen

“Station coverage” is one thing; “audience” is something else. It is, at least, if you are talking to a representative of Westinghouse Radio Stations. And the difference is not a mere “distinction;” it’s a difference amounting to thousands of radio contacts per night in the case of almost any station you want to talk about.

Coverage (as we use it) means just this: The number of receiving sets reached by an adequate signal from the station in question. That takes in a lot of territory for any first class station... including a lot of territory that doesn’t mean much to the buyer of broadcasting time.

Audience (in the Westinghouse Radio Station’s vocabulary) means what it sounds like: the actual listeners to station programs. Coverage may be interesting to know... but it’s audience that makes broadcasting time pay its way.

Westinghouse Radio Stations have developed a new method for measuring audience. You can now know with more certainty than ever before the audience value of the time you buy. We can tell you in actual trading areas what is the primary zone of influence of Station KDKA, for instance. Also the daily average number of listeners to KDKA in that zone. Month to month records are available of changes in number of listeners.

When you’re planning a radio campaign, get the facts about Audience Value. “Coverage” doesn’t listen.
We well remember the ad reproduced by Broadcasting at the left... and still agree with its philosophy. Here we add a few words to bring the story up to date.

Two decades later...
it's still LISTENERSHIP that counts!

We said it in 1931, and we say it today: To the advertiser, listenership is what makes a station worth the rates on its card.

But today's advertisers, unlike those of 1931, have a universal measure of listenership. It's the continuing BMB survey, the largest sampling job ever attempted on the radio audience. And for Westinghouse stations, written replies to BMB inquiries indicate a listening audience of more than

4 million families

To reach this huge audience, concentrated in 6 of the nation's greatest markets, be sure that Westinghouse stations top your schedules!

WESTINGHOUSE RADIO STATIONS Inc
KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV;
for WBZ-TV, NBC Spot Sales
1938

(Continued from page 111)

stockholders over the network, Mr. Paley eloquently opposed any restrictions on the American system of broadcasting which might impair its proven ability to provide the best broadcasting service in the world. He urged the Commission to keep its regulations to the minimum needed to insure broadcast reception without interference, which he stated was the only reason for the Commission's existence.

Mr. Paley's forthright speech evoked a flood of approbation, with President Roosevelt writing approval of the open forum plan.

Other industry spokesmen followed suit. Analyzing the role of broadcasting in a democracy, the Federal Council of Churches of Christ in America declared: "No administrative agency is wise enough to be entrusted with power to determine what people shall hear."

The time was ripe and when David Sarnoff, chairman of the NBC board, as first witness in the FCC network monopoly hearing, called on the broadcasting industry for a program of self-regulation, there was an immediate response. All groups, he urged, should pool their experience to produce a voluntary code embodying program standards "that advances beyond all previous standards," Mr. Sarnoff stated, "an act of voluntary self-regulation on the part of the entire broadcasting industry in the United States."

NAB President Miller immediately accepted the challenge and appointed a committee of broadcasting executives to chart procedure for establishing industry self-regulation and developing program standards. Committee members were: Edward Klauber, CBS executive vice president; Lenox R. Lohr, NBC president; Theodore C. Strong, MBS vice president; Paul W. Morency, WTIC Hartford; Edgar L. Bill, WMDB Peoria; Ed Craney, KGIR Butte.

The superfund hearing, expanded into a general hearing on all broadcasting allocations, ran from June 6 to June 30, with 23 witnesses presenting some half-million words of testimony which followed expected lines: The Clear Channel Group advocated retention of a minimum of 28 clear channels with 50 kw made the minimum rather than the fixed power as essential to providing adequate program service to much of the country; the National Assn. of Regional Stations urged duplication of assignments on clear channels with 50 kw retained as the maximum power and regional grants 5 kw for both day and night operation; the National Assn. of Independent Broadcasters seconded a large degree the views of the regional group about 50 kw maximum power and duplication on clear channels. Major surprise came with the filing of briefs following the oral testimony, when NBC came out flatly in favor of superfund, first definite network statement on this issue.

Senate Steps in To Superfund Issue

The term "superfund hearing" was somewhat of a misnomer, as just before it got under way the Senate adopted a resolution bidding the FCC to adopt any rules permitting standard band operation with more than 50 kw, as contrary to the public interest. Measure was introduced by Sen. Wheeler, who made it a condition of his assent to ratification of the Havana Treaty, which required unanimous approval. The resolution stated, the Senate needed to ratify the Treaty, covering the distribution of radio frequencies among the North American countries, Cuba previously and Canada subsequently ratified the agreement, and, but Mexico at the end of 1938 still was refusing to take similar action.

The same FCC committee that had conducted the June allocations hearing—Norman S. Case, T. M. Craven and George H. Payne—in July held hearings on WLW's application for continued experimental operation with 500 kw, ten stormy days of argument

Mr. Klauber

Mr. Dempsey

Mr. Dempsey, as general counsel, replacing him with William J. Dempsey, 55-year-old attorney who had left the Federal Power Commission, where he had been a general counsel, to serve as special FCC counsel on the network monopoly hearing. Two months later William C. Koplovitz, acting general counsel of the Power Commission, moved over to the FCC as assistant general counsel.

Meanwhile, the FCC had undergone a thorough overhaul, with the examining division and information-section abolished and their responsibilities assumed by a new procedure for hearings established. When the McNinch proposal to exempt some 60 attorneys, trial examiners and permanent secretaries from Civil Service classifications was approved by a 4 to 2 vote, Commissioner Case being ill, the feud between the chairman and commissioners broke out into the open. One prominent result was the promise of Congressional leaders that the new Congress would be given proposals for a thorough investigation of the FCC.

Gross Time Sales

Over $122 Million

Radio's gross time sale for the year totaled $122,890,000, according to an estimate prepared for the 1939 Broadcasting Yearbook by Dr. Herman Rettinger, who pointed out that this figure, while recorded in 1937, was less than earlier year-to-year increases, the industry could be proud of any gain in a year whose early months went passed in a period of recession, and in the face of a general decline in advertising volume.

Sportscasts again produced heavy revenue, with General Mills, Kellogg Co., Socony-Vacuum Oil Co., Atlantic Refining Co. and B. F. Goodrich Co. the top sponsors. The major football sponsors, although numerous other advertisers, chiefly oil companies, used football on a local level. Politicians provided revenue for stations and statewide networks, with a number of new regional hookups created primarily to get this business. Co-op promotions continued to draw viewers.

News teams now had the contracts with affiliates to provide for payment to stations of 7½% of their network hour rate for each announcement, to standardize the practice. Use of cowcatcher and hitch-hike announcements for unrelated products on network programs increased to such an extent that the IRNA committee started discussion of means of curbing this practice with network officials.

Newspapers Drop Logs

As Advertising Sogs

Newspapers' alarming loss of advertising during the first months of the year while radio billings were hitting new highs revived the advertised rate battle. The advertisements and newspaper columns, particularly on the Pacific Coast, dropped their radio columns of program news and comment, retaining, however, their program logs.

Radio acquitted itself well enough in keeping the American
public informed of the Nazi conquest of Austria in March, the networks all broadcasting the speech of Adolf Hitler from Vienna on March 15, that of Benito Mussolini the following day and Secretary of State Cordell Hull’s statement of the United States position on the 17th, in which he brought up to date the eyewitness accounts from Central Europe.

With this preliminary experience, the networks were ready in September when the German troops marched into Czechoslovakia. From the Sept. 10 address of President Benes pleading to maintain his country’s independence by the British, to the final agreement at Munich on Sept. 29, European reporting became the main concern of the networks, which kept the public at their radio day and night for the latest developments for war or peace.

Throughout the month radio was first with the news direct from the scene, right up to the final signing of the full text of the armistice which was broadcast by NBC 17 minutes after it was released, 46 minutes ahead of any other report to the United States. CBS won plaudits for its round-ups of comment on each major development from the world’s capitals and H. V. Kaltenborn, whose crisp analysis of the news and what it meant were broadcast a dozen times a day, became in a month the possessor of the best known voice in the country, with the possible exception of the President. Approximately $60,000 in rebates to sponsors for canceled programs were included in the overall network costs of some $175,000 for its crisis coverage.

Hurricane Hits New York, New England

In the midst of those critical days of September 1938, a tropical hurricane swept upward along the coast from New York through New England, dousing over transmitting towers and throwing out power supplies so thoroughly that scarcely a station along its path escaped unscathed. The air was put out for hours or even days. All those that could stay on or get back on immediately threw all their facilities into the task of rescue, relief and news reporting.

Television moved ahead during 1938 with NBC staging almost continuous demonstrations for interested groups all through the spring, with two companies—Allen B. DuMont Labs and National Television Corp.—putting sets on sale, with the FCC granting TV station licenses to DuMont and Zenith, with Paramount Pictures buying a substantial stock interest in DuMont, and with RCA announcing that it was ready to sell TV transmitters to interested broadcasters (CBS had already bought one and was busy installing it in the Chrysler Tower).

Dr. E. H. Armstrong began building a 50 kw FM station at Alpine, N. J., and Paul F. Godley, supervising engineer, was permitted to use the construction of another highpower FM station at Paxton, some 45 miles from Boston, for the Yankee Network.

ANPA Meet Sees Three Facsimile Systems

Three systems of facsimile broadcasting were demonstrated at the ANPA convention—Hogan, Finch and RCA—and W. G. H. Finch was licensed to erect a facsimile-and-sound broadcasting station in New York, using the new FM system of transmission for its duplex service.

Also in 1939 Hearst Radio began divesting itself of stations, at year’s end had its 10 awaiting FCC approval; Elliott Roosevelt, appointed president of Hearst Radio early in the year, also became president of Texas State Network, 23-station regional chain which affiliated with MBS; Arde Bulova, watch manufacturer, bought WPG Atlantic City, subject to Commission approval, to move to New York with his other stations to make one full-time operation; Gardner Cowles Jr., publisher of the Des Moines Register and Tribune, and owner of KSO and KRNT Des Moines and WMT Cedar Rapids, acquired WNAX with FCC approval; NBC appointed A. E. Nelson, former manager of KDKA Pittsburgh, sales manager of the Blue Network, inaugurated a new discount plan for the Blue; CBS and NBC both moved into new Hollywood headquarters; World Broadcasting System in October inaugurated World Transmission Network, one station to a city, to sell spot business on a network basis, absorbing mechanical cost and selling as a package, had 54 affiliates at year’s end; the FCC set aside the 41-42 mc band for educational use, and Issued licenses to the Cleveland and New York boards of education for such stations; NBC at year’s end moved its network transmitter to New York as executive vice president, Sidney Strotz replacing him as acting manager of the Central Division in Chicago.

1939

THE YEAR 1939 began with the threat of a nationwide strike against broadcasting stations by the American Federation of Radio Artists; it ended with the threat of a nationwide strike against broadcasting stations by the American Federation of Musicians.

It was a year in which two new kinds of broadcasting—FM and TV—came out of the laboratory and began demonstrating their ability to provide regularly a day-out service; a year in which broadcasters got their terms of license extended from six months to a year and were told they would have to take out licenses to use phonograph records; a year in which the FCC adopted a new set of rules for regulating broadcasters and broadcasters adopted a new code of their own.

Broadcasters Declare Independence of ASCAP

It was a year in which war broke out in Europe, a year of enormous immediate importance to American broadcasters, 1939 was the year that, at long last, they declared their own independence of ASCAP and began preparing plans of backing up that declaration at the end of 1940 when their ASCAP contracts were to expire and musically, they would be on their own.

As 1938 ended, a year of negotiations between AFRA and the American Association of Advertising Agencies had brought AFRA’s adoption of a proposed code of terms and conditions for the employment of actors, singers and announcers on commercial network programs. The AAA promptly proposed terms of its own. AFRA’s answer was to send its code to individual agencies to be signed "immediately" or face a strike.

A meeting of advertisers sponsoring over 70% of all network commercial shows authorized an agency committee to deal with AFRA and, after two all-night sessions, an agreement was reached on a code, virtually the original AFRA commercial code. An impasse over the preferential shop clause, which AFRA refused to drop, and the agencies insisted neither they nor their clients could accept was averted when the networks agreed to sign the code as producers of the programs, the agencies in turn giving their networks letters agreeing to abide by the code conditions.

AFRA then turned its attention to the Pacific Coast, first getting contracts with the major stations and then negotiating with agencies for a regional commercial code, which was signed by NBC and CBS in New York in September, covering network commercial programs for the 11 western states. This regional agreement was made supplemental to the national commercial code and took effect on the same date, Feb. 12, with no outstanding network agreements, both national and regional, were completed with NBC, CBS and MBS. Negotiations in Chicago broke down but a strike was averted by AFRA’s proposal that the differences be arbitrated.

AFRA Announcer Demands Arouse Disputes

On the station level, AFRA’s demands for extra pay for announcers employed on permanent basis starting at $1 for a spot announcement, aroused numerous disputes.

When the IRNA committee met with the AFM board early in November to discuss a renewal of their national agreement, expiring Jan. 17, 1940, the union proposed that the $3 million a year which the network affiliated stations were paying to employ union announcers should be raised to $4.5 million, with the networks doubling their AFM payrolls at key stations in New York, Chicago and Los Angeles from $60,000 to $120,000 a year.

Samuel R. Rosenbaum, WFEL Philadelphia, IRNA chairman, asked stations for data on their incomes and their expenditures for musicians, but response was meager. Many broadcasters, particularly those in small cities who

Deedable Performance at Lower Cost

H & P lighting equipment, consistently specified by outstanding radio engineers, is furnished as standard equipment by most leading manufacturers.

MERCURY CODE FLASHER

Only four moving parts which run in lifetime-lubricated ball bearings. No contact points to wear out. Highest quality bronze gears. 3000 watt mercury switch supplied with unit. Speed adjustment, 14 to 52 flashes per minute. Motor separately fused for continuous operation of lights in event of mechanical failure.

OTHER H & P PRODUCTS:

200 HM Code Beacons • Photo-Electric Controls • Obstruction lights • Complete Light Kits for A-2, A-3, A-4 and A-5-125 years

PROMPT SERVICE AND DELIVERY

Immediate Shipment Out of Stock

WRITE OR WIRE FOR CATALOG:

HUGHEY & PHILLIPS
326 N. Claiborne Avenue, Los Angeles 48, Calif.
60 E. 49th Street, New York 10, N. Y.

October 16, 1950 • Page 115
1939
(Continued from page 115)
complained that the union had not supplied them with competent musicians, were dissatisfied with their experiences of the past two years and either did not reply or told the IRNA committee not to make any further commitments for them.
Mr. Rosenbaum talked with Thurman Arnold, assistant U. S. Attorney General, who had recently stated that the Dept. of Justice would proceed against unions making "unreasonable demands" but reported it was merely an exploratory discussion.
A year had passed, the year ended, AFM was waiting for some move from the broadcasters, stating that unless a settlement were reached by Jan. 17 they would lose their musicians and the right to receive musical programs from networks and transcription companies.
In February 1939 the United States District Court in North Carolina gave the first Federal Court recognition of the right of a performer in his recorded performance by granting Fred Waring an injunction against WMFD Wilmington to restrain the station from using his records without permission. Bills sponsored by National Assn. of Performing Artists and by AFM to prohibit the use of records on the air without authority from the artists making them were introduced in Congress.
A new twist was added in July by the Federal District Court in New York which, in the RCA-WNEW-Whiteman case awarded the injunction restricting unauthorized broadcast use of phonograph records not to the artist but to the recording company, further enjoining the artist to refrain from claiming any right to restrict the use of his records unless his agreement with the recording company expressly gave that right to him.
RCA followed the decision by offering stations blanket licenses to use Victor and Bluebird records at fees running from $100 to $500 a month, based on card rates, with $10 a month for non-commercial stations to cover acquiring costs. At NAB's request RCA put off the starting date of the licenses until Dec. 1.
Without waiting, WNEW took out the first such license and, in response to a request from Decca Records, stopped use of those discs pending authorization. AFM notified all members not to assign any rights in records to the recording companies under threat of loss of union membership; music publishers warned broadcasters that right to record given a record company does not include the right to broadcast.
Appeals Are Filed
By WNEW, RCA, Whiteman
Appeals from the court decision were filed by NAB in the name of WNEW, by NAPA for Mr. White- man and by RCA, which objected to granting restrictive rights to the artists. But RCA stuck by its decision to issue licenses Dec. 1 without waiting for the appeals to be heard, and reported that a number of stations, not specified nor identified, had taken out licenses in December.
C.B.S. in 1939 entered the recording business by purchase of American Record Corp. from Consolidated Film Industries for $700,000, gaining in the process ownership of Columbia Phonograph Co., then an ARC subsidiary, which in 1927 had set up Columbia Phonograph Broadcasting System to compete with NBC in the network field. The word "Phonograph" was dropped from the name when the network organization was sold to Jerome Louheim and Isaac and Leon Levy in November 1927. Edward Wallerstein, manager of RCA Victor recording operations, was appointed president of ARC and the company's name changed to Columbia Recording Corp.
Negotiations for CBS to acquire World Broadcasting System as well broke down at the last minute because of a cross-licensing agreement between World and Electrical Research Products Inc., developer of the system of recording used by World, which CBS feared would expose its television developments to this AT&T owned company.
Following a breakdown in relations between the networks and Press Radio Bureau, AP in February began providing NBC with material for two five-minute sustaining newscasts a day similar to those formerly provided by the Bureau but now credited exclusively to AP. This service, supplied with no charge except the cost of transmission, was subsequently extended to several stations.
In April, the AP membership reversed its previous prohibition on the sale of news to radio and a plan was devised whereby member papers could broadcast news locally by paying extra assessments to the association, 5% if the news was used sustaining, when AP was to get air credit, and 25% if it was sponsored, when AP was
(Continued on page 118)
Twenty years ago, when the stork delivered the first bouncing bundle of Broadcasting Magazines to the radio industry, our “little” Aggie was a shrill-voiced eight-year-old.

Since then, both have grown to become leaders in their fields. Today Big Aggie’s powerful voice goes into 405,210 radio homes in 267 BMB counties of Minnesota, the Dakotas, Nebraska and Iowa . . . “The World’s Richest Agricultural Area.”

A 1950 diary study shows that listeners prefer WNAX during 88% of all quarter hours . . . a better than ten-to-one advantage over the closest of the other 52 stations mentioned in the survey.*

Big Aggie, who for 28 years has been ‘Serving The Midwest Farmer’, salutes Broadcasting Magazine for its outstanding twenty years’ service to the industry.

*Ask your Katz man for complete information about the findings of this study.
1939

(Continued from page 118)

not to be mentioned on the air. By fall a dozen or more stations were broadcasting AP news under sponsorship, but the 25% assessment kept it from being truly competitive with UP, INS and Transradio Press, in the radio news field.

In July, radio galleries were inaugurated in the houses of Congress, an official recognition of broadcasting's part in informing the public on events.

In part: "Mr. Lewis, the correspondent for MBS, who was elected first president of the Radio Correspondents Asso.

Developing its spot news coverage technique to an ever-improved level, radio, particularly those networks, in the early months of 1939 brought the listening public on-the-scene reports of such events as the crash of the Imperial Airway, sea-plane, Cavaleur, the coronation in Rome, Pope Pius XII, the sinking of the Navy submarine Squalus and the visit to the U. S. of England's King George VI and Queen Elizabeth.

Methods of reporting and interpreting European political and military moves inaugurated during the Anschluss and Munich crises of 1938 were improvised and tested during Germany's annexation of Czechoslovakia in March so that radio was ready for the critical period that was opened Aug. 21 by the announcement of the German-Russian non-aggression pact.

"At NBC, CBS and MBS headquarters in New York, special events departments engineers and traffic crews went on 24-hour duty. Broadcasting reverted, adding: "Commentators and newsman moved into the studios, sleeping on cots between desks, eating sandwiches from nearby lunchrooms, drinking coffee brewed on the spot.

"Commercial programs were ruthlessly cancelled or cut into make way for on-the-spot-of-the-minute news. Transmitters stayed on the air all night, broadcasting hourly summaries and intermittent bulletins with music in between, or, if the stations did sign off, were kept warm and ready to start again at a moment's notice."

After a canvass of responsible government officials, broadcasting's editor, Sol Taishoff, allied industry fears of censorship, or worse, by reporting that even if war should break out in Europe "there is no present disposition on the part of the U. S. Government to molest normal commercial operations of most stations. On the contrary, the government attitude appears to be that of maintaining 'hands-off' policy, believing that broadcasting will serve a singularly useful purpose in informing and maintaining the morale of the people." The only immediate change foreseen was whatever might be necessary to comply with regulations certain to be adopted to preserve this country's neutrality.

War News Plan Submitted to Commission

As crisis turned to war and broadcasting returned from its round-the-clock news job to more normal operating schedules, top executives of the three networks drafted a plan and submitted it informally to the Commission, not for approval but merely to keep the FCC informed. Basically the plan called for "peaceful" and "mature" news broadcasting, with every effort made to "avoid terror, suspense and undue excitement" so far as the network itself would permit, with the source of the news—observed fact, official statement, responsible source, rumor or unconfirmed news, it is clear. The networks wanted to keep the FCC informed.

Programs were to be interrupted for news bulletins as infrequently as seemed consistent with good operation and all war propaganda was to be forbidden "in either commercial announcements or the context of commercial programs."

Newspaper-radio rivalry was forgotten as radio augmented its staff men in Europe with special assignments to correspondents from newspapers and associations whose oral reports often had been heard on American listeners before their written dispatches appeared in print. William Henry of CBS and Arthur Mann of Mutual, the first radio correspondents assigned to front line duty, left London Oct. 9 for the war zone, NBC's accredited correspondent being in this country at that time.

Annual Report to FCC Is Established

Harrassed by exhaustively detailed questionnaires from the FCC, which expected them to be filled out and returned at almost a moment's notice, the broadcasters, through NAB, held numerous conferences with FCC accountants and worked out a procedure whereby the information needed by the Commission would be supplied on an annual basis, forms being mailed to stations in the fall for return by March 1 covering the previous year's operations.

Expressing himself "thoroughly dissatisfied with the present legal framework and administrative machinery of the Commission," President Roosevelt had bills introduced calling for replacement of the seven-member FCC by a three-member body. Sen. Wallace White (R-Me.) countered with a proposal for expanding the number of Commissioners to 11. Industry arguments against hasty action prevailed and the measures were soon shot and forgotten.

In March E. O. Sykes, who had been a member of the original Radio Commission, retired after 15 years' service, with Frederick R. McNinch who succeeded him. On July 17 the FCC was reorganized: two new members, judges Robert L. Jones and Frank J. Humphrey, were appointed. 

By March 11 the FCC Law Dept. saw at least a partial acceptance of its views by the Federal Court of Appeals, which ruled that loss of revenue by existing stations is not sufficient grounds for protesting a new grant, but that the complainants must show that such competition would be truly ruinous.

New Rules Put Into Effect

On Aug. 1 the FCC put into effect broad new rules stemming from the allocations hearing of the previous summer, at the same time extending the broadcast license period from six months to a year. The salient provisions of the new rules were:

Reclassification of stations from clear, regional and local to Classes I (clear), II (duplicated clear), III (regional), IV (local), with upper and lower brackets, based on power limitations and interference protection, for the first three classes. Establishment of 26 channels as "unspecified clear" within the continental U. S. Increases for Class III(a) stations form 1 kw maximum nighttime power to 5 kw full-time and of Class IV stations from 100 w to 250 w, on application where engineeringly feasible. Ban-

1939 BROUGHT an international crisis that put network staffs on 24-hour duty. LEFT PHOTO: NBC workers lunching (1 to r): Graham McNamee, announcer; Art Feldman, Ed Mooser, special events; Bill Spargo, George Putnam, announcers; Milton Burgh, special events, and (background) J. Harrison Hartley, special events. RIGHT PHOTO: Viewing the new form, facsimile, at WABC New York transmitter tower (1 to r): Herbert L. Brucker, Columbia U.; Charles Singer (face visible), chief of WOR transmitter operations; Prof. John B. Russell, Columbia U.; Dexter Purinton, architect of WOR plans; Dean Ackerman, C. U., and J. R. Poppele, WOR chief engineer.
ning of commercial operation on experimental grants of any character (adopted over strong industry objections). Adoption of standards of engineering practice as part of general regulations for the first time.

Plans for a widespread shift in station frequency assignments affecting all stations on channels above 710 kHz to 1000 kHz (one of the nation's total of 814 at the end of 1939) were suspended, pending ratification of the Havana Treaty by Mexico, which finally occurred in the last week of the year.

After placing on the public record exhaustively complete details of the operations of NBC, CBS and MBS, the Commission's so-called network monopoly hearing turned to the regional networks and then to the transcription companies, pausing to hear such interested organizations as IRNA and the American Civil Liberties Union before concluding the hearing in mid-May as it had begun with testimony from NBC Board Chair- man David Sarnoff. Mr. Sarnoff argued against licensing the networks, stating that they are not station operators but program builders for station operators and if they were licensed the FCC would inevitably find itself licensing all program builders, including transcription companies, radio advertisers and others. That question seemed to boil down to whether, through affiliation contracts for guaranteed blocks of station time, the networks were not actually station operators for those periods and so properly subject to federal licenses. The Commission had evinced great interest in the proposal of Mutual that affiliation contracts be limited to one or two years instead of running for five years as was then the general practice.

Self-Regulatory Code Adopted by Convention

Acting on the suggestion of Mr. Sarnoff at the outset of the hearing the prevailing NAB Convention had worked through the winter and spring on an industry code of self-regulation, which the NAB convention, held July 10-13 at Atlantic City, enthusiastically adopted. The committee which had drafted the code was represented as a Code Compliance Committee with Edgar L. Bill, WGDJ, Peoria, as chairman and Edward M. Kirby, NAB station relations director, as secretary.

The code applied strict standards to children's programs, banned attacks on racial or religious groups, forbade the ethical use of any products, and ruled that time for controversial issues should not be sold, except for political campaigning, but allotted fairly to all elements and in accordance with the general interest in

the controversy. The code limited acceptable sponsors to those whose products might be used, and required that complaints comply with "pertinent legal requirements, fair trade practices and accepted standards of good taste." Commercial copy on news programs was limited to 3½ minutes out of 15, 4½ out of 30, 9 out of 60; evening limitations were 1½ minutes of commercial in a 15-minute program, 3 in 30 and 6 in 60.

Hard Liquor Among Items Prohibited

Advertising of hard liquor, fortune telling, schools making unsubstantiated guarantees of employment, matrimonial agencies, home-work offers except by firms of established reputation, tip-sheets and other racing publications, speculative finances, cures, statements known to be false or exaggerated, repellent descriptions or ailments, unfair attacks on competitors and misleading statements of price or value were absolutely prohibited.

The code was generally well received, both within the industry and by those who had been critical of some of radio's practices, such as the official of the American Civil Liberties Union who commented: "To the utter astonishment of both NAB and the Union, we find ourselves in complete accord.

Oct. 1 was the date the code became effective and the Code Compliance Committee did not have long to wait for a chance to test its strength. Elliott Roosevelt, agent of Mutual which handles programs for MBS three times a week for Emerson Radio & Phonograph Corp. in addition to his duties as president of Texas State Network, delivered the code by expressing his personal opinion of the arms embargo on the air. The committee declined to extend that to his broadcasting, however, and ruled that as "talent" he was not subject to network rather than NAB jurisdiction. Mr. Roosevelt hurled charges of censorship at the NAB and threatened four TSN stations from membership, but he agreed to abide by the code rules on his MBS broadcasts.

Coughlin Issue Creates Serious Problem

Far more serious was the issue of Father Charles E. Coughlin, whose Sunday broadcasts were extremely controversial and so were banned by the code for commercial acceptance. Operators of some stations on his special hookup complied with the industry ruling and dropped the programs. Others, notably John F. Patt, vice president of the Richards stations—WJR Cleveland, WJR Detroit, KMCQ Los Angeles, and John Shepard 3d, Yankee Network president, refused to discontinue the series. Feeling ran high and what was NAB's board backed up the Code Compliance Committee's ruling a split in industry ranks seemed inevitable. Fortunately, this was averted by a simple solution suggested by Mr. Shepard, who said he would offer to carry the broadcast as sustaining programs, with the provision that the newspapers, must be paid by Father Coughlin.

Having put its own house in order, the broadcasting industry set about finding a definite solution to its eternal ASCAP and ASCAP-like royalty paying dealings with ASCAP. The July convention instructed its negotiating committee to secure from ASCAP a proposal it could commend to the industry or, falling that, to call a special copyright convention not later than Sept. 15. The committee made an appointment with ASCAP, but when the time came the group was represented only by John Paine, ASCAP general manager, who informed the committee that the Society had no proposal to make. The special convention, second in NAB history, was set for Sept. 15 in Chicago, and the committee retained Sydney Kaye, New York attorney and copyright expert, as special counsel and coordinator.

Mr. Kaye

Mr. Kaye, with the assistance of Stuart Sprague, former NFLB legal staff member who had represented NAB at the Walter White trial, drafted a code for ASCAP, for establishing a new organization, to be owned by the broadcasters as individual stockholders, which would compete with ASCAP as a source of music for radio, building up a new catalog of music, acquiring existing publishers and developing sources of non-copyrighted public domain music.

The more than 250 broadcasters attending the one-day special meeting approved the plan wholeheartedly, agreeing to found the Broadcast Music Inc., as the new organization was to be named, by payments of 50% of ASCAP license fees. The year's profits of $1,600,000 in 1937 had paid ASCAP $2,800,000.

The plan called for experienced executives from the music publishing business to head BMI operations, but as an interim organization for incorporation and registration purposes, BMI was launched with NAB President Neville Miller as president and Mr. Kaye as treasurer, secretary-treasurer, and a board comprising Walter Damm, WMJ Milwaukee, for newspaper stations; John Elmer, WCBM Baltimore, for non-network stations; Samuel R. Rosen, WFIL Philadelphia, for IRNA, with the network stations; and Mr. Sprague, who had promised to advance their pledges of more than $400,000 to provide funds for immediate expenses, represented by NBC President Lenox R. Lohr and CBS Executive Vice President Edward Klauber.

Incorporation and registration papers obtained, NAB President Miller set out on a whirlwind tour of NAB district meetings to raise funds and collect pledges for BMI. Broadcasters were asked to pay 20% of their pledges immediately as BMI stock purchases, with the 80% on call as license fees. In mid-December, Mr. Miller was confident that by Feb. 1 the pledges would pass the $1,600,000 mark set as the minimum required to finance a music supply that would enable the broadcasting industry to get along without ASCAP music, if need be, after the expiration of current licenses on Dec. 31, 1940.

Transcription Companies Back Campaign

The transcription companies promised full support in the campaign by building up a supply of tax-free music on recordings during the coming year. Lang-Worth Program Service, which had acquired NAB's public domain transcription service when a deal with E. V. Brinckerhoff & Co. collapsed early in the year, was well along toward its promised 300 hours of such music and other companies had also entered the field during the past year or two. The only criticism of the BMI project had come from Ed Crane, KGIR Butte, Mont., who charged the industry with setting up an ASCAP of its own which
preserved all of the inequities of the ASCAP licenses, noting that the network's license payments insted of on station revenue was to perpetuate the preferential deals given the networks and the newspaper stations at the expense of other broadcasters.

Televsion made its formal public debut on April 30 by telecasting the first opening night of the New York World's Fair, the 3-hour telecast also marking the first time a President of the United States appealed to television cameras. NBC made this telecast the first feature of daily program service from its Empire State Bldg. TV transmitter, offering some 25 hours a week of studio, film and remote pickup programs at the outset and expanding that schedule as the year wore on. More than 4 dozen set manufacturers put TV receivers on sale to the New York public and CBS prepared for the opening of its New York video service, while Allen B. DuMont Laboratories sought federal permission to move its TV transmitter from Passaic to New York.

Nine FM Outlets On Air Yearend

FM won many adherents to its new system of "staticless broadcasting" during the year, which wound up with nine FM stations on the air and 12 grants of construction permits. Yankee Network, whose FM transmitter at Paxton began 16-hour daily program service in July, applied for a commercial license and is seeking FCC for a hearing at which the network could present proof that FM was ready to move out of the non-commercial category in which it has so far been classified. On Dec. 3 an FM relay was demonstrated, a program originating at W2XCR Yonkers being picked up by W2XMN Alpine, whose broadcast was again picked up and rebroadcast by W2XWP Meriden, Conn. Observers who heard this final broadcast said that it clarily sur-passed the best AM signal they had ever heard. The FCC set Feb. 28, 1940, as starting date of a hearing on the use of UUIP for regular broadcast service, with the use of FM versus AM the main is-ue.

FCC Approves Commercials On International Broadcasts

The Commission in May adopted a rule permitting commercial broadcasting by international shortwave stations, but accompanied with an order that such programs must be of a type that will "reflect the culture of this country and will promote international goodwill, understanding, and cooperation."

This clause produced such an uproar as an attempt at program censorship that it was suspended. Stations were re-quired to boost their power to a minimum of 50 kw by July 1, 1940, that advertiser to take advantage of the new rule United Fruit Co., sponsoring a quarter-hour of news in Spanish beamed at Latin America by NBC seven evenings a week.

Also in 1939: WLW Cincinnati returned to 50 kw operation after the FCC denied a further extension of its suspension 15 kw opera-tion during normal operating hours; the Appellate Court upheld the FCC's decision and an appeal to the Supreme Court was pending at the end of the year. Arde Bulova was authorized to move WPG Atlanta City to New York for merger with his other stations there into a fulltime 5 kw station, and was planning to start an East Coast network early in 1940. The Commission in the fall gave some 200 local stations power increases to 250 w and raised about 35 regional stations to 25 kw fulltime power. WMCA New York was severely reprimanded by the Commission for advertising claiming a news beat by interpreting private communications of foreign powers, an act which if actually performed would have cost the station its license.

The Transcontinental Broadcasting System was organized by Elliott Roosevelt and John T. Adams, executive vice president of Texas Network, as a new national wide network connecting 102 affiliate stations and 35 hours a week of commercial business, largely placed by Blackett-Sample-Hum. TBS was to begin service on New Year's Day, 1940, but on Dec. 30 Mr. Adams wired stations that the inaugural had been postponed until Feb. 1.

ALTHOUGH the break with ASCAP did not actually come until the year had passed since history, 1940 is recalled by most broadcasters as the year of the war with ASCAP. More important, it was the year that networks, affiliates and other non-network stations in the soil industry, established Broadcast Music Inc. as a new music performance licensing organization that was adopted not only for the job of supplying radio with music when ASCAP tunes were not available but for the long term task of protecting American broadcasters from a future threat from the threats of mono-polyistic or the music copyright field.

Miller Gathers Contracts On District Tour

In January, Neville Miller, president of NAB and BMI, returned from a 25,000 mile tour of district meetings with contracts from 190 stations and about $100,000 in cash, while the other year an attempt to settle the problem of $500,000 giving the new organization, with the network negoti, some $90,000 of assured funds was made. The other 200 stations. While somewhat less than the $1.5 million which had been set as the minimum figure for a settlement project, this return in such a short time encouraged the BMI board to delay no longer, so they voted to make BMI fully operative on March 2, with licensing to begin April 1.

Sydney Kaye, copyright attorney largely responsible for developing the BMI plan, was designated executive vice president and general counsel, and Merrill F. Tompkins resigned as president of Associated Music Publishers to head up BMI operations as vice president and general manager. Carl Haverlin, former general manager of KFI and KECA Los Angeles and for the past two years had served as station relations head of Davis & Schwegler, program production firm active in the field of tax-free music for radio, became head of station relations for BMI. Russell Clevenger, from the New York advertising agency of Albert Frank-Guertner Law, was named public relations director. Dana Merriman, who had been in charge of all music and music copy-write rights at the New York World's Fair after a decade at NBC, was made office manager. Other em-ployees were added and the BMI quarters at 80 Fifth Ave. were ex-panded and re-expanded as work and opportunities for building an adequate supply of music for radio by the end of the year.

Acquiring by a 10-year contract the performance rights to the catal-og of M. C. Mole Music Publishing Co., a collection of some 2,500 com-position, largely in the hillybilly, cowboy and folk music category, and, by outright purchase, the 2,000 popular, concert and standard published by Hinds, Hayden & Elderidge, BMI also began building its own musical catalog. Now, its music production line was turning out about seven new composi-tions a week, plus some 25 new ar-rangements of public domain music.

BMI Sets Up New Payment System

To get away from the discriminator-atory rate structure which had operated before the Supreme Court ASCAP's members, BMI set up its own method of paying writers on a basis of performance only. A writer whose tune became a hit once over one station would earn one cent in royalties; 20 performances over 50-station networks would bring him $10. The one-cent-per-broadcast-per-station fee was subject to alteration after tests to see how often BMI tunes were broadcast by the average station member.

Meanwhile, ASCAP had launched a publicity campaign of radio persecution, based on the arrest of Gene Buck, its president, in Phoenix on charges of attempting to ob-tain money under false pretenses, conspiracy and extortion, filed in Montana by A.J. Mosby, KGVO Missoula. Net-work executives, similarly charged, had escaped service by writing denials and refusing to waive ex-tradition, but ASCAP had not taken this precaution and Mr. Buck, vacationing in Phoenix, languished in jail after Feb. 22, when the banks were closed, until bail was arranged.

ASCAP also had presented radio with the threat which it estimated would increase its take from radio by 70% to 100%. The terms of the new licenses, which were to run for 10 years, offered a reduction to the smaller stations but added a 7% net fee, an obvious attempt to split the industry ranks which was promptly recognized and promptly rejected.

Joint Session Gives BMI Confidence Vote

A joint session of the boards of NAB, IRMA and BMI, with National Independent Broadcasters, organization of non-network stations, invited its representative unable to attend, unanimously con-demned the ASCAP offer and gave BMI and ASCAP, 50 years of experience and a virtual blank check to secure a supply of music that would allow broadcasters to forget ASCAP after expiration of their cur-rent ASCAP licenses at the end of the year.

This extraordinary board meet-ing worked out a plan of BMI licensing to take effect when the initial one-year licenses expired. It called for BMI royalty payments of 1% to 2% of net income by stations, with networks to pay the royalty on the basis of their owned and operated stations plus fees of one-half of 1% on their net income from the sale of network time (gross income minus payments to stations) with 1939 revenue as a base for BMI's 1941 licenses.

This new arrangement of licenses based on income was designed to answer the number of networks and network broadcasters to the original BMI licenses which, they complained, were based on ASCAP fees and therefore carried over into BMI all the discriminatory features of the ASCAP licenses.

To augment its output of or-chestration and provide a supply of music for the smaller stations

(Continued on page 118)
This is CBS in 1950...

where more people listen most

CBS stations are listened to more than the stations of any other network—20% more than the second-place network.

CBS has the largest weekly network audience—feud all the other networks. (During the day.)

Network coverage: number of families listening to a network for continuous minutes, one or more days. (Computed by Nielsen-Radio Corporation, based on automatic recorders, the percentage of populations subscribing to radio stations, available to all advertisers. Feb.-March 1950 averages.)

CBS has more of radio's most popular programs than any other network.

(Soft list of 20 nighttime, 18 of the top 20 daytime.)

most popular programs on the second-place network.
ASCAP NEGOTIATORS for return of its music to the air were in Washington in 1940 to confer with IRNA representatives in a preliminary conference. The officials (1 to r): E. Claude Mills, chairman of the Administration Committee; John G. Paine, general counsel; John J. Moran, director, also took in a couple of days of the White House hearings in the Senate.

* * *

Everything was set for the complete break with ASCAP on New Year’s Eve, and not even word that the Dept. of Justice was filing suits against BMI and the networks, for boycotting ASCAP music and conspiring in restraint of trade, would have been enough to shake the industry’s feeling that at last it had won its copyright independence.

The Justice Dept. also figured in averting a strike of AFM, threatened at the beginning of 1940, when, after talks with Thurman Arnold, assistant attorney general, the broadcasters told the union they had been advised that the industry – A FM agreed – was not an illegal and that their renewal would bring prosecution for conspiracy in restraint of trade. AFM President Joseph N. Weber notified local unions to negotiate individual contracts with network affiliates whose contracts expired in January and subsequently James C. Petrillo, who had succeeded Mr. Weber as top AFM executive, authorized the same arrangement for contracts of non-network stations.

Disputes of KSTP St. Paul, an NBC affiliate, and WRVA Richmond, a CBS station, with AFM locals in those cities assumed national proportions late in June when the AFM national office ordered NBC and CBS to stop feeding remote dance band pickups to those stations. The networks both refused to take such action, which would have been a breach of their affiliation contracts, and AFM pulled the bands from the networks, threatening further curtailment of network musical programs if the local differences were not settled. They were, and a possible network strike was averted.

In October, Mr. Petrillo informed the networks that after the end of current commercial commitments musicians would not be allowed to perform on network co-op shows, which, he said, were sold to local advertisers “for less than the same deal” of local musicians would cost if the programs were sold locally, terming this “the worst of unfair competition.” Samuel R. Rosenbaum, WFL Philadephia, chairman of IRNA, wrote the union that these programs were not in reality affecting local employment of musicians as no local sponsor could afford to present comparable programs on his own. The union did not immediately alter its rule, but notified Mr. Rosenbaum that he would have the chance to present his views to the AFM board at its next meeting, not scheduled yet but customarily held early in the year.

For broadcasting was announced July 25 in a decision of the U. S. Circuit Court of Appeals in New York that broadcasters could freely purchase phonograph records and broadcast them without obtaining permission of either the recording company or the recording artist and “in entire disregard of any attempt” by either company or performer to restrict such use. This precedent-making ruling reversed a decision of the Federal District Court in the action of RCA against Paul Whiteman, WNEW New York and EAG Inc., sponsor of a record program on WNEW, that had given both the company and the artist the right to control, restrict or prevent the use of their recordings on the air.

RCA had followed the earlier decision by issuing licenses to stations to use its records, but at the insistence of NIB President Harold A. Lafount had discontinued this practice and refused license fees already collected pending a final court ruling. Decca also had withdrawn restrictions on the use of its records and Columbia had never imposed any restrictions. The Circuit Court decision became the official precedent at the end of the year when the Supreme Court of the United States refused an appeal for its review.

AFRA Strike Threat Peacefully Settled

A threatened strike of AFRA against the nationwide networks after a breakdown in negotiations for new network sustaining contract was averted in October when William H. Davis, chairman of the New York State Mediation Board, adjudicated an impasse over the contract for one last session before allowing a strike to occur. So successful was Mr. Davis in the role of mediator that the negotiations emerged from these new bargaining sessions with not only a new sustaining agreement but also a new commercial code, although the formal contracts have not yet been signed for four months. AFRA gained a number of wage increases for work by performers and announcers on network sustaining, but the network’s refusal to provide a minimum of $2 an hour for all types of music work, carting, recording, etc., was imposed at the same time the union’s role in determining and settling of fees for music programs was limited. AFRA was also refused any automatic right to examine books and records, and AFRA, which had been demanding a commercial employment minimum of 30 per cent, was assured the network would maintain and not lower that percentage. AFRA gained no changes in its function in the regulation of music on the networks, and no new restrictions on the rights of AFRA officers to distribute contracts to local performers. The new contracts are expected to be signed early in the new year.

Chain Monopoly Group Issues Recommendations

In June, the FCC chain monopoly committee issued its long awaited report which recommended to the full Commission that networks be barred from transcription and talent booking activities and that AFRA be required to extend program service to remote areas even though such extension might be unprofitable, that long-term exclusive affiliation contracts be barred, that clear channels be provided for the networks to carry other stations and that advertising agencies be prevented from having the final say regarding network programs.

These recommendations were vigorously opposed by the networks as well as by NBC and CBS, with MBS supporting the ban on exclusive affiliation contracts, both in briefs and at a two-day hearing in

Page 222 • October 16, 1950

BROADCASTING • Telecasting
December. Before the hearing FCC issued suggested rulings, "to facilitate oral argument," calling for non-exclusive affiliation contracts limited to any two years duration, with no network permitted more than one full-time outlet in any community, limiting the number of stations a network could own and ruling that no network-station agreement could limit rates or restrict the right of the station operator to reject a network program for reasonable cause.

Congress as well as the industry was concerned with these revolutionary proposals and measures for redefining the Communications Act and perhaps reorganizing the FCC were postponed for introduction at the next session of Congress. That H. Brown, chair of the chain monopoly committee was so rigorously attacked during the Senate hearing on his reappointment to the FCC, which he had withdrawn, leaving the FCC a six-man body as the year ended.

The Supreme Court of the United States upheld the FCC philosophy of "survival of the fittest" in a decision reversing that of the Court of Appeals of the District of Columbia in the so-called Sanders case. In giving the Commission the right to award grants without any consideration of their competitive economic effect on existing stations, the Supreme Court stressed that the Communication Act had given the FCC "no supervisory control of the programs, of business management or of policy" of broadcast station licenses.

Linked with the Supreme Court ruling in the Post and Hoeltger cases is the 18-month battle of William J. Densey, FCC general counsel, and William C. Koplovitz, assistant general counsel, against restrictions on Commission actions which the Court of Appeals had sought to impose.

Shortly afterwards, the team resigned to set up their own law firm in Washington, Over Taylor, special assistant to the Attorney General, was appointed FCC general counsel. Joseph L. Rauh Jr., assistant general counsel of the Wage & Hour Administration, was named assistant general counsel of FCC.

Shifts in wave lengths in accordance with the 1939 hurricane formula were announced by the FCC in September to become effective May 29, 1941, when 777 of the 882 standard U. S. broadcasting stations licensed at the end of 1940 were moved to new frequencies.

A long-hoped FCC program of breaking down clear channels was indicated as about to begin in December, when the FCC by a vote of 4 to 2, Chairmen Lyman and Willard, proposed to grant WHDH Boston full-time operation of 880 kc, Class I-A channel almost occupied by KOA Denver.

The Commission in May 29 awarded full official recognition to FM broadcasting, allocating 35 channels of 200 kc each in the 43-50 mc band to this new type of broadcasting for the operation starting Jan. 1, 1941. The wide-swing system of transmission developed by Prof. E. H. Armstrong was approved, as opposed to the narrow-band recommendations of RCA. By the end of the year 29 FM stations had been authorized and assigned the new calls showing the station's position on the dial and its geographical location.

Limited commercial operation for television, approved by the FCC Feb. 28, to begin Sept. 1, was cancelled May 16 after RCA aggressive campaign for the sale of TV sets in the New York area had aroused fears that video standards might be prematurely frozen. The new plan was endorsed back to the laboratory stage of experimental operations, while the National Television System Committee, industry-wide group established at Commission suggestion, was attempting to attain agreement of all TV research and manufacturing interests on standards of broadcasting which could then be recommended to the FCC for official sanction.

Experimental TV Grants Number 43 at Yearend

As of Dec. 31, 1940, the Commission had issued 43 licenses for experimental TV broadcasting. CBS in August had announced the development of a system for telecasting in color, the license for December with the statement that "at the present rate of progress, CBS hopes to have its color system ready for commercial use by Jan. 1, 1941."

Television made its first appearance in politics during 1940, video cameras covering the GOP convention in Philadelphia in June for the benefit of set-owners in Philadelphia and New York, where NBC telecast convention activities transmitted from Philadelphia via AT&T's new coaxial cable. The cable at that time did not extend to Chicago to permit simultaneous video reporting of the Democratic convention in July.

Both parties for the first time included radio as well as newspapers and magazines, and even against censorship in their platforms. Radio gave its usual full coverage to both the conventions and the election returns in November, with the expense of this coverage and the commercial cancellations for political purposes just about matching the $2 million estimated to have been spent for radio time during the campaign.

The Nazi spring blitzkreig into Scandinavia and across the Lowlands, culminating with the Somme offensive took place on France with June 20, and the subsequent "Battle of Britain" found U. S. radio prepared to give the American radio audience the kind of daily reporting that was reporting which in 1939 had been hailed with wonder but was now becoming accepted as a standard part of radio's service to its listeners.

At home, the Defense Communications Board was established in September to plan the role of communications in national defense. FCC Chairman Ply was chairman, its other members being Rear Adm. E. V. Noyes, director of Naval Communications; Maj. Gen. Joseph O. Mauborgne, Army chief signal officer; Herbert E. Gaston, Assistant Secretary of the Treasury (for the Coast Guard), and Breckenridge Long, Assistant Secretary of Veterans Affairs as the State Dept.'s Division of International Communications. As the War Dept. expanded its radio activities, the NAB gave a year's leave to its president, radio publisher, Edward M. Kirby, offering his services to the government as a $1-a-year civilian advisor to the Army on radio matters.

NBC Starts Broadcasts To South, Central America

International shortwave broadcasting activity expanded rapidly during 1940, large Grants for commercial operation granted in 1939. In November NBC announced completion of arrangements with South and Central American stations and telecasts of NBC sustaining programs, either as sponsors or under local sponsorship, and with cut-in announcements they had received some of NBC's commercial shortwave transmissions, to start in January 1941. In December CBS announced that it had formed a Latin American network of 12 and 35 shortwave stations in 18 Latin American countries, which would rebroad cast CBS shortwave programs beginning the following fall.

The NAB Code Compliance Committee had a surprisingly easy time in 1940. Not a single complaint against the industry had ever reached the summer convention, with only general objection from advertisers and agencies as to the inclusion of contest offers in the commercial time bought.

The committee agreed to work out a standard contest announcement form to solve this problem.

Father Coughlin did not return to the air, the fall as it now became and the stations accepted his offer of a 52-week series on transcriptions to make it workable. This followed a code committee rule that his sponsored broadcasts would not be acceptable only during the political campaign period.

A more serious problem arose from free time demands from agencies for their clients. Several hundred stations which had given "bonus" time to one major radio agency found themselves besieged by other agencies who said frankly that they did not like the practice, which reduced their commissions, but as long as the stations were succeeding to such requests they felt duty bound to go after them for their share of the "free time". The "Pot O' Gold" and other radio prize contests led some stations to drop these programs, but when the FCC submitted the decision to the Dept. of Justice they were ruled not to violate the federal lottery laws.

Radio billings in 1940 reached a new high, gross time sales for the first time crossing the $200 million mark, and gross national total of $207,900,000, a rise of 21.6% over the 1939 total.

Peabody Awards for Radio Are Established

The year saw the inception of the Peabody Awards, radio equivalent of the Pulitzer Prizes of journalism and the arts, established in the memory of George Peabody, a body with administration in the hands of the U. of Georgia's Henry W. Grady School of Journalism. It was a project of WJBC and Bolva Watch Co. used 200,000 time signals on 175 stations.

Also in 1940: Niles Trammell became president of NBC when Lenox R. Lohr resigned to become head of Chicago's Museum of Science & Industry, and Frank E. Mullen left RCA to become NBC's second in command as vice president and general manager. MBS expanded its network base, with seven organizations representing 57 stations becoming stockholders, pledged to underwrite the network's financial needs under five-year contracts. "Keystone Broadcasting System, during the year of reorganization and revised plans, got its charter from the Dept. of Commerce, with some 80 stations using its service. Continental Broadcasting System, after many revisions of plans, executive, and personnel, went out of business without ever having put a single program on the air.

Westinghouse and General Electric took over operations of their respective networks which had been managed and programmed by NBC. Broadcasting celebrated its 20th birthday with appropriate festivities and Broadcasting enlarged its business section Oct. 15, announcing that on that date it would start publishing weekly instead of semi-monthly with the beginning of 1941. The FCC on Dec. 17 approved the proposed merger of the transmitter manufacturer WMCA New York from Donald Flamme to Edward J. Noble, industrialist, for $850,000, but before that time Mr. Flamme had asked the Commission to reconsider and dismiss the transfer.

(Chronology continues on page 124)
HIGH spot for radio, as for every other industry in 1941, came as the attack on Pearl Harbor and the immediate United States declaration of war.

The months of planning that preceded the Dec. 7 attack proved their value. There was excitement, but not panic, as radio cast the first news of the attack. Within an hour the Defense Communications Board, with FCC Chairman James P. Siling, assistant chief of the FCC International Division, as secretary.

By April the radio branch of the Army was nearing completion under the direction of Edward M. Kirby, director of public relations at NAB, on loan to the government. Mr. Kirby was reporting direct to Major General Robert C. Richardson, Jr.

On June 2 the President declared a state of national emergency but pointed out that this would have little immediate effect on Radio. On June 21 networks made the first report of the German invasion of Russia.

Price Named To Head Censorship of News

Byron Price, executive news editor of the Associated Press, was named director of the Office of Censorship for radio and press which was entrusted with setting up censorship of news on a voluntary basis. Mr. Price named J. Harold Ryan, vice president and general manager of the Fort Industry Group, Department of as assistant director.

A war-time code to guide broadcasters was being drafted and as the year ended radio was functioning smoothly with new status as the most important news medium. It censored its own news and occupied a key place in the civil defense set-up as the first source of instructions in the case of attack or any similar emergency.

Fears that broadcasting would be seriously curtailed in case of war were quickly allayed after the first few days. While some stations in critical areas broadcast on a restricted basis for a time, most of these restrictions were soon lifted. Only branch of radio seriously affected was the 50,000 amateur operators who were ruled off the air for the duration.

The final crisis in December found radio with its house in order. Principal item on the news budget for many months had been war developments in Europe. Bombing of Broadcasting House in London January when seven BBC staffers were killed was an example.

On Jan. 13 the Defense Communications Board, set up in 1940, held a meeting—at which Neville Miller, NAB president, was elected chairman of the Domestic Broadcasting Committee and A. D. Ring, assistant chief engineer of the FCC, was made secretary. At the same time Walter Evans, vice president of Westinghouse Broadcasting, became effective within 90 days from that date.

Agreement with the government left the only matters to be adjusted with networks and stations the price of service and ASCAP, and began soliciting new agreements with the stations and networks. For violation of criminal statutes under the Sherman Law, ASCAP was fined $35,250. On April 1 BMI began its second year of operation with 97% of stations which had belonged the first year already signed for the new period.

Montana Broadcasters, ASCAP Reach Agreement

ASCAP’s first agreement came April 9 when it signed with the Montana broadcasters, headed by Ed Craney of the Z-Bar Network. Under the agreement ASCAP dropped infringement suits totaling $250,000 against Montana stations. On May 12 Mutual accepted the ASCAP formula and guaranteed to pay 3% of gross for four years then 3½% of gross until 1950. ASCAP music returned to the network on May 18.

Meantime NBC and CBS were holding daily meetings with ASCAP. Terms and counter-terms were exchanged and on Aug. 1 an agreement was reached whereby the networks would pay 2½% of net time sales for use of their music. Immediately the networks began a campaign to get affiliates to agree. BMI was given advantage of the lower rate negotiated by the other networks. On Sept. 9 the NAB committee approved the proposed ASCAP contract and labeled it “eminently fair.” Leader of the opposition was John J. Gillin Jr., WOW Omaha. On Oct. 30 final agreement was signed between the networks and ASCAP and the music war was over with tunes controlled by the group returning to all networks for the first time in nearly a year.

Meanwhile James C. Pettrillo, head of AFM, was making moves toward tightening up his contracts. At the beginning of the year stations were notified that AFM contracts, heretofore for 12 months, were being renewed for six. When questioned by BROADCASTING as to reasons for the music war declared it was just an “experiment.”

The year marked a milestone in the history of the magazine. With the Jan. 13 issue BROADCASTING became a weekly after 10 years of operation as a semi-monthly. Size of the issues remained practically (Continued on page 180)
Your TOP Sales Opportunity

WILMINGTON - first in income per family among all U. S. Metropolitan centers of 100,000 or over.
Sales Management 1950 Survey of Buying Power.
DELWARE - first in retail store purchases; has highest per capita expenditure of any state.
U. S. Census Bureau figures released 7/2/50.

WDEL can sell your product in this top-buying market—it blankets the entire area effectively.

WDEL — Foremost radio voice in the area. For years has sold consistently and profitably for hundreds of national and local advertisers.

WDEL-TV — The only television station in Delaware, it has shown phenomenal growth in its year and a half of telecasting. The only one TV station that reaches this top market.

Write now for information

Represented by

ROBERT MEEKER ASSOCIATES
New York • Los Angeles • San Francisco • Chicago
1941

(Continued from page 124)
A good year for radio was forecast in January. In a review of 1940, Blackett-Sample-Hummert topped agency billings with network total of $212,108,786. Broadcast Yearbook showed 1940 gross time sales of $207,056,000, a 21.5% increase over 1939. Gross national network billings amounted to $86,656,000. The billings amounted to $111,500,000, according to calculations by Dr. Herman S. Hettinger, associate professor of marketing at the U. of Pennsylvania.

On the regulatory front radio was not standing still. On March 19 the notorious crackdown on newspaper ownership of radio stations was forced through the FCC by Chairman Fly with Commissioners George H. Payne and Frederick I. Thompson supporting the move. At the time Broadcast- ing estimated that about 300 of the 1300 stations on the air were either newspaper-owned or newspaper-affiliated.

Newspaper-Owned Outlets
Name Etridge Chairman
Within a few days representatives of newspaper-owned stations met, named Mark Etridge, vice president and general manager of the Louisville Courier-Journal, owner of WHAS, as chairman.

The publisher began immediate steps to forestal the proposed action of the FCC. He named a committee of 44 publishers to act for the industry and invited President Roosevelt. As a result of his visit Etridge went to Washington and conferred with President Roosevelt, his public relations advisor and former editor of the Washington Post, to study the effect of newspaper ownership of radio stations. He also asked Mr. Etridge to survey the situation. At the ANPA convention it was decided to leave the radio ownership question in the hands of the Etridge committee.

Meanwhile the FCC set July 23 as date for the hearings on the newspaper ownership question. After five days the hearings were postponed until Sept. 17. When the hearing reconvened it dragged on periodically, with many recesses and at the end of the year no decision had been reached.

Another proposed decision with possibly more far-reaching effects than the newspaper ownership case was the monopoly ruling of May 2 which banned exclusive network affiliates. The Red and Blue Networks separated, ruled out network option time and banned ownership of more than one station in the same city by the same interests.

Immediately repercussions were felt throughout the industry. NBC and CBS took immediate steps to block the proposal. MBS, which stood to benefit by the proposed rules, which primarily means competitors, was pleased.

Sen. White on May 12 introduced a resolution to block enforcement of the proposed regulations and at a hearing which began on June 2 before the Senate Interstate Commerce Committee Chairman Fly made several concessions in the proposals. On Aug. 1 Sen. White introduced a series of amendments to the radio act to reorganize the FCC.

Monopoly Rule Actions Are Postponed
There were repeated conferences between members of the FCC and the networks and deadlines for action on the monopoly rulings were postponed several times. In an unprecedented action on June 17 the Commission approved the proposed MBS affiliation contract.

On Aug. 11 the FCC adopted a proposed order banning multiple ownership of stations in the same area, setting a hearing date for Oct. 6. But when the hearings began it was indicated that the first stringent rules, laid down in the proposed decision, might be eased considerably.

DR. FRANK CONRAD, often called the "father of radio," is shown (left photo) at work in his laboratory a short time before his death on Dec. 10, 1941. Center: Declaration of Warren brought many preparations along the home front. Here workmen pile up sandbag rampart in front of the glass brick windows of the WEEI Boston transmitter in Medford, Mass. At right: Ray C. Wakefield, of California, is officially inducted into office on March 22, 1941, as a member of the FCC, succeeding the late Thad H. Brown. The new Commissioner (I) is shown receiving the Presidential commission from his lifelong friend, Associate Justice Justin Miller, Jr., of the U. S. Court of Appeals for the District of Columbia. Center is FCC Chairman Lawrence Fly.

* * *

Justice Files Suit Against NBC, RCA, CBS
At the same time the Justice Department had long considered filing anti-trust suits against NBC and CBS. Despite repeated assurances that this action had nothing to do with the FCC network monopoly rules, a civil suit was filed against both networks and RCA on Dec. 31.

As a further concession to the FCC rulings, NBC on Dec. 5 abandoned the exclusive provisions of its affiliation contract, making it possible for affiliates to accept programs from more than one network.

One of the most important events of 1941 was the final approval of the Havana treaty and the announcement of changes in frequency of from 10 to 40 kc for 795 of the 883 stations in the nation. Final deadline for the move was set at March 29.

The treaty had been signed by Canada, Cuba, Mexico, Haiti and the Dominican Republic as well as the United States and involved new frequencies for some 1,300 stations in those nations.

On Feb. 1 Mexico refused to renew the license of Dr. John R. Brinkley for his 180,000 kw XERA at Vila Acuna. About the same time the Federal District Court at San Antonio declared Dr. Brinkley a bankrupt showing assets of $516,500, and liabilities of $1,100,000. Dr. Brinkley had at one time been counted fabulously wealthy as a result of his "goat gland" rejuvenation treatments.

Mexico also refused to renew the license of Norman T. Baker for XENT at Nuevo Laredo. Mr. Baker had specialized in sale of cancer cures on his station.

Wakefield Succeeds Brown at FCC
There were several changes in Commission personnel during the year. Ray C. Wakefield, 46, of Fresno, a member of the California Railroad Commission, was named to the Republican vacancy on the FCC by President Roosevelt on March 5. The vacancy had been caused by the resignation of Thad Brown. Mr. Brown died unexpectedly on Feb. 26 soon after his resignation.

Also in March Andrew D. Ring, assistant chief engineer, and Ralph L. Clark, chief engineer, at the FCC resigned to set up their own firm. Gerald C. Gross was named assistant chief engineer in charge of broadcasting and George P. Adair, chief assistant to Mr. Ring, was named assistant chief of the Broadcasting Division.

On June 30 the term of Frederick I. Thompson of Alabama, who had served two years on the Commission filling in the unexpired term of E. O. Sykes, came to an end. The President did not reappoint him but on Oct. 13 named Clifford J. Durr, assistant general counsel of the RFC, to the vacancy.

In 1941, for the first time, television came into active competition for the advertising dollar. In March at the FCC commercial television hearing, the National Television System Committee reported to the FCC urging an image of 525 lines and 30 frames interlaced. The NTSC showed con-
siderable enthusiasm for the CBS color system invented by Dr. Peter C. Goldmark.

On May 2 the FCC authorized full commercial television to start on July 1. The image was fixed at 525 lines, 30 frames interlaced with frequency modulation sound. A weekly minimum of 15 hours of program service was set in deference to protests at the proposed 30-hour program service which had originally been indicated. NBC issued its first television rate card on July 1. The charge, Lever Bros., Sun Oil and Procter & Gamble the first video sponsors.

With FCC activity constantly posing new problems for broadcasters it is not surprising that the NAB and other trade groups were correspondingly active. At the NAB convention May 12 in St. Louis Chairman Fly was principal guest speaker. Since the convention came hot on the heels of the monopoly order the Chairman found himself the center of a great deal of criticism.

**Chairman Fly Hits NAB at News Conference**

It was at a news conference at this convention that Chairman Fly spoke of the NAB as a "so-called" trade organization and made his famous remark comparing the industry leadership to "a dead mackerel in the moonlight—it both shines and stinks."

In return the NAB board questioned the Chairman's fitness to head the FCC. In commenting on the meeting Broadcasting said: "For acrimony and invective the convention had no parallel in NAB annals."

During and after the convention there was considerable criticism of NAB leadership, aims and policies. Ed Craney, operator of KGIR Butte and Z-Bar Network, wrote to a number of independent stations urging the abolition of NAB. Partly as a result of his letters the National Independent Broadcasters met in Chicago, Sept. 22 with Harold A. Lafont, former Commissioner and Bulova executive, as temporary president. Chairman Fly was a principal speaker at the meeting as was Mr. Craney. About 200 broadcasters were present.

The organization scheduled a full scale convention for December but because of the international situation the convention was not held. In a telegraphic poll George B. Storer was elected president and L. B. Wilson, owner of WCKY Cincinnati, vice president. A board of 15 was set up.

Another group which was formed during November was the Network Affiliates Inc., a successor to the Independent Radio Network Affiliates, a trade group which had been active within the NAB for several years. Eugene C. Pulliam, WIRE Indianapolis, was elected president at the meeting Nov. 18 at which it was urged that the NAB be recognized.

Many other events of import
The local advertiser knows his market! And in Cincinnati, the local advertisers choose WKRC! Here's why:

Of the 1,302,371 persons living within the listening area of WKRC, 74.4% are habitual listeners to this popular Columbia station (Price Waterhouse Survey) — an audience of practically a million listeners spending an annual income of $235,000,000!

WKRC carries Columbia's finest programs. It SELLS your product, because it presents your product in company with the best on the air! Right at the top of the dial, with 1000 watts power, 100% modulation, finest Western Electric equipment, including double turntables for both 33 and 78 r.p.m., and a full 19-hour unbroken schedule every day, WKRC offers you every facility and advantage! It reaches the buyers...it sells them...it keeps them sold!

That's why these and 60 other advertisers "on the ground" choose WKRC. They know the listening habits and buying habits of this vast million-buyer market. And they know that for RESULTS—profitable, low-cost SALES—the station to use in Cincinnati is WKRC.

THE ONLY COLUMBIA BASIC STATION IN THE RICH OHIO VALLEY
RADIO CINCINNATI, INC.
OPERATING WKRC-WKRC-TV-WKRC-FM

Now 3 stations—WKRC, AM-TV-FM (Transit Radio)
- 3,311,771 persons in the WKRC area
- 838,510 Radio Homes in BMB regular listening area
- 3 Billion annual income
- CBS program ratings were never higher
- 5000 watts—since 1937
- Combined facilities no other Cincinnati Station can offer—
  AM, TV and Transit Radio—with coordinated promotion and
  merchandising.

Do not list combined advertisers, would take too much room.

Still the only CBS basic station in the Rich Ohio Valley

WKRC, WKRC-TV, WKRC-FM (Transit Radio)
OPERATED BY RADIO CINCINNATI, INC.
AFFILIATED WITH THE CINCINNATI TIMES-STAR
REPRESENTED BY KATZ AGENCY (Transit Radio, Inc.)

make the identification read this way
A NEW year opened less than a month after the Pearl Harbor attack had started a complete upheaval of the nation's economy. Excitement and chaos appeared in all parts of government, military and business operations. This was reflected in broadcasting as station and network owners wondered what the months ahead had in store for them.

Fortunately experienced heads maintained outward calm behind the industry's microphones, and their guidance was responsible for quelling of nationwide as well as worldwide jitters. Franck and officials quickly taught the spirit and the quieting influence of broadcasting was widely heralded in and out of government.

Actually many broadcast executives had been through difficult days and sleepless nights as they wondered what Uncle Sam might do to their business operations. They were still wondering as 1942 began whether bombing attacks might put them off the air or induce complete industry control by the military. And they were wondering how far the government might go in deciding exactly what they might say, and not say, on the air.

Even before a formal censorship code could be drawn, broadcasters were publicly praised by White House Secretary Stephen T. Early, speaking on behalf of President Roosevelt, for their observation of voluntary censorship. This tribute, coming in the final days of 1941, was made as the new Office of Censorship was conferring with industry leaders.

Byron Price, Director of Censorship, and J. Harold Ryan, of the Fort Industry stations, who served as industry representative, started building up from the NAB's mid-December wartime code. The formal OC code was released Jan. 16, carrying a voluntary observance theme that was to live in radio history as an example of effective industry cooperation. Some complaints arose about restriction of ad libbing but in general the code was well received and the industry quickly fell in line.

Refinements in the document were drafted on the basis of experience, leading to a revised code dated June 15. Rules covering foreign language broadcasts were strengthened, ad libbing was restricted and a clause inserted to limit mention of possible enemy air attacks.

In the developments of a government-war machine there naturally arose the problem of siphoning governmental broadcasts into the industry's facilities. A tug-of-war had been going on for well over a year as federal agencies tried to capture this needed function.

President Roosevelt resolved the dispute by setting up within Office of Facts & Figures a radio division to serve as clearing house for governmental broadcasting. Two industry officials were named coordinator and assistant respectively—William B. Lewis, recently resigned as CBS program vice president, and Douglas Meservey, NBC assistant to the program vice president.

Carrying out the industry's voluntary enforcement of censorship rules, the NAB Code Compliance Committee Feb. 6 adopted its own suggestions to ensure maximum good taste in handling war news. Basic ideas had been drawn up by the Broadcaster's Victory Council, organized in late January to serve as liaison with all federal agencies handling radio matters.

Chairman of the council was John Shepard, Yankee network president, with O. L. (Ted) Taylor, general manager of the Taylor-Howe-Snedden stations, as executive secretary.

With the governmental war machine rapidly moving into action, federal officials were anxious to rally public support for the measures being taken. The Public Relations Board and the FCC adopted a mid-February order, on advice of the Defense Communications Board, which froze the existing broadcast structure and limited new construction. FCC went on record to the effect that adequate broadcast standards were essential to the war effort and that every part of the country should receive good service.

Form War Ad Council To Coordinate Industry Effort

To bring all media into a joint agency for promotion of the war effort, advertisers, agencies and media formed the War Advertising Council that was to continue its coordinating job in the post-war years. Chester J. La Roche, Young & Rubicam, was designated chairman. Quickly this council moved into action, cooperating with government agencies handling morale-building and propaganda functions.

An official policy governing release of war information was drawn up in mid-March by the Office of Facts & Figures, pledging the American people would get all war news, good or bad, if its publication would not hurt the enemy. This policy was designed to guide reporters and commentators.

In mid-June President Roosevelt combined a half-dozen war information agencies, setting up the Office of War Information. Elmer Davis, CBS commentator, was named director and Milton Eisenhower, brother of Gen. "Ike" and vice presidential official, deputy director.

OFF Reports Americans Depend on Radio for News

Just before this action, Office of Facts & Figures had shown in a survey that "a majority of Americans have come to rely upon the radio, rather than upon newspapers and other news media, to get their news about the war; they express greater confidence in broadcast, than in printed, news on the ground that it is more current, more condensed, more accurate, and gives a greater sense of personal contact with persons and events..."

A month after it was set up, OWI was rolling along at top speed. Gardner Cowles Jr., president of Iowa Broadcasting Co., was named assistant director in charge of all OWI domestic operations. Serving under Mr. Cowles, Kenneth R. Dyke, former NBC advertising-promotion director, was named director of a Bureau of Campaigns.

To implement OWI's operation Mr. Davis in mid-September issued a regulation requiring that all plans or proposals for new or continuing series, or individual radio programs for government agencies be cleared through OWI Radio Bureau for clearance. Thus OWI became the clearing house for federal use of the broadcast medium.

OWI Buys Alaska Time To Beam to Troops

Desiring to keep American troops supplied with radio service, OWI made arrangements to buy blocks of time over stations in Alaska.

The industry's stations within the United States itself were so faithful in carrying out their war role that Mr. Davis told Congress in early October that stations and networks were contributing time worth $66 million a year at commercial rates for war agencies.

Seventeen broadcast officials were appointed in mid-October to serve as regional consultants to OWI. They were vested with the task of working with OWI branch offices.

Winding up the year, OWI adopted a broad-gauged federal program to fill a gap in the OWI plan, effective the following Jan. 18, and scheduling transcribed programs and
freeze order
frequently.

Tompkins, Music Corp.,
to services emergency
programs, causing
in months than 15,000
daylight in daily operations.

In Congress was handed
was set with considerable
discretion left to the FCC. C. M. Jansky Jr., of
and Bailey, was named chief

of the WBP Communications
Branch radio section.

As mobilization gobbled up
American youth, stations started to
feal the manpower shortage. Selective Service officials ruled that
 deferment of station employees be-
longed in the hands of local draft
boards. Criteria in deferment was
based on availability of replacement
and value of the employee to his station.

FCC, on recommendation of De-
Fense Communications Board, re-
laxed operator requirements, easing
the situation somewhat in control
rooms and transmitter houses.

First real test of station be-
behavior under war conditions oc-
curred Feb. 25 when Southern
California broadcasters were
blacked out for six hours when it
was feared enemy planes were over
the area. Shelling of an oil field
by a submarine led to a temporary
radio blackout. The two scares
found broadcasters responding
quickly to blackout orders.

The calm handling of war news
by broadcasters was credited with
quieting nationwide excitement
that promised to develop into hys-
teria.

Cancellations Are Offset
By News Show Sponsors

Station operators were concerned
during the early days of the war
by effects of federal restrictions on
inventories and shortages in in-
dustries buying time. Some cancella-
ations developed but most of these
were more than offset by sponsors
buying news programs.

War Production Board clamped
down on construction by setting up
a license system for all new build-
ing costing over $5,000. Receiving
set manufacturers converted as
rapidly as possible to war produc-
tion.

Going far beyond previous freeze
orders, the Defense Communica-
tions Board recommended that
WPB and FCC declare a complete
stoppage of all broadcast construc-
tion. WPB gave radio a fairly high
preference rating for maintenance,
repair and operating supplies.

Selective Service officials placed
broadcasting fourth on the list of
seven most important
occupations on which defer-
ments should be
based.

Frank McIntosh, Fort Indus-
try Co. technical

A

stations Feel Impact
Of War in Operations

With the censorship and in-
formation agencies of the govern-
ment quick to get their operations
under way, stations felt the war's
impact in many phases of their
daily operations. Their actual rev-

The Office of Censorship moved
along quietly and smoothly through
the last half of the year. Broaden-
ing its supervision of foreign
tongue programs, Assistant Di-
rector J. Harold Ryan set up a
special foreign language section
headed by Robert K. Richards, his
assistant.

U. S. broadcasters had stark
realization of what war could
mean shortly after Pearl Harbor
By prearranged plan, the four sta-
tions in Manila were dismantled and
destroyed before the Philippine
capital was overrun by the Jap-
nese.

Stations Feel Impact
Of War in Operations

With the censorship and in-
formation agencies of the govern-
ment quick to get their operations
under way, stations felt the war's
impact in many phases of their
daily operations. Their actual rev-

To be effective Jan. 1, 1942, Edward B. Marks, president of Edw. B. Marks
Music Corp., signs the contract transferring the performing rights to more
than 15,000 songs from ASCAP to BMI. Looking on are (l to r) Merritt E.
Tomkins, vice president and general manager of BMI (seated); Sydney Kaye,
BMI general counsel; Max Marks (brother); Herbert Marks (son).

October 16, 1950 • Page 131
America's Key Network Stations Use RCA TV Equipment... *WNBT* for instance

On the air longer than any other TV station in the New York metropolitan area, this key network station of the National Broadcasting Company is setting a record for on-air time—with more than 312 hours of local and network transmission a month to a potential audience of 1½ million families.

Well-known in the business for its high-quality programming... and technical excellence of operation... we are proud that WNBT is supported by RCA television equipment throughout the station!

For instance, a complete transmitter room—with all associated equipment. Everything in field equipment—including microwave relays. Film projection equipment. Remote video relay switching. Studio control room equipment. Control consoles, amplifiers, projection changeovers, synchronizing generators, power supplies, etc.

When you face up to the job of planning your TV station... or add on facilities to your operations... select the same equipment the key network stations use. *Go RCA!*

Your RCA Television Equipment Sales Engineer is at your service.

*From camera lens to antenna—everything in WNBT is RCA!*
TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
1942

(Continued from page 131)

network rules. On appeal by the networks, the court March 2 denied May 6 upholding the FCC rules as upheld by the District of Columbia. The U.S. Supreme Court decided March 16 to hear the case on June 1 sent the networks back to the Federal district court in New York for full review on the merits. The court in New York dismissed the NBC and CBS injunction petitions Nov. 16, continuing its stay order until appeal could be taken to the Supreme Court, which scheduled a hearing for early 1943.

Another important decision by the court held down Oct. 12, held that a broadcast station has a definite right acquired through its operating license and the FCC cannot tamper with or degrade a station’s facilities without giving it a hearing.

Early in the year rumblings were heard on Capitol Hill pointing toward a Congressional investigation into Radio’s unprofitable operations. Rep. Eugene Cox (D.-Ga.) introduced a probe resolution Feb. 2.

SCOTUS Upholds Right of Stay Orders Against FCC

 woodland test run eight against the bill, with Conn. T. M. Craven favoring it as leader of an FCC minority. The Sanders Bill was still in committee as the year ended.

While the networks were in the throes of legal proceedings all during 1942, they also experienced the normal ups and downs—mostly ups—of business enterprises. As a result of the network monopoly rules, forcing RCA to divest itself of one of its networks, RCA Jan. 9 announced formation of Blue Network Co., a separate wholly-owned subsidiary of RCA. Mark Woods was elected president and Edgar Kobak executive vice president. The company started with $2 million working capital.

Mutual network Jan. 10 filed a $10 million suit against RCA-NBC charging conspiracy in time-option provisions of affiliation contracts.

Total network sales for 1941 were estimated by Dr. Frank Stan- tson, CBS research director, at $107 million, 10% above 1940.

In early February the four networks, as part of their extensive war activities, joined in producing a program, This Is War, in cooperation with Office of Facts & Figures.

Klauber, Keston Get New CBS Positions

CBS revamped its executive staff March 26 by naming Edward Klauber chairman of the executive committee and Paul W. Keston vice president and general manager. William S. Paley, continued as president. In mid-May CBS dedicated a Latin American hookup, with 76 affiliates. Research Director Stanton and Paul M. Hollister, agency official, were elected CBS vice presidents in September. In August CBS had bought WEEI Boston from Boston Edison Co. for $500,000. The network had been leasing the station.

Network billings in general more than held their own during the war months of 1942, all four hookups showing an increase during the first half of the year. The new Blue network continued to prosper and Aug. 1 the NBC and Blue networks split up their joint Washington operation. Frank M. (Scoop) Russell continued to direct NBC’s capital office. Kenneth H. Berkeley, who had managed WIC (NBC) and WMAL (Blue), was named Blue representative and manager of WMAL.

NBC effective Aug. 1 granted an extra over-all 10% discount to sponsors using the full 125-station hookup. Similar arrangements were in effect on other networks.

NBC’s parent company, RCA, dedicated the industry’s most elaborate research laboratory at Princeton, N. J.

Mutual departed from precedent in November by naming Dr. Miller McClintock, executive director of the Adenauer Council, as its first salaried president. W. E. Markham, former industry’s manager of the Chicago Tribune and one of Mutual’s found- ers, was named as chairman of the executive committee and Alfred J. McCosker, president of WOR New York, continued as chairman of the board. Fred Weber continued as network general manager.

Network rates were placed under scrutiny of the Federal Trade Commission but FTC explained it was merely a preliminary study.

As the year ended the important Yankee and Colonial Networks in New England were sold to General Tire & Rubber Co.

Networks and stations alike were harried during the year by difficul- ties with the American Federation of Musicians AFM President James C. Petrillo decreed that all recording and transcription of music for public consumption would cease Aug. 1. In a letter to record and transcription manufacturers, dated June 25, Mr. Petrillo notified them their licenses to make recordings would expire July 31 and would not be renewed.

The Dept. of Justice promptly went to court, asking an injunc- tion, but the suit was dismissed Oct. 12 by Federal Judge John P. Barnes, in Chicago, on the ground that it was a labor dispute. A short time prior to the decision the Senate had adopted the Clark resolution calling for an investigation of the AFM. Sen. Worth Clark (D.-Idaho) introduced legislation Sept. 23 to cut off all AFM president to interfere with recording.

Senate Sets Up Group To Probe AFM Recording Ban

A special Senate subcommittee to investigate the AFM recording ban named Paul M. Bingham, Washington attorney, as counsel and directed that hearings begin Jan. 12, 1943. Dept. of Justice took an appeal from Judge Barnes’ decision to U.S. Supreme Court.

While war was going on all over the world, NAB had a little war of its own. Rumblings of discontent, heard during the winter, erupted in March into the area of labor relations, with demands for new leadership and removal of networks from active membership.

The NAB board, at a March 19-20 meeting in New York, served notice it would defend President Neville Miller to the limit. This amounted to a vote of confidence. Intra-industry discord was cut aside at the NAB convention May 11-14 in Cleveland as broadcasters decided to devote their efforts to the job of providing maximum war services. The convention voted active membership for networks.

In early March Walter J. Damm, WTMJ Milwaukee, had been elected president of FM Broadcasters Inc., formed to push that form of aural broadcasting.

Another association, Network Affiliates Inc. was formed in mid-May to work apart but not against NAB. President was Eugene C. Pulliam, WIRE Indianapolis. At the same time Inde- pendent Radio Network Affiliates was dissolved. It had been

1942—AMERICA’S first year of active participation in World War II was marked by the intensifying of radio’s effort toward the goal of victory. Left photo: At Hollywood conference of Walter Thompson Co. executives, discussion of the war effort through coordination of network programs was discussed by (l to r) Daniel Danker, Southern California vice president in charge of radio; Morton W. Magge, Los Angeles office manager; Stanley Resor, JWT president, and Norman Strouse, San Francisco executive. Center photo: As a security measure, entire staff of KMBC Kansas city, led by Manager Arthur B. Church (picted), was fingerprinted for the local police files as well as the FBI. Right photo: Government wartime messages were the topic of September conferences with Washington officials of the OWI. Attending (l to r) were Don Belding, Los Angeles vice president of Lord & Thomas; Jack Smalley, Hollywood manager of BBDU; Nat Wolff, OWI deputy chief in charge of Hollywood office; Seymour Morris, chief of allocation division of OWI; Douglas Metersery, OWI deputy chief of Washington bureau; and Sidney M. Streit, western division vice president of NBC.
formed in the late '30s primarily to meet the music-copyright crisis.

Again during the summer the dis- content was apparent among NAB members. This led to formation of the Radio Industry Council of Broadcasters September 25 of a competitive association, American Broadcasters Assn., its founders included John Shepard 3d, of Yankee Network and chairman of Broadcasters Victory Council; Mr. Damm; James D. House, WLW-WSAI Cincinnati; Mr. Pul
tum; George B. Storer, president of the Publicity Co.; as well as Na
tional Independent Broadcasters; Harry Bannister, WWJ Detroit; E. B. Crane, Z-Bar Network; Stanley Hubbard, KXLY Spokane; O. L. (Ted) Taylor, of Taylor-Howe-Snowden stations and BVC executive secretary.

Though ABA wanted Mr. Miller removed as president, the NAB board at a special mid-October meeting gave him a new vote of confidence. ABA conducted a survey of station reaction and decided in mid-November to abandon the whole project...

It was a good business year despite all the disturbing war influences, judging by statements of industry leaders at the yearend, promising to surpass the $237.6 million gross time sales in 1941 ($176.3 million net), as estimated in January by Broadcasting Year book. FCC's 1941 analysis, appearing in November, placed 1941 net time sales at $178.1 million.

The U. S. Census Bureau had announced Aug. 3 that as of April 1940 82.8% of U. S. Homes had radio receivers.

The year saw many industry figures leave their desks and microphones to take part in the war effort. The military services drew some persons as David Sarnoff, RCA president and NBC chairman, who entered the Signal Corps; Harry C. Butcher, CBS Washington vice president, who became aide to Gen. Eisenhower; John A. Kennedy, head of West Virginia Network, to the Navy; Edward M. Kirby, NAB public relations director, to head the Army's radio section, and Frank E. Pellegrin, NAB director of broadcast advertising, to the same section, to mention just a few of those in the industry donned uniform.

Several pioneers in the industry died during the year. Among them were Graham McNamee, announcer; Dr. John R. Brinkley, onetime Kansas and Mexican broadcaster; Maj. Gen. C. McK. Saltzman, chairman of the Federal Radio Commission from 1930 to 1932; C. Roy Hunt, general manager of KOIN and president of KALE Portland, Ore.; Paul H. La Stayo, president of WAAT Newark; Edward A. Hanover, vice president in charge of manufacturing and broadcast operations, Stromberg-Carlson Telephone Mfg. Corp.

AFTER more than a year's experience in operation under war conditions, the broadcast industry found itself in harmony with most of the government's key officials. This was especially the case at Office of Censorship and Office of War Information.

As the year was getting under way, key broadcasting and OWI officials had just completed a three-day conference in which a plan was drawn up for government war-effort programs. Heart of this plan was a five-week quarterly hour program, slated for Feb. 1 inauguration, to be available for sponsorship on all stations. A station allocation plan was adopted by OWI to aid broadcasters in planning war information programming.

One of the first radio war heroes was Lt. Thomas E. Knedle, of NBC Washington, who received the Distin
guished Service Cross for extraordinary hero

ism in action. Lt. Knodle was twice wounded near Bu
na, New Guinea, on Dec. 5, 1942. Later he was pro
moted to captain and before the year ended had re
turned to his duties as NBC Washin
gton news editor.

Broadcasters were granted im
portant manpower relief in a re
vised list of critical occupations is
sued Jan. 28 by Selective Service

WSBT GIVES YOU BONUS COVERAGE!

The South Bend-Mishawaka trading area—all by itself—is a market worth covering. Over half-a-million people live in these eight counties alone. They spend nearly half-a-billion dollars a year on retail purchases.

And that's just part of WSBT's primary coverage! The entire primary area takes in 1½ million people who spend nearly $1½ billion a year. That's what we mean by bonus coverage!

Want your share of this big, rich bonus? It's yours with WSBT, the only station which dominates the entire market.

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE
1943 (Continued from page 138)

Several states were operating on standards developed under government decree specifying Federal time, and high military officials criticized dissenting states.

President Roosevelt settled an internal dispute over handling of psychological warfare activity by transferring propaganda functions to OWI, under Director Elmer Davis. OWI's Radio Bureau, estimated in March to have donated $57 million in time and talent to OWI war messages. The one-year total was estimated later in the year (November) by OWI at $186 million.

Phillip H. Cohen was named in early April to be assistant chief of the OWI Radio Bureau, succeeding Douglas W. Meservey. Richard F. Conner was named head of the Station Relations Division.

Mr. Storer

Hoyt Named to OWI in Domestic Branch

OWI withdrew its quarter-hour series from sponsorship in mid-May, effective July 50, after many stations had complained the program lacked name talent attractive to sponsors. Palmer Hoyt, editor and publisher of the Portland Oregonian, was named assistant director of OWI in charge of the Domestic Branch, succeeding Gardner Cowles Jr., who resigned to return to his business interests.

At the end of May President Roosevelt named James F. Byrnes, head of the new Office of War Mobilization, Judge Byrnes resigned as economic stabilization director to take the position. His assistant, Walter J. Brown, vice president of WSPA and WORD, Storrs, Conn., accompanied him.

Mr. Butcher

W. B. Lewis resigned in June as assistant director of the OWI Domestic Branch. Later he became executive vice president and general manager of American Network (FN).


At the Office of Censorship, Eugene Carr left the Broadcast Division to become assistant to the president of the G. A. Richards stations.

Radio had its biggest wartime news assignment Sept. 8 when Italy surrendered. Gen. Dwight D. Eisenhower read the proclamation of this victory carried by radio throughout the world.

The flow of broadcasting leaders into wartime work continued. In early October William S. Peterson, CBS president, accepted as OWI assignment at Gen. Eisenhower's headquarters, and was commissioned colonel. At OWI's Washington office Philip Cohen succeeded Don Stauffer as chief of the Domestic Radio Bureau. Mr. Stauffer returned to Ruthrauff & Ryan, New York.

First major relaxation in wartime censorship rules occurred Oct. 18 when the Office of Censorship eased its rules covering broadcasting in Italy. While the Italian surrender, the news leaked out that a broadcasting engineer, R. Martin Pierce, WQAR Cleveland, had been largely responsible for surrender of the Italian navy. This credit came from Adm. Sir Andrew Cunningham, British commodore in the Mediterranean. Comdr. Harry C. Butcher "accepted" the fleet in Gen. Eisenhower’s name after Mr. Pierce had rigged a haywire transmitter tuned to 500 kc, the distress frequency, to inform the Italian fleet the government had surrendered.

In another OWI change Edward Klauber, former chairman of CBS executive committee, became associate director under Elmer Davis. He succeeded Milton S. Eisenhower, who resigned to become president of Kansas State College.

OWI States Policy

On News Release Decision

Wider news coverage by radio and publications was made possible Dec. 10 when Office of Censorship announced it had final decision over release of news. This policy answered complaints that local military and civilian personnel had exercised arbitrary censorship power.

A U. S. war agency, Office of Civilian Requirements, found in a nationwide study that approximately 32.5 million American families had one or more radios, 89% of all families in the country.

For the broadcast advertising industry 1942 had been a good year. Just how good the year had been was made known in early February when Broadcasting estimated gross time sales at $254.6 million and net time sales at $191 million, 61% over 1941. Again the industry attained new sales records whereas competing media had trouble holding their own during the difficult war year.

Also brightening the early part of 1943 was the revelation by Cooperative Analysis of Broadcasting that listening had increased during the war months. Another survey showed 89,540,000 radio sets in operation in the United States.

An important agency development at the turn of the year was dissolution of Lord & Thomas and creation of a new agency, Foote, Cone & Belding.

Petrito Appears Before Senate Probe Committee

There were dark portents in the broadcasting realm ere 1943 had proceeded many days. AFM President James C. Petrillo, appearing before a Senate investigating committee headed by Sen. Worth Clark (D-Idaho), finally agreed he would draw up a program of "demands" that must be fulfilled before settlement of the six-month AFM ban on phonograph and transcription recording. A few days later Mr. Petrillo pulled AFM musicians off CBS and Blue network remote dance pickups because of a local dispute in Pittsburgh.

In an era of continually mounting costs, the industry benefited by substantial AT&T rate reductions covering network lines. By March 1 the music impasse was becoming more acute as recording and transcription companies formally rejected a demand by Mr. Petrillo for "fixed fees" on each recording. They termed it a "startling new kind of social philosophy." Recorders and transcribers on March 19 asked Mr. Petrillo to confer on the recording ban March 24, but the AFM head put the meeting off to April 15. This session proved futile.

AFM-industry negotiations were broken off May 15 when AFM demanded transcribers withdraw their recordings from stations cited as unfair by AFM. The impasse continued until late September when Decca Records and World Broadcasting System, its transcription subsidiary, broke off from the rest of the industry and agreed to permit royalty fees on recordings.

A month later four large independent transcription producers signed with AFM and resumed recording after 14-month shutdowns. That broke the back of industry resistance to the musicians' union.

Blue network intensified its musical programming in mid-March 1943 by naming Paul Whiteman director of music.

Network scheduling suffered setbacks during the 1943 winter and spring months as several midwestern states refused to abide by Federal daylight saving time. Eventually these deviations brought pleas from high government and military officials in which the end...

(Continued on page 139)

Gates Type 102-CR Speech Input amplifier is the very last word in speech input equipment.

It includes level indicator, three channel mixer with every detail of construction for wide uniform frequency response and unrepulsive operation. It has a gain of plus 80 db and an output capacity of 8 watts.

Price $395.00

Send for Bulletin No. 2 for full description.

GATES RADIO & SUPPLY CO.
Manufacturing Engineers
Quincy, Illinois, U. S. A.
It was not just a coincidence that GATES joined hands with Broadcasting magazine during its first year of publication...

Twenty years ago, as today, we at Gates recognized progressive industry steps...

Broadcasting magazine has helped Gates progress through complete advertising coverage of Gates products just as Gates has helped broadcasters progress with fine equipment and service...

Gates congratulates "Broadcasting" on its twentieth anniversary and is eagerly looking forward to celebrating our Golden Jubilee.
1943

(Continued from page 136)

All anti-trust suit was dropped against RCA was removed March 27 by the Dept of Justice, without explanation.

An anti-trust suit that had been pending against RCA was removed March 27 by the Dept of Justice, without explanation.

In a nationwide survey Life magazine found that 91.8% of families reported having radio sets, though 4.2% reported sets out of order.

Fort Industry Co., owning several stations, in mid-May bought WFTL Fort Lauderdale, Fla., for $275,000. It became WGBS.

While the industry was having its troubles with the musicians union, another headache appeared with notification by ASCAP that musical programs preceded or followed by commercial announcements would be classified as commercial programs in pre-program license contracts.

In what was to be a momentous year in network operations, Fred Weber resigned as general manager of Mutual network in mid-June to become manager and part owner of WDSU New Orleans. CBS affiliate stations opened a campaign to eliminate "cow-catcher" and "hitch-hike" announcements on sponsored programs.

CBS started testing a program analyzer technique in mid-July, using selected small groups as listener laboratories for evaluation of program impact.

Federal Trade Commission, which had been studying network rate and discount practices, announced in late July it had found no violations of fair trade laws by the networks.

Mr. Noble, owner of WMCA New York and chairman of Life Saver Corp., bought the Blue Network Co. for $8 million cash. The sale was approved by the RCA board a week later. (See U.S. Supreme Court decision upholding FCC monopoly rules in 1943 summary.)

A month later Mr. Noble sold WMCA to Nathan Straus, New York financier, and took over the Blue from RCA Oct. 15. Time Inc., publishing firm, and Chester J. Lazarre, bought interests in the network just before the year ended.

In the request of affiliates, CBS announced that effective Oct. 1 it was eliminating "hitch-hike" and "cow-catcher" announcements from commercial programs. The CBS Affiliate Advisory Board in turn agreed to cooperate by limiting station-break announcements.

Blackett-Hummert Ordered Dissolved

One of the important advertising agencies in the radio field, Blackett-Hummert, was ordered dissolved at yearend, it being decided in later summer. Out of it arose Dance-Fitzgerald-Hummert, with Bill Blackett opening his own agency. Frank and Anne Hummert set up Hummert Radio Productions.

Year-end analysis by Broadcast show time sales at a high level, with industry leaders predicting new records would be set in 1944. The regulatory year 1943 was an exciting one, dominated by Congressional hearings into FCC practices and a U.S. Supreme Court decision upholding the FCC's issuance of rules regulating monopoly in network practices. These rules, which had been finally adopted Oct. 11, 1941, were upheld in a Supreme Court decision handed down May 10, which gave the FCC implied broad program control through use of the phrase "control of composition of that traffic." It was this phrase that eventually led to the FCC publication of its controverted "Blue Book." The rules were scheduled to become effective the following June 14.

Industry circles were upset by the decision, with demand for corrective legislation arising.

A week later the Supreme Court issued a decision protecting existing station facilities by requiring FCC to hold hearings before modifying service of stations. This decision was issued in the case of station seeking assignments on the 800 kc clear channel occupied by KDAV Denver.

Earlier in the year (February) the court had upheld Federal Judge John P. Barnes' ruling in which a U.S. Dept of Justice anti-trust suit against the AFM was thrown out. Judge Barnes allowed a second suit of the type to come to trial.

In July, Advertising Federation of America voiced "profound concern" over the network monopoly decision because it gave FCC the right to determine the nature of radio traffic.

Congress and the FCC spent much of 1943 in the throes of investigating network monopoly, charges that a bill to reorganize the FCC and the House passed a resolution introduced by Rep. Eugene Cox (D-Ga.) for a far-reaching investigation into the FCC's behavior.

Cox Heads Committee To Probe Commission

Rep. Cox was named chairman of a select committee to probe the FCC. The committee named Eugene L. Garey, New York attorney, as chief counsel and he promptly started scouring government records involving the Commission.

Then on March 8 a bill was introduced in the Senate, by Chairman Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, and Sen. Wallace H. White (R-Me.) calling for revision of the Communications Act.

All spring the House group worked up material for its investigation. It ran into an obstacle in July when President Roosevelt barred some government files from the investigators, citing conflict with the war interest. The House committee made charges in which FCC Chairman James Lawrence Fly was implicated given partial responsibility for the Japanese Pearl Harbor attack.

Chairman Fly, in turn, charged that the Cox committee attack was the work of the "radio monopoly" and Wall Street interests.

For weeks the committee and the FCC engaged in brisk sparring, with all sorts of political ramifications. Finally Rep. Cox resigned as chairman of the committee and Rep. Clarence F. Lea (R-Calif.) was named chairman. In November and December the Senate Interstate Commerce Committee held hearings on the White-Wheeler Bill.

Average Radio Salary Jumps 7% Above '41

FCC still found time for its routine regulatory activities despite Congressional and court developments. Its statistical unit disclosed in March that the broadcasting industry paid average salaries of $52.32 in 1942, 7% above 1941 salaries. In December FCC announced that broadcast salaries averaged $55.75 in 1943, 6.6% over 1942.

George Henry Payne was re-nominated an FCC member June 30 by President Roosevelt and the next day the nomination was withdrawn without official explanation.

William D. Terrell resigned Aug. 9 as chief of the FCC Field Division. He was one of the original Federal Radio Commission officials and was often called the "father of radio regulation."

In September the Commission granted WGAN Cleveland permission to move to 1220 kc, paving the way for a future 50 kw assignment.

Harry M. Plotkin became an assistant general counsel of the FCC in late December when
THERE had been many exciting years for the industry’s critics and commentators in radio’s 2½-decade history, but nothing could exceed 1944 for sheer drama and excitement.

Packed into that 12-month period were the D-Day invasion of Europe; Republican and Democratic conventions; autumn political campaigns and November elections, and the continuing campaign as U.S. troops moved eastward.

The broadcasting industry threw all its facilities into coverage of the momentous stories that unfolded during the year. By early January networks and stations were prepared for an invasion at any time. By June 6, when troops hit the Normandy beaches, the plans were so perfect that staffs went into their routines within minutes of the first German disclosure that France had been invaded.

Operating under strict War Production Board rules governing supplies and construction of facilities, the industry obtained permission in January for WBP to ease some of the provisions to permit limited building of facilities.

With 6,000 industry employees under arms, a non-military broadcasting in official wartime role became one of the better publicized heroes of the worldwide conflict. That hero was R. Morris Pierce, chief engineer of the Navy’s Self-Propelled Warfare Branch, Allied Force Headquarters, who in November of the previous year had rigged up a high-frequency transmitter on the SOS frequency and had persuaded the Italian Navy to surrender. For this feat he received the Marconi Memorial Medal of Service from the Veterans of Service, Assn.

By the end of 1944 Morris Pierce again had drawn worldwide acclaim for another feat—capture of Radio Luxembourg, with its 150 kw transmitter, in mid-November.

At Office of Censorship John E. Fetzer, WIXO Kalamazoo, Mich., was named to succeed Damm as assistant director for radio. Mr. Ryan having been elected NAB president.

Radio’s wartime role again was lauded in late February by the Treasury

The music situation continued acute as AFM musicians remained on strike against recorders and transcribers. Government war agencies became interested and the National Labor Relations Board panel decided in March that the AFM ban was a dispute interfering with the war effort and urged NLRB to use its powers to end the strike. National War Labor Board granted AFM’s plea for a hearing.

In mid-June NLRB ordered AFM to withdraw its recording ban, at the same time approving the AFM fee plan for creation of an employment fund. AFM didn’t go along and President Roosevelt asked President James C. Petrillo to obey the order. The AFM president refused. Finally, RCA-NBC and Columbia capitulated in mid-November to the Petrillo royalty demands, ending a strike that had lasted more than a year. AFM was loser, however, in an effort to force NBC and CBS stations in Chicago to use AFM musicians as turntable operators, NLRB awarding the decision to NABET.

Through the winter and spring months networks and stations were refining plans for coverage of the anticipated D-Day invasion of Europe. Shortly after midnight June 6 (12:37 a.m.) came the first flash tip from a Nazi source and almost immediately the broadcast coverage plans were in operation. Official announcement came in the early morning hours and broadcasting started its biggest job of spot news reporting.

Few who heard the broadcasts, or took part in them, will forget the early days of the invasion as broadcasting brought the roar of guns right into the living room.

History was made in heavy chunks, and rapidly, in those tense days and every American with a radio had a front seat at the proceedings.

The government’s wartime machine in Washington moved along smoothly, with a few personnel changes. George P. Ludlam succeeded Phil Damm as director of OWI’s Domestic Radio Bureau in April and Neville Miller was named deputy UNRA chief in Cairo, Egypt.

While networks kept large staffs operating on the European front, Howard L. Cherryoff, news director of West Virginia Network, was the first independent newsmen to leave the country for a war correspondent. He left in mid-summer for the front, bringing the voices and messages of West Virginia soldiers to the folks at home.

Aside from its war coverage and service, the broadcasting industry entered the year with the knowledge that net-time sales in 1943 had totaled $233.9 million, 21.8% over 1942, according to Broadcasting. Surveys showed listening was increasing.

NBC announced in January its programs would be available to FM affiliates of affiliate stations at no cost. CBS followed suit in February. Broadcasters later held a convention in New York Jan. 26-27, laying plans for post-war expansion. FCC Chairman James Lawrence Fly said, "FM is of age and has come to stay." This set in motion an active FCC campaign to boost FM.

Walter Damm Elected President of FMIB

All manufacturers promised to make sets, the FMIB delegates were told. Walter J. Damm, WMJ Milwaukee, was elected FMIB president.

At the same time television interests were looking toward the postwar period. Television Broadcasters Association was formed Jan. 12 at a Chicago meeting. A fortnight later Dr. Allen DuMont, president of Allen B. DuMont Labs, was elected president.

Several states in New York to the New Times in early February for $1. million was first offered for many of 1944 station transfers. O. L. (Ted) Taylor sold minority interest in "Channel 2" in Buffalo to the chain KOTK Oklahoma City. KFAB Lincoln, Neb., WBBM Chicago (CBS) and WBT Charlotte, N. C., made a three-way contract in which KFAB acquired control of WBT but the deal fell through and WBT was sold to Jefferson Standard Life Insurance Co. John J. Loujas, agency man, bought control of KTAR Phoenix and interest in other Arizona stations. Indianapolis News bought WIBC Indianapolis.

In March Marshall Field bought WJJD Chicago for $700,000. The Washington Post acquired WIXW Washington for $500,000 in May and the Philadelphia Bulletin bought WPEN from the Bulova interests. Westinghouse Radio Stations bought KEX Portland from the Portland Oregonian and the Cowsles bought WAFM Jersey City. Cowsles also bought WCOP Boston from Bulova and named Com. T. A. Craven as its officer in charge of the station.

Finally, Cowsles swapped WMT (Continued on page 116)
Cedar Rapids, Iowa, for WOL Washington. 

In September Marshall Field took over operation of WSAI Cincinnati, formerly owned by Crosley along with WLW Cincinnati. An early 1944 event was February appointment of Paul Porter, assistant to the economic stabilizer, to be public relations director of the Democratic National Committee.

Niles Trammell, NBC president, announced in March that NBC’s affiliation permit would apply to its television stations. Mutual network decided to tighten its rules governing commercial religious programs.

Blue network was reorganized in September into ABC network, with Chester J. LaRoche, chairman of the executive committee, becoming vice chairman of the board and operating head. Edgar Kobak resigned Oct. 21 as executive vice president to become president of Mutual. A few weeks later he named Robert D. Sweezy, Blue general counsel, as vice president of Mutual and Phillips Carlin, Blue program vice president, as MBS program vice president. Paul Porter, after a few months

with the Democratic committee, was named FCC Chairman in November. He succeeded Chairman Fly, who had resigned to enter private practice of law. Mr. Porter took the helm Dec. 21 after Senate confirmation.

Final personnel changes of the year were appointment of John F. Royal, of NBC, to a vice presidency. The FM license with oft-heard criticism of station break policies, WJJ Detroit in late November placed a ban on transcribed announcements. A few days later WJZ New York moved on behalf of the board to board chairmanship.

FCC in January that total 1942 time sales were $190,147,052. BROADCASTING’S 1942 Yearbook had estimated in January 1942 that total 1942 income was $191,000,000.

George P. Adair was named FCC chief engineer to succeed Mr. Jett.

Commission Suspends Duopoly Order

Another FCC perennial, the multiple ownership problem, came to the surface in April when the Commission suspended its duopoly order, originally scheduled to become effective May 31. In the television field FCC ruled in May that one company could own five video stations.

NAB Run by Networks, Ed Crancy Charges

E. B. Craney, of Z-Bar Network, entered the winter scene with a charge that NAB was run by the networks and did not truly represent the industry. Mr. Craney was “ruled out chair” at the Senate Interstate Commerce Committee, writing new radio legislation.

Lewis H. Avery, NAB broadcast advertising director, announced in April that a clinic of this type would be held at Joske’s department store, San Antonio.

Mr. Ryan formally assumed the NAB presidency April 15, calling for cooperation between NAB and FCC. John Morgan Davis joined NAB during the summer as general counsel in charge of labor relations.

NAB War Conference was held Aug. 28-31 in Chicago. Creation of a war council was one of the highlights. The council was approved, with Asm. of National Advertisers and American Assn. of Advertising Agencies adding their approval.

In November the NAB board appropriated $75,000 to launch BMB. Final NAB action of the year was a call by President Ryan for the industry to observe radio’s 25th anniversary in 1945.

FCC experienced an exciting year in 1944, dealing with such topics as multiple ownership, stations, policies, allocations, and programming. Starting out the year the Commission issued a tentative ruling in which it said it “tolerates” newspaper ownership of stations. Then a fortnight later the Commission did an about face, leaving the way open for newspapers to own stations and have their applications considered on individual merits.

That ended a state of uncertainty that had existed since March 1941.

Ewell K. Jett, chief engineer, was nominated and confirmed as Commissioner to fill the vacancy created in mid-1943 when nomination of George Henry Payne for another term was withdrawn.

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Tentative amendment was adopted in May to ease requirements on announcement of recordings and transcriptions but this was rejected in August. The FCC in August announced that frequency allocation hearings would start Sept. 28.

The censorship issue arose when a CIO local charged WHKC Columbus had no operating license before public interest when it rejected the program material of the union. This charge was made as late as Aug. 1943. NAB code also was a CIO target.

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HERE are six of the WFOX Personnel who have been continuously in the broadcasting business since the first issue of Broadcasting Magazine in 1931.

Six WFOX veterans representing over 120 years of broadcasting service . . . yet not one of these six is over 41 years of age.

WFOX gives you experience, regional coverage at local rates—results unsurpassed anywhere in the country!

FROM ALL OF US TO ALL OF YOU AT Broadcasting

"Happy Anniversary"
1945

In radio's exciting history, events tumble all over the electronic escucheon with increasing rapidity and intensity. As a result every year was more exciting than the previous year.

Certainly 1945 was to be a year of superlatives, surpassing even the D-Day and other highspots of 1944. Of special significance was the fact that commercial broadcasting was 25 years old during the year, an event observed all during the 12 months and culminating in the first National Radio Week Nov. 4-16. That week found set makers, broadcasters, dealers and all related industries bound together in a celebration worthy of the occasion.

January 1945 was barely under way when the government banned gatherings of more than 50 persons, forcing cancellation of NAB's March convention. The broadcasting industry was operating on a war-time basis, with 30% of station personnel in uniform by early spring.

MacArthur Broadcasts Return of Filipinos to Filipinos
First major U. S. victory was brought to the nation in March when Gen. MacArthur was heard in a broadcast turning over the Philippine government to Filipinos. By April peace rumors were flying and radio was alerted for the expected event. Before it could occur, the industry was saddened by the death of President Roosevelt April 12. All commercials were cancelled as the industry and nation mourned. An estimated $3 million in advertising was thrown aside in honor of the President.

May 8 was V-E Day and President Truman's peace proclamation was heard on all stations at 9 a.m. Before the day ended broadcasters had cancelled a million dollars in time charges to cover the epochal event.

Voluntary censorship rules were greatly relaxed along with construction controls.

Gen. Eisenhower returned to the U. S. in mid-June, with Capt. Harry C. Butcher. From New York to Kansas he was given a triumphant celebration. At a Washington luncheon he paid tribute to commercial broadcasting as a symbol of American freedom.

When James F. Byrnes became Secretary of State in July he named Walter J. Brown, WSPA Spartanburg, S. C., as special assistant.

At 7 p.m. August 14, President Truman announced Japan had accepted surrender terms and broadcasters repeated their performance of V-E Day. A special White House broadcast was prepended at 7:30 p.m., with high government officials taking part. The idea came from the White House itself. As the program was closing President Truman entered the room and voiced his congratulations, saying he had been listening on his radio.

Through the night networks and stations brought comprehensive coverage to listeners. In contrast, British Broadcasting Corp. read the surrender terms and promptly shut off its national service for the night after only a seven-minute program.

Office of War Information Abolished by Truman
President Truman abolished Office of War Information Aug. 30. Mr. Brown left the State Dept. in December, returning to WSPA Spartanburg. Officials of Post Administration issued its first postwar price ceilings for radio sets in September.

The broadcasting industry, with commercial business at record levels, faced the year confidently. The Broadcasting Yearbook estimated 1944 net time sales at $285 million, 25% above the $228 million in 1943.

With the industry immersed in plans to set up a system of uniform coverage measurement, Hugh Feils, of KBAP Lincoln, Neb., was named executive head of Broadcast Measurement Bureau.

In the technical field, RCA announced it had developed a TV transmitter tube that would develop full brilliance.

National War Labor Board ruled in January that WMAL Washington must pay fixed fees to announcers for commercials. With the European war moving along nicely, station sales became common talk. First major transfer was that of WINS New York, sold to Crosley for $1.7 million. A few weeks later WABM Miami sold to the Miami News and WBLY Brooklyn to the Newark News.

Jefferson Standard Buys WBT, Strauss & Blosser Get KHQ
Jefferson Standard Life Insurance Co. bought WBT Charlotte for $1.5 million and Strauss & Blosser, Chicago brokers, bought KHQ Spokane for $850,000.

Early in the year WDJ New York, ABC key, banned transferred shows from 500 p.m. to midnight. In February James C. Petriello, AFM president, placed a ban on musical performances for television. ABC dropped midweek commercials from newcasts in June.

Robert D. Swesey was moved up to the general managership of Mutual. CBS named Vice President Frank Stanton general manager and director; ae H. Ream, vice president-secretary, was named a director as was Frank K. White, vice president-treasurer. Condr. Mefford R. Bunyon, a vice president on war leave, resigned from the board to become executive vice president of Columbia Recording Corp.

Crosley Corp. (W.L. Cincinnati, WNY New York), was sold to Aviation Corp. for $22 million in late June. CBS acquired KQW San Francisco for $950,000.

Paul F. Peter, NAB research director, in April was executive secretary and John Church, CBS research director, took a similar BMB post. Art King resigned from Office of Censorship to become managing editor of Broadcasting.

The Washington Post (WINX) bought the experimental fm station operated in Washington by Janak, NAB consultants, putting a fall business roundup by Broadcasting indicated time sales would set new records.

In late July Howard Lane was named general manager of the Field Enterprises' radio division. A new development in broadcast transmission was first disclosed in early August by Broadcasting. It was Stratosview, developed by Westinghouse to provide radio net-working through use of high-flying airplanes.

An historic event of mid-summer was a statement of confidence in the U. S. broadcasting industry by President Truman. In a letter to Sol Taishoff, editor and publisher of Broadcasting, President said radio was in good hands and must be maintained as free as the press.

It marked the President's first radio expression since assuming office in April.

Kirby Leads Tour Of European Radio Facilities
A group of 10 broadcasting and four trade paper executives took off by plane Aug. 11 for an inspection of European broadcasting facilities. Col. E. M. Kirby led the expedition.

Mark Woods, as ABC president, assumed active direction of the network in September. When William Benton was named Assistant Secretary of State, Subscription Radio folded. Mr. Benton had headed that branch of Muzak.

First station sale of the autumn was that of WIFL Philadelphia, sold by Lit Brothers to Philadelphia Inquirer for $1 million. The Boston Herald Traveler bought WIDH Boston for $850,000 from Matheson Radio Co. The Spokane Chronicle bought KHQ for $1.3 million.

National Radio Week observance drew concentrated nation's attention to the industry's quarter-century of achievements. During the week Broadcasting unveiled a series of five mural paintings by W. B. McGill, advertising manager of Westinghouse Radio (Continued on page 114)

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., N. W., D. C.

COMMERCIAL RADIO Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
Standards On Duty All Night Every Night
PHONE JACKSON 5302

PHOTO JACKSON 5302
P. O. Box 7037 Kansas City, Mo.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1539 Wisconsin Ave., N. W.
Washington, D. C.
ADams 2414
Member AFCCE

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C.
Santa Cruz, Cal.
Member AFCCE

A 45-year background
- Established 1905 -
PAUL GODLEY CO.
Upper Montclair, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 6111
Washington 4, D. C.
Member AFCCE

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
DI. 1319
WASHINGTON, D. C.
PORTER BLDG.
LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Member AFCCE

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

WELDON & CARR
WASHINGTON, D. C.
1665 Connecticut Ave.
Dollas, Texas
Seattle, Wash.
1738 Wood St.
4742 W. Ruffner
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2561
Member AFCCE

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851
1833 M STREET, N. W.
Executive 1230
WASHINGTON 6, D. C.

GUY C. HUTCHESON
1100 W. ABRAM ST.
AR 4-8721
ARLINGTON, TEXAS

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(Member AFCCE)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1620

William L. Foss, Inc.
Formerly Colton & Foss, Inc.
937 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2181
WASHINGTON, D. C.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W.
EX 8072
Washington 5, D. C.

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

SILLIMAN & BARCLAY
1011 New Hampshire Ave. RE. 6646
Washington, D. C.
2915 Red River 2-5055
Austin, Texas

BROADCASTING • Telecasting

October 16, 1950 • Page 148
Mr. Hayes

THE WHITE HOUSE
WASHINGTON, D.C.

July 3, 1945

Dear Mr. Thesoff:

In my opinion, the free voice of radio never has faced a more important challenge in its 25-year history than that which lies before it now as Allied weapons are turned upon the last enemy, liberty. The nations must direct their energies in the future, as they have so nobly in the past, toward the liquidation of all resistance to the principles upon which their own free charter is founded.

Our lawmakers demonstrated admirable foresight by decreeing that America, as the birthplace of radio, should have a free, competitive system, unfettered by artificial barriers and regulated only as to the laws of nature and the limitations of facilities. That this system has worked is demonstrated by radio's remarkable strides as a public service medium. The wisdom of that original policy, moreover, is reflected in radio's quick transition to full-fledged war service -- a task yet unfinished. Since Pearl Harbor, American radio has written its own Magna Charta. But beyond the day of final victory there lie myriad problems.

Radio, with the press, must give inspired leadership and lend its facilities to making more intimate and workable the relationship between public opinion and the Government. For radio itself there are challenging days ahead. New services are in the offing -- services such as television plus FM broadcasting, which will open new vistas of opportunity for public service.

American radio is in good hands. With many hundreds of new stations under license by virtue of these new frontiers by our scientists and engineers, the free competition of the present will become even freer.

The American system has worked and must keep working. Regulation by natural forces of competition, even with obvious concomitant shortcomings, is to be preferred over rigid governmental regulation of a medium that by its very nature must be maintained as free as the press.

I salute America's broadcasters who have been, in their fashion, warriors for our common purpose and solicited their continued zeal in the cause of freedom and decency.

Very sincerely yours,

Mr. Solomon Thesoff

Mr. Willard

.authorized AM stations reached the 1,000 mark in December.

For NAB the year was highly eventful, starting with cancellation of the annual convention. District meetings were held, as usual, during the early months of the year, featuring endorsement of BMB as well as pledging of financial support. The NAB board at a March meeting urged abolition of hitch-hiker and cow-catcher announcements.

Two months later the board named a new committee to recommend powers to select a permanent president. This committee on July 14 named Petriello, of the U. S. Court of Appeals, District of Columbia, as president with a five-year $50,000-a-year contract. A few days later the board named A. D. Willard Jr., of WBT Charlotte, as executive vice president.

Avery, entered the national representative field, forming Avery-Knodel Inc.

1945
(Continued from page 118)

stations Inc., depicting progress of the broadcasting art.

Just before Christmas the industry received a gift from AFM President Petrillo in the form of a demand that all network affiliates employ musicians.

Lt. Col. John S. Hayes left the Army in December to accept appointment as manager of WQXR and WQX (FM) New York.

The regulatory year 1945 also was active one as the FCC went into AM, FM and TV assignments. In January FCC proposed to place FM in the 84-102 mc band and give TV 12 channels between 44 and 212 mc. That started a stampede of protests, followed a few weeks later by setting May 9 as date to start a clear-channel hearing, later deferred to September. That issue, incidentally, hasn't yet been decided.

Charles R. Denny, general counsel, was nominated in March to succeed Comr. P. A. M. Crane on the FCC. In June William Henry Wills, ex-governor of Vermont, was nominated to succeed Norman S. Quimby, who entered law practice on expiration of his term.

In April FCC refused to renew the license of WOKY Albany, N. Y., charging hidden ownership.

WKHC Cited for Refusing To Sell Time to CIO

Proposed FM and TV allocations, with alternatives, were submitted by FCC May 17, and in July FM was moved to the 88-106 mc band. A July proceeding that drew wide attention was the citing of WKHC Columbus for refusal to sell CIO time for controversial issue discussions.

Sale of Crosley stations to Avco was approved in August by a 4-3 vote. A few days later FCC announced the freeze on station construction would end in October and the rules covering station financial reports were strengthened.

Station assignments for the 92-108 mc commercial FM band were adopted in mid-September, followed by a 13-channel TV allocation plan. Through the autumn FCC issued AM and FM permits in large numbers. FCC's accounting department found 865 broadcast stations had $194,289,101 in broadcast revenues during 1944.

Technical standards for FM were announced in October and Stratovision tests were sanctioned. A new TV allocation scheme was announced in late November.

An FCC survey of farm areas showed that rural people like U.S. radio. Rules for commercial TV stations were finally adopted in early December. Number of authorized AM stations reached the 1,000 mark in December.

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Frank E. Pellegrin returned from the Army to his broadcast advertising directorship at NAB. His wartime successor, Lewis H.

Avery, entered the national representative field, forming Avery-Knodel Inc.

Official Washington joined industry leaders at the Oct. 1-2 induction of Judge Miller as NAB president. The NAB board took part in the ceremonies. The board approved for absorption of FM Broadcasters Inc. into NAB.

Later Robert T. Bartley was named to head the NAB FM Dept.

industry leaders met with Judge Miller in November to consider the increasingly serious music situation. NAB set up the Small Market Stations Division in mid-November under J. Allen Brown, of WFOY St. Augustine, Fla. Winding up the NAB year was approval of a standard agency contract form.

After the active 1944 series of hearings and charges and counter-charges, 1945 was relatively quiet on Capitol Hill. The House Select Committee closed two years of hearings in January with a series of sweeping charges that added up to proposed changes in the Communications Act.

Senate Radio Gallery Opened by President

President Truman formally opened the new Senate Radio Gallery November 16, marking an active part in the ceremonies.

The judicial year had several high spots. In January Cecil B. DeMille lost his court fight to prevent AFRP from suspending him for failure to pay a $1 election assessment.

In June the U.S. Supreme Court ruled that the FCC must decide the ownership case involving WOW Inc., Omaha, and Woodmen of the World Life Insurance Co. The U.S. Court of Appeals, 2d District, ruled in July that networks must recognize certification by the National Labor Relations Board of NABET as bargaining agent for platter turners.

The Supreme Court held in December that FCC must hold hearings where applications are mutually exclusive.


As the year came to a close the industry was fast returning to normal operations. FCC was swamped with AM, FM and TV applications after disposing of the

(Continued on page 148)
GREATER NEW YORK'S
FAVORITE STATION FOR
MUSIC AND NEWS
WNEW
1130 on your dial
ON THE AIR 24 HOURS A DAY
1945

(Continued from page 114)

basic frequency allocation task, NAB was running smoothly with the aid of a new administration.

Never before had broadcasting lived through a war. The industry's record had commanded widespread recognition at home and abroad, and the overwhelming success of the war effort and enthusiasm.

The war over, broadcasting looked ahead to 15 months in which the noise of guns and shackling rules of wartime operation would be lacking for the first time in several years.

The second blast four decades later would not be handled smoothly and the world got a thrill as the bomb was detonated.

A major research project conducted outside the industry but on its doorstep marred the coverages of five listeners prefer programs with advertising. The finding came out of an extensive study conducted by National Opinion Research Center.

Despite criticism of the BMB coverages figures, BMB's board voted in the autumn to conduct a second study in 1948.

The year provided broadcasting with one of its all-time headaches - FCC's "Public Service Responsibilities of Broadcast Licensees," better known as the "Blue Book." In this 11-page document, issued March 7, the Commission put broadcasters on the spot by asserting and suggesting vast powers over broadcast programs.

Industry Joins in Opposition To FCC 'Blue Book'

Reaction was violent from industry circles, starting a series of battles whose ripples are still heard from time to time. NAB shouted its anger, joined by broadcasters everywhere. Broadcasting ran a series of letters and editorials dissecting the document.

The "Blue Book" was a cruel blow at industry freedom but it was met by an expression of confidence by President Truman, who received NAB's board at the White House May 9. The President reiterated his belief that radio must be kept as free as the press and added "there must be complete freedom of radio."

FCC held hearings in January, originally slated the previous May 9, on the question but the matter dragged through the year without decision. The NAB protest against shift of FM from 88-108 to 3.82-108 MHz was reviewed at a January hearing but the protest was denied.

Paul Porter, FCC Chairman, left in February to join the Office of Price Administration, with Charles B. Denny becoming Acting Chairman. Comr. William H. Wills died in March of a heart attack. Rosel Hyde, general counsel, was nominated for the post and

(Continued on page 118)

BROADCASTING • Telecasting
It's easy to stay on the beam in radio today when you have all the facts about audience and coverage and can make station selections to coincide with your distribution areas.

As the authorized servicing agency for the B M B data, **STATISTICAL** can give you complete tabulations of radio station coverage pertaining to your market or any part of it. Audience figures* can be furnished for any combination of stations you choose, showing a breakdown by territories, distribution areas, and so forth. You don't have to guess how to invest your radio dollar to get maximum results. **STATISTICAL** can prepare tabulations that will match radio coverage with your trading area.

**STATISTICAL** offers the largest independent punched-card tabulating service in the country and can prepare these studies for you, utilizing the vast amount of data compiled for B M B. Each report, when completed, will carry the B M B seal of approval and all work will be done in accordance with methods and specifications approved by the Bureau.

Phone or write our New York office for full details.

---

*Gross, unduplicated composite, total weekly (or other frequencies), for day or night, etc.
1946
(continued from page 146)

dict. P. Cotton became general counsel.

Only charter member of the FCC, Comr. Paul A. Walker, was re-
ominated in May for a third term. Acting Chairman Denny
became Chairman in December.

FCC revised its clear-channel daytime policy in June, with Clear
Channel Broadcasting Service claiming the change opened the way
to break clear channels. In October CBBS drafted a plan to
provide 20 clear stations having 750 kw power. The Commission
announced in mid-summer it was revising hearing procedure under
the Administrative Procedure Act.

Flooded with applications, the Commission by July had granted
221 standard broadcast stations, augmented by 486 FM and 50 TV
grants. Many applications remained so the Commission set up a
"processing line."

In mid-summer FCC announced it would not issue "advisory
opinions" on badness of the "Pot O' Gold" contest. It approved transfer of
WINS New York from Hearst Radio to Crosley Corp., of which
James D. Shouse was president.

A momentous summer decision by the FCC denied petition of Robert
Harold Scott, atheist, for revoca-
tion of licenses of three San Fran-
cisco stations but said "freedom of
religious belief necessarily carries
with it freedom to disbelieve."

A "Blue Book" reaction developed
during July and August. For example,
Mr. Charles W. Tobey (R.N.
H.) on July 26 introduced a res-
olution proposing investigation of
the FCC's FM allocations.

As the regulatory year closed,
FCC eased the rule governing rec-
ordings to permit one-minute-or-
less spots without identifying an-
nouncement. Last act of 1946 was
to order networks to report on
sustaining programs, under "Blue
Book" specifications.

To break the masonry of head-
caches the broadcasting industry was
constantly badgered during the year
by AFM jockeying. NAB's board
in the opening days of the year
ordered President Justin Miller to
ask President Petrillo, of the
AFM, for a conference. Judge
Petrillo appeared before the AFM
board Jan. 18 and agreement was
reached for an AFM-industry
meeting within a few weeks.

AFM suffered a setback in Feb-
uary when the House voted the
Lea Act 225-43. This bill was
aimed directly at AFM feather-
bedding. The bill passed the Sen-
ate and became law April 16. Less
than a month later Mr. Petrillo
ordered musicians not to play for
FM and AM simultaneously unless
they received double pay. At the
AFM convention in June he de-
manded a court test of the Lea
Act and carried through by order-
ing WAAF Chicago to double its
music staff and then calling a
strike.

Judge Miller in late May called
on Mr. Petrillo to quit stalling and
1 week later an agreement to
promise to nego-
tiate. The union
head was placed
under $1,000 bond
June 17 on
charges of violat-
ing the Lea Act.
The government
charged that
Mr. Petrillo had
violated the Lea
Act as well as other laws, in
calling the WAAF strike.

Within a month Mr. Petrillo de-
manded increases up to 800% from
transcription companies, giving
only 24 hours to comply. The
transcribers agreed to pay an in-
stantial wage increase.

Judge Walter LaBuy held Dec.
2 that the Lea Act was unconsti-
tutional, a decision that was
to go to the U. S. Supreme
Court. The highest court, in-
cidentally, Dec. 9 upheld FCC's
denial of the WOKO Albany li-
cense renewal.

An important development on
Capitol Hill was the defeat of
Burton K. Wheeler, chairman of
the Senate Interstate Commerce
Committee, in the Montana pri-
aries. His successor was to be
Sen. Edwin C. Johnson (D-Col).

Technical progress in the elec-
tronic arts, and removal of war-
time restrictions, combined to en-
liven 1946. Spectacular develop-
ment of late January was the an-
ouncement of Col. John H.
DeWitt, WSM Nashville, in-
form-
ing the moon via radar. The
interpretation encouraged worldwide attention.

CBS Sees Color TV Within One Year

CBS declared in early February
that color television would be feasible within a year. By De-

tember the network had successful-
ly transmitted live color television
programs and it asked FCC to
authorize UHF commercial
color. FCC started hearings late
in the year.

First New York-Washington telecast was carried by coaxial
cable. A February 14 announce-
later Westinghouse announced
that it had transmitted usable Strato-
vision signals 225 miles. RCA in
March demonstrated airborne televi-
sion around Washington and pre-
predicted military and commercial
advantages. W. G. H. Finch and
Radio Inventons each demon-
strated high-speed facsimile.

Television was in some of its bigger moments June 19 when the Louis-

Conn fight was telecast and car-
ried on the cable.

TV's progress was shown at the
Television Broadcasters Assn. con-
vention Oct. 11 in New York, with
prediction made that a nationwide TV network would be operating by
1954.

RCA joined the color parade
Oct. 30 by demonstrating elec-
tronic color at its Princeton lab-
oratory, in contrast to the rotat-
ing-disc scanning system shown by
CBS. DuMont showed a trick of
its own by transmitting television
over a light beam.

NAB had its troubles during the year as well as legal and regu-

latory crises, but it went ahead with the job of rebuilding the as-

sociation. Donald E. Fetter was named general counsel,
Lee Hart assistant director of
broadcast advertising and Dr.
Kenneth H. Baker research direc-
tor. A large new building was
acquired in May as Washington
headquarters. The board voted to
set up a program department.

Edward J. Heffron became pub-
lic relations head and James L.
Middlebrook was named engineer-
ing director. Mr. Middlebrook
resigned late in the year to join
ABC and was succeeded by an ap-
pointed employee-employer rela-
tions director.

NAB Meet Sets Plans
For 'New Era' in Radio

First convention in two years was held Oct. 21-26 at Chicago,
with the association having 1,100
members. Plans were laid for the
new era in broadcasting. As
the year ended Judge Miller pro-
posed a legislative program in
which powers of the FCC would
be more clearly defined.

FM Assn. was taking shape after an FM committee had been
formed at the convention and the
first convention was planned for Jan. 1947.

On the international side, broad-
casters met a reverse early in
1946 when the North American Regional Broadcasting Agreement,
expiring March 29, was renewed. Industry sources provided many
protests over concessions to other
North American nations, particu-
larly Canada. The renewal was for
three years.

An innovation in industry af-
fairs was the first BROADCASTING TRENDS poll in which station, net-
work, agency advertiser and other
groups were asked their opinions
on current industry problems. The
first poll, released in November,
suggested that listeners wanted
to improve agencies than those who
buy time, that program service
was adequate and that four out of
five station managers felt their sta-
tions needed improvement.

All during the year AFR had
been threatening to strike.

Negotiations with networks made progress and a settlement
was near in early December but AFR
negotiators suddenly walked out of the meeting and arbitration ef-
forts were suspended.

The obituary column for the year included W. H. Cowles, KHQ
Spokane and Spokane Chronicle, Jan. 15; George W. Smith, Fort
(continued on page 152)

SUNSHINE LAUNDRY
SAINT LOUIS

Mr. L. A. Benson, President,
Radio Station WIL,
St. Louis, Mo.

My Dear Mr. Benson:

I read with interest your letter of June 1, 1946, inquiring
about our laundry's association with the "Sunshine Laundry
Association." Our company has been a member of this
organization for many years and we are proud of the
high standards it represents.

Your customers can be assured of the best quality and
service from our establishment. We believe in providing
excellent service to our clients, which is why we have
continued to be a member of the "Sunshine Laundry
Association."

Thank you for your interest in our business.

Sincerely yours,

Charles W. Wall
President

SUNSHINE LAUNDRY

Your clients, too, will be
Just as Happy with W-I-L

BROADCASTING • September 1, 1932
Page 148 • October 16, 1950
Now MYCALEX offers both 7-pin and 9-pin miniature tube sockets ... with superior low loss insulating properties, at prices that offer ceramic quality for the cost of phenolics.

MYCALEX miniature tube sockets are injection moulded with precision that affords uniformity and extremely close tolerances. MYCALEX insulation has high dielectric strength, very low dielectric loss, high arc resistance and great dimensional stability.

Produced in two grades: MYCALEX 410 conforms to Grade L4 specifications, having a loss factor of only .015 at 1 MC. It is priced comparably with mica filled phenolics.

MYCALEX 410X is for applications where low cost of parts is vital. It has a loss factor only one-fourth that of "everyday" quality insulating materials, and a cost no greater.

Prices gladly quoted on your specific requirements. Samples and data sheets by return mail. Our engineers will cooperate in solving your problems of design and cost.

Mycalex Tube Socket Corporation
"Under Exclusive License of Mycalex Corporation of America"
30 Rockefeller Plaza, New York 20, N. Y.
Advertisers are now making reservations for 1932. No evening time is available for the remainder of this year. A few choice morning and afternoon periods for the balance of 1931 are now available for early reservation.

- is located at the most strategic point in the United States. KMOX broadcasts from the center—not the rim.

- with its 50,000 watt transmitter on a cleared channel, is heard regularly throughout the entire Mississippi Valley. (Write for the KMOX Listening Area Map, measuring its minimum habitual audience).

- dominates its immediate district. It is the only radio station capable of providing full time reception to listeners in St. Louis and its trade territory.

- maintains the finest network program standard 18 hours a day, insuring for its audience the best radio entertainment and special broadcasts.

KMOX

ST. LOUIS •

KEY STATION OF THE MISSISSIPPI VALLEY

50,000 watts

THE VOICE OF ST. LOUIS, INC.

OPERATING

KMOX

50,000 Watts • 1090 Kilocycles • 275.1 Meters

Studios and Offices: Mart Building, St. Louis, Mo.
Transmitter: Baumgartner Road, St. Louis County

BASIC STATION OF THE COLUMBIA BROADCASTING SYSTEM
Reproduced from October 15, 1931 BROADCASTING

MINNEAPOLIS WCCO SAINT PAUL

Cleared Channel -- 810 Kilocycles

Intensive Service Area Shown in Solid Black.
Good Service Area Shown in Parallel Lines.

$0.00052
Half an hour's evening time on WCCO at the general one-time rate, costs fifty-two-one-thousandths of a cent for each receiving set in WCCO's demonstrated intensive and good service area.

414,130
Receiving sets are in this good service area, as shown on the map. In the intensive service area there are 283,551 sets.

A 2-Cent Stamp
Covers the cost of delivering a half-hour's evening program from WCCO, normal talent cost included, to twenty-five receiving sets in the intensive and good service area.

The foregoing figures are based on the following factors:

1. The recent survey made by WCCO to determine its area of dependable service, full details of which are available on application.
2. The United States Census Bureau's 1930 figures for radio receiving sets in homes.
3. WCCO's published rate card.

What other medium can offer such wide regional coverage at so small a cost?

NORTHWESTERN BROADCASTING, Inc.

H. A. BELLOWS, Pres.
Offices: Nicollet Hotel, Minneapolis

E. H. GAMMONS, Vice Pres.
Radio's second post-war year, 1946, found the medium continuing the growth trend that characterizes its entire history. Net time sales in 1947 were estimated by Broadcasting at $356,000,000, a gain of 7.5% over 1946. At the same time the total number of stations in the United States was rising from 1,520 when the year began to 1,952 as it ended, only a few stations being added to the 1,250 recorded in 1946. The figure included 165 stations which had gone off the air the year before. Of these stations 374 were FM and 19 TV. ABC ended 1947 with 265 stations, CBS with 174, MBS, 488, and NBC with 169.

Radio homes reached a new high of 35 million, according to a Nielsen survey reported by CBS early in April. Listening for these radio homes was reported at 160 million hours each day. At the end of the year the number of radio users in the United States stood at 66 million, a notable increase over the 56 million sets reported at the beginning of the year and partly attributable to the NAB-RMA "radio in every room campaign" which was launched in February.

Local advertisers were the outstanding leader in 1947 with an increase of 16.6% over the preceding year. For the first time in history 1,025,000 to 1,050,000 exceeded national network sales which totaled $255,450,000 for the year. The network figure was a loss of 1.1% from the total for 1946.

FCC Announces Freeze On Filing New Licenses

While radio business was showing such a satisfactory gain the FCC chalked up one of its busiest periods. Facing with a flood of work at the beginning of the year a freeze on filing of new applications was announced Feb. 7. During the last week before the deadline some 32 stations were filed for new or improved facilities, making a total of 1,200 such applications in the hands of the FCC as it went into the freeze. In addition to the freeze on the filing of new applications on file at the time the war-time freeze was lifted in 1945 there were 1,300 AM, FM and TV applications on hand.

The Commission had set the freeze for a three-month period and although there were serious doubts that it would be able to finish its work by the end of the freeze was announced Feb. 7. During the three-month period the FCC heard 250 cases which comprised the biggest war-time docket handled by the Commission. Of these cases, 135 were before the FCC and 115 were before the courts. The Federal Communications Commission also voted to proceed immediately with commercialization of its technique.

As a surprise addition to the hearings, RCA made a demonstration of its simultaneous electronic method. E. W. Engstrom, vice president in charge of research, RCA Labs., said that only the day before the first live pickup had been made by the RCA method.

In March the FCC decided that color television was not yet ready for the public and that the proposed CBS standards were not acceptable. The decision resulted in an immediate boom in black-and-white set sales and a marked step-up in plans to get black-and-white stations on the air. Altogether television had its busiest year thus far.

Popele Is Re-named TBA President

Early in January, at the annual meeting of the Television Broadcasters Assn., J. R. Popele, vice president and chief engineer of WOR New York and its video associate then under construction in Washington, was re-named president. Popele was made president this year for a TV program code, a counterpart of the NAB code in use by radio stations.

In February Westinghouse Electric Corp. completed its test of Stratovision, reporting that the system was feasible.

In March NBC and DuMont announced their experiments with the Zoomar lens which promised to solve many of the problems of telecasting outdoor events. AT&T announced proposed coaxial rates which the television networks classed as too high. In a countervailing proposal DuMont announced a plan for microwave video relays which would serve eight stations 24 hours a week for $6.15 per hour per station. Subsequently AT&T announced revision of its proposals.

Another action which had far-reaching effects was the lifting on July 1 of the wartime ban on new building construction, an allowed

(Continued on page 154)
if your programs reach Canadian listeners and use music in any form . . .

then, you should be fully cognizant of the services we offer . . .

it is generally agreed that to effectively hold and sell an audience you must give them what they want and like . . .

for example, Canadians are proud of their Canadian heritage—they like Canadian music . . .

which would indicate the use of Canadian music to please the largest possible Canadian audience . . .

allow us to help you, since we control a vast repertoire of music by leading Canadian authors, composers and publishers . . .

in addition, we maintain a complete station service (program continuities, phono. records, sheet music and orchestrations) in French and English specially selected for programming in Canada . . .
1947

(Continued from page 152)
radio stations to go ahead with expansion and rebuilding plans. In August RCA made an offer to help other manufacturers get started in the production of television sets and on Oct. 5 the first teletext was made from the White House with President Truman, Charles Luckman, head of Lever Brothers and chairman of the Citizens Food Committee, and others participating.

Both the Republican and Democratic conventions were set for Philadelphia largely because that city offered the best television facilities of any of those bidding for the meetings. On Nov. 13 the Boston-Washington coaxial cable was opened with the first program carried on WBT (TV) and WABD (TV) New York, WPTZ (TV) and WFTL-Philadephia, WMAR (TV) Baltimore, WBGB (TV) Schenectady, WNDW (TV), WMAL-TV and WTTG (TV) Washington, with NBC facilities used in the multiple hookups.

Personal-wise 1947 saw a number of changes at the Commission. On Feb. 7 President Truman nominated Commodore Edward M. Webster to fill the post left vacant when Chairman Paul A. Porter left the FCC to become OPA administrator. The nomination was approved by the Senate.

Wakefield Name Withdrawn, Jones Nominated to FCC

In May the President submitted the renomination of Ray C. Wakefield, California Republican, to the Commission. Then on June 18 he unconstitutionally withdrew the nomination and named instead Rep. Robert F. Jones of Lima, Ohio, for the seven-year term. The switch in nominations was made without the approval of Chairman Denny who had been known to favor Mr. Wakefield. The Jones nomination was approved by the Senate.

A change in the chairmanship came when Chairman Denny re negotiated effective Oct 31, to accept a post with NBC as vice president and general counsel. His salary in the new post was reported at $25,000 a year as compared with the $10,000 he received at FCC.

On Dec. 26 the President nominated Wayne Coy, director of the Washington Post stations, to the chairmanship. The nomination had been predicted in Broadcasting in October.

On the same day Chief Engineer Eugene E. Sterling was nominated to a commission to succeed veteran E. K. Jett, who resigned as of Jan. 1, 1948, to become vice president and director of radio of the Columbia Phonograph. This made two promotions within the year for Mr. Sterling who had succeeded George P. Adair to the chief engineer's post in March.

Other highlights of the Commission year included the request for a $7.5 million budget, the largest in history. An appropriation was made.

AFM President James Caesar Petrillo (right) listens to some legal points from Joseph A. Pinsky, AFM chief counsel.

Stanley Hubbard Buys Control of KSTP

In mid-March the Commission reversed itself in two days in the KSTP Minneapolis-St. Paul case allowing President Stanley E. Hubbard to buy control after Aviation Corp. relaxed its option for repurchase. Mr. Hubbard, who already owned 25% of the stock, bought the remaining 75% for a reported $26,000.

Two events late in June did much to relieve the labor troubles which had beset radio for many months. One was the enactment of the Taft-Hartley Act, which put management on an equal footing with labor in negotiations. The same week the Supreme Court upheld the Lea Act as constitutional. Both the Lea Act and the Taft-Hartley Act made feather-bedding unlawful and appeared to make unlawful Mr. Petrillo's proposed rule that music broadcast on AM could not be duplicated on FM.

Upholding of the Lea Act started the wheels turning again in the 1946 WAAF Chicago suit against the AFM leader for calling a strike against the station. Both sides began to prepare for trial which was set for Dec. 15.

In direct answer to the double blow of the Lea Act and the Taft-Hartley Act, Mr. Petrillo ordered the networks to stop use of live music on FM which was used on AM.

Negotiations dragged on for weeks and the AFM head refused arbitration efforts. On Sept. 15 Mr. Petrillo ordered Continental, an FM network originated through WHFM (FM) Rochester and WASH (FM) Washington, to stop use of live music.

Negotiations continued and on Oct. 18 Mr. Petrillo announced a ban on recording to begin Dec. 31. All recording companies began to burn up their backlog of records. Meanwhile, following fisheries charges, the Justice Dept. had begun a probe of the violation of the Taft-Hartley and Lea Acts.

Sentiment against the music czar began to crystallize on all fronts. A Chicago theatre owner refused to pay AFM stand-by fees. The OIO began planning entry into the music field, anticipating the possibility of capitalizing on AFM errors.

The weight of industry action against the union leader and of public opinion, together with threatened loss of revenue for AFM members, finally began to tell. After threatening to withdraw all union musicians from network programs after Jan. 31, 1948, Mr. Petrillo, late in November, announced that he was approaching negotiations with the networks on the basis that "we want to settle."

A week later he announced that AFM would lift its ban on network co-op programs, telling Broadcasting that in the future the single engagement rate for network programs would apply to co-op broadcasts.

As the year ended the music czar had postponed proposed talks with the networks until "after the holidays." The hearing in the government's case was postponed to Dec. 29. As the year ended the labor leader was in court and his musicians were set to begin the long and slow strike.

Other activities on the labor front included a six-and-a-half year contract signed Oct. 30 by the Radio Writers Guild with the four networks. The pact marked the first time that ownership and control of scripts by freelance writers had been established. It covered authors' royalties, minimum fees and establishment of a joint adjustment board representing both networks and writers.

The Broadcasting Measurement Bureau enjoyed an active year with Hal Feltis, BMB director, making the rounds of NAB district meetings. First copies of the area audience report were issued in March.

Many top-flight agency and advertising executives spoke in support of the service but there were complaints from subscribers as to the accuracy of the figures and the methods used.

A Broadcasting Trends survey immediately after the report was issued found that 74% of subscribers found methods effective.

On July 24 the BMB board set up a 15-point plan to assure continuous operation of the service with ANA and AAA support.

In September C. E. Hooper offered his service to BMB but his plan was rejected by the directors.

In November the NAB Finance Committee considered the knotty problem posed by the U.S. Treasury ruling that BMB did not come under the non-profit classification and was therefore taxable in the neighborhood of $200,000. The firms of Root, Ballantine, Harlan Bushby & Palmer and of Ernst & Ernst, accountants, were named as counsel to fight that tax case. As the year ended 536 AM members were signed up as subscribers to BMB.

The NAB held its 25th convention Sept. 15 in Atlantic City and adopted new Standards of Practice to become effective Feb. 1, 1948.

Other pressing problems and the actions taken on them included: The preliminary draft of legislation designed to take the FCC out of the program and business fields; invitation to other organizations to join the effort to solve problems posed by Mr. Petrillo's demands; a resolution proposing appropriate NAB action to secure reversal of the FCC Mayflower decision withholding from broadcasters rights to present their own opinions on the air.

On Sept. 26 the National Assn. of Radio Station Representatives was formed to promote spot radio. The organization grew out of a meeting called by Paul H. Raymer and Edward Pe
corry in New York. Mr. Raymer was elected chairman, H. Preston Peters, of Free &
Peters, vice chairman; Joseph Weed of Weed & Co., secretary, and Lewis Avery of Avery-Knodle, treasurer. There were originally 22 member firms.

Early in October NARSRC filed a complaint with the U. S. Attorney General and the FCC against CBS, charging the network had illegally encroached on their business by taking over non-network time sales of several CBS affiliates formerly represented by members of the association.

On May 23 the long heralded "radio bill" was introduced by Senate Majority Leader Wallace H. White Jr. (R-Me.) to revise the Communications Act of 1934, which, too, had been framed largely by Sen. White. The new bill proposed to split the Commission into two separate communications divisions of three members each. Sen. White said he would push the bill through with the support of common carriers.

Almost immediately opposition began to form. Judge John Miller, president of the NAB, issued a statement in which he said he saw possibilities that from the bill a workable radio law could be passed. Committees were named in both the Senate and House (where the bill had been introduced by Rep. Charles A. Warton). Hearing dates were set for June 17.

Broadcasters' opposition to the bill continued to mount. At the hearing Judge Miller told Senate committee members that the White Bill should be revised to assure full application of the First Amendment to insure radio's freedom. This stand met solid opposition from several committee members.

As a result of the hearing several revisions were made in the bill which was submitted to the seven-man Senate committee and given its approval to be taken up at the regular session of Congress to meet early in 1948. Among other provisions of the rewritten bill was one which would prevent entry of FCC staffers into radio or active practice before that agency for one year following their retirement from that body.

The first general meeting of the FM Assn. was held Jan. 10 amid predictions that 1947 would be the FM year. Roy Hohensee, owner of KTRT-KOPY (FM) Houston, was elected president. J. N. (Bill) Bailey (former associate editor of Broadcasting) was named executive director. Throughout the year the FMA was active in all radio problems including measures taken against Mr. Petrillo, the White Bill and other industry causes. At a meeting held Sept. 2, at New York, Everett Dillard, president of Continental FM Network, was elected president.

One of the most important radio transactions of the year was the purchase of the first new call sign. On Feb. 1 by the Philadelphia Bulletin and its parent, Robert McLean, of WCAU Philadelphia and the Philadelphia Record and Camden (N. J.) Courier-Post from J. David Stern for more than $10 million. The stripped price of WCAU was figured at $23 million. Purchase of WCAU made it necessary for the Bulletin to sell its WPEN Philadelphia which was sold in June to Sun Ray Drug Co. for approximately $290,000. Both transfers were approved by the FCC in December.

The conclusion that without exception every type of broadcast program can be adapted to the retail advertiser was reached with publication of the second part of the Judge report. In Feb. 23 this continuing study by the NAB of the uses to which the big Texas department store could put radio techniques showed W. H. Potter had broadened its trading area, found new customers and enhanced its reputation through the use of radio.

On March 31 it was announced that Victor Sholis, director of the Clear Channel Broadcasting Service, would resign to become general manager of WHAS Louisville, replacing W. Lee Coulson who was retiring because of ill health.

On April 4 Carl Haverlin, vice president in charge of station relations for Mutual, was elected as the first paid president of BMI. In making the announcement the board anticipated a more vigorous competition in the radio music field.

Mr. Haverlin signed on Oct. 2 two basic agreements covering technical and operating aspects of international communications.

In celebration of Radio Week in October, President Truman said: "You know how strongly I feel the importance of radio communication is to the welfare of the nation and the world. . . . In contrast to the use in totalitarian nations, radio in America has developed as a service to the people, rather than a servant to the government . . ." This fact imposes on American broadcasters the responsibility of striving always to improve and increase their contribution to better understanding among our citizens and among the nations of the world."

Several widely known radio personalities died during the year. Arthur L. Bright, 54, president and general manager of KHQ Spokane and prominent in radio for two decades, died on March 8. On April 23 John Gregg Paine, 57, general manager of the Society of Composers, Authors and Publishers, died. Also in April, on the 28th, Sherwood Brunton, secretary-treasurer of the Pacific Agricultural Foundation, owner of KQW San Francisco, passed away. The same week death claimed P. C. Eighmey, secretary-treasurer of the Lee stations, KGLO Mason City, Iowa, and WTAD Quincy, Ill.


The long-heralded strike of AFM musicians against the recording and transcription companies started on schedule as of 1948 began. Except for putting a lot of James C. Petrillo into court, the strike had little immediate effect on broadcasting. All recording companies had been busy building a backlog of numbers and new releases continued to be issued.

As the AFM started its strike, Mr. Petrillo sank deeper into hot water. He faced Judge Walter LaBuy of the U. S. District Court in Chicago, charged with violating the Lea Act. This case stemmed from earlier charges by WAAF Chicago that the union had coerced stations into hiring and needed musicians. On Jan. 7, however, the union case was cleared when Judge LaBuy found that there was "no evidence in the record to show that defendant has knowledge of the lack of need for additional employees prior to the trial of this case."

Congress got into the act as the House Education and Labor Committee held hearings on the possibility of stiffening the Taft-Hartley Act to apply to "judicial operations" of the "Petrillo music monopoly." Committee Chairman Fred A. Hartley (R-N.J.) said there was little possibility of adding a clause to the Taft-Hartley Act to apply anti-trust laws to labor unions.

On Jan. 31 the AFM contract with the networks expired. Day extension was granted, however, and the duplication of AM music on FM stations was approved. On March 18 a new AFM contract was signed for a three-year period. The pact also approved use of live musicians on TV and that wage scale was set at the end of April.

Early in March Standard Record Transcriptions and Capitol Records moved toward forcing artists under contract to comply with terms of the AFM record ban. The firms termed the record ban a secondary boycott, illegal under Taft-Hartley. By May Associated Program Service and Lang-Morton had joined the fight and NLRB started hearings. In December the board said it did not feel the evi-
1948

(Continued from page 156)

dence presented showed any violation of the law.

After striking for almost a year, the AFM signed with record and transcription companies late in December. Instead of paying royalties to the AFM, a trustee was set up to handle the union's welfare fund.

As the fall radio season was about to get under way, CBS bought the Ames n' Andy show for a reported $2 million under a capital gains deal, the first of its kind in radio. The team of Freeman (Ames) and Charles (Andy) Correll, which had started its radio career 20 years earlier in Chicago, switched from NBC Oct. 3 under sponsorship of Lever Bros.

NBC and CBS continued the talent battle, this time over Edgar Bergen and his wooden assistant, Charlie McCarthy. After proposals from both sides, Mr. Bergen announced he would retire from radio, at least temporarily, following his Dec. 29 broadcast.

It was announced in November that Jack Benny and his program would move to CBS, occupying the same time slot as it had held on NBC.

By year end it was speculated that Fibber McGee & Molly and Red Skelton might move to CBS from NBC; Al Jolson was reported to be quitting radio, and Paul Whiteman was said to be considering similar plans.

Capital gains deals, a phrase which appeared in almost all the talent change talks, startled interest not only in the industry but also in the government. The Treasury Department, which was queried for its views on the matter, had not announced a decision by year end.

Sen. Styles Bridges (R. N. H.) proposed a probe to determine the methods by which movie and radio stars were selling themselves as "businesses" for tax reduction purposes.

Aimed at getting coverage rights to the cream of sports, CBS in December bought into the Tournament of Champions, a sports promotion group composed of Music Corp. of America and Allied Syndicates Inc., in addition to CBS.

At ABC some of the biggest talk of 1948 was the proposed sale of the network to 20th Century-Fox. This plan, however, was shortlived and within a week ABC said negotiations had been terminated.

For four of the network's executives the year had a happy start when they were elected vice presidents. Effective Jan. 1 ABC named Ivan Kinney vice president in charge of advertising, promotion and research; Frank Marx, vice president in charge of general engineering; Robert Sauder, vice president in charge of public affairs, and Thomas Veleta, vice president in charge of news and special events.

ABC Makes Changes In Executive Staff

In May Paul Whiteman and Murray B. Grabhorn were named ABC vice presidents. Owen D. Young, educator, lawyer and radio pioneer, was named to ABC board in August. When Edwin R. Boroff quit the network in June, John H. Norton Jr. replaced him as ABC vice president in charge of the Central Division.

Towards the end of the year, in November, Don Searle, vice president in charge of the Western Division, announced his resignation. Charles C. Barry, vice president in charge of programs and television in New York, replaced him.

To finance the expansion of television operations, ABC in March offered 500,000 shares of voting stock at public sale. In less than two hours the stock was bought at $9 per share.

By end of its television network April 18, the first rate card was issued early in June, covering 10 stations, eight of which were not yet on the air. Later the network made TV history by presenting the first telecast of an opera. On Nov. 29 ABC-TV carried "Otello" telecast from the stage of the Metropolitan Opera House in New York. The Texas Co. sponsored the venture.

In a full-page ad of Jan. 5, published in 30 newspapers in 18 cities—ABC announced that its television network was "open for business." At that time the network had 19 television stations on the air and an estimated 175,000 receivers in operation. Carleton D. Smith, general manager of NBC's WBC and W NBW (TV) Washington, was named managing director of the TV department, with headquar ters in New York.

The announcement was made in early February by Noran Kersta, NBC television director. A plan for integrating AM and TV operations was instituted by NBC in April.

Frank Mullen, whose primary functions had been in television at ABC, announced his resignation in May to become president of the G. A. Richards stations (WJR Detroit, WGR Cleveland and KMPC Los Angeles). Sidney N. Storz replaced Mr. Mullen as vice president and vice president in charge of television.

Charles Denny Becomes NBC Executive Vice President

As the year started its second half, Charles R. Denny, who had left the FCC chairman'ship eight months before to become NBC vice president and general counsel, was promoted to the post of executive vice president.

At Mutual, Robert D. Swezy, vice president and general manager, submitted his resignation in November following a major change in network policy.

At World Series time MBS carried the games under Gillette sponsorship. WPSC Somerset, Ky., joined MBS in August as its 351st affiliate. In May, during the NAB convention, Don Lee opened new $2.5 million studios in Los Angeles.

At CBS Howard S. Meighan became vice president and general executive in early January. James M. Steward became vice president in charge of operations; J. L. Van Volkenburg was named director of station administration, supervising CBS owned stations; J. R. Dean became treasurer; I. S. Becker and Henry Grossman became director of program operations and director of technical and building operations, respectively. The departments under Joseph H. Ream, executive presi dent, and Adrian Murphy, vice president and general executive, were also realigned. A new policy on recorded programs—permitting use of recordings before 6 p.m.—was announced by CBS in November.

For the radio and television industry 1948 was a good year. On Jan. 1 there were 1,518 AM stations licensed and 450 construction permits outstanding. There were only 84 licensed FM stations but 222 conditional grants and 746 fictitious stations had been issued. Six TV stations were licensed and 66 construction permits were out. There were 17 TV stations on the air.

By year end 1,805 AM stations were licensed and 1,908 were on the air. FM licenses had jumped to 196—there were 697 operating. In TV only one station had been licensed—WNBW (TV) Washington which received the first post-war license. Stations on the air, however, jumped to 40.

Radio income increased by over $6.5 million between 1947 and 1948, reaching an all-time high of $144,948,654 in the latter year. This FCC figure on net revenue covers seven networks and 1,824 stations. Aggregate TV revenues were reported as $8.7 million for the four networks and 60 stations.

The gross network radio billings, reported by PIB, were shown as $198,956,742 for the year. NBC was the leading network with gross billings of $95,697,590. The other networks—Procter & Gamble, had gross billings of over $18 million in 1948.

PIB did not keep comparable TV figures in 1948. The Television Advertising Expenditure report in June, showed that total TV advertisers jumped from 234 to 680 by year end. For the third quarter of the year there were 37 network advertisers, 230 spot advertisers and 413 local users of TV time.

TV Freeze Declared As FCC Workload Climbs

As the number of stations and applications continued to grow, the FCC became overloaded and in the fall the freeze was placed on television applications. When it became obvious that the spectrum space allocated to TV would not supply the needs of nation-wide television service.

In addition to the problem of allocations, FCC also was faced with a congressional probe, the Clear Channel case; Mayflower, Scott and Port Huron decisions; problems of the Avco Rule; repercussions of the Blue Book, and many other matters which required more than routine handling.

At the end of January FCC closed the record in the Clear Channel case, which had been under review for four years and expected to announce its decision.
within two months. A month later, Congress sent orders to hold up the decision, two days after Sen. Ed Johnson (D-Colo.), ranking minority member of the Senate Interstate & Foreign Commerce Committee, introduced a bill to break down clear channels and limit power to 50 kw. Congressional hearings were held in April. As the record was closed, Sen. Charles Tobery (R-N.H.), acting chairman of the Senate committee, announced that he had ordered a full-scale probe of the case. In June the committee notified FCC that it was free to issue its Clear Channel decision. No action was taken, however.

In an election year, the proposed decision in the Port Huron case (WHLS Port Huron, Mich.), prohibiting stations from censoring political broadcasts even if the material was felt to be libelous, drew fire from all sides. Although the license of WHLS was renewed, the majorities voted on Sec. 315 were reversed.

Conflicts with local laws were pointed up as Texas and New Jersey jurists held that local libel laws would be enforced despite FCC's tentative ruling that stations could not be held accountable for statements by politicians. Hedging slightly from its original stand, the FCC held in early July. The new version said "it would appear" that broadcasters would be relieved of responsibility for comments in political campaigns.

The permit of WGOV Valdosta, Ga., was renewed in August although the station had admitted censoring a political speech.

**WGOV Decision Draws Fire From Capitol Hill**

On Capitol Hill the decision drew fire as a House select committee sat down to rule on the fate of FCC. In testimony by FCC Chairman Wayne Coy, he said the decision was not intended as a rule or regulations, because processing of material would provide safety. Fairness will be the yardstick, he said.

Another election year issue, the Mayflower Decision against editing by stations, also drew fire. In March FCC opened hearings on the seven-year-old decision. At the end of April the proceeding concluded. It was a case in which theban would not be lifted unless strict restrictions were applied. There was speculation several times during the year that some action would be taken but it failed to materialize.

FCC's Averno-Rule on station sales also caused the Commission trouble during 1948. KMED Medford, Ore., balked when FCC ruled that the station should be sold to Crosley Broadcasting rather than Gibson Broadcasting, the firm which originally had "acquired" the station. Mrs. W. J. Smith, who held FCC in January that she would not sell the station to Medford Radio Corp., a competing bidder under the Avero Rule. In September Medford requested World Radio Corp., which owned Gibson, to file another application for sale of the station to Gibson. No final action was taken during the year.

In October papers were filed with FCC asking transfer of WHAS Louisville and its FM and TV properties to Crosby Broadcasting Corp. Consideration was $1,925,000. By year end the Fort Industry Co. and Bob Hope, filing as Hope Productions Inc., had entered into a tentative bidding and a hearing appeared certain.

Earlier in the year FCC rejected a request that AM and FM properties be sold separately under Avero.

**FCC Turns Atentions To Giveaway Programs**

Giveaways, heavily sponsored throughout 1948, received a great deal of attention from FCC. The case of WFLR Arilton, Va., which FCC had contended violated Sec. 316 of the Communications Act of 1934, was almost that. On SEC. 316, the FCC, wrote to Chairman Coy pointing out that Sec. 316 had been removed from the jurisdiction of FCC by Congress on June 25, 1948, and made a part of the Criminal Code.

FCC, however, contended that despite the removal of Sec. 316 it still had power to issue rules and after eight delay from the original date held hearings on giveaway in October.

When the Mansfield and Lorain (Ohio) Journal companies applied to FCC for facilities in the two towns, hearings were held in Febuary and May. A proposed decision of denial was made final in July by the Commission that the papers, under joint ownership, "have sought to suppress competition in the dissemination of news and information and to achieve an advertising advantage in the community through the use of exclusive advertising contracts." The newspapers took the case to the U.S. Court of Appeals for D.C. in November.

The news policies of G. A. Richards, owner of KMPC Los Angeles, WJR Detroit and WGAN Cleveland, came under FCC surveilance in March, following a complaint filed by the Radio News Club of Hallandale. The hearing into the charges was ordered by FCC late in November. The United States Court of Appeals for the District of Columbia dealt FCC a blow when, in April, it ruled that even granting the stations the right to be heard when it is alleged that they will be adversely affected by the grant of a pending application. The ruling followed a petition by WCKY Cincinnati to reverse FCC's non-hearing grant for a 10 kw daytime station in Philadelphia on WCKY's 1530 kc. When the Commission attempted to appeal the decision it was turned down.

Later in the year an appeal by WJR Detroit made the decision even stronger. The FCC Court said even a claim of interference outside the protected contour requires a hearing. Competitive hearings on the license renewal bid of WJZ Baltimore and the request for the facilities by Public Service Radio Corp. were held during the first part of the year. Then in March the station was ordered closed April 15 in the case which had started in 1945. No definite action was taken by the Commission during the year.

**Ban Set on Station Sales Which Reserve Time for Seller**

Rules banning station-sale contracts which reserve time for the seller's use of the property were adopted in February. Comments were filed and in July FCC held formal hearings. The proposal was adopted later.

In February the FCC said that programs of homeroom information will not be from the air unless they are part of a balanced program service.

The problem of allocations for television resulted in FCC's November freeze on licensing and hearing functions pending study of the 475-890 mc region.

Five Baltimore stations and a commentator were cited in February for violation of the Baltimore Gag Rule" which forbade publication of certain information about persons accused of crimes. During the investigation came to the defense of the stations, charging censorship, and trial was postponed until 1949.

Paul M. Titus, Rudolph J. Fjelstrom and Charles J. Huaug, of the Newspaper Advertising Bureau "five network," were sentenced Aug. 23 to serve prison terms of from one to five years for violating California's Corporate Securities Act. They had pleaded guilty June 10 to selling stock without a permit from the state corporate commissioner.

Mildred Gillars, "Axis Sally," was indicted in September by a federal grand jury in Washington on a charge of being in connecion with radio broadcasts for the Nazi's during the war. Conviction of Douglas Chandler, former WJZ commentator in Berlin, on charges of treason was upheld by the First U.S. District Court of Appeals in Boston Dec. 3.

With the nation engaged in a cold war, radio's place in defense planning was scanned throughout the year. Nineteen members of the industry served on a committee which helped draft the communications aspects of civil defense planning. The Munitions Board and other defense planning agencies also called upon radio representatives for sound advice.

Meetings to draw a new North American Regional Broadcasters Agreement, scheduled for August, was delayed in April. At the High-Frequency Broadcasting Conference held in Mexico City no definite action was announced before the end of 1948 and conferences continued into the next year.

The Assn. of Independent Metropolotian Stations was formed with 18 members during a meeting at KSTL St. Louis on July 10. New or reorganized agencies announced during the year included: WFLA-WFTI, New York, with offices in New York, Baltimore and Philadelphia; Fletcher D. Richards Agency, New York, replacing Campbell-Ewald; Taggart (Continued on page 158)
1948
(Continued from page 157)

& Young, Los Angeles; Norman A. Mack agency merged with Buchman & Co.; Wallace Davis & Co., Dallas, merged with Frank Stewart & Co.; George R. Nelson Inc.; Advertising, Schenectady.

The biggest special events of the year were the Republican and Democratic national conventions held in Philadelphia, a city selected for its television facilities. Complete radio and TV coverage were given of the two events, along with the convention of Henry Wallace's third party. Election returns also came in for heavy broadcast coverage.

In NAB circles the big topic was the code. This and television were two of the top subjects at district meetings which opened in late September with District 4. Plans for the All-Radio Presentation Film were formulated and in December Victor M. Ratner, CBS, was authorized to spend funds to bring material to the script stage by early January 1949. Gordon Gray, WIP Philadelphia, headed the overall committee for the film.

Discussion of the code dominated the March board meeting and a revised version was released late in the month. At the Los Angeles NAB convention in May the code was adopted, effective July 1.

Frank E. Pellegrin, NAB director of broadcast advertising, quit March 1 for station work in St. Louis. In August, Maurice B. Mitchell, general manager of WHBC, joined WTOP Washington, joined NAB as director of the Broadcast Advertising Dept., a post vacant since Mr. Pellegrin left for KSTL St. Louis.

Mr. Pellegrin

Oct. 1 Forney A. Rankin was named international advisor to Judge Miller, Hugh M. P. Higgins, assistant director of broadcast advertising, became vice president and general manager of WMOA Marietta, Ohio, early in November.

As the number of television stations jumped from 17 to 50 during the year, the telephone company was hard pressed to make interconnection facilities available.

To help relieve the crowded cable between New York and Washington, NBC proposed in January to build a microwave relay between Philadelphia and Baltimore, linking with Philco's relays at both ends to complete the circuit.

In the Midwest AT&T opened a coaxial link between Chicago and St. Louis in February. During the same month Western Union announced plans for service between New York and Philadelphia. The project was approved by FCC in April. AT&T links between Chicago and Milwaukee and Detroit and Toledo received an FCC ok in the same month.

Harness FCC Probe Bill Passes 80th Congress

As the second section of the 80th Congress closed, a bill introduced by Rep. Forrest A. Harness (R-Ind.) was passed authorizing an investigation of FCC. Rep. Harness headed the House investigating committee and Frank Bow, veteran of many Congressional investigations, was named general counsel.

The committee submitted the Interstate & Foreign Commerce Committee, headed by Sen. Charles W. Tobey (R-N.H.), undertook a probe of the whole commission and its division by both national and international.

The House investigation of FCC started early in August as the committee gathered a mass of information from witnesses on all phases of the Commission. At election time, however, the probe came to a grinding halt when Senate Chairman Harness was defeated at the polls. Rep. J. Percy Priest (D-Tenn.), slated to head the committee when the new Congress opened in January 1949, expressed the view that public hearings should be discontinued. In December the group wrapped up its probe and started preparing a report for the forthcoming Congress.

Transit Radio completed a successful test in Cincinnati during February and plans were developed to expand the service to other cities. Five stations in as many communities were carrying the service by yearend and proposed rates and standards were announced during a meeting with agency executives held in New York early in April.

At the same time General Manager Frank Pellegrin also announced expansion plans.

Stratovision, the airborne TV relay system developed by Westinghouse Electric, was announced and tested on many occasions during the year. FCC, however, failed to take any definite action toward authorizing and extending its service. As a result, Stratovision, the Voice of America came in for Congressional investigation. In July NBC and CBS withdrew from programming activities which they had performed for the Voice but continued service for three months to give the State Dept.'s International Broadcast Division time to take over the work which the networks had done.

FM was moved from its original 44 me bandwidth to its new place in the frequency spectrum. The FCC made several tests by the FMA, which during the year developed into a full-fledged trade association. Prof. Everet-D. Proctor, FM inventor, and proposed legislation to prevent the move.

The Hoover Commission, known formally as the Commission on Organization of the Executive Branch of the Government, studied FCC along with all other government agencies but did not make its final reports until early in 1949.

Coy, Sterling Appointments Approved by Senate

Presidential appointments of W. S. Coy and George P. Sterly to the FCC were sent to the Senate for confirmation early in January. Following hearings by the Senate Interstate & Foreign Commerce Committee both were confirmed in February, Mr. Coy as chairman.

Following the retirement of Comr. Clifford J. Durr, President Truman named Frieda B. Hennoch, New York lawyer and Democratic party worker, to fill the vacancy. Miss Hennoch was sworn in July 6 as the first woman member of the FCC.

CBS demonstrated its color television to the Commission in early November, “solely for purposes of information and education.” Later in the month Comr. Robert F. Jones, speaking in Columbus, Ohio, said about color: “I have viewed two systems and the laboratory stage. One of them takes more space than the (6 me) black-and-white system, but the other is now able to give a bright picture as sharp, as big, or better, and as accurate as any technicolor movie I have seen.”

The Ann. of Federal Communications Consulting Engineers was formed in Washington on April 25.

Thomas F. Flanagan was named managing director of the National Assn. of Station Representative, giving the group full national association status. Paul H. Raymer, NARSR president, made this announcement in early August.


Radio Representatives Inc. started operation Sept. 20. It was organized by Paul Goodman, president of the program programming house bearing his name, and had among its officers Peggy Stone and John North.

In September, Blair TV Inc. was formed as “the first independent company to engage exclusively in the representation of television stations.”

Everett-McKinney Forms To Represent Stations

Everett-McKinney Inc., former radio department of P. McKinney & Son., newspaper representative, broke from the parent company to represent radio stations.

Sen. Hatfield White Jr. (R-Me.), chairman of the Senate Interstate and Foreign Commerce Committee, retired after 51 years of Congressional service in both the House and Senate. He had originated numerous pieces of radio legislation, including the original Radio Act of 1927.

Frank E. Butler, 70, credited with setting up the first broadcast station with Dr. Lee De Forrest, died in January. In April Burridge D. Bruns, owner of WLS Chicago, KOKY Phoenix and KTUC Tucson, died in Phoenix. Frank S. Megargely, 47, WGBT Scranton, succumbed to pneumonia March 30.


1949

Radio's post-war "holiday" was over in 1949 as the nation's economy meshed gears and swung about from a buyers to sellers market. Competition was back in advertising media as in every other endeavor.

Broadcasters and advertisers were warned that each medium had to pull its own weight. While approximately 10,000 new advertising sources were sounded by radiomen, the advertiser wanted to know what his radio and TV money was returning him in listener dollars and the time was ripe for extra effort along the radio sales front.

Temper of the times called for economy; an inevitable impact was felt in network and station operations. To add to usual broadcaster woe was the rising threat of television invasion in radio circuits. That few TV stations were making money didn't help his outlook.

But the second half of 1949 found money flowing with signs of a general upswing. At summer's end, spot and local business were brisk; broadcasters found TV hadn't cut deeply into radio's business. Evidence appeared that new money was finding its way into television, some of it from media other than radio. The networks, however, more closely tuned to national business gyrations, were off 13.9% in actual sales as compared to the pre-fall period in 1948.

Television and Radio Set New Records

Vital statistics on AM, FM and TV stations showed 1949 as a year when TV kicked off its baby shoes, while AM, shaking down after the post-war "Gold Rush" for new stations, retained its leadership. World War II ended with 950 AM stations on the air. At 1949's beginning, the count was up to 953 total and 912 as far as TV stations; by yearend the totals were 2,087 AM, 744 FM and 97 TV stations in 57 markets.

A radio-TV set record output by manufacturers was reported for fall months in 1949 with the year's totals at AM, 6,391,371; AM-FM and FM only, 875,505; TV, 2,410,897. While total production was below 1948's output, average dollar value had increased as TV output comprised the large share of the total.

An unabated spiral of operating costs in 1949 plagued broadcasters. While gross broadcast revenues from time sales shot up an estimated 4% to $435 million in 1949, operating costs correspondingly rose 4% in the year. National spot business continued upward in the post-war period, increasing 13%. But overall average of station profits, before federal taxes, had fallen well below the 20% mark for the second consecutive year. Total network billings amounted to $187,830,799, a decrease of 6.5% from 1948 which had an all-time record volume.

Mixed feelings clouded the issue of whether radio could withstand the TV boom. In any case, video shanking took up record. In the first quarter of 1949 alone, 14 more TV outlets made appearances. Set owners had increased some $400 million. Time sales surpassed $200,000,000 in first quarter. Sponsors increased from 680 to 1,027 with the number of hours doubled. TV families had increased an estimated 50% from July 1948 to the corresponding month in 1949.

Gill Survey Shows AM Listening Unshaken

The Gill Survey in June came up with figures showing AM listening in TV homes jumped back almost to former levels 9 to 13 in 1949 after a slow year. The survey was conducted by Sam Gill, director of research, Sherman & Marquette, New York.

Talent war among networks, even with simultaneous audiences, boiled over before the year was a month old. CBS, with its Jack Benny, Bing Crosby, signed in January, and Amos 'n Andy acquisitions, had NBC against the ropes Hooper-wise. Chief negotiator for CBS was William S. Paley, board chairman.

The talent transactions came under study of government tax experts who ruled Mr. Benny subject to personal income levies, excepting Amos 'n Andy package as capital gains (a difference of as much as 50% in Uncle Sam's take). The Bureau of Internal Revenue in May closed the door on inclusion of capital gains in contracts in the case of Fibber McGee & Molly and NBC.

In late January CBS signed Edgar Bergen, whose "Charlie McCarthy" program is a fall staple, to air until fall, Red Skelton, Ozzie & Harriet and others. NBC prepared to review its program aims following the CBS talent-path blazing, by presenting to affiliates in the spring plans to re-vitalize a drive for new program development, simultaneous AM and TV personality programs, growth and policy labeling lavish investments in talent as unsound practice.

Realignment Started Within NBC Structure

But the networks had other pressing problems in their own organizations. In May NBC released an estimated 60 employees in a step toward cutting its overhead. A $1 million. Meanwhile, the firm of Booz, Allen & Hamilton, management consultants, were making a study of the entire NBC network structure.

NBC's reversion started in October with a new president, Joseph H. McConnell. Three months earlier, Mr. McConnell had been elevated from vice president in charge of network operations including finance to vice president of the firm, third in command behind Gen. David Sarnoff, board chairman. As McConnell became president, Nielsen Trammell, NBC's vice president nearly 10 years, was made NBC board chairman.

NBC's reorganization was a continuous process wherein three self-contained units were set up: AM, TV and high-level management. In the realignment, Sylves- ter L. (Patsy) Walters, vice president and radio-TV director of Young & Rubicam, became vice president in charge of television. Fredric W. Wile Jr., agency's supervising station sales operations, accompanied Mr. Weaver to NBC as the latter's assistant.

Mr. Stanton, of CBS, signed a $1 million contract to continue as president at a base salary of $100,000 a year for 10 years. CBS lumped news and public affairs for radio and TV under a single command late in June. In September Howard S. Meighan, CBS vice president and general executive, was made chief CBS officer on the West Coast.

Among first executive changes was ABC's reassigning Charles C. Barry, vice president in charge of western operations, to head up all TV operations; Ernest Lee Jahncke Jr. to chief of AM-TV stations department; J. Donald Wilson to vice president in charge of programs.

Transactions on the stock market by ABC executives renewed talk that ABC was thinking of merging with 20th Century-Fox film company. But in the spring, Mark Woods, ABC president, scuttled talk and announced renewed effort on the program and facility front. ABC acquired in May the old Warner Bros. Vitagraph Studios in Hollywood for use as a TV center. Mr. Woods was signed to a $15,000 a year contract with ABC the same month.

Frank K. White, president of Columbia Records Inc., was elected president of Mutual on April 8, succeeding Edgar Kobak, who had headed the network since 1944. Fort Industry Co., on New Year's Day, simplified and rate structure by dissolving four wholly owned subsidiary firms and placing their radio operations under the parent firm. Stations were: WWVA Wheeling and WMN, Fairmont, WV; WAGA Atlanta, WJBK Detroit.

In May, Don Lee Broadcasting System reshuffled its top management, elevating Lewis Allen Weiss, president, to chairman of the board; Willet H. Brown, executive vice president, to president. FCC's problems in the year included opening of the color television question; issue of proposed TV allocations including UHF and VHF; a new Mayflower Decision: proposed ban on giveaways, and preliminary plans to reorganize.

In May, FCC canned all its TV projects into a proposed single proceeding but underscored its intention not to lift the VHF freeze before a definite timetable was set for a final decision on combined UHF-VHF allocations. It later announced color, as the first of the TV subjects on the agenda, would be heard Sept. 26.

Prior to FCC's opening of Pandora's color box, the Radio Mfrs. Assoc. and the National Bureau of Standards began studies of their own. Sen. Ed C. Johnson (D-Col.), Senate Commerce Committee chairman, was reported by Broadcast early in May to have re-

(Continued on page 180)
1949

(Continued from page 159)

asked an NBS report on the color status. Two months later, NBS announced membership of a group headed by its director, E. U. Condon.

EMA’s 11-man group had Max Balcom, Sylvanica Elective Products and past EMA president, chairman prominent engineers from networks and manufacturing firms.

A month later, FCC called on manufacturers or experimenters with know-how in color TV sets or adapters to speedily produce them as aids to field testing of color systems in advance of the hearings.

RCA in August unveiled its compatible electronic color TV system. CBS, turned down two and a half years before, released a color system for the 16 me band, said it welcomed RCA’s entry and revealed a color converter for its own system.

CBS color was telecast successfully in mid-August from Baltim ore to Washington—distance of 85 air miles—where it was picked up by modified TV sets. Service also was picked up off-air in Washington and rebroadcast by Mutual.

RCA, a week before the scheduled hearings, announced a regular schedule of live and film color programs over WNBW (TV) Washington.

The hearings, off to a brisk start, settled down to long technical argument. Main antagonists were RCA and CBS. A third party was Color Television Inc., San Francisco, also boasting an all-electronic, compatible system. Six of the seven Commissioners sat at the hearings, Comr. Rosel H. Hyde being in attendance at NARBA conferences in Montreal.

Fireworks Erupt At Opening Sessions

Opening rounds saw tempers flare. Industry spokesmen were grilled principally by Comr. Robert F. Jones and Frieda B. Hen nock who held the plaudits for the cautious approach. Opposition to immediate color standards voiced earlier in the year by Allen B. Dulles, EMA president, Allen B. Dumont Labs, was heard again at the Commission sessions.

RCA showed its system on Oct. 14 over WNBW-NBC in the Ward man Park Hotel, Washington, picking up the signals on color sets in the Washington Hotel, same city. Two weeks later, FCC okayed comparative color demonstrations of CBS and RCA systems which were expected to run well into 1950. Denied was an RCA request to postpone the scheduled Nov. 14 comparative showings. FCC also decided to delay cross-examination until all comparisons were made, and set the CTI showing for Feb. 6, 1950, in Washington.

Color sessions were recessed with the holding of comparative tests on Nov. 21.

As early as January broadcasters were hearing predictions the TV freeze would thaw in the summer. While FCC was warned TV permits they must go ahead with construction or take the consequences, and shrugged off such excuses as "unprecedented," one of the freeze and related problems.

In February, RCA-NBC asked FCC for authority to build a satellite high-band TV station at Bridgeport, Conn., for its low-band WNBW (TV) New York.

June 2 FCC reversed an eight-year-old Mayflower doctrine against a limited "advocate." The new Mayflower stand condemned editorializing by stations within undefined limits of "fairness" and "balance." The former term was to be radio's yardstick.

Givesways, which had been booming for over a year, were next on the agenda. FCC promulgated a set of regulations effective Oct. 1 and designed to do away with the giveaway by labeling all such programs on networks and stations as violation of criminal lottery statutes.

The ruling came when the four networks alone were carrying a total of 38 jackpot programs occupying about $500,000 worth of air time—on a day at a dizzy height conservatively estimated at some $185,000 in money and merchandise every seven days. FCC points out away survey found ABC with 13; CBS with eight; NBC with seven; Mutual with 10.

With both ABC and CBS and NBC said they would meet the challenge in court. Suits subsequently were filed. Majority of the nation’s leading newspapers claimed FCC had exceeded its authority, though themselves critical of the giveaway program.

Sen. Johnson congratulated the Commission on its action. Further, a BROADCASTING survey found the giveaway less popular and still declining in popularity.

The Hoover Commission’s proposal to reorganize FCC, disclosed in March, provided for pay raises of Commissioners from $10,000 per year to $15,000. The pay hikes were approved by Congress later in the year.

The Hoover proposal would revamp FCC while retaining it as an independent agency. It would have streamlined FCC’s functions for efficiency. Highpoint was the suggestion that administration responsibility be vested in the chairman who also would have the services of an executive director.

Croley’s WHAS Bid Denied by FCC

FCC ruled in September on the long-pending WHAS Louisville case, by denying its sale to Avo ce’s Crosby Broadcasting Corp.

WHAS, a 50 kw clear channel outlet owned by Louisville Courier & Journal Times, was bid for by Crosby (also owner WLL Cincinnati) for $1,525,000. Overlapping signal of the clear channel stations was described as the principal reason.

Commonly-owned AM, FM and TV stations using common base call signs, but located in different communities were given until July 1 to change their FM or TV calls under an FCC policy statement.

Battling a 17-year-old collection of skeletons, the Commission in early May granted regular license renewals to Arde Bulova’s WOV and WNEW New York, clearing four new manufacturers of charges dating back to 1935 and wiping away the last of the Commission’s original doomsday case. It cleared the way for the sale of WOL.

The much protested Avo ce rule on station sales was repealed outright June 9. The rule, growing out of a decision on Avo ce Mfg. Corp.’s acquisition of WLW Cincinnati, required submission of competing bids on transfer and assignment applications.

A promised revision of procedure on handling of nearly all major broadcast applications, embracing advertising of most applications, even sales, was placed on the Commission docket that received strong industry opposition.

Also in June, FCC took a step to speed up its hearing procedure by creating a five-man separate staff responsible directly to the Commission.

Its proposal to place limitations on the new 540 kw broadcasting channel drew fire from NAB. The association claimed that the limitations, if coupled with 1-A protection to existing and proposed Canadian and Mexican operations, would lose $40 kw available in a narrow strip running through parts of Kansas, Missouri and Arkansas.

First Sweeps FCC Headquarters

FCC’s physical plant took a beating on Nov. 1, when $150,000 explosion and fire partially damaged its seventh and eighth floor quarters in the Post Office Bldg. in Washington. No valuable records were lost and nobody was seriously hurt.

Activity in appeals courts on cases involving the FCC kept legal staff busy. The U.S. Court of Appeals for the District of Columbia early in January swiftly upheld FCC’s right to examine percentages of duopoly ownership, and a proposed time.

The same court in March upheld the Commission’s right to call off a competitive hearing and grant more of the broadcasting applications when enough frequencies become available to permit grants ultimately to all.

But on May 5 the appeals court caved the Commission for failure to show the basis of decisions and for inconsistency in applying its yardsticks to rival applicants.

The TV industry won a victory when Pennsylvania Federal Judge William H. Kirkpatrick ruled on Oct. 26 that the Pennsylvania State Board of Censors could not issue regulations requiring censorship of motion picture film used on television.

The U. S. Supreme Court ruled in June in a suit by WBZ Detroit daytime-skywave case. FCC, it found, has the right to use its discretion in granting or denying oral arguments on the alleged sufficiency of a licensee’s claim of potential interference from pending applications. The unanimous decision reversed a lower court’s ruling.

Appeals Court Reverses Gag Rule

Also in June, the Maryland Court of Appeals reversed court’s ruling on the notorious “Baltimore Gag” on free speech. The appellate court’s action reversed contempt citations against WCBM, WITC and WBNF Baltimore, along with James P. Connolly, former news editor of WITC. WBAL that city had filed a separate appeal as it was affected by the action. Broadcasters have been affected in the summer of 1948 for contempt of court after they had broadcast factual matter about an indictment, a criminal statement, or a change in status from police officials. An appeal to the Supreme Court was promised.

Hearings were held in Federal
District Court in Cleveland involving Government accusations against WOEL-FM Elvira-Loral or the black-list movement. The Maryland Court of Appeals held on Nov. 11 that broadcast privileges do not embrace television rights since TV is a completely distinct medium. The decision reversed the trial court's ruling.

The Supreme Court on Dec. 5 denied the request of KGHI, KARK Little Rock, Ark., and NAB for rehearing its case, thus not hearing an appeal from the Arkansas Supreme Court on the radio station tax case. The Arkansas court in May had held valid Little Rock's city tax on radio stations.

Johnson Attacks FCC Practices

In Congress action was turned on FCC by an active Senate Commerce Committee which had at its helm radio-minded Sen. Ed. C. Johnson, a Colorado Democrat.

In a fiery attack in April on the Senate floor, he denounced the Commission for "prostituting" democratic principles by "scandalous, shocking, and disgusting" practices.

As the key legislator concerned with radio's business, Sen. Johnson eyed clear channel problems, color TV, TV allocations, realignment of FCC's procedural methods, and liquor advertising on radio and TV.

An original Johnson Bill (S 1596) was introduced, and, in its order, elimination of FCC's discretionary power to modify licenses and construction permits and incorporate a fraud section. Later in the session was watered down to a reorganization bill (S 1573) introduced in June by Sen. Ernest W. McFarland (D-Ariz.), which comprised some of the features of the old act and certain parts of the Johnson measure.

The McFarland Bill, including provisions for deadlines on FCC's workload, was given a two-day hearing by the Senate Commerce unit soon after introduction. Industry sentiment in general was favorable although the Commissioners displayed a sharp conflict among themselves. FCC felt many of the suggested changes cumbersome and restrictive.

Bill Languishes in House Committee

Passing the Senate in August, the bill bogged down before the House Commerce Committee where it had little opposition.

President Truman's inaugural on Jan. 20 was covered by an array of TV's cameras and microphones as well as the omnipresent AM-FM coverage, and was covered sharply among all networks.

President Truman made two appointments of interest to the industry. Gordon Gray was named Secretary of the Army. Mr. Gray, president and publisher of the Piedmont Printing Co., Winston-Salem, N. C. (WSJS Winston-Salem, The Journal and Twin City Sentinel and head of WMIT (FM) Winston-Salem), took office June 20.

Mr. Gray, the President early in May nominated FCC Comr. Edward M. Webster for reappointment, but a swap of terms Action was delayed in the Senate Commerce Committee but he subsequently was confirmed by the Senate and sworn into office July 21.

Sheppard Bill on Station Ownership

A controversial issue was re-introduced with H.R. Sheppard's (D-Calif.) bill to prohibit station ownership by either networks or manufacturers of electronics equipment. It marked time in committees.

Congress passed funds for the Census Bureau for the 17th decennial housing census to include a sampling of television and radio sets in U.S. homes.

Sen. Johnson, who urged the FCC to break down clear channels and maintain the power cells in the AM band, introduced such a bill (S 491). It resembled a proposal he had made during the 80th Congress. It also was put on the committee shelf.

NAB in 1949 concerned itself with streamlining its broadcast services. Plans for an overhaul of BMB, a broadcaster's self-regulating unit, came in January as BMB disclosed it had signed a total of 802 subscribers with 1,000 its goal.

First forward step was loan of NBC's white house director, Dr. Kenneth H. Baker, to supervise its second nation-wide survey of station and network audiences. A second was to begin an intensive drive for new subscribers. Hugh Felita resigned as BMB's president during the winter and Dr. Baker came chief. Mr. Felita assumed general manager of KING Seattle on April 16.

During its annual convention in April, the NAB board came up with proposals to batten its hatches and prepare for the battle of advertising media. One of the board actions was a kind of $76,000 and a vote of confidence for BMB.

Another was creation of BAB, Broadcast Advertising Bureau, to begin June 1. It voted a formidable sum for BAB and named Maurice B. Mitchell, director of NAB's Broadcast Advertising Dept., to head the new unit.

Other matters which came up for NAB study were recording standards, its TV operation and overall reorganization.

A new BMB drive was launched in late April when by November received an endorsement from the Assn. of National Advertisers and the American Assn. of Advertising Agencies, two of the three organizations governing the bureau.

On Nov. 18, the BMB board voted to work with ANA, AAAA and NAB to pursue its research under the plan proposed by the NAB board. Deadline for BMB's dissolution, set for the yearend, was put off until 1950.

Compliance with the NAB code, which was promulgated in 1948, became formal in May after a year for new contracts to be drawn. The networks also approved. NAB also was instrumental in circulating a U. of Chicago study which showed American listeners in favor of privately operated broadcasting.

Asst. General Counsel advertisers gave notice in late February that radio's rate structure would get top billing by a newly created radio and television committee.

A Committee meeting in June found broadcasters generally had faith in NAB, particularly in President Justin Miller, who also had been lauded at the Chicago convention in April.

Radio Success

Script Approved

The All-Radio Presentation Committee gave final approval on Aug. 25 to the shooting script of the industry-wide promotion film to dramatize radio result stories. Script was authored by Victor M. Ratner, CBS vice president in charge of advertising and sales promotion, who worked with BMB in September to January to join Macy's.

During the year, NAB absorbed the Assn. of Women Broadcasters in the March and FM in December.

A. D. (Jess) Willard Jr., former WB&T Charlotte, N. C., general manager who had held NAB's executive vice president job since 1945, declined an offer in August to head up NAB's Video Division after the executive vice presidency was abolished. He subsequently joined Mercury Augusta, Ga., as president and general manager.

Royal V. (Doc) Howard resigned on July 20 as director of NABC's Research Department, succeeded by Neal McNaughton, who was serving as assistant director.

A new and more compact NAB appeared in August following a touching up of its internal components. In staff changes, Joseph Rankin, vice president, WGY Schenectady, became director of a newly formed NAB Video Division, while Judge Miller's international advisor, became director of the new Dept. of Government Relations.

NAB's Executive FM Committee studied Transit Radio and came up with findings in September that the FM broadcasting system was approaching the profit stage and attracting national advertisers in increasing numbers.

NAB also took an active part in international affairs. Announcing it would take care of view of NABRA negotiations, NAB protested the FCC's 554 kc proposal. At the same time, strong protests were voiced against Cuban and Mexican channel jumping and their failure to come to an understanding at the NARBA Montreal meeting.

Industry Cooperates in National Planning

Industry cooperated throughout the year with a communications advisory committee which worked hand-in-hand with the National Security Resources Board on national defense and tentative plans for mobilization.

On the labor scene, Television Authority, a new union made up of video talent, was formed Nov. 16 and immediately found itself in a jurisdictional fight with Screen Actors Guild and Screen Extras Guild over television films. George Heller, executive secretary of APRA, was named president on Dec. 7.

In March, a rift broke out between IATSE (AFL) and NABET over叫做插电的工作。The jurisdictional squabble dealt with the question of which union had (Continued on page 185)
1949
(Continued from page 161)

the right to acquire TV technicians for membership.

CBS and IBEW signed a pact in August; NBC and ABC signed contracts on May 11 with NABET covering approximately 1,000 engineers. A plan was ordered in September: for a merger of NABET with the Communication Workers of America (CIO).

A jurisdictional fight between actors on the one hand, and musicians on the other in September was joined by the Associated Actors & Artists of America which voted to support one of its member unions in a row with American Federation of Musicians. This was the occasion when the 4 A's international board defied the order of AFM President James C. Petrillo that no member of the union be permitted to join or remain a member of American Guild of Variety Artists, a 4 A's union. The NABRA agreement expired early in the spring. Negotiations to obtain a new agreement stalled as Latin delegates stood firm on assignments given to them prior to the third treaty concave which was held in Montreal.

The Cuban bombshell came on Sep. 15 when inland delegates called for a breakdown of clear channels. They urged a change to national channels to give unrestricted rights, within certain limits, to each nation. U. S. delegates rejected Cuban proposals in December, the month when the conference was closed.

Also on the international front, Argentina's Peron slapped a ban on broadcasts by foreign news correspondents; Voice of America was given a larger budget as it opened new plump penthouse studios atop the Interior Dept. Bldg. in Washington. Voice boosted its Russian language broadcasts in late April and issued reports of increasing Russian attempts at jamming.

Ford Motor Co. began sponsorship of broadcasts by United Nations proceedings in July, setting a landmark in radio coverage.

A pooled "Golden Spike" telecast Jan. 11 marked extension of the Bell System's coaxial cable from Pittsburgh to Cleveland, bringing TV network service to a quarter of the nation's population. In March, AT&T predicted 13 cities would be linked by the setup by the end of the year. Late in March, the company filed with FCC for 20 microwave radio relay links between Pittsburgh and Chicago to complete its New York-Chicago TV relay system scheduled for mid-1946. Cable and radio expansion started a network scramble for time allocations.

A brief but healthy fight which extended through spring and early summer was engendered by RCA and Columbia Records Inc. over their 45 rpm and 33 1/3 rpm disc offerings, respectively. Columbia publicly labeled the situation in "record war." By April, it was conceded the disc jockey would play the key part in determining public preference.

Million-Dollar Pact Signed With Goodman

Among big money transactions in the year: A 10-year contract in May for more than $1 million between WJZ-TV New York and Harry S. Goodman Productions, that city, for a quiz show package; sale in November of WNEW New York by Arde Bulova and associates to new corporation headed by William S. Cherry Jr., Rhode Island herman, and "broadcasts" a gross in excess of $2 million, radio's biggest independent station deal.

Newell-Emmett Co., New York advertising agency with a $25 million annual billing and radio-TV user, re-formed at yearend as Cunningham & Walsh Inc. John F. Cunningham became president of the agency.

Death took a toll of broadcasting pioneers. Among them were Major Redney Ridge, president and general manager of the North Carolina Broadcasting Co., part-owner of WBG B Greensboro, on Jan. 13; Benjamin A. McDonald, general sales manager, West House Stations Inc., on March 2; Morgan H. Sexton, general manager, KROK Clinton, Iowa, on March 27; Elmer J. Nichols, vice president and treasurer, Crosby Broadcasting Corp., on May 3; Beauford H. Jester, Texas Governor and president and 50% owner, KWTX Waco, on July 11; G. W. Covington Jr., owner, WICO-AM-FM Montgomery, WGWG Selma and GWGD Gadsden, Ala.; Bay C. Wakedale, former FCC Commissioner (1947), on Sept. 29; Harold B. Morrill, general manager, WLAW Lawrence, Mass., on Oct. 5; Eldon A. Park, vice president of Crosby Broadcasting Corp. and general manager, WINS New York, on Dec. 12.

1950

The first 9/12 months of 1950 saw broadcasting once again moving with the nation toward a semi-wartime preparedness footing, with radio and television officially designated "the nervous system of civil defense" in the emergency security program which followed the Korean outbreak on June 25.

Radio time sales continued at a near-record level to its fantastic rate of growth, despite the licensing freeze which seems likely to remain at least until mid-1951. NAB weathered a series of criticism. After "swap-BAB" was projected to intensify radio's business-getting campaign. Congress received bills to license networks, to forbid the broadcast of horse-race information, to ban alcoholic beverage advertising from the air—and enacted none. Efforts to negotiate a new NARBA to promote "open markets" have been and are still in progress.

The decennial census was taken, preliminary reports showing a U. S. population of 150,520,000, with "white" set and "green" set owners' findings awaited. And FCC finally wound up the color television hearings—but not the color TV issue.

The Korean outbreak spurred radio and TV into action—and indirectly, somewhat, in fears of radio silence and TV blackouts, and of freezes, shortages and other restrictions reminiscent of World War II.

NAB and White House approved for its steps to organize a Broadcasters Advisory Council, currently in the final phases of formation. A new radio manufacturing committee to help direct mobilization from a top policy level—the National Electronics Mobilization Committee—was formed in August by the Radio-Television Mfrs. Assn. and the National Security Industrial Assn. FCC sped its plans for a disaster communications service following the Korean crisis.

Early in August the Commerce Department turned to aerial tele and television on its list of "essential" industries, and in mid-September President Truman sent to Congress his masterplan for civil defense, designating a "War Against TV the enemy," which would inform and educate the public and give warnings if enemy attack is imminent.

Muir Incident Draws Quick Fire

The nation's heightening security mood also brought another type of problem, precipitated in late August when General Foods com- pelled Jean Muir from the Aldrich Family TV cast because of complaints that her name had been linked with Communist-front groups. In the ensuing controversy the American Federation of Radio Artists called for formation of a committee—probably including representatives of the networks and NAB, AAA, AFRA, TV Authority and Assn. of National Advertisers—to "assure full security" against Communists and their sympathizers, and at the same time to preserve individual liberties.

Business-wise, 1950 saw the re-ignition of spot business continue, with predictions that it will reach $125 million in 1950 after a record $112 million in 1949. Summer sales remained steady, and broadcasters generally—both AM and TV—looked forward to new fall sales records. Receiver production moved substantially ahead of 1949's, with 8,750,000 radio sets turned out in the first eight months while TV output in the same period, estimated at 4,146,000, was 1,100,000 above the full 1949 total. Looking back, Broadcasting-Telecasting Yearbook in January estimated 1949 AM-FM-TV time at $460 million and later bore out by FCC's 1949 report, released in April, placing the overall total at $459.8 million, a 10.5% gain over 1948. The breakdown: AM-FM $426 million; TV $33.8 million. There was no sign of TV inroads on AM sales.

Fearing TV's future effect, however, the Assn. of National Advertisers and the Steers Committee stirred up a mid-summer flurry by launching a radio rate-cut campaign seeking toward evening rate reductions ranging up to 50% on some as- stations in TV markets. But the four networks rejected ANA's invitation to confer, and the question was touched only lightly at A. I. B. convention, with indications that the steering committee would continue its studies but that each ANA member would handle his rate negotiations as he saw fit.
first time in about a decade, when A. C. Nielsen Co. acquired the national services of C. E. Hooper Inc. for an estimated $500,000. Mr. Hooper continued and expanded his operations at the local level.

Television, despite the freeze, continued to expand. AT&T's TV network facilities, already reached 28 cities, were extended to an additional 14 on Sept. 30, and the telephone company was at work on a $20 million construction project approved by FCC in June to make coast-to-coast TV program service available by Jan. 1, 1952. The number of TV stations on the air increased from 97 to 102, in 18 months.

Plans for television's formal entry into the field of higher education this fall were announced in August when WWJ-TV Detroit and the U. of Michigan made arrangements for an experiment in home study on the university level, via TV.

Video's Effect Covered In Jordan Report

The debate over TV's effect on other attractions intensified as the medium expanded. Final results of an exhaustive study conducted by Jerrold Noyce were released in May, showing that television does not hurt sports attendance after the first-year novelty wears off. Year-end football conferences were "experimentally" banned live telecasts of this fall's games. Further research was slated, under the joint sponsorship of the networks and the National Collegiate Athletic Assn.

The pace of television's development was clearly evidenced when Gillette paid $800,000 for TV rights to the 1950 World Series—four times the 1949 figure—plus $75,000 for radio rights.

In the radio network field, Liberty Broadcasting System climax three years of expansion by initiating full-line service as the nation's fifth network on Oct. 2. Progressive Broadcasting System, a new organization offering daytime shows to local stations only, announced the same week that it has completed arrangements with about 250 stations and will start full operation on Nov. 26.

NAB Board Meeting Sets Organization Changes

NAB has had its share of headaches and organizational changes. In a February meeting at Chandler, Ariz., the board gave President Arthur Miller far-reaching powers; authorized the appointment of a general manager as No. 2 executive; revoked an existing 10% discount on dues and increased small station dues; abolished its Radio Division; authorized appointment of a station relations director; raised NAB's budget $108,000 to $789,000, and voted to proceed with plans for a million-dollar audience measurement successor to BMB.

At the NAB Convention in Chicago in mid-April—a convention attended by almost 1,500 members and stressing broadcasters' responsibilities — the board named William W. Gillette, KFJ Los Angeles, to the general managership effective July 1 under a three-year contract. Broadcast Audience Measurement Inc. was incorporated that same week.

A month after the convention, CBS resigned from the association, and two weeks later ABC followed suit, leaving NAB to face the problem of maintaining normal operations without the benefit of approximately $65,000 in dues from the two networks. At the June board meeting, the $798,000 budget was cut back to $706,000.

In the June meeting the board also reaffirmed its desire to separate BAB from NAB, with April 1951 as target date. Maurice B. Mitchell, first director of BAB, resigned effective Aug. 15 to join the executive sales staff of NBC in charge of new AM business development—a post he left in September to become general manager of Associated Program Service. Hugh M. P. Higgins, of WMOA Marietta, Ohio, was named interim director of BAB.

Plans for construction of a super BAB, headed by the best available executive in the broadcasting industry and based on a million-dollar budget, were approved by the NAB board in early August.

B. Walter Huffman, WSAP Portsmouth, Va., was named NAB station relations director in May. He died suddenly on July 15, and was succeeded in October by John F. Hardesty, of the Public Affairs Division.

A feeling of harmony and confidence with the association manifested itself in the series of district meetings which started in September.

Radio Mfrs. Assn. changed its name to Radio-Visions Mfrs. Assn., and launched a search for a fulltime paid president under a reorganization plan approved at its annual convention in Chicago in June.

R. C. Sprague, Sprague Electric Co., was named chairman of the RTMA board and also succeeded R. C. Cosgrove as president pending selection of a May 1 executive. Bond Geddes, executive vice president and secretary for 23 years, retired to an advisory post Aug. 1 in line with plans announced earlier. James W. Sechrest was promoted to secretary and general manager.

J. R. Popple, WOR New York, was re-elected president of Televison Broadcasters Assn. in February when TBA held its annual television clinic in New York, and in June the association launched a national sales campaign.

No. 1 on FCC's 1950 agenda was the color television case. Hearings were completed in May and the Commission began its deliberations in early July. FCC's report came out Sept. 1, favoring the CBS system over those of RCA and Color Television Inc.

The Commission said it would hold up a pro-CBS decision on one condition—that manufacturers signify by Sept. 29 that they would build "bracket sets" capable of tuning CBS standards as well as present black-and-white. The set makers replied—some in sharp language—that they couldn't conceivably meet FCC's early November manufacturing deadline. The next move is FCC's.

Pphonevision, Theatre TV Among FCC Problems

In other television fields, FCC in January announced plans for a hearing before theatre TV, and, in July, approved the first for FM. Broadcast, approved Zenith Radio Corp.'s request for a 90-day Phonevision test. This was to have started Oct. 1 but has been at least temporarily delayed by Zenith's inability to secure rights to top movies.

FCC in late July partially terminated the two-year-old proceeding based on the National Assn. of Radio Station Representatives' complaint against networks serving affiliates as advertising representatives. FCC members at the hearing regulations do not preclude such network activities, but left open the question of whether the regulations should be changed.

Several policy questions were raised by the Commission. A proposal to require forfeiture of permits for stations which are sold before program test commence was announced in January and abandoned in October. Another January proposal—still undecided—dealt with the desirability of establishing a "uniform policy" toward applicants who violate anti-trust and other non-radio laws.

An all-out battle appears certain to develop over the Commission's Oct. 6 proposal posing the question of "temporary" rules to govern the amount of time TV stations may accept from any one network.

More favorably received by the industry was the telecasts standards proposed in May to ease the perennial headache involved in getting CAA tower-site clearances.

An FCC hearing, length of which seemed likely to rival that of the color TV case, involved news-slate charges against G. A. Richards (KMP) Los Angeles, WJR Detroit, WAG) Cleveland, in progress since June.

Petitions filed against transit radio service, coupled with a Musak proposal for rules changes to permit it to pipe its music by FM, instead of telephone lines, appeared headed for an FCC hearing—not yet called—which might go far toward shaping FM's future.

In Washington, the Public Utilities Commission stood firm on its ruling in favor of transit radio, and, when Transit Riders Assn. and others appealed, was upheld by U.S. District Court in June.

A number of long-established FM stations ceased operations during the first half of the year, including WFMJ-FM Milwaukee, WMIT (FM) Charlotte, KWK-FM St. Louis, WMAR-FM Baltimore and WXY-FM Oklahoma City. Though the pace of drop-outs has slackened, the number of operating stations dropped from 745 in January to 686 in October. Hoping to revitalize FM, a special five-man committee was formed in August in an FM meeting at NAB headquarters.

While FM's operating total declined, the number of AM stations on the air increased from 2,086 in January to 2,188 in October.

The year has seen the first in a series of FCC changes designed to put the staff on a functional footing.

(Continued on page 188)
Promotion Panorama of


Promotion Panorama of

Radio's Most Powerful Voice!

WSM
NASHVILLE, TENNESSEE

50,000 WATTS
NATIONAL CLEARED CHANNEL
650 KILOCYCLES

To the advertiser WSM guarantees intelligent and efficient sales and merchandising cooperation.

In the interest of the listener WSM continues the same friendly, high-class program which has made it "The Favorite Station of the South."

WSM
50,000 Watts 650 Kilocycles N. B. C. Network

Owned and Operated by
The National Life and Accident Insurance Company

There is
SOMETHING NEW
In Station Representation!

Of course you will want to know about the new plan that ADVERTISERS RADIO SERVICE, Inc. is offering to a limited number of radio stations.

A few more of the better stations may still take advantage of our sales and sales promotion facilities. No commissions, no brokerage ... 

Drop in to
Advertisers Radio Service, Inc.
Headquarters: Room 226, Statler Hotel
Detroit, Mich.

Page 22
BROADCASTING - September 15, 1932

Page 22
PROFESSIONAL DIRECTORY

JACKSON and BAILEY Consulting Radio Engineers
Washington, D. C.

T. A. M. CRAVEN Consulting Radio Engineer
National Press Building
Washington, D. C.

CARL H. BUTMAN Consulting Radio Engineer
National Press Building
Washington, D. C.
KYA.... where San Francisco Dials
Stop More Often
—and Stay Longer

The people of San Francisco and its immediate territory are high in their praise of KYA. This station is the in activity local license winner in San Francisco. KYA's programs are a blend of entertainment and information. KYA has a regional. A program schedule that takes into consideration the desires of the audience. This is why it has gained and retains listener preference in the area.

The listener preference of KYA is your assurance of effective advertising results. You see, through the station's wide listener coverage, it operates as a major sales tool in the radio market. KYA audience is vast and congregate in the audience of other stations. KYA is the station that you can place your advertisement with confidence. This station's audience is large, and it is known to be receptive to the advertisers' message.
Promotion Panorama of


CALL LETTER SIGNIFICANCE—

WMAQ

W told the curious, in the early days of radio, that WMAQ meant "WE MUST ANSWER QUESTIONS."

ANY years—ten, to be exact—of earnest attention to business have shown our listeners that WMAQ stands for "WE MAINTAIN ABSOLUTE QUALITY."

ALL careful advertisers insist upon a station with Quality Programs because Quality Programs mean Quality Listeners.

That is why THE WMAQ AUDIENCE IS A BUYING AUDIENCE

For rates and particulars, write or wire

WMAQ

Daily News Plaza, 400 W. Madison St., Chicago, Ill.

February 15, 1932 • BROADCASTING

A Million Dollar Market For Advertising—At 500 Watt Rates

Population 871,044—$284,955,000 Bank Deposits

Consistently Covered By

WOKO

ALBANY, NEW YORK

A Dose Cities Concentrated in a 25 Mile Area—At 500 Watt Rates And Remember, the State of New York's payrolls have not been cut. The Capital District of The Empire State can still spend!

Page 21

BROADCASTING • March 15, 1932

A UNIQUE RADIO SITUATION IN OMAHA

Station WBT, Inc.

The Test Station

KOIL OMMAH

United States Gypsum Company

201 W. Adams Street

Chicago, Illinois
1950

(Continued from page 168)

ing. The Common Carrier Bureau was set up in March; the Safety & Special Services Bureau in July. Yet to come: Broadcast Bureau, and Field Engineering & Monitoring Bureau.

Comr. George E. Sterling, whose term expired June 30, sailed through a Senate commerce committee hearing and won unanimous confirmation for a full seven-year term. A number of major station sales have occurred. A new firm headed by William S. Cherry Jr., chief owner of WPRO, A.M.-F.M.-TV in Providence, acquired WNEW New York from Arde Balova and associates for $2 million in a transfer approved in January. The Dallas News' WFUA bought KBTW (TV) Dallas for $755,000-plus in March, and KLEE-TV Houston was sold by W. Albert Lee to the Houston Post's KPRC-AM-FM for $740,000 June 1.

Atlanta Newspapers Merge Radio Properties

In Atlanta, merger of the powerful Atlanta Journal (WSB-AM-FM-TV) and Constitution (WCON-AM-FM-TV) was announced in March. WOIC (TV) Washington was bought by the Washington Post's WTOP (45% owned by CBS) from General Teletask, operator of WOR-AM-FM-TV New York, for $1,400,000 in July. General Manager Harry Maihlitz became chief owner of KFWB Los Angeles in late September when he and Lansing Foundation bought the station from Warner Bros. for $550,000.

What presumably would be the year's biggest money transaction, however, involved the Don Lee Network, a part of the estimated $9 million estate of Thomas S. Lee, who died in a fall in January. The estate was offered for sale, and when bids were filed Oct. 6 there were two—one by General Tire & Rubber Co., which owns Yankee Network, and one by a syndicate including Industrialist Edwin W. Pauley, Hoffman Radio Corp., a group of West Coast businessmen and bankers, and WOR New York.

Internationally, NARBA was in the limelight in February and March, when U.S. and Cuban delegations met in Havana in an unsuccessful attempt to smooth out their AM allocations differences, and again starting Sept. 6 when the overall NARBA sessions which convened in Montreal in 1949 were resumed in Washington.

On the national level, a board review of the government's communications policies and government and industry frequency use—with a hopeful eye toward saving spectrum space and effecting economies in the communications field—was initiated by President Truman in February by creation of the President's Temporary Communications Policy Board, headed by former FCC Commr. Irvin Stewart.

'Lorain Journal' Hit in Anti-Trust Suit

In the courts, the U.S. Supreme Court upheld the generally established American standard of free speech in reporting crime news when it refused, in January, to review a 1949 Maryland court ruling against the so-called "Baltimore Gag Rule."

In the first case of its kind, a federal court in Cleveland ruled in August that the Lorain (Ohio) Journal was guilty of anti-trust actions against WEOL-AM-FM Elyria-Lorain, and the Justice Dept. came back with a proposed decree containing far-reaching terms almost certain to be appealed if the Cleveland court accepts them.

In Pennsylvania, the State Board of Censors lost—and television stations won—anther round in the battle over censorship of TV films when the Third U.S. Circuit Court of Appeals ruled in September that states have no such censorship rights.

Another Federal court in Phila-

delphia dismissed a political libel suit against KYW Philadelphia in March, holding that a broadcaster is not liable for libel contained in an uncensored political speech.

Chief radio legislation enacted in 1950 stemmed from the increasing security mood of Congress.

To help carry the U.S. story abroad, the State Dept.'s Voice of America received a record appropriation of nearly $80 million, including $2.8 million to purchase and distribute receiving sets in Communist and other "critical" areas, as Brig. Gen. David Starnoff, board chairman of RCA, had advocated in Congressional hearings during July.

A 10% excise tax on TV sets, defeated by industry earlier in the year, was authorized in September. A far-reaching Communist control bill, also enacted in September, included a requirement that Communist and Communist-front organizations put a Red label on any broadcasts they sponsor.

The McFarland Bill to reorganize FCC procedures (S-1793), already passed by the Senate, was passed again in July as an amendment to another bill, but died in the House commerce committee after August hearings at which FCC opposed the measure.

The President's plan to reorganize FCC in line with the Hoover Commission proposals, wresting greater authority in the FCC chairman, was killed by the Senate in May. Proposals to levy fees for services rendered by various government agencies—including FCC—were revived in March and received intermittent attention thereafter, finally being referred to the various committees for further study next year.

The so-called Condon Committee filed its color TV report with the Senate commerce committee in July, about the time FCC commenced its color deliberations.

Many Radio Measures Left Unenacted

A Justice Dept. anti-gambling bill which would have forbidden the broadcast of horse-race information, a network-licensing bill sponsored by Rep. Harry Sheppard (D-Calif.); a bill (H.R. 8358) to prohibit interstate advertising of alcoholic beverages, and one by Rep. George Sadowski (D-Mich.) to create a high-level communications policy board were among the 1950 measures left unenacted.

Death, as always, took its toll. Its victims included Frank R. McNinch, 1937-39 FCC chairman, who died Feb. 20; Col. George C. Johnston, for more than two decades chief owner of WOAI-Austin, Fla., on April 29; J. Fred Johnson Jr., on May 2, a month after he became chief of FCC hearing examiners; John G. Wilson, executive vice president of RCA Victor Div., on June 1; John Shepard 3d, founder of the Yankee Network, on June 11; Clyde P. Scott, general manager of KECA-AM-FM-TV Los Angeles, on June 15; Herman Bess, vice-president of WPAT Paterson, N. J., who had been active in New York radio for a quarter of a century, on June 29; Charles Hammond, NBC vice president in charge of advertising and promotion, on June 30; John J. Gillin Jr., president and general manager of WOW-AM-FM-TV Omaha, on July 18; Austin E. Lathrop, Alaska industrialist and president of KFAI Fairbanks and KFJU Anchorage, on July 26; G. A. C. Halh, chairman of the board of WOAI-AM-TV San Antonio, on Sept. 11.
Anniversary Open Mike

(Continued from page 66)

EDITOR, Broadcasting:

There are many milestones in the development of radio, and this one provides another occasion to congratulate the industry on its amazing development and progress.

Robert McLean
President
The Evening Bulletin-The Sunday Bulletin
Philadelphia
(Owner WCAU-AM-TV)
(President, Associated Press)

EDITOR, Broadcasting:

I note with interest that Broadcasting will celebrate its 20th anniversary this October. Twenty years is a relatively short period of time in most industries but it almost covers the entire period of commercial broadcasting as we know it, and the history of commercial broadcasting is splendidly recounted within the pages of Broadcasting.

Broadcasting under your guidance has served the industry well. It has given complete and accurate information and I take pleasure in joining with your many friends in wishing you and your staff continued success.

Neville Miller, Esq.
Miller & Schroeder
(Former Pres., NAB)

EDITOR, Broadcasting:

As president of Radio Pioneers, I am delighted to welcome Broadcasting into the twenty-year group of pioneers. All of us who have survived the pioneering era of broadcasting are familiar with the many fine contributions to the progress of our industry made by the publisher and editors of Broadcasting.

Sol Taishoff individually deserves our praise and our appreciation for his stalwart defense of the industry and a free radio. His publication has kept full pace with the technical, economic and social advances of radio in the last twenty years. I am sure everyone joins me in extending our best wishes for the future to him and to the entire editorial staff with every confidence in their continued service and success.

Frank E. Mullen
President
Radio Pioneers
New York

EDITOR, Broadcasting:

Broadcasting in a very real sense has grown up with the radio industry during the past two decades. It has faithfully chronicled this growth and now is just as accurately covering an era which historians may call the Age of Television.

Broadcasting as a trade magazine of the industry has not been only a trusted reporter of developments in the field; it has been more than that. Through its editorial columns it has served both as the staunch friend of the radio and television industry and as its severest critic. If it had not successfully served in this capacity, I would not have this opportunity to salute Broadcasting with a "well done" on its 20th Anniversary.

I know I speak for the entire industry when I say that the courage and purpose you have shown in the past two decades are the ideal guides to your continued success in the years ahead. Good luck and best wishes.

Edward J. Noble
Chairman of the Board
ABC

EDITOR, Broadcasting:

Of all the various enterprises with which I have been engaged in my business career, I believe I have found more continuous interest and satisfaction in my associations in the broadcasting industry. I believe that radio makes a substantial contribution to the life of the cities and states in which it operates by bringing its millions constructive entertainment and educational features.

My first association with radio began very shortly after Broadcasting's founding, and I have watched with interest and approval your efforts toward the sound development of the industry by your coverage of its week-to-week activities. I wish for you the greatest continued success as we go forward into the new era of television.

Edward Lee Norton
Member, Board of Governors
Federal Reserve Board
(Chmn. of Board, Voice of America, Inc. and Florida Broadcasting Co.)

EDITOR, Broadcasting:

It is a particular delight for me to salute Broadcasting on its 20th anniversary. I recall reading your first issue from cover to cover—and I never abandoned the practice during the past two decades.

Broadcasting, like the industry (Continued on page 178)
Help Wanted (Cont'd)

Combination announcer-engineer. Good working conditions. Top salary. House, furniture, Wire 704G, BROADCASTING.

Announcer-engineer, top quality station. Send ticket. Box 6487G, BROADCASTING.

Immediate opening, one year experience announcing and handling all types programs. Average-to-good-combo may not wanted, as this capacity is all in full gear. Must show stability and ability to work. Salary $125.00 per week. Reply Box 704G, BROADCASTING.

California small market network station needs versatile experienced program director. Excellent opportunity for right man. Send full details Box 841G, BROADCASTING.

Wanted, Combination announcer-engineer. Pick-up time up to 1.400, however $125.00 per week. Send all details to WBFH, Carterville, Georgia.

Combination announcer-engineer, send ticket, applications accepted, Salary $125.00 per week. Send picture to WGCM, Gulfport, Mississippi, has opened for experienced announcer, complete information and audition disc. Must have $125.00 per week. Never been refused. Box 649G, BROADCASTING.

Wanted, Experienced, reliable, effective salesman for California network station in medium sized market. Liable for position. Minimum compensation of $125.00 per week. Salary expected $150.00.

Wanted, experienced, capable of acting as general manager. Outstanding opportunity, with brilliant future in large major eastern market. Earnings $300.00 per week. Salary can be arranged. Box 650G, BROADCASTING.

Salesmen
Progressive local station wants aggressive salesman. Permanent to right man. Must have car and be willing to travel East coast. Immediate. Give full details and letter of reference. Box 650G, BROADCASTING.

Salesman capable of writing own copy. Prefer experience in large eastern market. Must have ability to write copy, city turn over 70,000. Salary plus incentive arrangements. Give full particulars, reference. Box 650G, BROADCASTING.

Immediate opening for young man who can make himself at home in small community. Send complete resume, references. Box 724G, BROADCASTING.

Wanted, woman to handle book keeping and billing and air daily woman's paper. Also work for NBC all-network station. Good salary. Box 650G, BROADCASTING.

Opportunity to invest in and manage 25 good stations. Present owner has other business interests. Immediate. Box 650G, BROADCASTING.

Help wanted. Good commercial man, fully experienced. Will share profits with man operating small station in West. Box 650G, BROADCASTING.

Situations Wanted
Manager
Managing director, long experience, specifically in management of small stations not now profitable. Knows every problem as well as the larger stations. Send resume, references to G. Z. Good judge of personnel. Will take on increased profit, either on a straight fee, or a percentage. Box 719G, BROADCASTING.

Manager, program director, sales manager, experienced in independent or medium stations. High quality experience and all references. Box 720G, BROADCASTING.

Manager over 18 years experience and ability to manage station. Better than $125.00. High respect. Send resume and references. Box 721G, BROADCASTING.

Manager, focuses on sales, desires experienced manager, preferably in small stations. Willing to go anywhere in the United States. Salary $125.00 to $150.00. Must have references. Box 722G, BROADCASTING.

Announcer, first class ticket, Virginia daytimer independent station, $125.00 per week. Send complete resume. Box 723G, BROADCASTING.

Manager, professional, experienced in the field. Desires position in new or well known station. Willing to take on any position for salary listed. Box 724G, BROADCASTING.

Manager, experienced in every phase of management of a small station, desires position. Box 725G, BROADCASTING.

Situations Wanted
Announcer, complete resume. Box 726G, BROADCASTING.

Manager, sales, experienced, desires to get back into management position. Willing to pay $100.00 per week. Box 727G, BROADCASTING.

Manager, sports commentator, experienced play-by-play for small stations. Will travel anywhere. Box 728G, BROADCASTING.

Manager, speaks, writes and acts in English. Box 729G, BROADCASTING.

Manager, experienced in every phase of management of a small station. Willing to pay $100.00 per week. Box 729G, BROADCASTING.

Manager, experienced, desires to get back into management position. Willing to pay $100.00 per week. Box 729G, BROADCASTING.

Manager, experienced in every phase of management of a small station. Willing to pay $100.00 per week. Box 729G, BROADCASTING.

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Situations Wanted (Cont'd)

Engineer, license, degree, 12 years experience. Box 528G, BROADCASTING.

Properly trained man with experience in engineering position, no experience but will work hard. Will travel. Apply preferred. Box 583G, BROADCASTING.

Chief engineer invites correspondence from all stations wanting a qualified and reliable engineer. Travel and relocation available in all phases of broadcasting. Draft proof. Ready for immediate assignment. Box 610G, BROADCASTING.

Required: experienced, first phone. FM trans and control remote, recording, own car. Box 625G, BROADCASTING. Also, single, with strong chance to become first class engineer. Prior practical experience. I am taking correspondence course from University of Minnesota Radio School. Am willing to start on low salary. Will accept any position. Box 646G, BROADCASTING.

Chief engineer, management-minded, non-union. Available after November First. Best references, good character. Veteran, age 28, married, one child. Box 676G, BROADCASTING.

Operator-announcer, dependable, in- dustrious, college graduate, no local access. Prefer in small eastern stations. Box 696G, BROADCASTING.

Instructor desired. Box 697G, BROADCASTING.

WANTED: topflight Age Write Box all progressive outfit. disc, 678G, BROADCASTING.

You can't get a job without experience and I don't have any. I would like to get a job. Therefore I will work four weeks for you. I have no objections to leaving. You have no obligation whatever. I'm good! Box 871G, BROADCASTING.

Attention station managers, play- station in the red? Your Hooper down? VV no box. BROADCASTING. Am averaging over 300 letters per month on a 205 walter. Have highest Hooper in five radio station towns. Doing hillbilly, pop, sports, desire change. Present management knows of desired change. No family. Four children. Box 876G, BROADCASTING.

Situations Wanted (Cont'd)

Staff announcer, 35, single, 1 year experience, co- producer, disc jockey, progressive outfit, disc, 684G, BROADCASTING.

Sports, disc, 2000, air time for permanent location, 4 years experience play-by-play at school. Have handled major network sport in- terviews. Box 691G, BROADCASTING. Will work with two weeks notice. Can apply top reference. Box 698G, BROADCASTING. Write Box 707G, BROADCASTING.

Annoncer wanted as disc jockey. Special kind of DJ. Two years experience. Age 22. Single. New York experience, when will travel. Box 769G, BROADCASTING.

Annoncer, experienced all sports, music, disc, 2000, air time, school, play, college, graduate, disc, available anytime. Box 769G, BROADCASTING.


Recent graduate KNC Radio Institute desires position in west- ern or midwest. Experienced in all phases of programming. Expect modest salary, mar- ried, if possible. Box 718G, BROADCASTING.

Annoncer, 32, Medically dis- charged veteran, 10 years experience. College education. Sober, industrious. Ability, disc, photo on request. Box 721G, BROADCASTING.

Annoncer-disc jockey. Two years experience, draft exempt, single, relaxed style, easy to work with, good mixer. Box 725G, BROADCASTING.

Need a top newsmen. Bright air time for permanent location. Have handled major network sport in- terviews. Box 725G, BROADCASTING. Will work with two weeks notice. Can apply top reference. Box 728G, BROADCASTING. Write Box 729G, BROADCASTING.

Annoncer-writer, work console, late twenties, draft exempt, available immediately. Box 732G, BROADCASTING.

Annoncer, 32, Married. Pre- fer to sell. -Production. Box 732G, BROADCASTING.

Annoncer, 29, Married. Pre- fer to sell. -Production. Box 732G, BROADCASTING.

Annoncer, 28, Married. Pre- fer to sell. -Production. Box 732G, BROADCASTING.

Engineer, 3 years 5 kw, 1 kw direct- ion, Transmitter operator, responsible, no remote, all phases. Box 737G, BROADCASTING.

Graduate student in Radio Technique wants first job, trained in all phases of broadcasting, including research console. Vet. married, draft exempt. Will go south. Box 769G, BROADCASTING.

Engineer, i-year experience, trans- mission school. Picket phone. Box 794G, BROADCASTING.

Annoncer, 33, Married, 2 children. College experience. Will accept any reasonable offer. Box 804G, BROADCASTING.

Annoncer, staff writer. Experienced, proven. Will accept any reasonable offer. Box 810G, BROADCASTING.

WANTED: experienced announcer, 3 years experience, college degree, non-union. Available after November First. Best references, good character. Veteran, age 28, married, one child. Box 868G, BROADCASTING.

WANTED: experienced announcer, 3 years experience, college degree, non-union. Available after November First. Best references, good character. Veteran, age 28, married, one child. Box 869G, BROADCASTING.

Situations Wanted (Cont'd)

Vet, 21, married, military building job. Box 680G, BROADCASTING.

Program director, fine announcer, first class license, experienced and experienced. Box 693G, BROADCASTING.

Perhaps I'm the man you've been looking for in your news department. 10 year advertising and public relations background. Excellent, Accuracy, experienced, vet., 35. Will accept any reasonable offer. Box 700G, BROADCASTING.


Annoncer, 27, Married. Will accept any reasonable offer. Box 701G, BROADCASTING.


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EDITOR, BROADCASTING:  
I congratulate Broadcasting on its twenty years of service to the radio industry. It is difficult to realize that I personally have examined and read almost every issue of this publication for the past fifteen years. A rough calculation would indicate that about three months of eight-hour days have been devoted exclusively to reading Broadcasting during this period. I have no idea what that proves except that as one interested in the art, I have found the magazine to be consistently informative, stimulating and indispensable to one whose professional and personal interest requires knowledge of radio developments.

Paul A. Porter  
(Former Chairman, FCC)

* * *

EDITOR, BROADCASTING:  
In the engineering vernacular, we salute BROADCASTING-TELECASTING for optimum service to the broadcasting and telecasting professions during the last two decades.

Throughout those years, we consulting engineering practitioners have learned to rely upon your publication for accurate, comprehensive and timely reporting of events on the national and international engineering scene. You have never failed to espouse the highest principles of ethical practice and scientific allocations.

We have no doubt that in the years and generations ahead, which will witness the achievement of new heights of service by the electronics arts, that BROADCASTING-TELECASTING will continue in the forefront of its field, chronicling all of the radio-TV news that's worthy of print in the same honest, forthright and courageous fashion that has animated your wholesome progress since those chewing-gum and haywire days of 1931.

From radio's engineering profession, a resounding "78."

Andrew D. Ring  
President  
Assn. of Federal Communications Consulting Engineers

* * *

EDITOR, BROADCASTING:  
I understand that in October, Broadcasting begins its twentieth year of publication. The usual thing under such circumstances is to congratulate the publication and its editor and publisher for the record it has made. In the case of Broadcasting, however, it seems more fitting to congratulate the industry on having had during these critical years of its infancy in industry publications of the quality and caliber that Broadcasting has always shown. It has kept broadcasters generally informed as to what is going on in their particular world, has sounded the alarm when dangers have appeared on the horizon and has been just the kind of a publication that the industry has needed.

May its next decade prove as great a milestone of progress for itself and for the industry it so capably serves.

J. Harold Ryan  
Vice Pres. & Treas.  
The Fort Industry Co.  
(Former Pres., NAB)

* * *

EDITOR, BROADCASTING:  
My sincere congratulations to Broadcasting and its excellent staff on entering its 20th year. As your first copy editor, I have a personal pride in the success of Broadcasting and since joining RTMA I have relied on it constantly to keep me informed of industry developments and trends. You, Frank Beatty and other members of your staff, are doing a grand job of reporting and interpreting the day-to-day events affecting our fast-moving industry. You have achieved an enviable record as a spokesman for broadcasters, and I am glad to note your increasing interest in the manufacturing end of the industry.

Here's hoping your next 19 years will be as profitable and as effective as the first 19.

James D. Feweret  
General Manager  

* * *

EDITOR, BROADCASTING:  
As one who has the pleasant recollection of having stood by during the founding of your magazine;
and of having watched its day-to-day growth over a 20-year period, I am most gratified to be able to congratulate you on your accomplishments. I have an even stronger wish that the future development of Broadcasting will continue in the same fine tradition.

The position of Broadcasting as the spokesman and one of the great acts of spirit of the development of mass communication is an enviable one. The fields you serve are those of the exchange of knowledge between man and man, so your participation in the development of that exchange of knowledge should bring you a high gratification. In a world of strife and confusion I am sure that you will agree with me that there is probably nothing more important than social intercourse.

Paul M. Segal, Esq.
Washington, D. C.

EDITOR, BROADCASTING:

So you are 20 years old! As one who has been associated with you quite closely throughout that entire period, I feel privileged to comment freely. One such comment would be that sometimes you act your age. Take that in whatever way you like.

As one, too, who has been a continuous advertiser in Broadcasting throughout those 20 years, I can add that we have never been disappointed in the confidence we had then in the future of Broadcasting as an advertising medium and as a voice of value to the industry. Throughout those years, you have been a vigorous spokesman for the good of the industry, and whatever is good for the industry as a whole is good for every individual in it.

I have no less confidence in the progress of the industry in the next 20 years, nor in your service to it.

Sincere congratulations and good wishes.

Glen Snyder
Manager
WLS Chicago

EDITOR, BROADCASTING:

Congratulations to Broadcasting at the start of its 20th year.

It is needless to state what the development of radio during the past two decades has meant. That is obvious all around us. At the same time, it seems to me worthwhile to remember that our American broadcasting industry would probably not have grown as quickly and as well into a great communications medium if there had not been a method of communicating within the industry—a means for the interchange of ideas and new developments.

In a large measure, Broadcasting has provided the needed means for this internal communications. As radio and television continue to grow, I feel confident Broadcasting will continue to fulfill its necessary function in the thorough manner that is now almost traditional.

Paul B. West
President
Asst. of National Advertisers
New York

Editor, Broadcasting:

I note that Broadcasting begins its 20th year on Oct. 16 and I am moved to this comment: "Without Broadcasting (and Sol Taishoff), our industry would be a disjointed and disconnected mess."

You deserve the prestige and the prosperity that has come to you.

Bill Wise
Promotion Manager
WOW Omaha

Keel appointed

Appointment of John J. Keel, consulting radio engineer, Washington, to the staff of the President's Communications Policy Board was announced last week. Mr. Keel was on the staff of the Bell Telephone Labs during World War II, engaged in special communications work, and for the past 22 years has specialized in the communications branch of the radio and electronics field.

Mr. Keel

Mr. Keel

WWJ to 24 Hours

As a defense measure, WWJ Detroit began 24-hour broadcasting Oct. 2. Previously, the outlet's hours had been from 5:30 a.m. to a sign-off time of 2 a.m. Harry Bannister, WWJ general manager who announced the change of hours, said WWJ-FM would continue or its 20½-hour schedule.

Latest Clarostat No. 50 catalog released showing various resistors, controls and resistance devices. Copies may be obtained from distributors or firm in Dover, N. H.

October 16, 1950 * Page 173
On the dotted line . . .


CLOSING purchase of 52 weeks of Tomorrow's News Tonight on KOOL Phoenix by Wolf & Burke Beverages (Blatz beer distributor) are (1 to 2): Seated, Frank Wolf, pres., Wolf & Burke; George Agnew, KOOL sales mgr.; standing, 'Dick' Burke, WAB; Charles H. Garland, KOOL.

PLANS for current football season are discussed at WHLI Hemstead, L.I., by (1 to 1): Bob Zellner, sports editor of Nowaday, who is giving play-by-play descriptions of the nine high school games scheduled; Art Paterson, WHLI and Paul Godofsky, WHLI manager.

ARRANGING for Red Nichols (r), novelty music group leader, to make transcriptions for Dept. of Defense series are, (1 to 1), Will Yoeller (l), president, Universal Recorders Inc., Hollywood, and Lt. Jack Howard Stanley, WEAM manager. Nat series, are transcriptions for ARRANGING for mgr.; GREATER Burke; Phoenix Tomorrow's fans as USMC, and Nichols (r), of KOOL sales weeks of Newsday, discussed -byploy descriptions of Newsday, Ralph Shafor, Ralph, to retail furniture store, con-

The situation is well in hand as Mayor Anthony Caputo (seated) inked the contract making Uncle Sam sponsor of the Quantico Marines football games on WEAM Washington. Looking on with approval are (1 to 1) Nat Allbright, WEAM sports director; Capt. J. M. Jeffrey, USMC, and Howard Stanley, WEAM manager.

COOPERATIVE sponsorship of all San Jose State College grid games on KSJO San Jose, Calif., is set by (1 to 1): Seated, Charles F. Mallory, KSJO v. p.-gen. mgr.; Glen Herron, San Jose physical education dir.; Don Gilbert, Hoffman Radio & TV Corp.; standing, Ralph Shafey, Accent table shakers; Don Langendorf and Irving Langendorf, Langendorf Bakery.

SMILING broadly is John S. Phillips (l), gen. mgr., WCAQ Charleston, W.Va., as Tommy Woodrum of Woodrum's (retail furniture store), contracts for some 800 sports events on WCAQ.

PAPAL AUDIENCE

Lamb Visits Pope

POPE PIUS XII is much more accessible than many other important men and talking with him is not difficult—he speaks a number of languages fluently—reports Edward Lamb, president of WICU (TV) Erie, Pa., and WTVN (TV) Columbus, upon return from a European trip.

In the Erie Dispatch, owner and operator of WICU, Mr. Lamb told last month of the visit he and his son recently paid the pontiff at his summer residence in Castel Gandolfo, Italy.

Mr. Lamb told Pope Pius that television, like newspapers, subjects itself to much good or ill and there is generally a great appreciation of this responsibility on the part of both employers and editors. Mr. Lamb also stated that WICU was among the first, if not the first station, to show the Pope on television, and he did so through the office of Bishop John Mark Gannon. He pointed out that WTVN also scored a scoop in this connection.

Canada Training

WITH TELEVISION still to come as a Canadian medium, there is an increasing interest being shown in Canada in training TV technicians, program producers, actors, and other personnel. The Ontario government's Ryerson Institute of Technology at Toronto has started its second fall course in television broadcasting procedure. Also at Toronto, the Academy of Radio Arts has started a TV department, and this fall and winter will give 18 twice-weekly, two-hour lectures at Toronto, Vancouver and Montreal, with short term courses at Calgary, Winnipeg, Edmonton, Ottawa and Halifax, under the direction of Andrew N. McLellan.

SPORTS FEES

Pa. Group Seeks 'Yardstick'

YARDSTICK of fees for coverage of high school athletic events, to remove discrimination and exorbitant charges, will be sought by the Pennsylvania Assn. of Broadcasters in conference with educational officials.

Meeting Oct. 5 at Bedford, Pa., just before the NAB District 3 session, the PAB board named a committee to meet Oct. 26 with Edward Wicht, executive secretary of the Pennsylvania Interscholastic Athletic Assn., and Mark Funk, president of the Western Pennsylvania Interscholastic Athletic League.

Victor C. Diehm, WAZL Hazleton, PAB president and chairman of the PAB board committee, said school officials will be asked to use a yardstick of game fees based on station rate cards.

Next board meeting will be held at State College, Pa., with the board invited to talk college officials the type of training needed in radio courses. Annual PAB meeting will be held the first weekend in June 1951, at Galen House, Wernersville.

Attending the PAB board meeting were:

Mr. Diehm; Frank R. Smith, WBVP Beaver Falls; David Beattie, WKDO Harystawsboro; George WRAK Williamsport; Charles Denny, WERC Erie; Pa.; T. W. Metzger, WMFR Lewistown; Roger Cilig, WILF, Philadelphia; George D. Coleman, WGRL Scranton.

WQUA to CBS

WQUA Malone, Ill., joins CBS Oct. 15 as a supplementary station, bringing total CBS affiliates to 191.

BROADCASTING • Telecasting