THE WHITE HOUSE
WASHINGTON

October 11, 1950

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,

Harry Truman

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

1230 WEST WASHINGTN BLDG., CHICAGO, ILL.

BUDDY BRIDGES, Pres.

GLADIS SNYDER, Station Mgr.

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

In 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 a half-dozen youthful hands produced that issue with trepidation and expectancy. How would it go? Would it flop, 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, vaulted 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 thread 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 wantingly violate your trust.

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

Sel Taishoff
Editor & Publisher
September 28, 1950

Dear Sol,

By 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 very first issue, then published bi-weekly, had fewer pages than the current weekly Telecasting section alone. Your baby is growing. 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 read the news of the broadcasting industry in your monthly 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.

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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, 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,

Sincerely yours,

September 24, 1950

Mr. Sol Taishoff
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 uncommon - 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 S. Stallard
October 2, 1950

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

Dear Sol:

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 restful and permit you and your editors any greater relaxation than you have had. I feel quite sure that the developments of the succeeding twenty years will be just as great 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 have a point of view and 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,

[Signature]

Wayne Coo
Chairman

RADIO CORPORATION OF AMERICA
MCA BUILDING ON ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

September 15, 1950

Mr. Sol Taishoff
Editor & Publisher
Broadcasting Magazine
National Press Building
Washington, 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]

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

October 2, 1950

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

Dear Sol:

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.

September 15, 1950

Mr. 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 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 I am glad that you do not need to keep up with it.

The vision of those men has been fulfilled in every way. The magazine that started 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 legion of friends of its competent and friendly publisher and editor to wish us 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

United States Senate
COMMITEE ON
INTERSTATE AND FOREIGN COMMERCE

September 15, 1950

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

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Editor & Publisher
BROADCASTING-TELECASTING Magazine
National Press Building
Washington 4, D. C.

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

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Sincerely,

[Signature]

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

October 2, 1950

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

Dear Sol:

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Yours faithfully,

[Signature]

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

... An always loyal 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 back to the days of the pioneers. All of us who through these years have shared the experiences incident to the birth, organization and growth of the art and industry of broadcasting must remember with nostalgia the early days when our destiny and immediate operations depended upon decisions 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 primarily important to the welfare of broadcasting in its promising future occurred in those days, 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)

EDITOR, BROADCASTING:

The two decade 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, globe-girdling 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.
WMJ-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 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 Louisville, Ky.

EDITOR, BROADCASTING:

Both broadcasting and Telecasting 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, Florida, 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 Telecasting 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 Ply, Esq. (Former Chairman, FCC)

EDITOR, BROADCASTING:

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

Boston-Maryland Company
630 Fifth Avenue
New York 20

Mr. Sol Taishoff
Broadcasting Publications, Inc.
National Press Building
Washington 6, D. C.

Dear Mr. Taishoff:

I have watched with sustained interest the growth of Broadcasting during the last twenty years. As radio developed you earned a fine reputation for accurate coverage as the weekly news magazine of radio.

As television progress follows the radio pattern, I hope you will rely on your telecasting news as well as radio news reporting.

Sincerely yours,

Lee E. Bristol

Broadcasting
October 10, 1950.

Dear Sol:

Please accept my heartiest 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.

EDITOR, BROADCASTING:

It hardly seems possible that BROADCASTING is 20 years old. I well recall when Martin Codel and Sol (Robert Mack) Taishoff were 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 every one connected with radio has depended upon this magazine for authentic and complete news stories.

E. K. Jett

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

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 '20s 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 materially

(Continued on page 66)

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

370 LEXINGTON AVENUE

NEW YORK 17, N. Y.

September 15, 1950

Mr. Sol Taishoff
Editor and Publisher
Broadcasting Publications, Inc.
National Press Building
Washington 4, D.C.

Dear Mr. Taishoff:

Answering your letter of September 12th,

I am glad to send you the following which you may use in the October 16th issue of BROADCASTING.

"I want to congratulate Broadcasting Magazine on the occasion of its twentieth anniversary.

"I must be gratifying to those who have built this splendid publication to look back on twenty years and view what has been accomplished by your outstanding publication with its fine leadership.

"May you continue successfully in the years ahead."

Sincerely yours,

President.

October 16, 1950 * Page 65
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 rugged 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.

Hap” 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 unswerving 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. Lapet
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 news men.

Without your editorial support the Correspondents’ Galleries of the Senate and the House would not now be in existence, and radio and television news men 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 associate (Continued on page 189)

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,

Dr. H. R. Marcy

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

Page 66 • October 16, 1950

NATIONAL BROADCASTING COMPANY, INC.
A SERVICE OF RADIO CORPORATION OF AMERICA
RCA Building, Radio City, New York 20, N.Y.

CIRCLE 1-5000

Joseph H. McConnell
President

September 20, 1950

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

Dear Sol:

I understand that BROADCASTING Magazine begins its twentieth year of publication with the October 16th issue, and I want to salute you and your staff on this landmark in a record of service to the industry.

The history of radio and television has been an exciting one, and BROADCASTING Magazine is a part of that history, growing with the industry and helping it to grow. Radio and television will continue to advance on the basis of their service to the public; and as they advance, they will continue to depend on BROADCASTING Magazine for splendid coverage of the news of our trade, for guidance on the problems of our business and for interpretations of industry developments.

On this thirtieth anniversary of BROADCASTING Magazine I send you my warm good wishes for still greater success in the years to come.

Sincerely,

[Signature]

BROADCASTING • Telecasting
Two Exciting Decades

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 $56 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 nationwide 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 undisciplined 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, Herman 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. Belolw; CBS went on the air Sept. 18, 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 $900,000.

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1931

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spice for radio campaigning; General Electric TV station telecasts one dozen times. The Quill’s Messenger, Maytag Co., washing machine manufacturer, sponsors first program specially recorded for radio, records produced by National Radio Audio Publishing Inc. under direction of Raymond Soat; number of stations dropped to 577, 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 marks 50 years in radio, 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 industry; Dr. V. Zorwink demonstrated his kinescope TV receiver to IRE meeting at Rochester, N. Y.; 416 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 on station KDKA operated in November; CBS broadcasts pre-Christmas series with different sponsor in each city, announcements being cut-in locally, series includes pick-up from best international or domestic stations, 612 stations operating; gross time sales up to $40,500,000 despite worsening business conditions.

As of midyear 1931, according to a report compiled by Dr. Joliffe, chief engineer of the Federal Radio Commission, there were 612 licensed broadcasting stations, 90 operating one-carrier, 284 on regional channels and 238 on local channels, but of the total only 420 were on the air simultaneously at night—46 clear, 187 regional and 188 local stations. Only 14 stations were licensed for the maximum permitted power of 50 kw. All stations licensed were for a wavelength of 210 meters.

A New Journal is Born
The Young Radio Industry

That was the state of broadcasting in 1931 when two Washington reporters, Martin Codel and Sol Taishoff, launched Broadcasting as the news journal of the broadcasting industry in order to give the industry as a whole a medium where its thoughts could be freely expressed. The first issue, with a headline study of "The Individual broadcaster," was published in January 1931. The editorial policy of the paper was stated thus: "To publish, in a manner interesting and inspiring to the radio listener, the thoughts, the ideas, the activities of the radio industry; to reflect the thoughts of the industry in a medium that is more final and more complete than the diurnal papers; to publish, in the interest of the industry, the advocation; to use the individual as a medium for the expression of the thought of the individual; to reflect the plans and desires of the individual as to how the industry shall develop, in a medium that shall be more final, more permanent, and more inspirational than the daily papers."

INDIVIDUAL pictures used in this section are contemporary photographs showing the individuals at about the time mentioned in the text.

Mr. Carpenter

Mr. Carpenter, 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 a committee decision to issue a standard market data form for station use, despite doubts of the committee of the American Assn. of Advertising Agencies with whom the committee has discussed that it includes all the information the agencies want. The committee also asked for support in persuading the Federal Radio Commission to reduce its requirements for identifying all recordings used on the air both before and after their broadcast and for identifying transcriptions as such by lumping them in with phonograph 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 objectivity in commercial matters as with women reading by ear, the production of off-color songs, warning that unless the industry did its own regulating "we will have Congress shove this down our throats." John Benson, AAAA president, said that while there was yet no agreement on station coverage or the right way to measure it, the agencies were watching with interest the program checking system of Archibald Crossley. He said that time brokers were anxious when they represented competing stations and supported a proposal that the NAB create an "Open Time" office in New York if it could give agencies the information they require. (Earlier that year a group of 21 stations had set up Advertising Radio Services as a cooperative representation service and after it disbanded in October, William G. Rambeau, its manager, had started his own firm as the first exclusive representative of radio stations in the U. S.)

President Hoover, in a pooled network broadcast to the convention, praised the American system of licensing stations under private enterprise and reproached "far greater variety of programs and excellence of service without cost to the listener," and by avoiding conversion of government broadcasting, had "preserved free speech in this country."

Harry Shaw, WMT Waterloo, was elected president (then an unincorporated post) for the coming year. Lounsberry was re-elected vice-president; Mr. Lounsberry reported that the NAB had 150 active members, up from 83 in 1929, with 28 associate members, down from 35.

In November ASCAP notified the broadcasters that a new scale of license fees for the right to broadcast the music of its members goes into effect on Feb. 1. At the expiration of the current one-year licenses, without stating what the new scale would be, arousing fears that radio would be called on for a large increase in fees that had not been requested in 1931, when the aggregate industry bill was estimated at about $1 million. Broadcasters also hoped to avoid the new form of payment to replace the haphazard and inequitable arrangements of 1931. The death in December of Julius C. Rosenthal, ASCAP general manager, caused postponement in setting new rates and the old licenses were extended until March 1.

The Commission in November reminded stations that the next renewal period is one for keeping their signals within a deviation of 50 cycles, down from the 600 cycle deviation previously allowed, would become effective in June 1932, unless and if adopted, and that equipment capable of keeping the signal within those limits should be installed before that date. The Commission announced that the station identification program need be extended only every 30 minutes, instead of every quarter-hour, with no need to make the announcement at the hourly or half-hour if doing so would interrupt a single consecutive speech. Recording announcements were also reduced to one preceding each time, with the language left optional as long as it clearly identified the program material as recorded.

Reduction of License Period Recommended

In its recommendations to Congress the Commission asked that the maximum license period be reduced from 10 years to 5 year, requested authority to suspend stations up to 30 days, recommended exclusion of territories from the quota system and a recommendation of the appeals provisions in the new law. In addition, it recommended that a new section of law be inserted to prevent a program originating in the United States from being transmitted to the United States (Continued on page 79)
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
THEY talk about everything. Gandhi! Shanghai! The presidential candidates! Unemployment! The subject of every household’s everyday life is reviewed and rehashed.

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
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
1931 (Continued from page 68)

Station-by-station, without foreign stations for rebroadcast without express Commission approval. This last recommendation was aimed at XER Villa Acuna, Mexico, 75 kw, which station licensed to Dr. John R. Brinkley, whose license for KFKE Milford, Kan., had been deleted because of broadcasts held inimical to the public health. It was feared that this new station, more powerful than any in the United States, would cause interference with domestic stations, in addition to the suspicion that Dr. Brinkley was planning to retransmit across the border the same type of programming which had lost him his Kansas station.

The Commission deleted 9 to nine stations, raising to 23 the number permitted to use this statutory maximum power, and 25 kw to six stations, making nine in this category. The validity of this restrictive high power regulation being promptly challenged by the rejected applicants. Rev. Robert W. Shuler, crusading pastor, also appealed a Commission order deleting his station, KGEF Los Angeles, for operation not in the public interest.

Davis Amendment Brings Station Deletions

Among several station deletions ordered in compliance with the Davis Amendment to the Communications Act of 1928, WIBO and WPCF Chicago, sharing time on 560 kc, in favor of WJWks Gary, Ind., Illinois then being 12.49 units over quota while Indiana was 2.08 units under quota. KYW, first station to be built in Chicago, under constant attack because its frequency, 1520 kc, was allocated to the Second Zone, was in December battling the petition of Kunsy-Trendle Broadcasting Corp., Detroit, for the frequency, Michigan and the Second Zone, had applied for KFSD and the Fourth Zone being over quota.

Experimental TV Operations Increase

Radio Pictures and CBS both began experimental TV operations in New York during 1931 and RCA selected the Empire State Bldg., world’s highest building, as the site for its video experiments in the ultra high frequency region. Philo T. Farnsworth was conducting experiments for Philco Corp., exclusive licensee of his cathode ray video system, which had applied for an experimental television license. Education spectrum space was limited; RCA asked the Commission to keep Philco out of the 43-46 mc area of RCA’s Camden experiments as the plants were only four miles apart and interference would have been certain.

A review of the year’s business revealing 51 national advertisers spending more for radio time in 1931 than in 1930, R. J. Reynolds Tobacco Co. making the largest increase, from $156,495 to $1,535,586. A BBDO survey which showed more than 75 regular weekly sponsored transcribed programs on the air the end of the year, 175% above the total for the same date two years earlier. Despite these and other overall indications of industry prosperity, more than half of the country stations were operating in the red, NAB President Shaw told the Commission.

Robert F. Elder, assistant professor of marketing at the Massachusetts Institute of Technology, found that the use of radio-advertised products, found radio homes used these brands 29.5% more than families without radios, the increase rising to 36.1% in homes whose radios were used more than three hours a day. To find out what stations people listened to and what they thought about what was heard, the author mailed postcards to merchants, city officials, chambers of commerce, newspaper editors and other leading citizens in every town of 2,500 or more persons, foreshadowing the BMB technique by some 15 years.

Also in 1931, WOY New York set an important legal precedent when the state court denied an attempt of the State Insurance Department to prevent the station from broadcasting programs for the Union Mutual Life Insurance Co. of Iowa, not licensed to do business in the state, but the court held that WOY was advertising the policies, not “soliciting” business.

Wrigley Co. Starts ‘Myrt & Marge’ on CBS

William Wrigley Jr. Co. had the idea to start a Mirt & Marge show on CBS opposed to Amanda & Andy, whose NBC broadcasts for Pepsi- dent were then by all odds the most popular serial on the air. The Wrigell family sued WOLL-Winschell, NBC and American Tobacco Co. for slander. WABC New York began using a half-wave antenna, developed by CBS engineers at a cost of more than $100,000 with the aim of reducing sky-wave distortion.


“American Bar Assn. condemned courtroom broadcasts as an ‘immoral perversion of the court and “interference with the administration of justice.”’ A miniature electro-dynamic microphone was used while a series of concerts by Leopold Stokowski’s Philadelphia Orchestra. AT&T’s improved cable facilities were providing better quality program transmission to various work programs, with fewer interruptions.

National Sugar Refining Co. reported success from its experiment to remove all sales talk in its Melody Moments program limiting commercials to a reference to its newspaper ads.

Musicians’ Strike Averted As Year Ends

The year ended with a high note of good tidings from Chicago whose broadcasters, by presenting a united front, had successfully defied a New Year’s Eve strike threat of the Chicago Federation of Musicians. Negotiations conducted by William S. Hedges, WMAQ, for the broadcasters, and James C. Hedges, president, and Joseph N. Weber, national president, for the union, averted the strike; rejected demands that the workweek for staff musicians be reduced from 36 to 30 hours, that all stations employ more musicians, that musicians “ride gain” in the control rooms and that no recorded commercial programs be allowed; accepted the broadcasters their first formal contract with the union, including an arbitration clause and improvements in the terms prevailing daytime only musicians. Sole concession on the part of the broadcasters was the agreement of Class A stations to raise their staff minimum from 10 to 15 hours, the musicians only as they were employing at least as many men already.

The Depression was the most important problem for 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 and more established industries. Beginning of the summer of 1932 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 reduced 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. Atlan- tic & 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 Presi- dent M. H. Aylesworth reported: “We felt under existing economic circumstances, prices had a definite interest for the listening public. The ready acceptance 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 1,865 employees during 1932, compared with 1,867 in 1931. CBS in July cut its rates by about 37% and dropped the extra charges for tying the Pacific Coast stations into its national chain. Stations also lowered their rates on a wide scale, some to the half rate budget reductions, others through such plans as that used by KMBC Kansas City, which offered advertisers a 40% discount rate, 40% of the savings paid to the midpoint on a “run-of-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 a single home 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 into the television market. WLW Cincinnati and KFH Wichita especially successful in this activity.

WBSSO 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 Pekoe 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 time 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 $33,106,775, according to National Advertising Research Bureau estimates. 9.9% from the year before. Overall gross time sales for the industry, network, spot and local, were estimated at $61,900,000, up 10.5% from 1931.

Politics brought problems as well as profits to radio. The Nebraska Supreme Court ruled that broadcasters could publish "libelous" 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 during the 1931 primary campaign. The judge in the lower court exonerated KFAB from responsibility after the station had explained that it had not published an 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 and 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.

Counseled-Measure

Passed in Senate

In January the Senate passed the Couzens-Miller resolution asking the Radio Commission to survey advertising on the air, the educational use of radio, and report on the advisability of governmental operation. James W. Baldwin, Commission secretary, sent questionnaires to networks, stations, advertisers, 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 own 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 Co. In 1929 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 a year for 100 w stations to $2,000 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 exempt.

ASCAP continued as a major and unceasing problem through out 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.

Mills Becomes

ASCAP Manager

E. C. Mills left NBC's Radio Music Co. to become general manager of ASCAP. The NAB named Louis G. Caldwell, former Radio Commission general counsel, as special counsel on copyright. With four copyright bills before Congress and Sen. Dill preparing another one, the House Committee on Patents began holding copyright hearings. Gene Buck, ASCAP president, told the committee that of ASCAP's income of about $2 million a year, radio contributed some $900,000 and the movies about $700,000, with about $400,000 coming from dance halls, cabarets and other places of amusement. He charged radio with having killed the sale of phonograph records and sheet music.

Appearing for the broadcasters, Mr. Caldwell asked Congress to protect against abuses of power by copyright owner combinations and against penalties for innocent infringement as that by a station broadcasting a network program or a hotel receiving a broadcast. The Copyright Act made no distinction and called for a maximum fine of $500 per infringement.

ASCAP in April offered stations licenses to run from June 1, 1932, to Dec. 31, 1935, with commercial fees of 5% of the station's gross income and a flat sustaining fee, ASCAP to have the right to examine station records. When NAB rejected the proposal, estimated to increase ASCAP's take from radio to about $3.5 million a year, ASCAP agreed to put off the starting date for the new licenses to a time for the revision of the terms with a special copyright committee of NAB with Paul Morency, WTIC Hartford, as chairman.

Schuette Picked to Head

Copyright Fight

NAB circulated all U.S. stations asking their ideas about the ASCAP proposed license, retained Oswald F. Schuette to head the copyright fight. Mr. Schuette in 1928 had organized the Independents, plan to take over 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, "It is well and good to negotiate and arbitrate with ASCAP. . . . Broadcasters do not desire to dodge the payment of any license fee to ASCAP. They simply desire a 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 the ASCAP said, which would increase the present fees by 25%, making a total of $1,250,000 a year, to run through 1933 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 two years while a joint NAB-ASCAP committee worked out a per piece license system. ASCAP in turn rejected that offer and broke off negotiations, waiting instead individually with stations on the 5% plan.

Negotiations resumed, ASCAP made a final offer of a three-year license on a sliding scale, 9% 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

Paul W. Morency, Vice-Pres.—Gen. Mgr.

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

(Continued from page 78)

the first year, 4% for the second and 5% for the third, estimated to amount to a total of $3 million in 1934 and $5 million in 1935. Assured by its committee that this is the best deal obtainable, the board reluctantly recommended its acceptance by the membership 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 fee, 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 operations. Dean Fisher, WDAP Kansas City, Kansas City Star station, after a conference with Mr. Mills, wrote to a group of major newspaper-owned stations agreeing 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 if publications using ASCAP music, a meeting of all newspaper stations was called, at which it was decided to reject that proposal. Mr. Fisher, Walter Damm, WBBM Chicago, Mr. Lambin, WIBO Chicago, Kay, WSF Atlanta, were named as a committee to try to get a flat 38½% reduction from ASCAP. Mr. Dill, degenerating the ASCAP 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 all ASCAP proposed legislation prohibiting broadcasting of stock control of RCA.

At NAB’s convention, held Nov. 14-16 in St. Louis, Louis Loucks, reappointed by Mr. Schuette after 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 supply of music as the best insurance against ASCAP domination.

McCorker Elected

To Head NAB

The newcomer elected as president was Al J. McCorker, director of WOR New York, reappointed by Mr. Schuette as copyright expert at $15,000 a year and also reappointed as manager, with Mr. Schuette 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 $50,000 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 ASCAP’s share of associate members in NAB, just about double the membership at the time of his appointment as managing director in November 1930. Commissioned Harald A. Lafount of the NAB to wage war against overcommercialism, which, he declared, was the industry’s most serious problem, and as Lafount stated, “an idle public is besieging their representatives in Congress for drastic action.” Mr. Lafount decried the practice of permitting advertisers to build their own programs and broadcast them with little or no station supervision, particularly the sales of blocks of time to “high pressured” salesmen for resale to individual advertisers.

The convention adopted a resolution proposed by Stanley Hubbard, KSTP St. Paul, for an investigation of AT&T line charges, reported to aggregate $8 million to $10 million annually, Mr. Hubbard charging that the lines were reserved for the few and that they were not uniform. Broadcasters hopefully watched indications that the telegraph companies might begin considering proposals for program transmission business on a national scale; Postal Telegraph was already leasing lines to South Broadcasting Co. of regional hookup.

RCA Becomes Wholly Independent

On Nov. 21, Radio Corp. of America purchased 90% of the stocks of companies, including NBC and RCA Victor Co., became wholly independent through a consent decree entered by the U.S. District Court at Wilmington, Del., for bringing an action of AT&T line charges, reported to aggregate $8 million to $10 million annually. Mr. Hubbard charged that the lines were reserved for the few and that they were not uniform. Broadcasters hopefully watched indications that the telegraph companies might begin considering proposals for program transmission business on a national scale; Postal Telegraph was already leasing lines to South Broadcasting Co. of regional hookup.

The decree also effected a realignment of the radio patent situation. In 1934, RCA and NBCUniversal were ordered to divest themselves completely of their stock control of RCA.

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During the interim period of two and a half years allowed for adjusting RCA’s business to its new status, clearance and Westinghouse were released from manufacturing radio devices except under their own patents, while RCA was authorized to manufacture and sell transmitter equipment, and transmission equipment produced by the two electrical companies. David Sarnoff, RCA president, notified stockholders that the company would charge no prices for radio station activities in broadcasting, transoceanic and ship-to-shore communications, radio manufacturing and entertainment, RCA received patent rights under the decree which would enable it to expand its manufacture of radio and television beyond the radio business. As a part of the settlement, RCA transferred its New York building on Lexington Ave, for use by GE as a research center to Rockefeller Center for space in the Radio City project for occupancy in the fall of 1933.

Alarmed over the danger of “trafficfaking” in licenses, the Radio Commission in February adopted a new rule requiring sworn statements of all pertinent details of the transaction including the applications for the transfer of licenses. In April Thad H. Brown, general counsel of the Commission, had been appointed Chairman from the Second Zone, succeeding Ira E. Robinson, resigned. During the summer the radio division of the Department of Commerce had been merged with the Post Office as an economy move. Maj. Gen. Charles McKay Saltzman, chairman, was appointed as Commissioner from the Sixth Zone. The vacancy unfilled by the end of the year. Harold A. Lafount, acting chairman, in October urged the extension of licensing periods from six months to a year, to provide more industry stability, but secured no immediate action.

After Broadcasting had pointed out the dangers to United States and Canadian broadcasters inherent in the plan of the programs of Mexico and Cuba, Sen. Dill introduced a resolution asking the Secretary of State, with the assistance of the Radio Commission, to negotiate international agreements with all other North American countries for their mutual protection against radio interference. Radio broadcasters at the International Radio Conference, held in the fall in Madrid, to leave extension of the broadcast band into the long waves be set up with separate contracts, and the individual regions, and the action of the Mexican government in granting superpower of 500 kw to XER Villa Acuna, which was authorized to operate at 655 kc and 735 kc—both clear channels then being used in this country and in Canada—increased pressure for a North American conference, to be held in 1933.

WIBO Chicago, operating under a stay order pending hearing of its appeal from decision ordering it to cease and desist; in November, filed suit against WJKS Gary, Ind., which had been assigned WIBO’s frequency, and its principals, including Ralph Atlass, and against WBWM Chicago, which Ralph and Leslie Attles had owned and sold to CBS, charging conspiracy to force WIBO into bankruptcy and asking $900,000 damages. The Court of Appeals of the District of Columbia the following month handed down a decision reversing the Commission’s order, the majority holding that quota differences between Illinois and Indiana were insufficient grounds for a ruling that a business worth $500,000 or more, while the minority opinion was that the Davis Amendment made the Commission mandatory. Meanwhile, WJSB Trenton, New Jersey, had been constantly defending the use by KYW Chicago of a frequency assigned to the Second Zone and offered to move the station to Philadelphia without receiving approval by the Commission examiner as the best solution.

When the Associated Press supplied election returns to the newspapers for broadcast on election night, the reaction of certain newspaper publishers was so violent that the American Newspaper Publishers Association appointed a special committee to investigate the entire field of press-radio relations. The new committee was to work as an extension of the ANPA radio committee, whose former chairman, Elzy Roberts, publisher of the St. Louis Star-Times, had resigned when the committee refused to take what he felt was a too strong anti-radio stand. Since his resignation he had made an arrangement with KMOX St. Louis to supply news bulletins to the station, not counting the numerous news tie-ups of this nature, there were at the end of 1932 a total of 112 stations with newspaper ownership or affiliation.

Lindbergh Case Provides Opportunity

The kidnaping of the Lindbergh baby on March 1 had provided radio and newspaper operators an opportunity to demonstrate their own ability to report a major news event. WOR Newark broadcast the first report at 11:35 a.m., and NBC followed suit. Almost simultaneously, CBS dispatched control unit to the headquarters of the New Jersey police at Trenton, remaining on the air for 72 hours straight to broadcast developments, with Westinghouse and CBS Far West co-operating, sending bulletins to Houston, St. Louis, Chicago, to Hopewell, N. J., location of the Lindbergh home, maintaining continuous operation throughout the following week.

A realignment of frequencies outside the broadcast band became effective in February, giving TV the second band adjacent to the new sound track channel of 1550-1600 kc, itself adjacent to the broadcast band. RCA began tests of video transmissions from the Empire State Building using a mechanical scanning system but planning an eventual switch to the cathode ray all-electronic method of telecasting in the ultrahigh frequency range, which were coming to be believed should be the area for TV operation.

To avoid interference with WTMJ Milwaukee, with which it shared 1360 kc, WPLJ-WSJN Clearwater, Fla., installed the country’s first directional antenna, designed by Raymond Wiemotte.
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. Criven, consulting engineer. The lalal microphone was introduced by Radio Telephone Industries Corp. and RCA brought out a velocity microphone, without a diaphragm, designed for increased directionalism 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 W. P. 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 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 fee of $2 per set. Although the 1931 census had reported 770,436 radio homes, only 592,896 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 beginning, 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 previous several hours, in a "cooperative analysis" of program audiences. ANA was conducting for advertisers and agencies.

John Shepard, president of Yankee Network, 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 86.5%. 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 weeknight 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 broadcast to tell listeners how American radio operates and what 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 conference on Dec. 26, 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 9 newspapers featuring characters from the company's Topper comic strip 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 8.0% 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 stores, 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.
New England has money to spend

Get your share through the

**YANKEE NETWORK**

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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.

The Yankee Network reaches every home-town New England trading area.

THE 20th ANNIVERSARY OF BROADCASTING is a significant milestone of publication progress. Our constant association with you throughout these years, indicates our appreciation of your growth in scope and service to the leadership you have attained.

From 8 Stations to 28

The Yankee Network, which pioneered multi-station broadcasting in America on January 4, 1923, has also kept pace with progress. Since this first announcement in BROADCASTING, we have grown from 8 stations to 28. Each station, carrying Yankee Network and Mutual programs, has dealer and consumer acceptance in New England's high purchasing power, home-town key markets. Yankee's 28 home-town stations provide the greatest possible New England coverage with local selling impact in every market.

Acceptance is the Yankee Network's Foundation

**THE YANKEE NETWORK, INC.**

Member of the Mutual Broadcasting System

Represented Nationally by EDWARD PETRY & CO., INC.
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.

10,000 WATTS
100% MODULATION
FULL TIME

KSTP
SAINT PAUL
AND
MINNEAPOLIS

NORTHWEST'S LEADING RADIO STATION

October 15, 1931 - BROADCASTING
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.

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THE 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 industry was urged to begin 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 program of self-regulation that had been planned by the 1932 NAB convention. It brought, in April, the return of beer and in December the repeal of the 18th Amendment, raising 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 public potentials 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 a speech in Miami late in February. F. K. Cohain, 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. Hill's 10:30 p.m. program. Mr. Cohain 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 Miami himself, 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, cli-
mixed 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 would stay open.

But radio did more than report the crisis. NAB President Alfred McCooser (WOR Newark) had advised stations to cooperate with local authorities in transmitting their various messages during the period of public alarm. "As we radiate calm, confidence and good humor in our attitude and in our broadcasts, the things that are needed in any sudden public crisis are the incredible public - 60 million of our citizens - be come infused with the same spirit. Radio's strike is the country's stake."

Sales Continue As Credit Is Extended

Following through on this suggestion, the nation's broadcasters determined credit 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 had to throw off their air for brief periods and the station building of KFOX Long Beach, in the center of the quake zone, was almost demolished, its walls crumbling, its roof caving in. The KFOX transmitter kept operating, however, and the station's staff stayed on the job.

Off the air when the Navy Dirigible, USS Akron, ran aground on the New Jersey coast in the early morning hours of April 4, the networks opened with bulletins and used interchanging programs to report the news as fast as it was received. NBC by setting up a remote unit in the Navy Department offices, and CBS by an affiliation 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 water, and NBC did the under water search; 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 to uphold the property 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 more news to the networks. Local broadcasts of AP news were restricted to 30-word bulletins on events of importance on which both AP and its local member paper were to receive broadcast credit, broadcast on sustaining programs only. The board was authorized to set up special arrangements for member papers supplying news for use on the air, with papers not doing so to receive pro rata reductions in their assessments. (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 on the networks which had received no news from AP, UP or INS since the November elections. The more than 100 newspaper-owned stations and affiliated newspaper groups 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 resolution adopted April 25 by the convention of American Newspaper Publishers Assn. that program listing should be reduced from "more than less than advertising" and should be published only if "paid for as other advertising is paid for." But nevertheless 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 newspapers had gotten 45% in 1930, and 46.4% in both 1931 and 1932, while network radio's share had risen from 5.3% in 1930 to 8.1% in 1931 and 11.3% in 1932.

BROADCASTERS BEGIN OWN NEWS STAFFS

The chief effect of this newspaper antagonism was to encourage 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 a national news service. Columbia News Service Inc. was soon providing news to the network's commentators and was also compiling material for network-owned newspapers. Another network was to reopen. Local broadcasting had received a $1,000 cut since the previous fall. The NAB-KPCO "Gold" Pacific Coast Network was discontinued to save the cost of lines; the "Orange" Network was under consideration and Red Network was as well as Red Network programs.

CBS introduces 'Transition' Rate

CBS reduced the cost of 6-6:30 p.m. time by reducing the evening scale by introducing a new "transition" (from day to evening) rate. NBC applied daytime rates to the hour from 11 p.m. to midnight.

The turn of the year, first 1933 month the combined network billings topped the $3 million mark and first month to show an increase (7%) over the same month of 1932. In November the NAB realized 1932 was 13%, in December 23%.

For the full year network time sales were 19.4% below the 1932 total, but the tide had turned. Both network and independent stations on metropolitan stations CBS reported that in October it had 11 afternoon advertisers using 44 15-minute spots, against six using 17 quarter-hours the previous October. NBC in November restored its spring payroll cut. Station business increased by 11.8% during 1933, according to estimates made by Dr. Herman Hettiger, U. of Pennsylvania, engaged as NAB research advisor to compile data on industry income and expenses. The industry total gross time sales were $57 million down 7.9% from the 1932 total.

The legalization of 3.2% beer on April 7, hailed by CBS in a midnight broadcast with pick-ups from brewers' offices, C. W. Willinger, of St. Louis, was one reason the 1933 record was no worse than it was, breweries spending $348,000 for network time and about $200,000 for local spots.

During the month of November, and St. Louis, was one reason the 1933 record was no worse than it was, breweries spending $348,000 for network time and about $200,000 for local spots.

The year opened with the future uncertain. Businessmen were in no mood to spend more than the $59 million minimum for advertising and broadcasters had to use every bit of ingenuity to get enough business to meet their payrolls and stay on the air. KOIL Omaha, for example, planned a group of programs for florists, cleaners, bartenders, booksellers, grocers and druggists.

As network billings month by month totaled less than for the same period of 1932, stringent economy moves were made. NBC in April put through a 10% salary cut for all employees making more than $1,000 a year, following a similar cut the previous fall. The NAB-KPCO "Golden" Pacific Coast Network was discontinued to save the cost of lines; the "Orange" Network was under consideration and Red Network was as well as Red Network programs.
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 homerelty weekly audience averages 84% daytime, 92% of night. Last Hoover 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

KFBK
Sacramento (ABC) 50,000 watts 1530 kc.

KOH
Reno (NBC) 5000 watts, day; 1000 watts, night.

KERN
Bakersfield (CBS) 1000 watts 1410 kc.

KVG
Stockton (ABC) 250 watts 1230 kc.

KMJ
Fresno (NBC) 5000 watts 580 kc.
1933
(Continued from page 32)

of revenue. KMOX St. Louis got the first repeal 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 news 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 merchandising 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 agents in the field are feeding the speculative habit," 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 reprinted in 1950.

The National Recovery Administration, inaugurated July 24 by President Roosevelt in a combined CBS-NRC hookup, looked to radio 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 been in charge of radio publicity 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 8,200 persons full time, with an annual payroll of nearly $17 million, excluding the networks. The code committee appointed by NAB President Mc- Cusker 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 ($23 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 artists 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 proposition on inquiry, commiss-

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 rotunda of the House to carry actual proceedings. RIGHT 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 ante chamber. Robert Trout, CBS presidential announcer, stands next to Sen. King, while seated at left is Earl Moreyman, WJSV Washington operator. LEFT PHOTO—President-Elect Roosevelt before a carbon mike prepares to address the nation in November 1933.

The following day, NAB began organizing Radio Program Foundation as an industry-owned source of music with Mr. Schuette as operating head. In June the Foundation obtained the American rights to the catalog of G. Ricordi & Co., Italian publisher, making more than 125,000 compositions available to American broadcasters who were to repay NAB for its investment in this catalog by paying from $2.50 to $25 a month for the use.

NAB also retained Newton D. Baker, prominent attorney who had served as Secretary of War under President Wilson, as special copyright counsel. After conferring with the Attorney General, who had been studying ASCAP's operation to see if it violated the federal anti-monopoly laws, Mr. Baker on Sept. 1 filed suit against ASCAP in the Federal District Court in the name of WIP Philadelphia. Action asked for cancellation of WIP's contract with ASCAP as part of a scheme forced on the station "to restrain interstate commerce" and further demanded ASCAP's dissolution as an illegal combination in violation of the anti-trust laws.

ASCAP Increases Fees to 4% Sept. 1 also put into effect an increase in ASCAP fees from 3% to 4%, the Society reporting some 550 stations as having accepted the licenses by that time. NAB asked stations to send monthly sums amounting to 10% of their ASCAP payments to NAB to help defray the litigation costs. Mr. Schuette in November turned as copyright director of NAB, but continued as head of Radio Program Foundation.

President Hoover in February appointed Judge E. O. Sykes to the Radio Commission for a six-year term. The new administration named James E. Hanley, Omaha attorney, to serve for the balance of the Saltzman term, expiring in Feb. 1936, and appointed Herbert L. Pettay, campaign radio director of the Democratic National Committee, as Commission secretary, succeeding Mr. Baldwin, who had resigned March 1. The Commission
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 number 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 low-power broadcasting was merely intrastate, were prosecuted 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, following the 1933-1934-1935-1936-1938-1939 broadcast ban might be opened up for assignment to broadcasting stations, but failed to find a settlement of the continental allocation of broadcast frequencies to a deadlock in Mexico demanded 12 clear channels and the United States delegation refused to discuss partition with anything like that number, as Dr. John R. Brinkley was reported to be proceeding with preparations for a 500 kw operation of XER Villa Ace, New Mexico, former operator of KTNT Muscatine, Iowa, until his license, like that of Dr. Brinkley's for KFKB Milford, Kan., had been revoked by the Commission for operations not in the public interest, also owned a station in the Mexican border, XEFP Piedras Negras, authorized to broadcast with 100 kw.

The Canadian Department of 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, the government-owned Star station, which relinquished its license, stating that the cut from 500 w to 100 w did not leave it enough power to provide good service.

The Canadian Radio Commission also acquired four stations and began building a national program service for them and any other Canadian 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 Canadian broadcasting service 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. McCoroser, 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 assignments, urged repeal of the Davis amendment requiring station assignments in accordance with unit quotas for states and regions and favored the appointment of a committee to study sales costs and another to survey the field of television.

The convention also went on record in favor of increased spending on the administrative food and drug act better known as the Tugwell bill. Broadcasters 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 check and verbal replies from spokesmen for the makers of proprietary medicines who viewed the bill and its results in quite another light.

Ed Wynne early in the year announced plans for a third network, the Almal-gamated 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 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, copyright, and other claims, in addition to agreements granting for $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.

WIBO and WPCC Chicago continue to the Commission on the side that the 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. Cincinnati, 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 WLYC Cincinnati, granted authority to carry on experiments at superpower, KY P S. Paul became the first station subscriber of Cooperative Analysis of Broadcasting, then in its third year. Also, began a depression measure, first station to have a Washington correspondent. WCAU Philadelphia dedicated its new building, first specially designed for broad- casting, which also included new end, live-end studios, and floors, etc.

Edward Petry & Co., Greig-Blair & Co. Joined Free & Steininger (organized in 1926), and Raymond Rambeau Co. (formed in 1931) as pioneers in exclusive station representation. Westinghouse installed a new "concentrator antenna" at KYW, Chicago, for double signal intensity with no increase in power. WBAL Baltimore claimed even greater improvement with its new signal, four-foot vertical mast with "high capacity crown." CBS discontinued its telecasting with a mechanical system after a year, and Bred Co. claimed to have oldest uninterrupted program on the air, Optimistic Reuse, on KKNX Los Angeles each Friday from Jan. 1 to Jan. 25.

RCA acquired the assets of DeForest Radio Co. with a bid of $414,600. German Chancellor Adolf Hitler banned American jazz from Germany, and the government-operated German radio system. A broadcast from the "Tail of the Dog," which was successfully received from foreign stations.

Mr. Godfrey

**FEDERAL LEASES WMC**

Federal Broadcasting Corp., with Alfred E. Smith as board chairman and John T. Adams, WMCA New York vice president, as president, leased WMC 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 behalf of "The Gold Rush" pulled more than 154,000 requests for trial cans of Dr. Lyons' Tooth Powder. American Radio Features Syndicate announced a transmitted serial program, "Hee Wonderful," written by Rupert Hughes.

Sale of 3,806,000 radios in 1933 put country's radio homes total at 17,960,000 at the end of the year, when 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 for arts. Roosevelt, 17 times; Cabinet members, 107 times; 55 Senators and 42 Repre- sentatives were on the air once or more during the year.

**Chronology**

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1934

October 16, 1950
Mr. Hubbard Proposes Co-op News Exchange

Whatever the network thought of the new arrangement, it was anything but satisfactory to many stations which wanted a more liberal supply of news, with freedom to broadcast when they pleased and under sponsorship of their own choosing. CBS was to drop its news collecting activities and NBC was to agree to stay out of that field. The newspaper group promised that any news of "national importance" would be supplied to radio when it broke, without waiting for the regular deadlines, and the networks agreed to keep their commissaires concentrated on generalizations and background material rather than spot news.

Doubtful about the plan, NAB withheld its approval until the networks agreed and the Bureau was established with James W. Barrett, former city editor of the New York American, as editor.

Continentals News Service, which since 1921 had been supplying news bulletins to WBB-WBZZ Springfield-Boston and other stations, opened a Washington bureau and began to set up stations for an expanded news service. The Haverlin-sponsored R.A.S.A. having failed to get going as a cooperative venture, was relaunched by Stanley Hubbard, owner of KSTP St. Paul, who attempted to get Herbert Moore, who had been associated with Paul White in the CBS news organization during 1925, a berth at the head of the Continental News Corporation. When that plan fell through, RCA affiliated with Continental and Mr. Moore set up his own news service for radio under the name of Transradio Press Service.

A half-dozen other organizations were also organized for the purpose of supplying news to radio stations. The plan was that the new stations would be, at least, a week or two, and in some cases three, weeks behind the old established networks. The ARN network, for example, was to supply news for a week and a half before it was available from the networks. Transradio Press, which in June had absorbed Radio News Assn., was the chief if not the only competitor of the Press Radio Bureau. With a clean beat on the Dillinger killing it to credit, Transradio signed stations rapidly and in November could claim some 150 station clients, compared to about 200 subscribers to the Press Radio Bureau bulletins. Meanwhile, at the demand of the broadcasters using it, Transradio, after the Press Radio Bureau had moved up the deadline for its evening newscast from 9 to 6:30. The most definite evidence of the new body was the fact that it was cooperating with Paul White in the CBS news organization during 1925, a berth at the head of the Continental News Corporation. When that plan fell through, RCA affiliated with Continental and Mr. Moore set up his own news service for radio under the name of Transradio Press Service.

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Yankee Network Sets Up Own News Bureau

Yankee Network, in addition to getting the Transradio service, also has established its own news bureau, which the network maintained 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 sufficient sponsorship to more than cover expenses and returned the contributions.

On Dec. 18, Judge C. Bowen of the Federal District Court in Seatt- le, Wash., held that the Continental News Bureau must be stopped by dismissing the suit of AP against KYOS Bellingham for alleged news piracy in a decision that would go a long way toward clearing the association's property rights in its news.

In June Congress passed and the President signed a new communica- tions act that abolished the Federal Radio Commission and replaced it with a new Federal Communications Commission controlling telephone and telegraph as well as radio communications, enacting the body from five to seven members to take care of its added re- sponsibilities. The new Federal Communications Commission reenacted the old Radio Act of 1927, except that 100 w stations were exempted from the restrict- ions of the Davis amendment whenever they could not interfere with signals of other stations; the broadcasting of lotteries was pro- cessed; the Commission authority was extended over stock control as well as licenses; foreign studios were reduced from 150 to 100; the radio station liquor law was repealed; the Federal Communications Commission was authorized to obtain modification of station licenses; the appellate provisions were voted. The Board permitted appeals from denials of construction permits; the Federal Courts were au- thorized to enforce compliance with the law and the regulations of the FCC and the licensees; the 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 attorney, Norman S. Case, Republican, former Gover- nor 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 Republi- can, former member of the New York City tax commission, for a term; and Hamson Gary, Texas Democrat who had been Minister to Switzerland under Wil- son, for a one-year term.

Spearman is Named FCC General Counsel

The Commission named Paul D. Spearman, who had been as as- sociate general counsel of the Radio Commission, general counsel Herbert L. Pettry, secretary of the Radio Commission, was given the same post at FCC. Dr. C. B. Jol- liett, former special assistant for engineering, with an assistant engi- neer for each of the three divisions of the FCC: Lt. E. K. Jett for aeronautical, W. L. Finch for telephone, and Andrew D. Ring for broadcasting. Mr. Gary was named head of the broadcasting division, with Mr. Brown and Judge Sykes as the other members in the fall the FCC held a hearing to determine whether it should recommend to Congress that a fixed percentage of the nation's radio stations be required to assign for non-profit public service- organization services such as schools and churches or that all stations be required to meet a fixed proportion of their hours of operation to educational and public service programming. The educators who testified were agreed only in that the FCC was at liberty to do something, but it was not clear how far it would go, with the Association's property rights in its news.

In June Congress passed and the President signed a new communica- tions act that abolished the Federal Radio Commission and replaced it with a new Federal Communications Commission controlling telephone and telegraph as well as radio communications, enacting the body from five to seven members to take care of its added re- sponsibilities. The new Federal Communications Commission reenacted the old Radio Act of 1927, except that 100 w stations were exempted from the restrict- ions of the Davis amendment whenever they could not interfere with signals of other stations; the broadcasting of lotteries was pro-
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 Fetzer 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.

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WJEF

WKZO-TV

WKZO

All three owned and operated by FETZER BROADCASTING COMPANY

AVERY KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
1934
(Continued from page 46)
decreased 9.8% and its weekly pay
had gone up 21.1% with similar changes presumable for other radio
employes.
The Authority also noted that
radical changes advocated would
operate if not eliminate small
broadcasting companies and in-
crease the threat of monopoly.
After a year of code operation,
the Authority proposed that dis-
counts on radio time sold in com-
bination with other media (normal-
lly newspapers) and “run of sched-
ule” discounts be prohibited as un-
fair practices.
Despite Ed Wynn’s failure the
year before, the “third network"
theme was a dominant industry
miff throughout 1934. George
Storer, WSPD Toledo, WWVA
Wheeling, CKLW Detroit, who had
purchased a majority interest in
Federal Broadcasting Co., operat-
ing WMCA New York under lease,
and become its president, organ-
ized American Broadcasting Sys-
tem and began sending WMCA
programs to other East Coast sta-
tions. 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 pro-
gram service to a 14-station hook-
up extending as far west as St.
Louis. Adam Hat Stores in No-
ember became ABC’s first sponsor.
WOR New York, WLW Cincin-
nati, WGN Chicago and WJR De-
troit 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 opera-
tions with WOR, WLW and WGN
as regular members and WXYZ
Detroit (replacing WJR) as op-
tional. At the outset only com-
mercial programs were carried by
the Quality Group but in October
the member stations decided to ex-
change 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 inde-
pendent and make its own deci-
sion in accepting programs,” W. E.
Macfarlane, WGN vice president
and first president of MBS, ex-
plained. “Each station will receive
its card rates for time, less agency
commission, making no additional
charge to the advertiser for trans-
mission 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. 1 was
broadcasting dance band pickup
and variety shows sustaining in
addition to commercial programs
for Horlick’s Malted Milk, Baume
Bengue and Wade 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 W8XAO—experimental
call—was on the air between 1 and 6 a.m.
In February it began daytime tests
between 8:30 a.m. and 5 p.m., using
the regular WLW call and rebroad-
casting in the regular WLW pro-
gram schedule.
Joseph A. Chambers, WLW tech-
nical supervisor, reported these
tests as highly successful, the in-
creased power boosting the station’s signal
strength by 325% and its sec-
dary coverage area by 1,000%
without causing interference with
other stations. In April, WLW’s
night time programs were added to
the experimental superpower sched-
ule and in May, when President
Roosevelt formally opened the
500 kw transmitter by pressing a
key in Washington, WLW was ad-
vertising itself as “the world’s
most powerful commercial broad-
casting station.”

‘High Fidelity’
Broadcasting Begins
1934 also marked the beginning
of so-called “high fidelity” broad-
casting in the United States. After
the North American Radio Con-
ference had agreed that the 1500-
1600 kc band could be used for
standard broadcasting, the Radio
Commission formally opened three
channels—1530 kc, 1590 kc and
1570 kc—for assignment to no
more than a dozen stations which
in exchange for getting bands 20 kc
to 50 kc wide were required to install
equipment capable of 10,000-cycle audio
transmission, compared to the
3,000 to 4,000-cycle audio out-
put of most stations at that time.

The licensees of these new
stations would be permitted to broad-
cast commercial programs, the
Commission said, but their opera-
tion must be supervised by a re-
search engineer qualified to carry
out a full-scale experimental pro-
gram including a study of an-
tenna design, field intensity sur-
veys and an analysis of listener
response. Licenses for high fidelity
stations were issued to the Ameri-
can-Republic, 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., Bakers-
field, Calif.
Mr. Hogan’s station, W2XR
(now WQXR) began broadcasting
a two-hour daily schedule in June

Our Advertisement in . . .
Vol. 1, No. 1 of BROADCASTING
Stated . . .

PROGRAMS build AUDIENCE!
• WMBD has assumed a vital part in the life
  of Central Illinois. Our summer programs have
  included not only our usual features but
  also those of the Professional Golfers’ Assn.
  and the American Legion. Stroke by stroke
  account of the City Amateur Golf Championship
  match. Play by
  play of Peoria’s Illini League baseball games. Mat-
  ches of Ringling Brothers Circus directly from
  the big top. News flashes three times daily; two
daily sport reports. 191 speakers of State and Na-
  tional prominence and leaders of 30 local organi-
  zations.

Outside programs cannot compete with us for
listener interest. One of our advertisers received
4000 replies to one sponsored broadcast. Let us
give you the details.

WMBD
“from the heart of Illinois”
Owned and operated by
PEORIA BROADCASTING COMPANY
Peoria, Ill.

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 Cent-
ral 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!

5000 W. Day • 1000 W. Night

National Representatives:
FREE and PETERS, Inc.

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and in the fall he reported a response indicating that a substantial audience could be served by a station operating on 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, and that their fears that excessive government interference dispelled by a message from the President and challenges by high government officials expressing faith in and praise for the way radio is 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.

Mr. Ward

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 came Aug. 30, when 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 University 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 $15,941,770 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. P. H. James, advertising and sales promotion manager of NBC, reported that the average expenditure of NBC's 237 clients during 1934 was $157,282, compared with the 1933 average of $135,777, adding that 44% of all advertisers in 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 21,456,799 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, one of which was 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 transcriptions 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)
Prall Warns Stations

To Follow FCC Rules

Chairman Prall waited to settle into his new seat at the head of the Commission table before sounding his first war cry, warning stations 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 organizations of the nation, and representatives of the networks and the NAB, Chairman Prall provided 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 reception by a typical family group.

NBC promptly announced its decision of December 1933 to decline all future advertising of laxatives, deodorants and the like whose advertising might be distasteful when listened to in a family living room. CBS also banned such advertising for new advertisers and for present contracts at their expiration and in addition set limits on the amount of time devoted to advertising on any program at 10% in the evening, 15% in the daytime. To enforce these rules, CBS hired Gil-
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, clergies 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 if the commercial continuities were not offensive or in bad taste, and were taken into account in 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 obscene and deceptive or exaggerated claims and advertising of products or services injurious to health, to refuse all per 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 antitrust 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 licensees 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 piece 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 $250 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 about a third of the popular music used on the air and were

(Continued on page 92)
1935

(Continued from page 91)

pulling out of ASCAP because they were not satisfied with the $400,-
000 a year they were getting of the Society's $3 million income from radio and wanted at least $1 million which the ASCAP board refused to allow.

ASCAP made no concession in its rate to compensate for the loss of this sizeable part of its reper-
ertoire to so many stations. Stations waited to see what would happen, less than 100 of the country's 620 stations signing new ASCAP licenses. During December, with the licenses sent through, Warner Brothers reaffirmed its in-
tention of leaving ASCAP, adding that it was going to issue its own licenses to broadcasters. In De-
tember, with the deadline nearing, NAB polled its board members and, on the strength of a ten-to-
one vote, wired stations to renew their ASCAP licenses. A few weeks later just before the wires had been cut off by two members, Warner Brothers announced that the new rates had been increased and more confusion was added to a situation sufficiently confused before.

ASCAP Issues Blanket Extension of Licenses

On Dec. 30 ASCAP issued a blanket extension of its license to the following Warner-less catalog, giving the in-
dustry a breathing spell. Warners, at the solicitation of NAB, had offered stations temporary 90-day license for a flat fee of four times the highest quarter-hour rate and by the end of the year about 150 stations had taken these li-
censes, although NBC and CBS refused to do so.

Meanwhile, the State of Wash-
ington had declared ASCAP illegal and restrained the state's broad-
caster's from renewing their licenses to ASCAP, whose appeal the Fed-
eral District Court had refused to hear on the grounds that it was a state and not a federal affair.

Leo J. Fitzpat-
rick, general man-
ger, WJR,
Detroit, was
elected NAB
president at the
July convention.
James W. Bald-
in, secretary of the Ra-
dio Commission, who had been executive officer of the Broad-
casting Code Authority during NRA, was named managing director, suc-
ceeding Mr. Loucks, who received an ovation from the membership for his work as secretary, during which time the NAB membership had risen from under 100 to 385. The convention also approved es-
ablishing an agency recognition bureau which Mr. Baldwin prom-
ised to do as soon as he had 120 subscriptions at $125 each to pay the estimated costs of the first year's operation. He never did and the project was eventually abandoned.

National Independent Broadcast-
ers, proposed earlier in the year by Edward A. Allen, WLVA Lynch-
burg, Va., was organized by 35 NAB conventions by some 40 oper-
ators of stations not affiliated with the networks, who elected Mr. Allen president. In November, he announced that a NIB would be established in New York for NIB 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 cov-
erage 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 engineer-
s. The group also adopted the plan 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. Lowen, who opposed the plan, since leaving NAB, was retained as coordinator.

In the fall the group also secured the endorsement of the FCC that, when the group's plan was granted a leave from his post as technical director of NAB, to study the engineering phases of clear channel operation and the po-
babilities of superpower such as when the experimental operation of WLW Cincinnati with 500 kw whose success has led to expecta-
tions that grants of similar power might be made to other clear channel stations.

In November Dr. Irvin Stewart, chairman of the FCC Telegraph Board, submitted a draft of a resolution for a report on the advisi-

bility of adopting special regulations for network broadcasting. He had noted, he said, that of the 400.000 Press, but the newspaper 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 on a basis of broadcast it under commercial sponsorship, got some competition in April when United Press and International News Service decided to broadcast a daily news broadcast also without any restrictions on sponsorship. The Press Radio Bureau continued its operations, liberalized to permit radio stations to broadcast a day but on a sustaining basis only, and UP and INS continued to make their news available to the Bureau along with the newspaper battle to prevent sponsored newscasts was over. AP informed its member papers that, for a 5% increase in their assessments, they could make up their own radio reports, but that the hour's day maximum and also retained a strict prohibit-
ion on sponsorship.

By fall nearly 200 stations were getting news from a source other than the Bureau: Transradio and its subsidiary, Radio News Assn., which distributed news to stations via shortwave radio, had 6,600 subscrip-
tion clients, INS had some 10 and UP had 64, not counting the local sta-
tion-newspaper arrangements. NBC and CBS, while retaining the Press Radio Bureau service for their net-
work newscasts, signed with UP for news service for their owned and managed stations.

Transradio Press filed a $1 mil-
damaged suit against ANPA, the three press associations and NBC and CBS, charging violation of the Clayton, Sherman and Com-
munications Acts. And, in a revocation of an Order by the Circuit Court of Appeals in San Francisco reversed the decision of the District Court in Seattle that once news has been published it cannot be freely used on the air by ruling that newscasts are competition with newspapers as they provide stations with revenue both direct and indirect while newspapers to lose both circulation and advertising. The court issued a temporary in-
junction restraining KVOS Bel-
gham, Wash., from using AP news on the air.

Scissors-Howard Bids
For Three Stations

Scissors-Howard Newspapers applied for stations in Cincinnati, Co-
lumbus and Toledo as the first step in a plan reportedly designed even-
tually to "acquire" for the newspaper operating company all affiliations in all the 24 cities in which it published newspapers. The year ended with about 140 newspa-
per owned or corporate affili-
ations, and also two stations when a late 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 the market and rebuilt it for battery operation while Mr. Malcolm collected all of the automobile batteries he could find, and eventually made contact with Denver which notified CBS Chicago. Frank Falknor, chief en-
gineer of the CBS Western Di-
vision; Bob Kaufman, special events director, and Bill Allan Hale, announced plans to fly to Omaha and drove as far as Oxford, another flood-struck town which had been occupied by the National Guard, where they were rescued by a farmer who had turned his garage into an emergency relief station, getting it to the network over one of the three phone lines that were Ox-
fords only connection with the out-
side world. Finally reaching Mc-
Cook by chartered plane, they put on a broadcast from there. Mr. Warriner by this time had flown to Colorado as a citizen as he had persuaded someone in Denver to fly in a small "generator" which pro-
(Continued on page 92)

NABC and CBS Issue Rate Adjustments

NABC and CBS started off the new year with rate adjus-
tments, 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. NABC also altered its total rate plan by adding $2.35 an hour for 100

BROADCASTING • Telecasting
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
voked power for the town movie in the afternoon and evening and in the morning ran the newspaper's presses.

Stations Render Special Flood Service

WNBF Binghamton and WESG Elmira delivered equally meritorious performances during the New York floods in July, remaining on the air uninterruptedly for five days to guide relief workers and keep the public informed, and KFAB Lincoln and KOTN Pine Bluff, Ark., also won praise for emergency service during their areas.

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, bridged the storm 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 newspaper publishers but no definite plan was arrived at. In February, a British Commission on television reported that Broadcasting and BEC 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 3 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 took the steps to collect 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 the broadcast of recordings on WDAS' program transcriptions by Waring recordings without his permission. Elsie Janis, musical comedy star, became NBC's first woman announcer.

Major Bosse's Amateur Hour, after gaining sensational popularity in New York on WHN, moved to NBC in September, sponsored by Standard Brands. Princess Pat started a world-wide radio campaign, placing records of its NBC show on stations in every English-speaking country in the world where paid programs were accepted. Clark-Hooper conducted a radio telephone survey of radio listeners for Periodical Publishers Assn. WLW Cincinnati installed a directional antenna to protect GFBF Toronto from interference by WLW's 500-kw signal. World Broadcasting System and Free & Stilgerman, Inc. asked for public service and NAB to pay license fees for stations represented by F & S to get WBS transcribed spot business for only one 15% in addition to a agency commission. The government ruled that transcriptions major exempt from the tax on phonograph records.

ANA, AAAA and NAB set up a tripartite 15-member Joint Committee to research into a cooperative research organization to serve radio as Audit Bureau of Publications served television. NBC and CBS pleding $50,000 to pay records. BROADCASTING in February published its first annual Yearbook.

Yankee Network underwent development of a device to make radio listening by recording dial turnings of receivers, invented by Professors R. E. Elder and L. F. Woodruff of MIT. Agencies and advertisers grumbled about station-break announcements as unfair to program sponsors. Chevrolet Motor Co. was the largest spot advertiser of the year, using three quarter-hour transcribed musical programs a week on some 300 stations. Western Electric Co. introduced a round unidirectional microphone, immediately nickname named the 8-ball mike. Ford Motor Co. sponsored the World Series broadcasts (on all three networks) for the third consecutive year. Prof. E. H. Armstrong on Nov. 6 demonstrated "staticless radio" by new system of frequency modulation.

Dr. C. B. Jolliffe resigned Oct. 30 as chief engineer of FCC to become technical head of RCA; L. C. Condr. T. A. M. Craven, consulting engineer since leaving the Navy in 1930, succeeded him at FCC. NBC reported a 400% increase in time devoted to world events in 1935. Paul B. West, managing director of ANA, became its first salaried president; Ken R. Dykes, advertising manager, Colgate-Palmolive-Peet Co., was elected chairman of the board. Canadian Radio Commission banned sales talks on Sunday broadcasts, permitting sponsorship but with advertising limited to institutional promotion.

Decision suit brought by KVL Seattle, Federal District Court ruled that Washington state law taxing gross sales of radio stations was illegal as interfering with interstate commerce. NBC dedicated new Hollywood studios Dec. 7.

GROSS TIME SALES

Go 20% Ahead of 1934

Broadcasting gross time sales hit another new high of $75,553 in 1935, 29% ahead of 1934 gross. CBS President William S. Paley was highest paid man in broadcasting, collecting $150,000 from network in salary and bonus. RCA sold control of RKO to Atlantic Corp.; M. H. Aylesworth, formerly president of both NBC and RKO, became RKO board chairman.

Lenox R. Lohr was appointed president of NBC, effective Jan. 1, 1936.

1936

GROWTH was the broadcasting keynote of 1936, with more stations (675 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 times sales toppling the $100 million mark for the first time in radio history.

NBC started the year with a new president, Lenox R. Lohr, former Armygraphic's president, his national prominence through his astute management of Chicago's Century of Progress. His new brough has swept out some 200 NBC employees in a drive to reorganize before the world's great gathering in Radio City on Nov. 9 to salute NBC on its 10th birthday. NBC also entered the new year by adding a second chain of Pacific Coast affiliates and aligning the heretofore almost indistinguishable Red and Blue outlets into two transcontinental networks.

In April CBS bought Guy Earl's 50 kw KNX Los Angeles for the unprecedented price of $1,250,000 to serve as key station for a new CBS West Coast line-up to replace the Don Lee Broadcasting System when its CBS contract expired at the end of the year.

Mutual Begins Its Expansion Project

Mutual, which from time to time had added other stations to its basic four-station hook-up for commercial programs, in 1936 began expanding through permanent station affiliations, some of them with stations already affiliated with NBC, whose stations contracts, unlike those of CBS, included no ban against dual affiliations. By the year's end, Mutual, too, had become transcontinental by adding New England's Continental Network and the West Coast Don Lee group to its end of 1936, which also saw many switches to affiliate with Mutual. Major stations, stood: NBC 114; CBS 97; MBS 38.

Of about a dozen regional networks started in 1936, the most successful of the shortest-lived was Affiliated Broadcasting Co., 20-station midwest network headed by Samuel INSull Sr., former utility magnate shipping a circuit back via radio. Starting in April with 16 hours of daily programming from its lavish Chicago studios, Affiliated by the year's end had lost its president and practically all other personnel and was dependent on its affiliates for most of its radically reduced program schedule.

Newspaper-Owned Outlets Rapidly Increase

Dropping their belligerence toward radio, many newspaper publishers in 1936 switched to an "if you can't lick 'em, join 'em" philosoo, swelling the number of newspaper-owned, operated or corporately affiliated stations to 171 mid in 1936. 31.

In the forefront was Hearst Radio, whose acquisition of four South -west Broadcasting System stations in March brought Hearst's station total to 40.

Roosevelt Joins Hearst As Vice President

It also brought Elliott Roosevelt into Hearst Radio as vice president. The advice of Elliott's two California stations with the four McClatchy newspaper stations in that state produced a new regional, the California Radio System, which named Hearst as its representative.

Scraps-Howard Newspapers upped their station ownership from two to four when they acquired two Memphis stations, WMC and WNB, through their purchase of the Memphis stations, WMC and WNB, Howard, son of the chairman of the newspaper chain's board, was sent the WSB station in Cincinnati, to add radio expertise.

(Continued on page 98)
"...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.
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, Amming S. Prall, Judge E. O. Sykes, Norman S. Case, Dr. Irvin Stewart. At right are Paul D. P. Spearman, regional group counsel; I. Z. Buckwalter, Mason-Dixon Group; Martin Campbell, WFAA Dallas; Herbert L. Pettey, WHN New York; Benedict Gimbel Jr., WIP Philadelphia; Edwin W. Croog, WSM Nashville; Louis G. Caldwell, clear channel group counsel.

sioned a license to experiment in the 88.5 mc and 111 mc bands. High-frequency broadcasting was assigned to frequencies between 26 mc and 42 mc and those over 86 mc, TV getting the 42-56 mc and 60-86 mc bands plus any frequencies over 110 mc, with 400-401 mc reserved for amateurs.

All these services, including international and relay, were given one-year licenses, twice as long as those available to standard broadcasters who continued to urge that they be licensed for the full three-year period sanctioned by the Communications Act.

Daily television program service was inaugurated in England by the BBC in November, one day’s transmission utilizing the Baird system of 255 lines and 25 frames, the next with the 405-line 25-frame system developed by Electric & Musical Industries, to determine which would provide the better service. In Germany the first TV wire circuit was demonstrated to the public at viewing centers along the 186-mile Berlin-Leipzig route.

Don Lee Demonstrates Cathode Ray Video

Don Lee in June gave the first U. S. public demonstration of cathode ray television, showing a 300-line 24-frame system developed by his TV director, Harry R. Lubcke. Don Lee subsequently started weekly picture broadcasts synchronized with sound on KHJ Los Angeles. Philips Corp. demonstrated its 345-line 30-frame system two months later. In November, as part of the NBC anniversary festivities, RCA unveiled its video system, 345 lines and 30 frames.

The music copyright situation provided one of radio’s major headaches of 1936. ASCAP refused to reduce its license fees when Warner Bros. withdrew the tunes of its five music companies from the society’s jurisdiction on Jan. 1 and began issuing its own licenses and filing infringement suits against non-licensed broadcasters. Feelings ran high between station operators who resented the preferential licenses ASCAP gave the networks, and network executives who charged that the strategy of James Baldwin, WAB manager who had been unsuccessful in his attempts to win a per-program license plan from ASCAP, had merely served to in-
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.
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, in the face of licenses from stations at 5 to 15 cents a side for using records made by its members, which NBC advised stations to ignore.

Mr. Waring 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 $81,895,000 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 annual analysis of 1936 business made by Dr. Herman Hettiger for the 1937 Broadcasting Yearbook.

Total time sales, at one-time rates, for the year were $117,781.68. Some 20,000 transcriptions were estimated, divided into $59,745,860 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 18.3% of the total time sales; toiletries, 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 Co. fourth and Ford Motor Co. fifth. Largest spot account was Chevrolet Div. of General Motors, whose WBS quarter-hour transcription series, *Musical Moments*, 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}

1936
(Continued from page 86)
crease the cost of music for radio. At the NAB convention in July, Isaac D. Levy, WCAU Philadelphia and NAB treasurer, resigned his membership in NAB after a bitter attack on the policies of Mr. Baldwin and the majority of the NAB board, to which the convention responded by enthusiastically endorsing those policies. W a r n e r Bros. about $100,000 in license fees.

The NAB Bureau of Copyrights, established in March with E. J. Fitzgerald, former musical director of WJZ, as director, went ahead with its first 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 disavowed 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 WDS from broadcasting phonograph records made by Fred Waring and his orchestra without his permission. This was the first legal recognition of broadcasters' rights in phonograph record reproductions. National Assn. of Performing Artists, which had conducted the suit against WDS

dio in January with a dramatized series, *Liberty at the Crossroads*, placed on individual stations after both CBS and NBC had refused to carry *The President's Radio Address* program, and had questioned the propriety of putting political arguments into dramatic form. Communism was already an issue and it was loudly criticized 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 boxed 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 who 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, firefighting and other agencies, and provided the only link with the outside world for many storm-struck communities.

FTC 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 667,746 commercial continuities reviewed only 426 had been referred to the FTC legal staff for secondary consideration. Following the example of CBS, Swift & Co. engaged a child psychologist to review its N parce Corp. scripts; Blackett-Sample-Hummert employed another 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 KALE Seattle, president; reappointed James Baldwin managing director; paid tribute to WCAU's withdrawal (five others pulled out within the next month and two new members came in, leaving the total membership at 19). The National Broadcasters Committee with J. Buryl Lotttridge, 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 AAAA, ANA and NAB) for Radio Research, adopted a resolution encouraging the formation of 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 data, 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 Geist, of the National Association of Broadcasters, 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. Bristo of Bristol-Myers as chairman.

Cooperative Analysis of Broadcasting, gaining acceptance as the gauge of program popularity, reported Major Boves, Jack Benny, Fred Allen, Rudy Vallee and Maxwell House Showboat as the most listened-to programs of the winter 1935-36. King Edward VIII's "woman I love" abdication 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 4:48 hours a day; an NBC 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
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.

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

Date from Nielsen Radio Index, February-March, 1950

CROSLEY BROADCASTING CORPORATION
1936
(Continued from page 98)

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 WLIW, as president. A much-publicized press conference, arousing much industry conjecture. By the end of year Trans-American was acting as sales representative for WLW and a half-dozen other major stations and for programs produced at KFWE 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 $5,763,387 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; 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, studio and services as too variable to average) to be $68,600 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 as 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%.

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.

Commission action on the reallocations 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 radio channels, which were to be reduced from 40 to 25 with fulltime duplicate use to be made of the others; for inclusion of 1500-1600 kc 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 kc to 30 kc for a substantial number of stations, sugar-coating these enforced moves by proposing nighttime power increases from 1 kw to 5 kw for certain regions 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 for 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 104)

CONGRATULATIONS

to
Sol Taishoff
from
25-YEAR-OLD
KWKH
Shreveport
50,000 WATTS • CBS
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.

*more listeners per dollar*

Happy Birthday to BROADCASTING all steamed up over its 20th Anniversary
1937
(Continued from page 102)

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. Crane, 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
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, becom-
ing law in Washington, Ten-
essy, Nebraska, Florida and Wis-
consin. Late in the year, ASCAP
secured a Federal Court injunction
in Nebraska restraining applica-
tion of that state's anti-ASCAP
law.

Set up as an independent cor-
poration to operate on its own
instead of as an NAB division, the
Bureau of Copyrights auditioned
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 Penn-
sylvania upheld the lower court's
decision enjoining WDAS Phila-
delphia from broadcasting records
made by Fred Waring without his
permission. With this official
approval of its argument that artists
have property rights in phonog-
raph records they make, National

of Performing Artists offered
licenses to other Pennsylvania sta-
tions, asking 10 times the stations' highest quarter-hour rate for
rightful records made by any
NAPA members, and anticipated
data 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, in-
cluding 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. Petrillo,
president of the Chicago Federa-
tion of Musicians, led his AFM
local in a drive to "end for all time
the menacing threat of 'canned
music competition'" with the em-
ployment of live musicians. CFM
members were forbidden to make
recordings with a studio except
with special permission of the union
board, which imposed such stringent regulations that the making of musical records
was transferred from Chicago to
Butte, Mont., and some sixteen
stations in the region agreed with
station operators to continue working
with AFM musicians.

Mr. Hedges asked the NAPA
networks to agree to an increase of
$1.5 million a year for the broadcasting
industry, or about enough to employ
5,000 musicians at an average
wage of $35 a week.

Mr. Ethridge

Mr. Weber promised AFM would not act until the IRNA report had
been received. At the full AFM
board at a special meeting in New
York Sept. 16. A second IRNA
gathering in New York Sept. 12
approved a plan calling for expendi-
ture of an additional $1.5 million
a year by network affiliates (prac-
tically doubling their previous ex-
penditure) for the employment of
AFM members, at a time when the
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 con-
vention, first in its history, for
Oct. 12 in that city.

NDN Calls Its First
Special Convention

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been received. At the full AFM
board at a special meeting in New
York Sept. 16. A second IRNA
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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 con-
vention, first in its history, for
Oct. 12 in that city.

Threat of an immediate strike
was averted when the AFM board
agreed to accept the IRNA
proposition as a basis for negotiations, promising to allow AFM members
to continue working in radio as
long as negotiations were in pro-
gress. Emile Gondeau, ABC's
head of West Coast Radio; John
Shepard 3d, Yankee Net-
work, and Samuel R. Rosenbaum,
WMIL Philadelphia (who became
chairman of the IRNA negotiating
committee in October), when Mr.
Hedges left WLW to return to
NBC), presented the IRNA plan
to the AFM board Sept. 16. For-
mula of the additional
$1.5 million promised among the
Dear Sol:—

We celebrate Ed's birthday this month. Best wishes.

Ed Craney of the XL Stations
Sol Taishoff of BROADCASTING
are becoming "Old Fossils"

The XL Stations
Pacific Northwest Broadcasters

KXXL KXXLY KXLF KXLL KXLJ KXLK KXLQ
PORTLAND SPOKANE BUTTE MISSOULA HELENA GREAT FALLS BOZEMAN

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

October 16, 1950 • Page 105
Call It What You Like

THERE'S NO SUBSTITUTE FOR HONEST, CONSCIENTIOUS, TIRELESS PUBLIC SERVICE . . .

like BROADCASTING has given the radio industry so faithfully and well for 19 years under Son TAISSHOF . . .

like WHBF (Rock Island, Ill.) has given the people of the Quad-Cities, (pop. 233,000) and adjacent area for 25 years in radio, and NOW in TV . . .

RESULT — undisputed leadership. WHBF, like BROADCASTING, follows the rule—

FIRST YOU MUST SERVE!
Ira L. Grimshaw 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 effect 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 was elected president and Merlin H. Aylesworth, former NBC president, now Scripps-Howard executive, was elected a director 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: Phileco and RCA began their transmission with 441-line pictures, refined from 1936's 343-line images to conform to RMA recommendations; CBS began installing a transmitter atop New York's Chrysler Tower and constructing studios on the street in Grand Central Terminal Bldg.; Don Lee continued its test transmissions 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 $600 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 broad- casts between midnight and morning. Most of the newcomers were using the facsimile equipment developed by Mr. 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 Broadcasting 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 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 and baseball 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.

"The Prestige Station of the Carolinas"

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

Gilbert M. Hutchison, President

CBS Affiliate 5000 watts

EST. 1926

represented by Hollingbery

WBIG

(Continued on page 108)
1937

(Continued from page 107)

FLOOD COVERAGE was one of the most important radio events in 1937. Stations everywhere performed outstanding public service. Above is typical view. This is scene in WSM Nashville studio (1 to r): Tom Stewart, Jack Harris, Betty Smith, Manager Harry Stone, Otis Devine, Ed Kirby, David Stone and Mrs. Margaret Ackerman.

Networks continued their expansion in 1937 despite the need for recession. CBS had 114 affiliates by the end of the year; 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 year's end 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 6.2% 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 25.9%. 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 in 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

INHIBITED 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 reelected Philip G. Locks, former NAB managing director and author of the reorganization plan, to guide the association until its 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 newspaperman, 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 WSM 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 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)

K.M.B.C

"First—
in the Heart of America"

Now Becomes a Key Station of the Columbia Network

Adding—Additional Prestige Listener Interest Value

Midland Broadcasting Co.
Pickwick Hotel
Kansas City, Mo.
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.
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. Etheridge, 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 declared 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 reprogramming 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 catalog listing some 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’s offer of a $20,000 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 favorable rulings of the Washington State anti-ASCAP law. Cari Haverlin, commercial manager of KFI and KECA Los Angeles, joined Davis & Schweger as general manager.

**AFM-IRNA Agreement Becomes Effective**

The AFM-IRNA agreement, pledging the nation’s network affiliated stations to pay the expenses 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 signatures negotiated by the individual station operators and the AFM locals in their cities. Except for a few trouble spots, notably New Orleans where final agreement between union and network outlets was not reached until August, the plan went into effect almost immediately.

Early in February the AFM presented sample licenses to the makers of phonograph records and transcriptions in typical take-it-or-no union—musician—will work-for-you fashion. One of the provisions was a ban on selling previously unlicensed “unfair” stations. The recorders notified the non-network stations that they had better make terms with the AFM if they desired 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 the committee to send a Massachusetts immediate union strike action.

Only 45 of the 329 commercial stations without network affiliation attended a special meeting called by the NAB on March 23. Despite the lack of a quorum the committee, enlarged to nine members, accepted this group’s recommendation to offer 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 a FM agreement to a contract which followed the IRNA pattern of station expenditures of 5.5% 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 of all stations for the first $20,000 of their net income of less than $290,000. Although the stations were slow in negotiating new local FM contracts on this basis, the agreement was officially effective as of Sept. 24, when some 80 signed contracts were exchanged by the committee and the union.

Meanwhile, AFM had issued tenders of $15,000 to recording companies. They accepted restrictions against dubbing music from one record to another without specific AFM consent and against recording for one company not licensed by the union. They also agreed to a closed shop. The AFM on its part withdrew the stipulation about service to fair-tal 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 broadcasters that following the decision of the Virginia court decision upholding the right of a recording artist in the phonograph records he makes, it felt impelled to assert its own rights by notifying 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 Whiteham against WNEW New York for unauthorized broadcast of a Whiteman recording issued in March. When the case came to trial early in December in the Federal District Court in New York, Whiteman withdrew his suit against WNEW which defended its defense against 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 circuit court to file a brief stating the position of the broadcasting industry on the issues in the case.

The announcement that the employees of stations’ networks continued apace during 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 employees at WRPN Janeville, Wis., with negotiations then in progress with a committee of the American Federation of Radio Artists. They had signed 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 a week and $4 an hour for rehearsal time, compared to the network sustaining fee of $17 for a quarter-hour program including two hours of repetition. On commercial shows AFRA asked $40 for a quarter-hour program, compared to a minimum of $65 a week for a network staff soloist working on six sustaining shows a week. Announcers terms were set at the same rate as actors, except that if guaranteed 13-week employment on a serial, the 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, over American Communications Assn. (CIO), which claimed representation of engineers at CBS stations in New York and Washington, D.C., announced that the Labor Relations Board, when the Communications Board ruled that the proper bargaining unit was all O&O station technical employees and not those at each station, following a three-day network test these employees were frequently moved from one station to another.

ACA and IBEW (AFL), continued their organization of technology...
whole problem arose in November when Father Charles E. Coughlin, in a broadcast on “Persecution Jewish and Christian,” made statements which many listeners took as anti-Semitic. When several of the stations on the special hook-up carrying this 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 and religion as well as freedom of speech 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 investigation and many stations received temporary licenses. Broadcasters protested that this policy of itself was tantamount to censorship by intimidation and several groups, notably 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 licenses 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-December 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)
"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.

WESTINGHOUSE • RADIO • STATIONS

WBZ-WBZA
990 kilocycles
Boston, Mass., Hotel Bradford
Springfield, Mass., Hotel Kimball

KDKA
980 kilocycles
Pittsburgh, Pa., Hotel William Penn

KYW-KFXX
1020 kilocycles
Chicago, Ill., 1012 Wrigley Building
New York, N.Y., 50 East 42nd Street
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 re-
strictions that would control the American sys-
tem of broadcasting which might inhibit its proven ability to provide the
best broadcasting service in the world. He urged the Com-
mission to keep its regulations to the
minimum needed to assure broadcast reception without inter-
ference, 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
William Sarnoff, chairman of the
NFC 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, with the exception of
radio manufacturers, should pool their experience to pro-
duce a voluntary code embodying
program standards "that advances
beyond all previous standards," Mr.
Paley urged, "in an act of
voluntary self-regulation on the part of the entire broadcasting
industry in the United States."

NAB President Miller immedi-
ately seized the challenge and
appointed a committee of top
broadcasting executives to draft
procedure for establishing industry
self-regulation and developing pro-
gram standards. Committee
members were: Edward
Klauber, CBS executive vice
president; Lenox R. Lohr, NFC
president; Theodore C. Strong,
MBS vice president; Paul W.
Morency, WTIC
Hartford; Edgar
L. Bill, WMED
Peoria; Ed Cra-
ney, KGIR
Bute.

The superpower hearing,
expanded into a general hearing on
all broadcasting allocations, ran
from June 6 to June 30, with 38 witnesses presenting some half-
million words of testimony which
called for the following lines: The Clear
Channel Group advocated reten-
tion of a minimum of 25 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
Asn. of Regional Stations urged dupli-
cation of assignments on clear
channels with 50 kw retained as
the maximum power and regional
rates on clear channels.

Major surprise came with the
bil-
ing of briefs following the oral
testimony, when NBC came out
flatly in favor of superfund,
first

defined network statement on this
issue.

Senate Steps In
To Superpower Issue

The term "superpower hearing" was somewhat of a misnomer, as
just before it got under way the Senate adopted a resolution
urging the FCC to adopt any rules
allowing standard hand opera-
tion with more than 50 kw, as con-
trary to the public interest.

Mr. Paley was introduced by Sen.
Wheeler, who made it a condition
of his assent to ratification of the
Havana Treaty, which required unanimous approval. The resolu-
tion adopted, the Senate
needed to ratify the Treaty, cover-
ing the distribution of radio fre-
quences among the North Ameri-
can countries, Cuba previously
and Canada subsequently ratified
the agreement, but Mexico at the end of 1938 still was refus-
ing to take similar action.

The same FCC committee that
had conducted the June allocations
hearing—Norman S. Case, T. A.
M. Craven and George H. Payne—
in July held hearings on WLW's
application for continued experi-
mental operation with 500 kw, ten
stormy days of argument on the
station's contention that it was
rendering an indispensable service
to many thousands of listen-
ters was matched by repre-
sentatives of other stations in the area
who claimed that WLW's super-
power was giving it a dominant
position resulting in a loss of busi-
ness for them. While the hearing
was in progress, WLW received a
renewal of the 500 kw experimental
license until February 1939, but
the committee report, issued in the
same session, recommended its ter-
nination, a conclusion which WLW
hotly contested, urging the full
Commission to permit it to con-
tinue its superpower experiments.

The committee's report on overall
allocations had not been presented to
the full FCC at the end of
the year.

In connection with the alloca-
tions hearing the FCC made public
an analysis of the economics of
broadcasting, based on responses
to elaborate questionnaires sent
to stations and networks earlier in
the year. The report showed that
the industry had netted $18,883,
956 in 1937 on a total revenue of
$114,222,966, with program and
talent costs aggregating more than
a third of its operating costs.

More startling was the fact that
the broadcasting industry paid the
highest average weekly wage of
any American industry, unearthed by
Broadcasting through a check
with the Bureau of Labor Statis-
tics, which revealed that pay for
broadcasting's 17,000 full-time em-
ployes was $45.12, topping even
the motion picture business, which
ranked second in a comparison of
weekly pay of $41.33, followed by
brokerage ($34.47), insurance
($34.17), durable goods industries
($29.06) with the average for all
manufacturing $22.46, all figures
as of March 1938.

Following a series of adverse
court decisions upsetting those of
the FCC, Chairman McNinch in
October dismissed Hampson Gay
as general counsel, replacing him
with William J. Dempsey,
38-year old attorney who had left
the Federal Power Com-
mission, where he had been
commissioned as a special
federal council, to serve as spe-

ial FCC counsel
in 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 under-
gone a thorough overhauling, with
the examining division and infor-
mation section abolished and their
functions transferred to the new
procedure for hearings established.
When the McNinch proposal to
exempt some 60 attorneys, trial ex-
aminers and special secre-
taries from Civil Service classifi-
cations 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, accord-
ing to an estimate prepared for the
1939 Broadcasting Yearbook by
Dr. Herman Hettinger, who pointed out that this was 6 percent
of the 1937 figure, which was
less than earlier year-to-year increases, the industry could be
proud of any gain in a year whose
early months were passed in a
period of recession, and in the face
of a general decline in advertising
volume.

Sports Casts again produced
heaviest revenue, with General
Mills, Kellogg Co., Socony-Vacuum
Oil Co., Atlantic Refining Co.,
B. F. Goodrich Co. the top sponsors
for Atlantic and Tidewater-Associate
Oil Co. were 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 pro-
grams accounted for a growing propor-
tion of network business, especially
for MBS. The use of local cut-in
announcements on network shows
was real, and NBC and NBC to
alter the contracts with affiliates
for payment to stations of 7% of
their network hour rate for each
announcement, to stand-
ardize the practice. Use of cow-
catcher and hitch-hike announce-
ments for unrelated products on
network programs increased to
such an extent that the IRNA com-
mittee started development of means of
curbing this practice with net-
work 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
issue of whether newspapers
were a necessary evil in the
competitive scheme, particularly on the
Pacific Coast, dropped their radio columns
of program news and comment, re-
taining, however, their program
logs.

Radio acquitted itself well
enough in keeping the American

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BROADCASTING  Telecasting
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 continuous broadcast over networks, witnessed 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 pledging to maintain his country’s independence, came a final agreement as to the network’s operations from New York, London, Paris, Moscow and Berlin.

Mr. Kaltenborn announced 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 the construction of another highpowered 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 1938 Hearst Radio began divesting itself of stations, at year’s end having only its 10 awaiting FCC approval; Elliott Roosevelt, appointed president of Hearst Radio early in the year, also became president of Texas Station, 23-station regional chain which affiliated with MBS; Arde Bulova, watch manufacturer, bought WPG Atlantic City, subject to Commission approval, to move it to Chicago 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 Transcription 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 exclusively, issued licenses to the Cleveland and New York boards of education for such stations; NBC at year’s end moved Niles Transmall to New York as executive vice president, Sidney Strotz replacing him as acting manager of the Central Division in Chicago.

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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 regular, non-stop, round-the-clock 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 and, of immediate importance to American broadcasters, 1939 was the year that, at long last, they declared their own independence of ASCAP and began preparing means of backing up that declaration at the end of 1940 when their ASCAP contracts were to expire and, if they were at all happy, they would be on their own.

As 1938 ended, a year of negotiations between AFRA and the American Federation of Advertising Agencies, an agreement was reached on the AFCRA’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 the AFCRA’s adoption of an AFRA commercial code. An impossession of the preferential share 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 the 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 supplementary to the national commercial code and took effect on the same date, Feb. 12. Other retaining 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 onorporated 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 musicians 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 A. Rosenbaum, WFIL 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

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1939

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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.

As the year ended, APM was waiting for some move from the broadcaster, 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 APM 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.

APM 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 accounting 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. APM 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. Whiteman 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.

CBS 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 Loucheim 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

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WNAX

Yankton, S.D.

The House of Gurney, Inc.

WNAX has a dominant coverage of Eastern South Dakota, Northwestern Iowa, Southwestern Minnesota, and Northeastern Nebraska. The audience of this territory depends upon WNAX; they prefer this station because of its consistent service and superior programs. Reach this rich responsive market through WNAX.

ONLY WESTERN ELECTRIC EQUIPMENT IN SOUTH DAKOTA
ONLY FULL TIME STATION IN THE STATE
ONLY CBS STATION IN THE DAKOTAS AND NEBRASKA

» » Western Electric Turntables « «

1000 Watts

570 Kilocycles

Full Time

November 1, 1931 • BROADCASTING
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.
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 growing importance. The move was a welcome one, particularly in the early months of 1939 when the public began to perceive that the war was closer than ever. Among the events in Europe that were given the most attention were the announcement of a cease-fire, the defeat of Russian forces in Latvia, and the broadcast of the conference in Moscow between Nazi Germany and Russia.

Methods of reporting and news-gathering were also under scrutiny as the press called for improvements in the news service. The Associated Press distributed news summaries to radio stations, and the Reuters News Agency provided news bulletins in English. The BBC, which had already established a reputation for quality and reliability, was particularly noted for its coverage of international events.

The New York Times, the largest circulation newspaper in the United States, began broadcasting news bulletins on its radio network, which included WJZ, the station that had pioneered network radio in the 1920s. The network covered the entire New York metropolitan area and was available on 20 stations across the country.

Mr. Lewis

Mr. Thompson

1939 BROUGHT an international crisis that put network staffs on 24-hour duty. LEFT PHOTO: NBC workers launching (l to r): Graham McNamee, announcer; Art Feldman, Ed Hooper, special events; Bill Spurgeon, George Putnam, announcers; Milton Burgh, special events, and (background) J. Harrison Hartley, special events. RIGHT PHOTO: Viewing the new form, facsimile, at WOS New York transmitter (l 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 700 (some 650 to 700 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 month.

After placing on the public record exhaustively complete details of the operations of NBC, CBS and MBS, the Commission's so-called network monopoly bearing 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 Chairman David Sarnoff. Mr. Sarnoff argued against licensing the networks, stating that they are not station operators but program building organizations and if they were licensed the FCC would inevitably find itself licensing all program builders, including transcription companies, radio advertisers and advertisers. The 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 Commissioners 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 previous day, the NAB committee 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 Edward L. Bill, WMDD-SD 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, forbad commercials that 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 were not objectionable, complied with "pertinent legal requirements, fair trade practices and accepted standards of good taste." Commercial copy on one-time 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, repulsive publicity for movies or advertising, 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 Merrell,argent, a competetive 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 go along to his behest, however, and ruled that as "talent" he was subject to network rather than NAB jurisdiction. Mr. Roosevelt hurled charges of censorship at the NAB and withdrew from MBS station 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 a nationwide phenomenon and so were banned by the code for commercial acceptance. Operators of some stations on his special hookup complained with the industry ruling and dropped the programs. Others, notably John F. Patt, vice-president of the Richards stations—WOR Cleveland, WJR Detroit, KMGF Los Angeles and John Shepard 3d, Yankee Network president, refused to discontinue the series. Feeling ran high and when an NAB 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 only wireline cost to 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-money-making dealings with SCAP. The July convention instructed its negotiating committee to secure from ASCAP a proposal it would recommend to the industry or, failing that, to call a special copyright convention not later than Sept. 15. The committee made an appointment with ASCAP in Chicago, and when the time came the group was represented only by John Paine, ASCAP general manager, who informed them 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, with the assistance of Stuart Sprague, former NAB legal staff member who had represented NAB in the Whitman trial, drafted a plan 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 its own catalog of new music, acquiring existing publishers and developing sources of non-copyrighted or public domain music.

The more than 250 broadcasters attending the one-day special meeting approved the plan wholeheartedly, agreeing to form Broadcast Music Inc., as the new organization was to be named, by payments of 50% of their 1937 ASCAP fees, an industry total of $1,900,000, as broadcasters in 1937 had paid ASCAP $3,800,000.

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, Mr. Sprague as secretary-treasurer, and a board comprising Walter Dann, WMJ Milwaukee, for newspaper stations; John Elmer, WBEM Baltimore, for non-network stations; Samuel R. Rosen, WFIL Philadelphia, for IRNA, with the network stations; and Elroy Beauchamp, 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 $1,500,000 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...
1939

(Continued from page 119)

preserved all of the inequities of the ASCAP licenses, noting that to have the BMI fees on ASCAP payments instead of on station revenue would be to perpetuate the preferential deals given the networks and the newspaper stations at the expense of other broadcasters.

Television made its formal public debut on April 30 by telecasting the opening of the New York World's Fair, the 3½-hour telecast also marking the first time a President of the United States had appeared on 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 studio, while Allen B. DuMont Laboratories asked for FCC permission to move its TV transmitter from Passaic to New York.

Nine FM Outlets On Air By Year End

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 transmitter at Paxton began 16-hour daily program service in July, applied for a commercial FM station license in New York, asking FCC for a hearing at which the network could present proof that FM was ready to move out of the non-commercial category to which it currently belonged. On Dec. 3 an FM relay was demonstrated, a program originating at W2XCR Youngkers being picked up across the NY area by W2XMN Alpine, whose broadcast was again picked up and rebroadcast by WXPW Meridian, Conn. Observers who heard this final broadcast said that its clarity surpassed 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 issue.

FCC Approves Commercials On International Broadcasts

The Commission in May adopted a rule permitting commercial broadcasting by international shortwave stations, but accompanied this with a caution that programs must be of a type that will "reflect the culture of this country and will promote international goodwill, understanding and good will." This clause produced such uproar as an attempt at program censorship that it was suspended. Stations were required to boost their power to a minimum of 50 kw by July 1, 1940.

A 1940

ALTHOUGH the break with ASCAP did not actually come until the year had passed into 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 non-network stations in the commercial industry, established Broadcast Music Inc. as a new music performance licensing organization that was america's answer not only for the job of supplying radio with music when ASCAP tunes were not available but for the long-term task of replacing American broadcasters for all time from the threat of monopolistic aggression in 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 195 stations and about $100,000 in cash, after setting a milestone for royalty payments, $500,000 giving the new organization, with the network pledges, some $100,000 of assured funds for weeks or less on the air and for performances from another 200 stations. While somewhat less than the $1.5 million which had been set as the minimum for a like project, this return in so short a 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. C. Tompkins resigned as president of Associated Music Publishers to head up BMI operations as vice president and general manager. H. Ravelin, for more than 10 years 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-Guether Law, was named public relations director. Dana Merriman, who had been in charge of all music and music copyright rights at the New York World's Fair after a decade at NBC, was made office manager. Other employees were added and the BMI quarters at 80th Fifth Ave. were expanded and re-expanded as work was busily under way in 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 catalog of M. C. Cole Music Publishing Co., a collection of some 2,500 compositions, largely in the hillbilly, cowboy and folk music category, and, by outright purchase, the 2,000 popular, concert and standard published by Hinds, Hayden & Eldredge, BMI also began building its own musical catalog, and its music production line was turning out about seven new compositions a week, plus some 25 new arrangements of public domain music.

BMI Sets Up New Payment System

To get away from the discriminatory rating system which had been a controversial issue, BMI's licensees, BMI set up its own method of paying writers on a basis of performance only. A writer whose tune was broadcast once on one station would earn one cent in royalties; 20 performances on 50-station networks would bring him $10. The one-center broadcast-per-station fee was subject to alteration after tests to see how often BMI tunes were broadcast by the average station scheduler.

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 obtain money under false pretenses and conspiracy to extort, tried in Montana by A. J. Mosby, KGNO Missoula, net- work executives, similarly charged, had escaped service by writing denials and refusing to waive extradition, but ASCAP had not taken this precaution and Mr. Buck, vacationing in Phoenix, languished in jail over Feb. 22, when the banks were closed, until bail could be arranged.

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

Joint Session Gives BMI Confidence Vote

A joint session of the boards of NAB, IRNA and BMI, with National Independent Broadcasters, organized of non-network stations, invited but its representative unable to attend, unanimously condemned the ASCAP offer and gave BMI "every confidence and a virtual blank check to secure a supply of music that would allow broadcasters to forget ASCAP after expiration of their current ASCAP licenses at the end of the year.

This extraordinary board meeting worked out a plan of BMI licensing to take effect when the initial one-year licenses expired. It called for BMI royalty payments of 1½% to 2½% of net income by stations, with networks to pay the top scale for 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 revenues used as a base for BMI's 1941 licenses. This new arrangement of license fees based on income was designed to answer a number of broadcasters to the original BMI licenses which, they complained, were based on ASCAP fees and therefore carried into BMI all the discriminatory features of the ASCAP licenses.

To augment its output of orchestrations and provide a supply of music for the smaller stations

(Continued on page 132)

BROADCASTING • Telecasting

Mr. Mosby

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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.
who depended largely on phonograph records and transcriptions, BMI met with representatives of the major transcription companies, securing from each the promise that his company would immediately make transcriptions of eight non-ASCAP tunes, with no duplication between companies, who would themselves absorb the cost of the masters and charge stations only $2 apiece for double-faced discs. In addition the transcription companies agreed to include about 50 non-ASCAP tunes a month apiece in their transcription library services which, even with duplication, were estimated to insure a minimum of about 150 selections a month. The transcription companies offered this cooperation to BMI for setting its recording fee two cents a composition for transcriptions as well as for phonograph records, breaking with the custom followed by most publishers of charging 25 or 50 cents for each transcription deck. This was the start of a maximum of two cents a pressing.

The Dept. of Justice had renewed its investigation of ASCAP’s activities by subpoenaing the Society’s files and records to prepare for possible criminal prosecution. Broadcasters and other ASCAP licensees had been questioned about their dealings with ASCAP, and when the NAB held its annual convention in San Francisco, ASCAP was more than willing to effect a settlement with radio that would have the government action. With an ASCAP's request for a place on the convention program was rejected by NAB President Miller, who declared “San Francisco will be no Munich,” top ASCAP executives established themselves nearby to be available for conferences with individual broadcasters. E.B. Crane, KGER Butte, told an NAB meeting preceding the NAB convention that the Washington and Montana broadcasters had arranged to establish ASCAP music on a pay-for-use basis, which the industry had long demanded, but even this news failed to sway the industry conviction that now was the time to end the threat of ASCAP monopoly. They rejected all ASCAP dealings in favor of wholehearted support of BMI.

**BMI Builds Up Its Music Stock**

BMI continued to acquire music for radio, including the catalogs of Southern Music Co., American Symphonic International, Mexican Assn. of Composers and Authors, De Musica International, E. C. Schirmer Music Co., G. Ricordi & Co. and Edward Bland Co. Also, the Chicago Tribune, which by December gave it radio rights to some 220,000 compositions of all types of music. The network gradually trained their units in the use of ASCAP music until in December there was none on their sustained. Advertisers and agencies cooperated, changing their signature and theme music to non-ASCAP selections and gradually shifting musical programs to BMI-controlled tunes, too.

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, when ASCAP, said to be thinking of moving to Washington to stop the government action. On ASCAP’s request for a place on the convention program was rejected by NAB President Miller, who declared “San Francisco will be no Munich” atop ASCAP executives established themselves nearby to be available for conferences with individual broadcasters. E.B. Crane, KGER Butte, told an NIB meeting preceding the NAB convention that the Washington and Montana broadcasters had arranged to establish ASCAP music on a pay-for-use basis, which the industry had long demanded, but even this news failed to sway the industry conviction that now was the time to end the threat of ASCAP monopoly. They rejected all ASCAP dealings in favor of wholehearted support of BMI.

**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 Donner, director, also took a couple of days of the White Resolution hearings in the Senate.**

**AFRA Strike Threat Peacefully Settled**

A threatened strike of AFRA against the nationwide networks after a breakdown in negotiations for a new network contract was averted in October when William H. Davis, chairman of the New York State mediation Board, intervened and announced that the records of站 would be paid for by the networks even if no new commercial agreement was reached. The threat was averted after a one-day strike by AFRA.

**RCA had followed the earlier decision of 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 altogether 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.**

**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 contracts with recording artists and that the networks be required to extend program service to remote areas even though such extension might be unprofitable, that long-term exclusive affiliation contracts be prohibited, that clear channels be dedicated to specific stations at all times, 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 agreements, both in briefs and at a two-day hearing in**

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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 the 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 introduced at the next session of Congress. Thad H. Brown, chairman of the chain monopoly committee, was so rigorously attacked during the Senate hearing on his reapportionment to the FCC that the FCC was 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 stations without any consideration of their competitive economic effect on existing stations, the Supreme Court stressed that the Communications Act had given the FCC "no supervisory control of the programs, of business management or of policy" of broadcast station licensees.

Linked with the Supreme Court ruling in the Post and Hearst cases in Mr. Taylor cases that the FCC was free to administer the Act without interference from the Court of Appeals of the District of Columbia, the Court of Appeals of the District of Columbia dismissed a request 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 Chicago, and the station and in 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 similar video reporting of the Democratic convention in July.

Both parties for the first time included candidates who were 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.

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 many other agencies who said frankly that they did not like the practice, which reduced their commissions, but as long as the stations were acceding to such requests they felt duty bound to go after them for their clients. Before the "Big Four" Pot O' Gold and other radio prize contests led some stations to drop these programs, but when the FCC submitted to the Department 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 level, and general management of $925,900, 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 W. Peabody with administration in the hands of the U. of Georgia's Henry W. Grady School of Journalism. It was presented to the station in Bulova Watch Co. used 280,960 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. MDS 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, after a year of reorganization and revised plans, got its commission in December, with some 50 stations using its service. Transcontinental 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 affiliates, while Westinghouse had been managed and programmed by NBC. Broadcasting celebrated its 20th birthday with appropriate festivities and Broadcasting enshrined one of its former on 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 a 100,000-watt transmitter for the tower of WMCA New York from Donald Flamm to Edward J. Noble, industrialist, for $850,000, but before the year's end Noble, Planning to call the station and 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, was the Japanese 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 no panic, as radio carried out news of the attack. Within an hour the Defense Communications Board, with FCC Chairman James F. Byrns as its wartime head, took over control of all radio. Stations and networks quickly went on a round-the-clock basis relaying news and instructions to civilians but within the week had worked out their news coverage program to give news first priority and yet continue the balance of their program schedules.

The President turned to radio to reassure the people. His address asking for a declaration of war commanded the largest audience that had ever listened to one broadcast.

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 Co., as deputy director, and Mr. Price, as assistant director.

A war-time code to guide broadcasters was being drafted and as the year ended radio was functioning smoothly with new stature 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. To some extent the curtailment of news, in the case of war, would be seriously curtailed in case of immediate emergency was quickly allayed.

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

On Jan. 18 the Defense Communications Board, set up in 1940, held a meeting—a which Neville Miller, NAB president, was elected chairman of the Domestic Broadcasting Committee and A. D. Bing, assistant chief engineer of the FCC, was made secretary. At the same time Walter Evans, vice president of Westinghouse Broadcasting, was made chairman of the International Broadcasting Committee with P. E. 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.

In the final week of December the Radio Coordinating Committee, representing five radio networks, groups, was in session with Mr. Price and Mr. Fly. Representatives of the various groups included: Neville Miller, NAB president; George B. Storer, interim president of National Independent Broadcasters; John Shephard 3d, Yankee Network, president of FM Broadcasters Inc.; Victor Sholits, director of the Clear Channel Broadcasting Service, and Eugene Fulliam, WIRE Indianapolis, president of Network Affiliates Inc.

Although the declaration of war and the attending upheaval in all peacetime plans was by far the outstanding event of 1941, there were many other developments of unusual importance to broadcasters.

On March 14 ASCAP and the BMI signed a consent decree. The terms of the contract included: ASCAP and the BMI must not broadcast any music to which they had not paid the appropriate royalty payments.

BROADCASTING • Telecasting
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

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New York  •  Los Angeles  •  San Francisco  •  Chicago
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 War brought many preparations along the home front. Here workmen pile up sandbag rampart in front of the glass brick windows of the WEETI 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 (ri), of the U.S. Court of Appeals for the District of Columbia. Center is FCC Chairman Lawrence Fly.

Newspaper-Owned Outlets Name Ethridge Chairman

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

The publisher began immediate steps to forestall the proposed action of the FCC. He named a committee of 44 publishers to act for the industry and visited President Roosevelt. As a result of his visit to the White House, he concluded that the FCC was determined to go ahead with its plans and that the industry must be prepared to fight the proposed decision.

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 affiliations, ordered 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 rule which hit primarily its more powerful 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.

On Oct. 30 NBC and CBS together with WOW Omaha and WHAM Rochester filed suit in U.S. District Court for the Southern District of New York asking a permanent injunction against the FCC chain-monopoly regulations.

At the end of the year no final action had been taken by the Commission on the monopoly rules but in December NBC announced it was planning a separate operation for the Blue Network. Three NBC Blue stations, WJZ New York, WENR Chicago and KGO San Francisco were transferred to RCA. Under the plan the Blue was to have a new name. Mark Word was mentioned for the presidency and Ed Kobak for executive vice president.

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 Villa Acuna. At about the same time the Federal District Court at San Antonio declared Dr. Brinkley a bankrupt showing assets of $316,500 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 XENAT 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 E. Lind, assistant chief engineer, and Ralph L. Clark, engineering, 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 E. Thompson of Alabama, who had served two years on the Commission filling 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 May 21, a scheme Lewis 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 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 inventive 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. Lafount, 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

![](image)

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**Leadership is Earned**

**Experience...**

that results in

**GOOD SHOWS**

backed up with

**AGGRESSIVE PROMOTION**

Central New York

Listeners and Viewers have learned to turn to

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AM • FM • TV

**NBC AFFILIATE** • Headley-Reed, National Representatives

... the Only Complete Broadcast Institution in Central New York

**EARNED • LEADERSHIP IS EARNED** • WSYR

**BROADCASTING • Telecasting**

October 16, 1950 • Page 127
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.)
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. Panicky citizens and officials quickly caught 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. Dorly, 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 a 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 by its own voluntary code, Commissioners February, adopted a self-suggestive to maximize 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 to make sure.

Chairman of the council was John Shepard 3d, Yankee network president, with O. L. (Ted) Taylor, general manager of the radio-Hower Network, appointed 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 War Production 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 intervened 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 aid 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 former federal 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 or periodicals, for their news about the war; they express greater confidence in broadcast, than in printed, news on the ground that it is swifter, 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. Dodge, former NBC advertising-promotion director, was named director of a Bureau of Campaigns.

To implement OWI’s operations Mr. Davis, in mid-October issued a regulation requiring that all plans or proposals for new or continuing series, or individual radio programs for government agencies must be submitted to 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 $64 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 effective the following Jan. 18, and scheduling transcribed programs and

PROTECT YOUR SPORTS BROADCASTS

Here’s the experience of WAKW, Madison, Wisconsin, as told by Chief Engineer V. A. Vanderheiden in a letter.

“You may be interested to know that the Collins 12Z (with the automatic changeover to battery feature) saved the day for us at the Wisconsin-Indiana football game last Saturday. The power failed at the field during halftime and most of the other stations carrying play-by-play were cut off until midway in the fourth quarter. We fed several other stations in Wisconsin during the emergency.

“Our engineers will probably never feel quite safe with any other remote equipment but the Collins 12Z in the future.”

Get a Collins 12Z now, from stock, and protect all your sports and other remote programs every month in the year. Write, phone or wire your nearest Collins office.

COLLINS RADIO COMPANY
Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 18
2700 W. Olive Ave.
SURFABK
Dogwood Road, Fountain City
KNOXVILLE
417 Roselyn Ave.
DAYTONA BEACH
1330 N. Industrial Blvd.
DALLAS 2

Page 130 • October 16, 1950
The Office of Censorship moved along quietly and smoothly through the last half of the year. Broadening its supervision of foreign tongue programs, Assistant Director 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 stations in Manila were dismantled and destroyed before the Philippine capital was overrun by the Japanese.

**Stations Feel Impact Of War in Operations**

With the censorship and information agencies of the government quick to get their operations under way, stations felt the war's impact in many phases of their daily operations. Their actual revenues hadn't suffered to any extent in the last month of 1941 but they wondered what to expect in the months to come despite predictions that time sales would smash all records.

In Congress legislation was set in motion to establish universal daylight time. A Local Army official on the West Coast had banned network testimonial and request programs, causing a temporary flurry of excitement. NAB's board was called for a meeting on war emergency matters. Talk of priorities and a radio freeze was heard frequently.

At the end of January the FCC halted all future construction of stations in areas receiving primary service from one or more stations, pending issuance of a formal order by Donald M. Nelson, chief of the War Production Board. The formal freeze order was handed down Feb. 24, with considerable discretion left to the FCC. C. M. Jansky Jr., of Jansky & Bailey, was named chief of the WPB Communications Branch radio section.

As mobilization gobbled up American youth, stations started to feel the manpower shortage. Selective Service officials ruled that deferment of station employees belonged 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 Defense Communications Board, relaxed operator requirements, easing the situation somewhat in control rooms and transmitter houses.

First real test of station behavior under war conditions occurred 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 hysteria.

**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 industries buying time. Some cancellations developed but most of these were more off set by sponsors buying news programs.

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

Going far beyond previous freeze orders, the Defense Communications Board recommended that WPB and FCC declare a complete stoppage of all broadcast construction. 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 deferments should be based. Frank McIntosh, Fort Industry Co., technical supervisor, was named chief of the WPB radio section under Leighton H. Peebles, chief of the Communications Branch, succeeding Mr. Jansky, who was assigned to special duty in the Army Air Force.

In a freeze order issued May 4, FCC left the way open for emergency cases and special circumstances.

Talk arose around the industry on behalf of a pooling of critical items needed to keep stations on the air. A pooling plan was sent to WPB May 21 by Defense Communications Board, backed by NAB endorsement. DCB recommended that FCC administer the pool. WPB, however, didn't respond to the plan and NAB acted to set up a voluntary pool pending government action.

As successor to DCB, a new Board of War Communication took an industrywide survey of transmitting tubes in use or available. WPB Sept. 21 issued an order barring all nonessential electronic production and restricting inventories.

**Selective Service Declares Broadcast Jobs Critical**

The industry's manpower situation was cleared somewhat when Selective Service officials indicated a score of broadcast occupations.

After all the months of discussion, FCC put the industry on a full wartime basis in early November by reducing all transmitter radiated power by one decibel, effective Dec. 1. WPB issued a replacement tube order to insure continued operation of civilian radio sets. FCC took another step toward pooling when it sent a questionnaire to all stations to obtain data on availability of parts.

For the Commission, with its function of regulating the ether and granting permits, the first full war year was fraught with delicate and difficult problems. As the year opened the Department of Justice filed civil anti-trust actions against RCA-NBC and CBS, going beyond the FCC's own network regulations and coming just 12 days in advance of Federal court hearings in New York on the network injunction suits against the FCC's regulations.

The Federal court in New York Feb. 21 held it had no jurisdiction to rule on validity of the FCC's regulations.

(Continued on page 184)

**FORJOE & CO.**  NEW YORK  CHICAGO  LOS ANGELES  SAN FRANCISCO  ATLANTA

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 decided to proceed on an expedite date of the regulations. The U. S. Supreme Court decided March 16 to hear the case and on June 1 sent the network rules 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, handed 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 the FCC. Rep. Eugene Cox (D-Ga.) introduced a probe resolution Feb. 2.

SCOTUS Upholds Right Of Stay Orders Against FCC

An important Supreme Court ruling April 6 upheld right of the U. S. Court of Appeals for the District of Columbia to issue stay orders against FCC decisions. The U. S. Court of Appeals for the District of Columbia upheld the FCC in pending subpoea of witnesses and conducting a newspaper ownership investigation, but it also served notice on the Commission that it should not discriminate against newspaper ownership. FCC held hearings during the spring months but reached no decision during the year. FCC Chairman James Lawrance Fly was questioned at length on the Commission's newspaper/ownership proceedings during Senate committee hearing on his nomination by President Roosevelt to continue in office another seven years. The Senate confirmed Chairman Fly's nomination June 19.

The only inquiry into FCC's policies held during the year was that of the House Interstate & Foreign Commerce Committee, which heard testimony over a 10-week period in the spring and early summer. This hearing dealt with theSandersas to curtailing FCC's powers. FCC Chairman Fly testified eight times against the bill, with Conrr. T. A. 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 of business enterprises. As a result of the net work monopoly rules, forcing RCA to divest itself of one of its networks, RCA 

Mr. Woods

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. Jack Stackton, CBS research director, at $107 million, 10% above 1940.

In early February the four networks, as well as their respective 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 25 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 office, were elected CBS vice presidents in September. In August CBS had bought WEEI 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, with networks 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 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 Advertising Council, as its first salaried president. W. E. Markham was named as chairman of the Chicago Tribune and one of Mutual's founders, as its first chairman.

Dr. McClintock joined 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.

Klauber, Keston Get New CBS Positions

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

Network stations alike were harried during the year by difficulties with the American Federation of Musicians. AFM President James C. Petrillo decreed that all recordings and transcribing must cease until all masters and transcriptions were destroyed and that public consumption would cease Aug. 1. In a letter to record and transcription manufacturers, dated June 26, Mr. Petrillo notified them of the AFM's demands that all recordings would expire July 31 and would not be renewed.

The Dept. of Justice promptly went to court, asking for an injunction, 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 appointed Clark B. Miller to call for an investigation of the AFM. Sen. Worth Clark (D-Ida.) introduced legislation Sept. 23 to curtail authority of the 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 was named in May. Bingham, Washington attorney, served as its counsel and directed that hearings begin Jan. 12, 1943. Dept. of Justice took an appeal from Judge Barnes' decision to the Supreme Court.

While war was going on all over the world, NAB had a little war all its own. Rumblings of discontent, heard during the winter, erupted in March into a full-scale debate over the industry's organization, 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 put aside at the NAB convention May 11-14 in Cleveland as broadcasters decided to devote their efforts to the job of providing maximum war service. The convention voted active membership for networks.

In early March Walter J. Damm, WMJ Milwaukee, had been elected president of FM Broadcasters Inc., formed to give 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 Independent 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, advancement of the war effort through coordination of network programs was discussed by 11 to 1. Right photo: Government wartime messages were the topic of September conferences with Washington officials of the OWI. Attending (1 to r) were Don Belding, Los Angeles vice president of Lord & Thomas; Jack Smalley, Hollywood manager of BBDN; Nat Wolff, OWI deputy chief in charge of Hollywood office; Seymour Morris, chief of allocation division of OWI; Douglas Metersay, OWI deputy chief of Washington bureau; and Sidney M. Streit, western division vice president of NBC.

Manager Arthur B. Church (picted), was finger-printed 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 (1 to r) were Don Belding, Los Angeles vice president of Lord & Thomas; Jack Smalley, Hollywood manager of BBDN; Nat Wolff, OWI deputy chief in charge of Hollywood office; Seymour Morris, chief of allocation division of OWI; Douglas Metersay, 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 Independent
radio-receivers.

A

of

promising

industry

of

J. D. Shephard

of

and

chair-

council;

Damm; James D. House,

Cincinnati; Mr. Pul-

George B. Storer, president

and

of

National

Broadcaster;

E. C. Crayne, Z-Bar Network;

Wall; Mr. Paul; O. L. (Ted) Taylor, of Taylor

Executive secretary.

Though ABA wanted Mr. Miller
removed as president, the ABA
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 de-
spite all the disturbing war in-
fluences, 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, ap-

ting in November, placed 1941
net time sales at $176.1 million.

The U. S. Census Bureau had an-
ounced Aug. 3 that as of April
1942 82.8% of U. S. Homes had
radio receivers.

The year saw many industry
figures leave their desks and micro-
phones to take part in the war ef-
fort. The military services drew
seven persons as David Sarnoff,
RCA president and NBC chairman,
who entered the Signal Corps;
Harry C. Butcher, CBS Washing-
ton vice president, who became
director of public relations; John A.
Kennedy, head of West Virginia
Network, to the Navy; Edward M.
Kirby, NAB public relations di-
rector, to head the Signal Corps
west section, and Frank E. Pellegrin,
NAB director of broadcast adver-
sisement, to the same section, to
mention just a few of those in the
industry donned uniform.

Several pioneers in the in-
dustry died during the year. Am-
ong them were Graham McNamee,
announcer; Dr. John R. Brinkley,
otetime Kansas and Mexican
Mr. McNamee

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 New-
ark; Edward A. Hanover, vice
president in charge of manufactur-
ing and broadcast operations,
Stromberg-Carlson Telephone Mfg.
Corp.

October 16, 1950

WITH 500 KW THE FIRST OF THE YEAR, IT WAS AUTHORIZED TO CONTINUE ENGINEERING TESTS AT PEAK POWER OF 750 KW. THE PLANT WAS EARMARKED FOR USE IN PSYCHOLOGICAL WARS.

Office of Censorship announced Feb. 10 a revision of its code to centralize domestic activities and strengthen supervision of foreign language broadcasts.

As War Production Board per-
fected its technique, Frank H. Mc-
Intosh was promoted in March to
assistant director of the WPB Ra-
dio Division under Ray C. Ellis. The
OWI's series of quarter-hour programs, started in February, continued to attract sponsors and by mid-March stations all over the country had sold the series locally or regionally. War industries were using radio time in larger quanti-
(Continued on page 135)
time sales at $254.6 million and net time sales at $191 million, 6.1% 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.

PetriU Appears Before Senate Probe Committee

There were dark portents in the broadcasting realm ere 1943 had proceeded many days. AFM President James C. PetriU, 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. PetriU 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. PetriU for "fixed fees" on each recording. They termed it a "startling new kind of social philosophy." Recorders and transcribers on March 19 asked Mr. PetriU 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 withhold 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
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.
(Continued from page 136)

The tire nation was asked to cooperate in observing war time. An anti-trust suit that had been pending against RCA was dropped March 27 by the Dept. of Justice, without explanation.

In a nationwide survey Life magazine found that 91.9% 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

rules later 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. LaRoche, bought interests in the network just before the year ended.

Heeding 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-Sample-Hummert Ordered Dissolved

One of the important advertising agencies in the radio field, Blackett-Sample-Hummert, was ordered dissolved at yearend, it is understood to have come in during the 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 Broadcasting showed 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 so-called "Blue Book." The rules were scheduled to become effective the following June 14.

Industry circles were upset by...

1943's NAB convention site was Chicago. Among the delegates:

LEFT PHOTO—seated, Howard Meighan (l), Radio Sales, New York; J. Kelly Smith, Radio Sales, Chicago; standing, Thad Holt (l) and Ed Norton, WAPI Birmingham.


RIGHT PHOTO—CBS vice presidents enjoying the conclave (l to r): Frank Stanton, New York; H. Leslie Atlass, Chicago; Donald W. Thornburgh, Hollywood.

the decision, with demand for correct 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 stations seeking assignments on the 850 kc clear channel occupied by KGA Denver.

Earlier in the year (February) the court had upheld Federal Judge John P. Barnet's ruling in which a U. S. Dept. of Justice anti-trust suit against the AFM was thrown out. Judge Barnet 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.


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-Mo.) 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 by partial responsibility for the Japanese Pearl Harbor attack.

Chairman Fly, in turn, charged that the FCC committee was all 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...
Nathan H. David enlisted in the Navy.
The industry's trade association, NAB, was deep-
ly tied into the war effort in 1943, with a flurry of internal bickering that had marked 1942. Willard D. Egolf became head of NAB public and industry rela-
tions, coming from KYOO Tulsa.
In line with government wishes, the association scheduled a war conference April 27-29 in Chicago, responding to a pronouncement by the Navy in 1942 dissen
tion it had 524 members who paid $845,075 in dues. The war conference devoted much of its time to service operations, with dissen
tion talk at a minimum. CBS President William S. Paley called on the industry to improve program service. FCC Chairman Fly urged network heads to set up a postwar planning board. Byron Price, censorship director, praised the industry for its adherence to censorship rules but warned sta-
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War service and illness took many industry leaders during 1942. Ira L. Grinnell, NAB assistant general counsel, died Jan. 1 of a heart attack. William C. Gillespie, vice president and manager of KTUL Tulsa and supervis-
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tured skull suffered in a fall at his home.

A radio pioneer known all through the industry, I. R. Baker, died Feb. 9 of a cerebral hemorrhage, leaving the industry without a man of long-time broadcast transmitter sales and was working on high-frequency apparatus at the time of death.

Fred D. Fleming, news editor of KLZ Denver, died March 10 of a heart attack. Lt. James L. Carroll Jr., announcer of WSCC Charle-
ston, S. C., was killed in the crash of an Army plane.

1944

There had been many exciting
years for station owners 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 Eu-
rope; Republican and Democratic conventions; autumn political cam-
paigns 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. Early in Janu-
ary 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 the troops went into their routines within minutes of the first German dis-
covery that France had been in-

FCC Chairman Fly urged network heads to set up a postwar planning board. Byron Price, censorship director, praised the industry for its adherence to censorship rules but warned stations not to "smug.

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Cedar Rapids, Iowa, for WOL Washington.

In September Marshall Field took over operation of WSAI Cincinnati, formerly owned by Crosley along with WILW 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.

In November the NAB board apportioned $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, station operation, applications and allocations. 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 new papers 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.

FCC announced 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 and a multiple-tube television set.

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 not operated in the public interest when it rejected sponsored program material of the union. This charge was made in August. NAB's code also was a CIO target.

Allocation hearings opened before the FCC Sept. 28. Radio Technical Planning Board urged setting aside of 75 FM channels in the 41-56 mc band.

FCC issued an estimated figure for station revenue in 1943, placing the total at $134,050,801. This total included all stations, and not networks.

John A. Willoughby was named in November as assistant chief engineer in charge of the Broadcast Division. The year ended with Paul Porter sitting in the FCC chairmanship.

The H. & E. Select Committee, which had been working for months on its FCC inquiry, ran into a rebuff in January when J. Edgar Hoover, FBI director, refused to answer committee questions. He acted under Presidential orders. President Truman appointed committee counsel in February, charging the investigation had become a whitewash of the FCC. John Sirica, Washington attorney, was named as counsel.

In March the special Senate committee investigating the AFM reopened its hearing, calling for drafting of legislation to curb AFM activities.

Draft of new legislation, the White-Wheeler bill, was completed in May. This bill covered a long list of changes in FCC procedure and included a ban on sponsorship of news.

Court Upholds WJBK Against Polish Group

Only one court decision of industrywide consequence was handed down during the year when Sol Taishoff, editor and general manager, bought the 50% interest in WJBK, Detroit, to complete its contract with the group and take the program off the air. The station contended the program had failed to promote unity among population groups.

The mid-year conventions of the Republican and Democratic parties followed a few weeks after the exciting D-Day events, giving broadcasters two more major developments to capitalize on. Both conventions were covered in great detail by 300 reporters, technicians and officials. The GOP plank included a "free radio" platform. The Democratic platform made no direct mention of radio but included a free-speech clause.

An important mid-year development in the history of Broadcasting occurred in July when Sol Taishoff, editor and general manager, bought the 50% interest in WJBK, Detroit, to complete its contract with the Polish Group, owner of all outstanding legal stock in the magazine. Mr. Taishoff became publisher and editor. In September Robert K. Richards, assistant chief radio censor, was named editorial director of Broadcasting.

A number of prominent industry figures passed away during the year. Arthur H. Kudner, prominent agency man, died Feb. 18 of pneumonia. Mr. Taishoff, West Coast vice president of J. Walter Thompson Co., died July 5 of a heart attack. Three days later William A. Jett, vice president and general manager of RCA Communications, died of a heart attack.

D. E. (Pig) Kendrick, president of WINN Louisville, died suddenly July 30. Mr. Taishoff, president of WIBC Indianapolis, died July 26 after an operation.

W. E. Macfarlane, vice president of WCIN Chicago, died suddenly Oct. 9 of a heart attack. Samuel W. Cook, president of WFBL Syracuse.
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1945

IN RADIO'S exciting history, events tumble all over the electronic escutcheon 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 highs spots 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. 4-10. That week found set makers, broadcasters, dealers and all related industries banded 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 wartime 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 Philippines 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 pegged 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, Ohio, the company 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 Feltis, of KPAB 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 5,000,000 shots.

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 months later WMAI Minneapolis sold to the Miami News and WBAY Brooklyn to the Newark News.

Jefferson Standard Buys WBT, Strauss & Blasser Get KHQ

Jefferson Standard Life Insurance Co. bought WBT Charlotte for $1.5 million and Strauss & Blasser, Chicago brokers, bought KHQ Spokane for $850,000.

Early in the year WJZ New York, ABC key, banned transcription shows from 8:30 p.m. to midnight. In February James C. Petullo, AFM president, placed a ban on musical performances for television. ABC dropped midnight commercials from newcasts in June.

Robert D. Swesey was moved up to the general management of Mutual network. CBS named Vice President Frank Stanton general manager and director; H. A. Ream, vice president-secretary, was named a director as was Frank K. White, vice president-treasurer. Comdr. Mefford R. Runyon, a vice president on war leave, resigned from the board to become executive vice president of Columbia Recording Corp.

Crosley Corp., (WLW Cincinnati, WNY New York), was sold to Aviation Corp. for $22 million in 1944

(Continued from page 140)

**Radio Week**

in 1944, received his first

Radio Week, Oct. 8-16, was named executive head of Broadcast Measurement Bureau.

Nazi opposition in Europe was falling apart in May so an elaborate pooling arrangement was set up in anticipation of the peace announcement.

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## Consulting Radio Engineers

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<tr>
<th>Name</th>
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<tr>
<td>Jansky &amp; Bailey</td>
<td>Executive Offices National Press Building 1539 Wisconsin Ave., N. W. Washington, D. C. ADams 2414 Member AFCCE*</td>
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<tr>
<td>McNary &amp; Wrathall</td>
<td>Radio Engineers 906 Natl. Press Bldg. 1407 Pacific Ave. Washington, D. C. McDaniel 3-3000 Member AFCCE*</td>
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<td>George C. Davis</td>
<td>501-514 Munsey Bldg.—Sterling 8111 Washington 4, D. C. Member AFCCE*</td>
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<tr>
<td>A. D. Ring &amp; Co.</td>
<td>26 Years' Experience in Radio Engineering Munsy Bldg. Republic 2347 Washington 4, D. C. Member AFCCE*</td>
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<tr>
<td>There is no substitute for experience Glenn D. Gillett and Associates 982 Natl. Press Bldg. NA. 3373 Washington, D. C. Member AFCCE*</td>
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<td>John J. Keel</td>
<td>Warner Bldg., Wash., D. C. National 6513</td>
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<td>Craven, Lohnes &amp; Culver</td>
<td>Munsy Building District 8215 Washington 4, D. C. Member AFCCE*</td>
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<td>McIntosh &amp; Inglis</td>
<td>710 14th St., N. W.—Metropolitan 4477 Washington, D. C. Member AFCCE*</td>
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<td>RUSSELL P. MAY</td>
<td>1422 F St., N. W. Kelley Bldg. Washington, D. C. Republic 2964 Member AFCCE*</td>
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<td>Dixie B. McKey &amp; Assoc.</td>
<td>1820 Jefferson Place, N. W. Washington 6, D. C. Republic 7256</td>
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<td>Washington, D. C. 1605 Connecticut Ave. Dallas, Texas Seattle, Wash. 1732 Wood St. 4742 W. Ruffner Member AFCCE*</td>
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<td>E. C. Page</td>
<td>Consulting Radio Engineers Bond Bldg. Executive 5670 Washington 5, D. C. Member AFCCE*</td>
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<td>Chambers &amp; Garrison</td>
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<td>Kear &amp; Kennedy</td>
<td>1703 K St., N. W. Sterling 7982 Washington, D. C. Member AFCCE*</td>
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<td>A. Earl Cullum, Jr.</td>
<td>Consulting Radio Engineers Highland Park Village Dallas, Texas Justin 6108</td>
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<td>William L. Foss, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc. 937 15th St., N. W. Republic 3883 Washington, D. C.</td>
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<td>John Creutz</td>
<td>319 Bond Bldg. Republic 2161 Washington, D. C. Member AFCCE*</td>
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<td>G. R. Bitter</td>
<td>Consulting Radio Engineer 4125 Monroe Street Toledo 12, Ohio</td>
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<td>Silliman &amp; Barclay</td>
<td>1011 New Hampshire Ave. RE. 6646 Washington, D. C. 2915 Red River 2-5055 Austin, Texas</td>
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<tr>
<td>Lynne C. SMEBY</td>
<td>&quot;Registered Professional Engineer&quot; 820 13th St., N. W. EX. 8072 Washington 5, D. C.</td>
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*BROADCASTING * Telecasting*
1945
(Continued from page 118)

Stations Inc., depicting progress of the broadcasting art.

Just before Christmas the industry received a gift from APIM 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 witnessed an 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 week 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. Craven on the FCC. In June William Henry Wills, ex-governor of Vermont, was nominated to succeed Norman S. Green, who entered law practice on expiration of his term.

In April FCC refused to renew the license of WOKO 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 March 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 $194,229,101 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. Rates for commercial TV stations were finally adopted in early December. Number of 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 pledges of financial support. The NAB board at a March meeting urged abolition of hitch-hiker and cow-catcher announcements.

A two months later the board named a new community service committee to have powers to select a permanent president. This committee on July 14 named Anthony Miller 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. The board abolished the code of ethics and adopted standards of practice which did not distinguish between commercial and sustaining time for discussion of public issue.

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

THE WHITE HOUSE
WASHINGTON
July 3, 1945

Dear Mr. Thioboff:

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 areas of liberation. Engineers 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 arduous problems.

Radio, with the press, must give inspired leadership and lead to facilities to making more intimate and workable the relationship between the press and the 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.

American radio is in good hands. With many hundreds of new stations available by opening 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 who have so nobly in the cause of freedom and decency.

Very sincerely yours,

Mr. Sol Thioboff, Editor and Publisher, Broadcasting Magazine, 670 National Press Building, Washington 6, D. C.

Mr. Willard

THE WHITE HOUSE
WASHINGTON
July 8, 1945

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Mr. Willard

Page 144 • October 16, 1950

BROADCASTING • Telecasting
GREATER NEW YORK'S FAVORITE STATION FOR MUSIC AND NEWS

WNEW

1130 on your dial

ON THE AIR 24 HOURS A DAY
1946

The first full peace-time year since 1940 forcefully reminded broadcasters that they lived in an industry with more problems to the square inch than most any segment of the American economy.

With laboratories and factories once again in non-war pursuits, technical problems came to the fore early in the year. The noise of New Year’s Eve celebrations had scarcely faded when Zenith Radio Corp. went to the FCC to protest moving of FM “upstairs” to the 88-108 band.

Television—especially with color—was to be a 12-month worry. James C. Petrillo and the AFM, linked by legislatation, retaliated with strike threats and other maneuvers designed to keep broadcasters off balance. NAB completed its staffing and moved toward the first convention since 1944.

In early January CBS promoted President William S. Paley to the board chairmanship. Paul Kesten moved to vice chairman, Frank Stanton became president and Adrian Murphy vice president. Later in the year Mr. Kesten resigned to serve in a consulting capacity. Earl H. Gammons, Washington director, and Howard S. Meighan, station director, advanced to CBS vice presidencies in the autumn.

NAB realigned its staff in February, naming Roy C. Witmer staff vice president. Harry C. Kopf took Mr. Witmer’s sales vice presidency. Later in the year William F. Brooks and Ken R. Dyke were elected to vice presidencies. ABC and MBS also went through top echelon reorganizations. ABC in November named Robert E. Kintner executive vice president and Joseph A. McDonald vice president. A. A. Schechter and Estery Page were named to key vice presidencies in the spring.

Gloom hovered over the industry as spring approached because of a ban on all construction, handed down by Civilian Production Administration. Girded for vast expansion, the industry found itself limited to buildings costing less than $1,000.

With the war over, spring brought a recurrence of the annual daylight saving time headache. ABC decided to adopt an intricate plan of recording programs and feeding them to stations in various areas. While it was working out this project the company announced a plan to sell stock to the public. Purpose of this securities project was revealed in part when the network announced in May it was buying WXYZ Detroit and WOOD Grand Rapids along with Michigan Radio Network for $3,650,000.

Leo J. Fitzpatrick, WJR Detroit vice president and general manager and an industry pioneer, resigned from the station in May. Three months later he bought controlling interest in WGR Buffalo.

Business-wise the industry had started the year with knowledge that 1945 net time sales had totaled $310,450,000, according to the Broadcasting Yearbook. This was a gain of 7.3% for the year. Eleven months later FCC announced its 1945 income report. This amounted to $310,484,000, within a fraction of 1% of the Broadcasting estimate.

Census Bureau figures compiled during the spring months showed the number of radio homes in 1945 was 38,938,000 compared to 28,847,000 in 1940, with 90.4% homes, and 76.2% of farms having sets.

In June Broadcast Measurement Bureau announced that 95.2% of urban homes had radios, 97.4% of rural non-farm homes and 76.3% of farm homes. Cooperative Analysis of Broadcasting, which had measured program audiences for more than a decade, was abandoned effective July 31, with C. E. Hooper Inc. continuing to supply program reports to CAB subscribers.

Mixed Reception Meets BMB Station Coverage Figures

BMB’s station coverage figures met a mixed reception, which flared out at the NAB convention in October and led to an NAB board demand that BMB’s board prove value of the statistics.

While the research situation had its flurries, the extent of radio’s coverage was appreciated as never before. President Truman took advantage of this medium May 24 when all railroads were on strike. The Chief Executive addressed the nation by radio and laid groundwork for a settlement as well as mobilizing the nation in case a prolonged strike might develop.

The vast U.S. audience heard the June 30 atom bomb experimental blast at Bikini, in the Pacific, though the program was marred by faulty Navy arrange-ments. The second blast four days later was handled smoothly and the world got a thrill as the bomb was detonated.

A major research project conducted outside the industry but on its border was, an outgrowth of NAB’s five listeners, better known as the “Blue Book.” In this 19-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 with FCC officials which 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 in the industry 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 same question but the matter dropped through the year without decision. The Zenith protest against shift of FM to 88-108 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 R. Denny becoming Acting Chairman. Comr. William H. Wills died in March of a heart attack.

The FCC’s Office of Special Projects moved into the former FCC building on 11th Street and continued to function.

(Continued from page 144)
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.

STATISTICAL TABULATING COMPANY
Established 1933 - M. R. Notaro, President

50 Broadway, New York 4, N. Y. Phone WHitehall 3-8383

Chicago  Newark  St. Louis
1946

(Continued from page 148)

dict. P. Cotton became general counsel.

Only charter member of the FCC, Comr. Paul A. Walker, was
nominated 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 breach clear channels. In
October CBBS drafted a plan to
broadcast 20 clear stations having
750 kw power. The Commission
announced in midsummer 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 re-
mained so the Commission set up
a “processing line.”

In midsummer FCC announced
it would not issue an “advisory
opinion” on loudness 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 disseminate.”

A “Blue Book” reaction developed
when Drew Pearson and Robert
S. Allen, newspapermen, ap-
pplied for the facility of WBAL
Baltimore.

As the regulatory year closed,
FCC eased the rule recording
permutations to one-minute-or-
less spots without identifying
announcements. Last act of 1946 was
to order networks to report on
sustaining programs, under “Blue
Book” specifications.

Besides regulatory headaches, the
broadcasting industry was con-
stantly badgered during the year
by AFM jockeying. NAB’s board
in the opening days of the year
ordered President Justin Miller to
ask President Petirillo, of the
AFM, for a conference. Judge
Miller 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. Petirillo
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
musical staff and then calling a
strike.

Judge Miller in late May called
on Mr. Petirillo to quit stalling and
live up to his 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 move
that Mr. Petirillo had violated the
Lea Act as well as other laws, in
calling the WAAF strike.

Within a month Mr. Petirillo de-
manded increases up to 800% from
transcription companies, giving
only 24 hours to comply. The
transcriptions agreed to pay a sub-
stantial wage increase.

Judge Walter LaBuy held Dec.
2 that the Lea Act was uncon-
stitutional, a decision that was
to go to the U.S. Supreme
Court. The highest court, inci-
dently, 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-
maries. 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 achieve-
ment of Col. John H. DeWitt, WSM
Nashville, in guiding
the moon via radar. The event
commanded worldwide attention.

CBS Tests Color TV
Within One Year

CBS declared in early February
that color television would be fea-
table within a year. By June
the network had success-
fully transmitted live color tele-
vision 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 Feb. 13. A few days later
Westinghouse announced that
it had transmitted usable Strato-
vision signals 225 miles. RCA in
March demonstrated airborne televi-
sion around Washington and predicted military and commercial
advantages. W. G. H. Finch and
Radio Inventions each demon-
strated high-speed facsimile.

One of its bigger moments June 19 when the Louis-
iana-Connecticut fight was telecast and car-
rried 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
1950.

RCA joined the color parade
Oct. 30 by demonstrating elec-
tronic color at its Princeton
laboratory, 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 some troubles during
the year as well as legal and regu-
ulatory crises, but it went ahead
with the job of rebuilding the as-
nounced leases. "Father" Petirillo
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. Heffern became pub-
lic relations head and James L.
Middlebrook was named engineer-
ing director. Mr. Middlebrook
reigned late in the year to join
ABC at its headquarters in New
York, and appointed 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. 10-11.

On the international side, broad-
casters met a reverse early in
1946 when the North American
Regional Broadcasting Agreement,
reporting 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,
showed that listeners no more 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 AFRA had
been threatening to strike.
Negotiations with networks made
progress and an agreement was
near in early December but AFRA
negotiators suddenly walked out
of the meeting and arbitration ef-
forts were suspended.

The obituary column for
the year included W. H. Cowlies,
KHQ Spokane and Spokane
Chronicle, Jan. 15; George W. Smith, Fort
Vacation (Continued on page 1522)
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.

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
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.

That first full postwar year had opened with important regulatory, technical and commercial problems. It closed on a color television note, backed up by a blue tint arising from FCC's program supervision.

Ex-FCC Chairman Paul Porter had been named to head a U.S. mission to Greece, with rank of ambassador.

Station sales during the year included WCAU to the Philadelphia Record for $6 million, a transfer that received FCC approval, and acquisition of interest in WIND Chicago by John S. Knight, publisher of the Chicago Daily News.

Looking ahead, broadcasters were given a broadcasting prediction that technical revenues would continue upward but net income might drop.

1947

Radio's second postwar year, 1947, found the medium considerably stronger in every phase that characterizes its entire history. 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 1,962 as it ended, with a few technical breakdowns. The record 161 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 radios in the United States stood at 66 million, a notable increase over the 60 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 advertising was the outstanding leader in 1947 with an increase of 16.6% over the preceding year. For the first time in history list sales of $15,750,000 exceeded national network sales which totaled $125,450,000 for the year. The network figure was a loss of 1.1% from the total of 1946.

FCC announces Freeze on Advertising

While radio business was showing such a satisfactory gain the FCC chalked up one of its busiest periods. Faced 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 325 applications 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 filing applications 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 May 1, it finished up the marathon with a burst of speed seldom equaled in Commission history and ended on schedule. Every case on Processing Line 2, some 250 in all, had been granted or set for hearing. There was less success with Processing Line 1, composed of cases in which engineering was not the primary problem. About 200 of the 300 cases on this processing line were acted upon.

Decision to lift the freeze on schedule was made by a 3-2 vote with Chairman Charles R. Denny and Samuel C. Plunkett favoring the move. The Commission was composed of examiners responsible only to the Commission. In addition to the Hearing Division a Review Section was set up in lieu of the former "Hearing Section" which broadened the scope of examiners authority and spelled out procedures.

On June 4 the Commission began its daytime skywave hearing and heard the Clear Channel Broadcasting Service ask for more protection for their stations. Later this hearing was consolidated with the Clear Channel hearings which resulted in a final decision.

Also early in June the Commission made new FM frequency assignments and adopted a policy of four-channel separation for stations in the same area. Stations were given until Oct. 1 to make changesover to the new channels.

On June 29 the Commission set up a new Hearing Division to be composed of examiners responsible only to the Commission. In addition to the Hearing Division a Review Section was set up in lieu of the former "Hearing Section" which broadened the scope of examiners authority and spelled out procedures.

As a result the decision was set aside late in December and a new hearing scheduled for early in 1948.

Another important change in Commission policy made during the year was the first invoking of the so-called Avco rule and a proposed decision granting sale of KMED Medford, Ore., by the principal stockholder, Mrs. W. J. Virgin, to one of the competing bidders, Medford Radio Corp. By July 15 the proposed sale was made up of eight residents of Medford while the Gibson firm was owned by Luther E. Gibson, licensee of KHUB Watsonville, Calif. The decision resulted in a long legal tangle and the eventual refusal by Mrs. Virgin to go through with the sale of the Avco bidder. After the KMED case there were numerous occasions on which Avco ruling bids were filed.

On the television front FCC and the industry were turning their thoughts toward color. On Jan. 27 at the invitation of the FCC, Dr. Peter Goldmark, inventor of CBS field sequential system, presented CBS developments at a hearing in New York with the plea that CBS be granted permission 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. Dr. Allen B. DuMont, president of DuMont Radio Corp., criticized the CBS color, pointing out that the size of the screen had not been increased from the 6x5-inch images first demonstrated in 1940.

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, 20, was given responsibility for a TV program code, a counterpart of the NAB code in use by radio stations.

Early in February Westhinghouse 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. A counter proposal DuMont announced a plan for microwave video relays which would serve eight stations 28 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, as allowed

(Continued on page 151)
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 . . .

BMI CANADA, LIMITED

MONTREAL TORONTO

IN THE U. S., CONSULT BROADCAST MUSIC, INC.: NEW YORK, CHICAGO, HOLLYWOOD

BROADCASTING • Telecasting

October 16, 1950 • Page 153
For 1947 radio stations to go ahead with expansion and rebuilding plans. In August RCA made an offer to other manufacturers to start production of the television sets and on Oct. 5 the first telecast 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 WMAR (TV) New York, WPTZ (TV) and WFIL-Philadelphia, WMAR (TV) Baltimore, WRGB (TV) Schenectady, WNDE (TV) Albany, WMAL-TV and WTG (TV) Washington, with NBC facilities used in the multiple hookups.

Personal-nite 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 Named to FCC

In May the President submitted the renomination of Ray C. Wakefield, California Republican, to the Commission. Then on June 18 he unceremoniously 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 resigned 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 George E. Sterling was nominated to a commission with the succeed veteran E. K. Jett, who resigned as of Jan. 1, 1948, to become vice president and director of radio of the Columbia Broadcasters. 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 of $6.5 million was approved. On June 10 the channel separation rule was adopted allowing assignments of AM stations only 30 kc apart in adjacent cities within certain engineering restrictions—but not within the same cities.

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 had already owned 25% of the stock, bought the remaining 75% for a reported $250,000.

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 Taft 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 a backlog of records. Meanwhile, following the AFM 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 QIO 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 rebuild struggle.

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’ fees and profits, minimum fees and establishment of a joint adjustment board representing both networks and writers.

Mr. Feltis 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 AWA 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 subject to taxes 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 the tax case. As the year ended 536 AM members were signed up as subscribers to BMB.

The NAB held its 55th convention Sept. 15 in Atlantic City and adopted new Standards of Practice to become effective Feb. 1, 1949.

Other pressing problems and the actions taken on them included:

- The preliminary draft of legislation designed to hike 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 Peery 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 Averv-Knodal, treasurer. There were originally 22 member firms.

Early in October NARS defended 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 24 the long heralded "radio bill" was introduced by Senate Majority Leader Wallace H. White Jr. (R-Mo.) 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 autonomous divisions, each of three members each. Sen. White was to have its own chairman with the FCC to serve as executive officer.

Almost immediately opposition began to form. Judge Justin 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. Wexler). Hearing dates were set for June 17.

Broadcasters' opposition to the bill continued to mount. At the hearing Judge Miller told Senate committee members the White Bill should be revised to assure full application of the First Amendment to insure radio's freedom. This stand met with 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 refiled 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. held Jan. 10, amid predictions that 1947 would be "the FM year," Roy Holman, president of KTRT-KOPY (FM) Houston, and the 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. 3, 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 strike on Feb. 1 by the Philadelphia Bulletin and its president, Robert McLean, of WCAU Philadelphia. The strike resulted from 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 $3 million. Purchased WCAU made it necessary for the Bulletin to sell its WPEN Philadelphia which was sold in June to Sun Ray Drug Co. for approximately $900,000. Both transfers were approved by the FCC in November.

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 Jock report on Feb. 5. This continuing study by the NAB of the uses to which the big Texas department store could put radio techniques especially to broaden 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, 64, president and general manager of KHQ Spokane and prominent in radio for two decades, died on March 8. On April 28 John Gregg Paine, 87, 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. Eighmy, secretary-treasurer of the Lee stations, KGLO Mason City, Iowa, and WTDJ Quincy, Ill.

On May 30 Norman Mackay, 47, commercial manager of WBYR Coral Gables, Fla., was killed in the Eastern Airlines Maryland crash. On Aug. 3 death claimed Richard G. Bath, 49, vice president and general manager of WNEKE Keene, N. H. During the same week in August Joe Maland, 58, vice president and general manager of WHO Des Moines, and Lt. Gen. J. G. Harbord, 81, former president and chairman of the board of RCA, died. The former general manager of SESAC and veteran Hearst radio and newspaper executive, Emile J. Gough, 58, died on Oct. 14. Charles W. Myers, 66, former president of KOIN Portland, Ore., and president of NAB in 1936-37, died Nov. 3.

The I N T E R N A T I O N A L Telecommunications Conference opened on May 15 in Atlantic City. After holding discussions throughout the summer the representatives of 78 nations attending the conference signed on Oct. 2 two basic agreements covering technical and operating aspects of international communications.

The long-heralded strike of AFM musicians against the recording and transcription companies started on schedule as 1948 began. Except for putting a lot of James C. Petrillo and some other unions 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 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 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 to 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 Radio 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-Worth had joined the fight and NLRB started hearings. In December the board said it did not feel the evi- (Continued on page 156)
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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 Amos 'n Andy show for a reported $2 million under a capital gains deal, the first of its kind in radio. The team of Freeman (Amos) 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. 26 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's 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, stirred interest not only in the industry but also in the government. The Treasury Dept., 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 one 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 Ivar Kenway vice president in charge of advertising, promotion and research; Frank Marx, vice president in charge of general engineering; Robert Saudek, vice president in charge of public affairs; and Thomas Votolla, vice president in charge of news and special events.

ABC Makes Changes In Executive Staff

In May Paul Whitman and Murray B. Grabhorn were named ABC vice presidents. Owen D. Young, educator and lawyer and radio pioneer, was named to ABC's 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.

Toward 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 May offered 500,000 shares of voting stock at public sale. In less than two hours the stock was bought at $9 per share.

Television opened 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 36 newspapers in 18 cities—NBC announced that its television network was "open for business." At that time the total number of stations was 19 television stations on the air and an estimated 175,000 receivers in operation. Carlton D. Smith, general manager of NBC's WDB and WNBW (TV) in Washington, was named managing director of the TV department, with headquarter in New York.

The announcement was made in early February by Noran Kersta, NBC television director. A plan for integrating AM and TV operation was instituted by NBC in April.

Frank Mullen, whose primary functions had been in television at NBC, announced his resignation in May to become president of the G. A. Richards stations (WJR Detroit, WGR Cleveland and WABC Los Angeles). Sidney N. Strotz replaced Mr. Mullen as vice president in charge of television.

Charles Denny Becomes Executive Vice President

As the year started its second half, Charles R. Denny, who had left the FCC chairmanship 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 Mutual sponsorship. WPSC Somerset, Ky., joined MBS in August as its 515th 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 president, and Adrian Murphy, vice president and general executive, also wererealigned. 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 774 construction permits issued. Six TV stations were licensed and 66 construction permits out. There were 17 TV stations on the air.

By year's end 1,859 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) which received the first post-war license. Stations on the air, however, jumped to 26.

Radio income increased by over $6.5 million between 1947 and 1948, reaching an all-time high of $144,348,854 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 bills, reported by PIB, were shown as $198,955,742 for the year. NBC was the leading network with gross billings of $69,597,900. The Packard Co., Procter & Gamble, had gross billings of over $18 million in 1948.

PIB did not keep comparable TV figures in 1948. The Baugh Report on Television Advertising, started in June, showed that total TV advertisers jumped from 234 to 680 by year end. For the December report period 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 in 1948, the FCC pressed on with the problem of the year the freeze was placed on television applications which 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 Avo Rule; repercussions of the Blue Book, and many other problems which required more than routine handling.

At the end of January FCC closed the record in the Clear Channel case, which had then been pending for three years and decided 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-Col.), 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 Tobey (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 views on Sec. 315 were to be debated there.

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. Heding slightly from its original stand, FCC held a decision in early July. The new version said "it would appear" that broadcasters would be relieved of responsibility for comments in political elections.

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 to consider the proposed decision. In testimony by FCC Chairman Wayne Coy, he said the decision was not intended as a rule or regulations for proceeding in material would provide safety. Fairness will be the yardstick, he said.

Another election year issue, the Mayflower Decision against editors by stations, also drew fire. In March FCC opened hearings on the seven-year-old decision. At the end of April the proceeding were re-opened in between, and observers felt that the ban 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 Aereo-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 the Radio Corporation of America rather than Gibson Broadcasting, the firm which originally had "purchased" the station. Mrs. W. J. W. Emmons, who held FCC in January that she would not sell the station to Medford Radio Corp., a competing bidder under the Aereo Rule. In September Following in Washington Mrs. Virginia filed 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 Crosley Broadcasting Corp. Consideration was $1,925,000. By year end the Fort Industry Co. and Bob Hope, firing as Hope Productions Inc., had entered 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 Aereo.

FCC Turns Attention To Giveaway Programs

Giveaways, heavily sponsored throughout 1948, received a great deal of attention from FCC. The case of WARL Arlington, Va., which FCC had contended violated Sec. 316 of the Communications Act of 1934, concerned with "The Dollar for Answers" program, continued throughout the year against the background of growing complexities.

In August FCC proposed rules which would forbid most giveaways with the exception of a few which used only studio audience participation. It cited Sec. 316 of the Act. Toward the end of the month Frank Bow, general counsel of the House Select Committee to Investigate 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 under the Commission rules, and after eight delay from the original date held hearings on giveaways in October.

When the Mansfield and Lorain (Ohio) Journal companies applied to FCC for facilities in the two towns, hearings were held in Feb ruary and May. A proposed decision of denial was made final in July. In 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 monopoly 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 WAGAR Cleveland, came under FCC sur vellance in March, following a complaint filed by the Radio News Club of Hollywood that hearing in the charges was ordered by FCC late in November.

The Court of Appeals for the District of Columbia dealt FCC a blow when, in April, it ruled that exclusive contracts giving 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 Cin cinnati to reverse FCC's non-hearing grant for a 10 kW daytime station in Philadelphia on WCKY's 1-R application for 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 for the FCC. The Appeals Court said even a claim of interference outside the protected contour requires a hearing.

Competitive hearings on the license renewal bid of WJW Cleveland and the request for the facilities by Public Service Radio Corp. were held during the first part of the year. The station closed April 15 in the case in which had started in 1946. 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 prior to the final sale were proposed 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 homeseat information will not be flown if they are part of a balanced program service.

The problem of allocations for television resulted in FCC's September freeze on licensing and hearing functions pending study of the 475-890 mc region.

Five Baltimore stations and a commentator were cited in 1948 in an attempt to prevent the "Baltimore Gag Rule" which forbade publication of certain information about persons accused of crimes. The second time it came to the defense of the stations, charging censorship, and trial was postponed until 1949.

Paul M. Titus, Rudolph J. Fjelstrom and Charles J. Hussey, attorneys representing seven "network," were sentenced Aug. 23 to serve prison terms of from one to five years for violating California's Corporation Securities Act. They had pleaded guilty June 10 to selling stock without a permit from the state corporation commissioner.

Mildred Gillars, "Axis Sally," was indicted in September by a federal grand jury in Washington on charges of connection with radio broadcasts for the Nazi's during the war. Conviction of Douglas Chandler, former U. S. Radio Officer 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, were held at the High-Frequency Broadcasting Conference held in Mexico City. No definite action was announced at the end of 1948 and conferences continued into the next year.

The Assm. of Independent Metropolitan Stations was formed with 15 members during a meeting at KSTL St. Louis on July 10. New or reorganized agencies announced during the year included: J. Wallace, Ad Agency offices in New York, Atlanta, Baltimore and Philadelphia; Fletcher D. Richards Agency, New York, replacing Campbell-Ewald; Taggart (Continued on page 158).
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& Young, Los Angeles; Norman A. Mack agency merged with Buchanan & 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 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 AM-Radio Presentation film were formulated and in December Victor M. Ratner, CBS, was authorized to send 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 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 adviser 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 for the subcommittee of the Interstate & Foreign Commerce Committee, headed by Sen. Charles W. Tobey (R-N.H.), undertook a probe of the whole communications picture, 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 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 markets carried the service by year-end and proposed rates and standards were announced during a meeting with agency executives held in New York.

At the same time General Manager Frank Pellegrin also announced expansion plans.

Storrow, the airborne TV relay system developed by Westinghouse, was approved and tested on many occasions during the year. FCC, however, failed to take any definite action toward authorizing its extension to the Executive Branch of the Government, studied FCC along with other government agencies but did not make the formal reports until early in 1949.

Coy, Sterling Appointments Approved by Senate

Presidential appointments of W. Coy and George P. St Loving to the FCC were sent to the Senate for confirmation early in January. Following hearings by Senate's Interstate & Foreign Commerce Committee both appointments were confirmed in February, Mr. Coy as chairman.

Following the retirement of Comr. Clifford J. Durr, President Truman named Frieda B. Hennock, New York lawyer and Democratic party worker, to fill the vacancy. Miss Hennock 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 regarding laboratory development." Later in the month Comr. Robert F. Jones, speaking in Columbus, Ohio, said about color: "We have viewed two systems in the laboratory stage. One of them takes more space than the (me) black-and-white system, but the other is now able to give a bright picture as sharp, as big and clear as any technicolor movie I have seen."

The Assn. of Federal Communications Consulting Engineers was formed in Washington on April 28.

Thomas F. Flanagan was named managing director of the National Assn. of Station Representatives, giving the group the full national association status. Paul H. Raymer, NARS president, made the announcement in early August.


Radio Representatives Inc. started operation Sept. 20. It was formed by M. Heilbrunn, president of the program pacing house bearing his name, and had among its officers Peggy Stone and John North.

Mr. Flanagan Mr. Pellegrin

Mr. Flanagan announced the

Mr. Pellegrin formation of Taylor-Borroff & Co., succeeding Taylor, Howe-Snedden Radio Sales, radio representative.

Radio Representatives Inc. started operation Sept. 20. It was formed by M. Heilbrunn, president of the program pacing house bearing his name, and had among its officers Peggy Stone and John North.


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. John B. 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. Brown, owner of WLS Chicago, KOY Phoenix and KTUC Tucson, died, in Phoenix. Frank S. Megargel, 47, WGB Scranton, succumbed to pneumonia March 30.


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% of the newspaper's adverting forces were sapped by radio, the advertiser wanted to know what his radio and TV money was returning him in dollars and cents. 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 woes was the rising threat of television invasion in radio broadcasting. That few TV stations were making money didn't help his outlook.

But the second half of 1949 found many radio managers with signs of a general uprising. At summer's end, spot and local business were brisk; broadcasters found TV hadn't cut deeply into the radio dollar. 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 1,064 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, 875,506; TV, 2,413,978. 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 4.5% to $435 million in 1949, operating costs correspondingly rose 4% in the year. National spot business continued upward in the third quarter, 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 1949 which had an all-time record volume.

Mixed feelings clouded the issue of whether radio could withstand the TV boom. In any case, video advertising was knocking up a new 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 million in the TV level. Sponsors increased from 680 to 1,027 with the number of hours doubled. TV families had doubled 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 months after a TV set was installed. The survey was conducted by Sam Gill, director of research, Sherman & Marquette, New York.

Talent war among networks, ever-challenging TV audience, booted 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 shows were taped to air until fall. Red Skelton, Ozzy & 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-program growth and policy labeling lavish investments in talent as unsound practice.

Realignments 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 $1 million. Meanwhile, the firm of Booz, Allen & Hamilton, management consultants, were making a study of the entire NBC apparatus.

NBC's revamp started in October with a new president, Joseph H. McConnell. Three months earlier, Mr. McConnell had been elevated from vice president in charge of RCA network and finance to vice president of the firm, third in command to David Sarnoff, board chairman. As McConnell became president, Niles Trammell, NBC's 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, Sylvestre L. (Pat) Weaver, Jr., vice president and radio-TV director of Young & Rubicam, became vice president in charge of television. Frederic W. Wile Jr., agency's supervising director of media operations, accompanied Mr. Weaver to NBC as the latter's assistant.

Dr. Stanton, of CBS, signed a $1 million contract to be vice 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 assigning 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 sale to 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 circulation rate structure by dissolving four wholly-owned subsidiaries and placing their radio operations under the parent firm. Stations were: WWVA Wheeling and WMMN Fairmont, W. Va.; 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 grouped all its major TV problems 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. Assn. 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)
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questioned 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 Balcon, Sylvania Electric Products and past EMA president, chairman of 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, was accorded 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 Baltimore to Washington—distance of 35 air miles—which it picked up by modified TV sets. Service also was picked up off-the-air in Washington and rebroadcast by RCA.

In a week before the scheduled hearings, announced a regular schedule of live and film color programs over WNBW (TV) Washing-

do the hearings, off to a brisk start, settled down to long technical argument. Main antagonists were RCA and CBS. A third main party was Color Television Inc., San Francisco, also boastin an all-electronic, compatible system. Six television commissio

ners in 1949 were heard at the hearings. Comm. Rosel H. Hyde being in attendance at NARBA conferences in Montreal.

Fireworks Erupt At Opening Sessions

Opening rounds saw tempers flare. Industry spokesmen were gruilled principally by Comrs. ROBERT F. JONES and FRIEDA B. HENECOK who held forth pleas for the cautious approach. Opposition to immediate color standards voiced earlier in the year by Allen B. DuPont, ABC president, Allen B. DuMont Labs, was heard again at the Commission sessions.

RCA showed its system on Oct. 10 when 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 a RCA request to postpone the sched

uled “Nov. 14 comparative showings. FCC also decided to delay cross-examination until all comparisons were made, and set the CFI 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 all contributing to warning TV permittees they must go ahead with construction or take the consequences, and shrugged off such excuses as “uncertainty” to be an “advocate.” The new Mayflower stand condoned editorializing by stations within undefined limits of “fairness” and “balance.” The former term was to be radio’s yardstick.

Giveaways, which had been booming for over a year, were next on the agenda. Of particular importance, the 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 airtime, with mostly high


damper conservatively estimated at some $185,000 in money and merchandise every seven days. Frosty Brinkman’s away survey found ABC with 13; CBS with eight; NBC with seven; Mutual with 10.

With RCA 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 overstamped its authority, though themselves critical of the giveaway program. Sen. Johnson congratulated the Commission on its action. However, 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.

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The Hoover proposal would re

VAMP FCC while retaining it as an independent agency. It would have streamlined FCC’s functions for efficiency. Highpoint of the argument was that administration responsibility be vested in the chairman who also would have the services of an executive director.

Crosley’s WHAS Bid Denied by FCC

FCC ruled in September on the long-pending WHAS Louisville case, by denying its sale to Croscley Broadcasting Corp. (CWC, a 50 kw clear channel outlet owned by Louisville Courier & Journal Times, was bid by Cros-

ley (also owner WLW Cincinnati) for $1,925,000. Overlapping signal of the clear channel station was described as the principal reason.

Commonly-owned AM, FM and TV stations using common base calls, but located in different communities were given until July 1 to change their FM or TV calls under an FCC policy statement.

Battling a 10-year-old collection of skeletons, the Commission in early May granted regular license renewals to Arde Bulova’s WOV and WNEW New York, clearing the watch manufacturer of charges dating back to 1938 and wiping away the last of the Commission’s original doomsday case. It cleared the way for the sale of WVO.

The much protested Arco Rule on station sales was repealed out-

right June 9. The rule, growing out of a decision on Arco Mfg. Corp.’s acquisition of WLW Cincinnati, required submission of competing bids on transfer and as-

signment applications. A proposed revision of procedure on handling of nearly all major broadcast applications, embracing advertising of most applications, even sales, was placed on the Commission docket, receiving 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 only in a narrow strip running through parts of Kansas, Missouri and Arkansas.

Fire Sweeps FCC Headquarters

FCC’s physical plant took a beating on Nov. 2, 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. Circuit Court of Appeals for the District of Colum-

bria early in January flatly upheld FCC’s right to examine percentages of time given to advertising when time proposed by applicants. The same court in March upheld the Commission’s right to call off a competitive hearing and grant color or mono stations a stay if objections to applications when enough frequencies become available to permit grants ultimately to all.

But on May 5 the appeals court rapped 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 the WJRB Detroit daytime-skywave case. FCC, it found, has the right to use its discretion in granting or denying oral argument in cases where sufficiency of a licensee’s claim of potential interference from pending applications. The unanimous decision reversed a lower court’s rul-

P. C. Connolly.

Appeals Court Reverses Gag Rule

Also in June, the Maryland Court of Appeals court reversed a lower court’s ruling on the notorious “Baltimore Gag” on free speech. The appellate court’s action reversed contempt citations against WCBM, WITL and WFKB Baltimore, along with James P. Connolly, former editor of WITL. WBAL that city had filed a separate appeal was also affected by the action. Broadcasters had been cited in the summer of 1948 for contempt of court after they had broadcast factual matter about an indicted man’s statements to the police and from police officials. An appeal to the Supreme Court was promised.

Hearings were held in Federal

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District Court in Cleveland involving Government accusations against Dr. Harry O. Gray of anti-trust law violations in the treatment of advertisers who used WEOL-AM-FM Elvira-Lorain or the nearby Sunday News. 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, filed by the court, reversed a lower court's ruling.

The Supreme Court on Dec. 5 denied the request of KGHI, KARK Little Rock, Ark., and NAB for rehearing. The decision did not hear 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 of Colorado, a 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, an eye 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 1696) and, in general, elimination of FCC's discretionary power to modify licenses and construction permits and incorporated a fraud section. Later in the water was added a section to a reorganization bill (S 1793) introduced in June by Sen. Ernest W. McFarland (D-Ariz.), which comprised some of the features of the old WPC 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 Languished 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 cameras and microphones as well as the omnipresent AM-FM networks were covered among all networks.

President Truman made two appointments of interest to the industry. Gordon Gray was named to the Army, Mr. Gray, president and publisher of the Fielding Publishing Co., Winston-Salem, N. C. (WSJS Winston-Salem, the Winston Journal and Twin City Sentinel and head of WMIT (FM) Winston-Salem), took office June 20.

The early President in May nominated FCC Comm. Edward M. Webster for reappointment as a term. 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. Sheppa's (D-Calif.) bill to prohibit station ownership by either network or manufacturers of electronics equipment. It marked time in committee.

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 output set at 50 kw for station 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 BMI, a broadcaster's collective unit, was to be presented by the Senate to the House in the 16th Congress. It was put on the committee shelf.

Dr. Baker

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Radio Success

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 in the network in September to join Macy's.

During the year, NAB absorbed the Assn. of Women Broadcasters in March and the FM in December.

A. D. (Jess) Willard Jr., former WBT 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 WAGF Augusta, Ga., as executive and general manager.

Royal V. (Doc) Howard resigned on July 20 as director of NAB's Engineering Dept. He was succeeded by Neil McNaughton, who was serving as assistant director.

A new and more compact NAB appeared in August following a touching up of its internal components. It was staffed by: W. L. (Bill) Thomas, vice chairman; Jayson Markham, station director, WGY Schenectady, became director of a newly formed NAB Video Division; and Gordon Miller, a new NAB's advertising and sales promotion, who was serving as director of New NAB's Executive FM Committee

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 (APL) and NABET over division of labor. The jurisdictional squabble dealt with the question of which union had (Continued on page 185)
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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. Plan was offered 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 defined the order of AFM President James C. Petillo that no member of the union be permitted to join or remain a member of American Guild of Variety Artists, a 4-A union.

The NARBA 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 conclave which was held in Montreal.

The Cuban bombshell came on Sept. 15 when island 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 closed.

Also on the international front, Argentina's Perón slapped a ban on broadcasts by foreign news correspondents; Voice of America was given a larger budget as it opened new flush penthouse studios at the Interior Dept. Bldg. in Washington.

Voice boosted its Russian language broadcasts in late April and April and May reports of increasing Russian attempts at jamming.

Ford Motor Co. began sponsorship of broadcasts of 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 added by year-end.

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-1949. Cable and relay 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 a "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 state legislator and broadcaster; a gross in excess of $2 million, radio's biggest independent station deal.

Newell-Emmett Co., New York advertising agency with a $26 million annual billing and radio-TV user, re-formed at year-end as Cunningham & Walsh Inc. John F. Cunningham became president of the agency.

Death took a toll of broadcasting pioneers. Among them were Major Edney Ridge, president and general manager of the North Carolina Broadcasting Co., part-owner of WBG in Greensboro, on Jan. 13; Benjamin A. McDonald, general sales manager, Westhouse Broadcasting Stations Inc., on March 2; Morgan H. Sexton, general manager, KRO5 Clinton, Iowa, on March 27; Elmer J. Burkle, vice president and treasurer, Cross City 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, WCOV-AM-FM Montgomery, WGWG Selma and WGWG Gadsden, Ala.; Ray C. Wakeder, former FCC Commissioner (1947), on Sept. 29; Harold B. Morrill, general manager, WLAW Lawrence, Mass., on Oct. 5; Eldon A. Park, vice president of Crosley Broadcasting Corp. and general manager, WINS New York, on Dec. 12.

1950

The first 9 1/2 months of 1950 saw broadcasting once again moving with the nation toward a semi-war time 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 rapid pace, keeping up its fantastic rate of growth, despite the licensing freeze which seems likely to remain at least until mid-1951. NAB weathered a series of crises, but the "-paper back" 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 "non-harmful" programs have been and are still in progress.

The decennial census was taken, preliminary reports showing a U. S. population of 150,520,000, with marked "catch-up" and self-owned residences increasing. 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 into conflict—some years before the fears of radio silence and TV blackouts, and of freezes, shortages and other restrictions reminiscent of World War II.

NAB and White House approval 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 cited 23 stations and television on its list of "essential" industries, and in mid-September President Truman sent to Congress his masterplan for civil defense, designating radio and TV the "nerve system" 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' agent William V. "Buddy" 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, APRA, TV Authority and Assn. of National Advertisers—"to assure full security" against Communists and their sympathizers, and "at the same time to maintain individual liberty." Business-wise, 1950 saw the resurgence 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 4,140,000 was above the 1,100,000 above the full 1949 total.

Looking back, BROADCASTING-TELECASTING YEARBOOK in January estimated 1949 AM-FM-TV sales at $460 million and later borne out by FCC's 1949 report, released in April, placing the overall total at $459.8 million, a 10.8% gain over 1948. The breakdown: AM-FM $428 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, the National Television Committee and Steaming Committee stirred up a mid-summer flurry by launching a radio rate-cut campaign looking toward evening rate reductions ranging up to 55% on some stations in TV markets. But the four networks rejected ANA's invitation to confer, and the question was touched only lightly at an industry 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.

The national network rating field was returned to a one-firm operation in February for the
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 networks were extended to an additional 14 on Sept. 30, and the telephone company was at work on a $20 million construction project approved by the 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 107, in 30 markets.

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 experimental 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 reports of an exhaustive study conducted by Jerry Jordan, were released in May, showing that television does not hurt sports attendance. The study's findings were being "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 1960 World Series—four times the 1949 figure—plus $175,000 for radio rights.

In the radio network field, Liberty Broadcasting System climaxied 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 head-aches and organizational changes.

In a February meeting at Chandler, Ariz., the National Association of Broadcasters gave President Elmer Miller far-reaching powers; authorized the appointment of a general manager as No. 2 executive; revoked an existing 12½% discount on dues and increased small station dues; abolished its Radio Division; authorized appointment of a station relations director; raised NAB's budget $100,000, 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 F. Newsome, manager of KFI Los Angeles, to the general management and operational effective July 1 under a three-year contract. Broadcast Audience Measurement Inc. was incorporated that same week.

In the June meeting the board 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. Higgins, of WMOA at Marietta, Ohio, was named interim director of BAB.

Plans for creation of a superBAB, headed by the best available executive in the broadcasting industry and backed by the million-dollar budget, were approved by the NAB board in early August.

B. Walter Huffington, WSAF-PORTSMOUTH, VA., was named NAB station relations director in May. He died suddenly on July 20, and was succeeded in October by John F. Hardesty, of the Public Affairs Department.

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-Television Mfrs. Assn. and launched a search for a full-time 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 the latter's successor. Bond Geddes, executive vice president and secretary for 23 years, retired to an advisory post Aug. 1 in line with plans announced earlier. James D. Seeburg was promoted to secretary and general manager.

The Commission said it would hold up a pro-CBS decision on one condition—that manufacturers signify by Sept. 29 that they would build a "complete set" 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.

Pheonixese, Theatre TV Among FCC Problems

In other television fields, FCC in January announced plans for a hearing before TV and radio networks serving 14 markets. In February, approved Zenith Radio Corp.'s request for a 90-day Phoenician test. This was to have started Oct. 1 but has been at least temporarily shelved 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 ruled that existing 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 tests 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 positing 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 were the antenna-site 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, is on one involved in news-slat charges against G. A. Richards (KMPC Los Angeles, WJR Detroit, WGBR 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 WTMJ-FM Milwaukee, WMIT (FM) Charlotte, KWK-FM St. Louis, WMAR-FM Baltimore and WKY-FM Oklahoma City. Though the pace of drop-outs has slackened, the number of operating stations dropped from 743 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 basis.

AT the board reception held during the ANA September meeting are (1 to r): Andy Quade and Hugh Conklin, General Foods; D. H. O'Dell, assistant advertising director, General Motors; Hank Vogt, advertising manager, A. E. Staley Mfg. Co.; Gerhard Eko, General Foods; William Brooks Smith, advertising director, Thomas J. Lipton, and chairman of the ANA Radio and Television Steering Committee.
Promotion Panorama of


*still copyrighted

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

Page 4

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.

giving the Convention and Mr. William C. Rawlins will be glad to give you complete information.
BROADCASTING'S Early Thirties...

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 only entirely local licensee in San Francisco and because of its unique position, it has been able to understand the program desires of the listener. That is why it has gained and retains listener preference in this area.

PACIFIC BROADCASTING CORPORATION
988 MARKET STREET
SAN FRANCISCO, CAL.

Page 22

WJR
Announcing an increase in Power to
10,000 WATTS

Page 23

WIP-WFAN
PHILADELPHIA'S PREMIER STATION
reach a potential audience spending 2 Billion Dollars Annually
WIP-WFAN uses the most modern Western Electric Apparatus
100% Modulation
15 7½ and 78 R.P.M. Turn Tables

Several very desirable periods are now open
RATES ARE ATTRACTIVE

Page 26
A UNIQUE RADIO SITUATION IN OMAHA

Station KOIL, Inc.

KOIL-OMAHA THE TEST STATION
1909 World's Fair Building
Eighth and Jackson Streets
Omaha, Nebraska

IS YOURS a "drugstore" studio?

The KOIL-OMAHA "drugstore" studio is a "one in a million" arrangement. KOIL-OMAHA is a "true" test station with
a complete outfit save for the Crystal Maxx. The KOIL-OMAHA equipment is a "one of a kind" arrangement.

KOIL-OMAHA is a "true" test station with a complete outfit save for the Crystal Maxx. The KOIL-OMAHA equipment is a "one of a kind" arrangement.
BROADCASTING'S Early Thirties...

CREAM of the NEW ENGLAND COVERAGE

Every other home in the New England States owns a radio — according to the United States Census Bureau. This figure is as of April 1, 1930, in the eighteen months that have elapsed since that date, the proportion of radio-owning families has substantially increased.

This rich, responsive market has proven a profitable territory to local and national advertisers. This is evident by the exceptionally large number of WCHS advertisers on renewed contracts.

Southern Maine and Eastern New Hampshire are among the richest concentrated population areas in all New England. They are the areas dominated by ---

WCHS Portland, Maine
Affiliated with the NBC Basic Red Network
1000 Watts Full Time 940 Kilocycles

Owned and Operated by the CONGRESS SQUARE HOTEL CO.

NOW MORE THAN EVER

It is necessary to employ every nerve of experience and skill to make advertising pay—particularly radio advertising.

A. T. Sears & Son, Inc. make it possible for advertisers to offer their clients effective, effective results in radio advertising, without a dollar additional cost and without adding to their present.

This information is available to advertisers all over the country. We are pleased to cooperate.

A. T. SEARS & SON, Inc.
Radio Station Representatives
Officers in Principal Cities

50,000 WATTS WCAU PHILADELPHIA announces the OPERATION of its NEW 50,000 WATT TRANSMITTER SEPTEMBER 15, 1932

NEW RATES EFFECTIVE OCTOBER 1, 1932

NOW AVAILABLE...

THE FIRST SURVEY OF ITS KIND IN THE HISTORY OF RADIO...

WJAS' southern Wisconsin—northern Illinois MARKET SURVEY compiled by BACH & PETERSON PAGES in cooperation with UNIVERSITY OF ILLINOIS

HAYE YOU INVESTIGATED THE NAPCI NATIONAL ADVERTISERS PRINTING GROUP WILLIAMS LETTERPRESS EQUIPMENT AND MANUFACTURING COMPANY

WJAS RADIO CORPORATION

Now Available. The First Survey of its Kind in the History of Radio...
HEADS of delegations to NARBA Conference pose at opening plenary session Sept. 6 (l to r): Kenneth R. Ingream and Alan D. Hodgson, Bahamas and Jamaica; Dr. Miguel A. Herrera, Dominican Republic; Dr. Jose Ramon Gutierrez, Cuba; Capt. John Cross and FCC Comr. Rosel H. Hyde, United States; Commander C. P. Edwards, Conference chairman, of Canada; Miguel Perez of the Industrialist 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 Sarnoff, 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-1973), 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.), which included Frank R. McNinch (R-N.D.) 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 KEFS Orlando, 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 13; 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 KFAR Fairbanks and KVI Anchorage, on July 20; G. A. R. Hall, chairman of the board of WOAI-AM-TV San Antonio, on Sept. 11.
Anniversary Open Mike

(Continued from page 66)

ciates probably has done more than any other single factor to help me
intelligently use from day to day
whatever I have learned about
broadcasting and telecasting.

The industry and all of us in
it owe much to BROADCASTING-
TELECASTING for its intensely au-
thetic reporting of industry af-
fairs throughout the years. We
owe even more to you for your
fearless editorializing on many
problems that have beset our in-
dustry. Never stop!

My very best personal wishes for
the next twenty years.

Clair E. McCollough
President
The Steinman Stations

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 Broad-
casting will celebrate its 20th an-
niversary 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 com-
mercial broadcasting is splendidly
recounted within the pages of
BROADCASTING.

Broadcasting under your guid-
ance 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 con-
tinued success.

Neville Miller, Esq.
Miller & Schroeder
Pres. Federal Communica-
tions Bar Assn.
(Former Pres., NAB)

EDITOR, BROADCASTING:

As president of Radio Pioneers,
I am delighted to welcome Broad-
casting to 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 de-
serves our praise and our appreci-
ation 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 confi-
dence 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 de-
cades. It has faithfully chronicled
this growth and today is just as ac-
curately covering an era which his-
torians may call the Age of Tele-
vision.

Broadcasting as a trade maga-
azine of the industry has not been
only a trusted reporter of develop-
ments in the field; it has been more
than that. Through its editorial col-
umns it has served both as the
staunchest friend of the radio and
television industry and as its sev-
est critic. If it had not successfully
served in this capacity, I would not
have this opportunity to salute
Broadcasting with a "well done"

EDITOR, BROADCASTING:

...
Help Wanted

Managerial

Opportunity for sales organization manager. NEW type operation, independent management, $1,600 weekly, 4 years experience in California network. Top market, 24 states, West Coast. Box 195G, BROADCASTING.

Station manager, newspaper owned MBS outlet, 13,500 Nebraska town. Prefer good commercial man, fully experienced. Will share profits with man who can prove himself. Box 635G, BROADCASTING.

Experienced announcer, handle news and announce for local radio station going 500K. Write full qualifications. Box 536G, BROADCASTING.

Station manager, newspaper owned MBS outlet, 13,500 Nebraska town. Prefer good commercial man, fully experienced. Will share profits with man who can prove himself. Box 635G, BROADCASTING.

Experience in radio is an asset to take charge production, programming, etc., to some established local station in attractive east coast community of 15,000. Opportunities to grow, make $4,000 in first year. Write full qualifications. Box 653G, BROADCASTING.

Opportunity to invest in and manage 250 watt station applying. Present owner has other business interests and is ready to sell. Box 656G, BROADCASTING.

Help wanted. Commercial manager, capable of acting as general manager. Outstanding opportunity, with brilliant future in large major eastern market big enough to use his experience in selling ability. Box 658G, BROADCASTING.

Salezmen

Progressive local station wants aggressive salesman. Permanent to right man. Must have car and live within 25 miles of station. Box 659G, BROADCASTING.

Experienced, reliable, effective salesman for California network station in medium sized market. Liable for position for producer. Minimum commission 10%. Box 660G, BROADCASTING.

Salesman capable of writing own copy. Present position in small city pays $7,000+ yearly. Will consider larger city 70,000+. Salary plus incentive commission. Give full particulars, references required. Box 661G, BROADCASTING.

Journal salesmen, a man currently employed in a southern station is wanted (or a representative) with a growing, aggressive organization. Must be located in or near southern city for interview at owner's expense. Salary and commission to be agreed upon. Write Box 720G, BROADCASTING.

Advertising salesman, include references and snapshot in letter of application to KYOC, Casper, Wyoming.

Salesman, experienced. Starting salary $150 per week, plus commission. Must not be a drinker or smoker. 50,000 watt AM affiliate. Box 662G, BROADCASTING.

Announcer

Network affiliate Rocky Mountain area has opening for announcer-copywriter. Send resume and set up first rate letter Box 509F, BROADCASTING.

Announcer, first class ticket, small town, southwest. Must be good. Experi- enced. We want quality. Box 663G, BROADCASTING.

Situations Wanted

Managerial

Help Wanted (Cont'd)

Combination announcer-engineer. Good working conditions. Top salary. House, wire, off-air work. Wire 704G, BROADCASTING.

Announcer-engineer, top quality exposure. Full time, day shift. Salary, $850 per month. Box 597G, BROADCASTING.

Immediate opening, ticket. One year experience announcing. Start 982, raise one month. Phone or wire B. Smith, KBUD, Athens, Texas. Announcer-engineer, needed immediately. Have two or more years experience announcing and handling all types programs. Average to good-combo may not wanted, as this is a full time position. Must have positive attitude and work in full gear. Must show stability. Only experienced men need apply. Station looking for man who will stand inspection from the station owner, a man who can do network or network type of work. Will pay good salary, plus commission. Mail qualifications including draft or work experience to KCMM, Monrovia, Missouri.

Wanted, Combination announcer-engineer, top salary. Send resume and letter of reference to WBBH, Cartersville, Georgia.

Combination announcer-engineer,send full qualifications and references. Salary, $700-$800 per month. WGCN, Gulfport, Mississippi, has opening for experienced announcer, send full qualifications and references. WGMX, Gulfport, Mississippi, has opening for experienced announcer, send full qualifications and references. WNNG, Fabens, Texas.

WANTED, Radio engineer-

Announcer, south Georgia independent station. Male or female. $750-$900 per month. WPC, Vidalia, Georgia. Telephone 327.

Wanted immediately. Announcer, concert work, beginner to experienced. Buying and arranging all phases. Bert Arnold, Keene Road, Clearwater, Florida.

Technical

Men with at least 8 years combined experience in studio and field. Must be capable of toil travel throughout any area in the United States and Canada. Excellent salary plus expenses. Transportation provided. Must have references and or letters of recommendation. Send personal snapshot with record of experience and references. Box 760G, BROADCASTING.

Combination man or engineer. Excellent salary, benefits. Call WYNT, Grand Rapids, Michigan.

Wanted, chief engineer for 1000 watt network affiliate, with previous experience, with full time shift on transmitter. Box 665G, BROADCASTING.

Electronic engineers. Graduates with practical experience preferred for development position in small but good future. Send resume, photo, advisory list of previous experience to SJ6G, BROADCASTING.


Production-Programming, others

Wanted—Program director 1000 watt sells station. Program director also handles early morning show directed rural audience. Salary and benefits. Box 666G, BROADCASTING.

Young man or young lady to take over time shift work at successful progressive southern station. Box 675G, BROADCASTING.

Wanted, young woman to handle bookkeeping, billing and office daily work at ABC network affiliate in west coast state. Air mail photo and complete qualifications to 615G, BROADCASTING.

California small market network station needs versatile experienced program director. Excellent opportunity for right man. Send full details Box 614G, BROADCASTING.


Punch writer. Willing to accept any job in that line. Box 676G, BROADCASTING.

WANTED: Young lady to direct traffic, write some copy, along with other station duties. High salary. Send resume, phone and photo, experience and photo. Radio station WXXN, Box 59, Jackson, Mississippi.

Situations Wanted

Managerial

Manager, program director, sales manager, network manager. All positions in major markets. Opportunities not now profitable. Knows every phase of management. Sales manager to Z. Good judge of personnel. Will be paid all expenses. Send letter to Box 563G, BROADCASTING.

Manager, program director. Sales manager, network manager. All positions in major markets. Opportunities not now profitable. Knows every phase of management. Sales manager to Z. Good judge of personnel. Will be paid all expenses. Send letter to Box 563G, BROADCASTING.

Man, woman or young lady. High school degree or graduate. Experience in the field of news or sales. Must be interested in advancement. If you're interested, please write today for full information and application. Box 713G, BROADCASTING.

Announcers

Sportsman, currently working baseball and football in the southeast. Three years' experience in talent field. Desires locate in either Cavalier and hockey. Looking for basketball and baseball position. Will move to the northwest coast by July. Box 508G, BROADCASTING.

Manager, top background, all phases of radio. Extensive experience in management in major markets. Proven efficient local board and station operation. Box 700G, BROADCASTING.

Manager-Sales, programming, 20 years with metropolitan network stations every experience over. Desire locate east or midwest metropolitan areas. Experienced in all phases of sales and programming. Box 715G, BROADCASTING.

Salezmen

Salesman-Experience background includes announcing, copy, programming, management in medium market. Desires management opportunity in good station. Box 153G, BROADCASTING.

Announcer—salesman. Early bird or night owl. Will accept unusual and varied positions. Over draft age. Free lance. Box 716G, BROADCASTING.

Ambitious young lady. College graduate, Journalism, three years radio work, selling experience. References. Box 601G, BROADCASTING.

Announcer. Broadcast preparation-reading. M. B. H. $55 per week, plus expenses. May have only local B. JACKSON, BROADCASTING.

After October 10th this experience can be yours! Three years each phase top station management. Desires location in three states model center; over a year news editor, plus a year directing programs. Family man, conscientious, congenial. Must have college degree and complete understanding of your future job. Give appropriate right position. Refer to Box 652G, BROADCASTING.

Sports announcer, experienced play-by-play, top talent. Box 653G, BROADCASTING.

Man and sports commentator. Available any time. New talent, 41 years of experience, special in special events. Will travel anywhere. Box 654G, BROADCASTING. Southwest preferred for $6000 a week. Local and National show. Dial Box 655G, BROADCASTING.

Situations Wanted

Manager, top background, all phases of radio. Extensive experience in management in major markets. Proven efficient local board and station operation. Box 700G, BROADCASTING.

Manager, top background, all phases of radio. Extensive experience in management in major markets. Proven efficient local board and station operation. Box 700G, BROADCASTING.
Situations Wanted (Cont'd)

Announcer, thoroughly trained in all phases of radio including operation of equipment. Will consider college work and/or comparable experience. Graduate RCA Institute, New York. 5 year's experience. Available. Box 4739, BROADCASTING.

Announcer, DJ news four years experience in use of radio in metropolitan area of 500,000. Disc available. Box 985G, BROADCASTING. Interesting personality. Works five nights a week. Available for two weeks notice. No bragging build up of myself. Have many happy radio experiencs, sales, remote interviews, analyses, etc. Can work on my own. All-round man. Married. Salary must be competitive and fair. Will work from present job. Box 669G, BROADCASTING.

Experienced announcer. Young, ambitious. DJ, news, remotes, etc. Box 679G, BROADCASTING. I can't get a job without experience and I'm available. Will work from present job. Therefore I will work for four weeks for you without experience. You have no obligation whatever. I'm good! Box 671G, BROADCASTING.

Attention station managers: Play station in the red? Your Hooper down? Vex the box ask BROADCASTING. Am averaging over 300 letters per month on a 250 watter. Have highest Hooper in five radio station towns. Doing hillbilly, pop, sports, disc, etc. I need a chance. Will work from present job. Box 679G, BROADCASTING.

Announcer with fair for programming wants job. 2 years college, married, 706G, progressive outfit. disc, etc. Box 894G, BROADCASTING.

Sports, 3 years experience, permanent location. 4 years experience play-by-play at major college and professional level. Have handled major network sport interviews as a football and basketball newscaster with two weeks notice. Can apply top references. Personnel director. Box 701G, BROADCASTING.

Announcer, experienced all sports, many college and pro years, play by play, college grad, veteran, disc available. Box 895G, BROADCASTING.

Announcer-NBC trained. Three years general experience known to many in business. Familiar. Grad, disc, remotes, etc. Box 712G, BROADCASTING.

Recent graduate of NBC Radio institute desires position in west coast city with opportunity for early promotion. Good character. Hope to return to New England as soon as possible. Box 712G, BROADCASTING.


Announcer-disc jockey. Two years experience, disc, simple, college, disc, etc. Lack of experience. I'm your man. Open to top opportunities. Location. Box 801G, BROADCASTING.

Need a top newsmen? Brilliant prospect. Am averaging over 300 letters per month on a 250 watter. Have highest Hooper in five radio station towns. Doing hillbilly, pop, sports, disc, etc. I need a chance. Will work from present job. Therefore I will work for four weeks for you without experience. You have no obligation whatever. I'm good! Box 671G, BROADCASTING.

Situations Wanted (Cont'd)


Announcer-NBC trained. Three years general experience known to many in business. Familiar. Grad, disc, remotes, etc. Box 712G, BROADCASTING.


Graduate, football manager, business management, college. Grad, disc, remotes, etc. Box 712G, BROADCASTING.


Situations Wanted (Cont'd)

Engineer, license, degree, 12 years experience. Box 528G, BROADCASTING. Will accept any position, including engineering position, no experience but hooked to radio. Will accept any position preferred. Box 833G, BROADCASTING.

Chief engineer invites correspondence in all phases of radio. Capable, creditable experience in all phases of radio, with every position, with every type of equipment, every directionally. Draft proof. Ready for whatever job comes my way. Box 821G, BROADCASTING.

Experienced engineer, first phone. FM trans and control remotes, recording own. Box 985G, BROADCASTING. An engineer trying for a chance to become first class engineer. Have some special ability. Am taking correspondence course from University of Chicago. Radio-Engineer of 694G, BROADCASTING.


Program director, 15 years experience. Box 485G, BROADCASTING. I want a job where I can use my talent.

Program director, announcer. Head of Sports Department. Will travel. Box 485G, BROADCASTING.

Program director, announcer. Senior copy editor. No reserve status. Dependable, cautious, with conservative eastern metropolitan station; references, copy, audition disc furnished. Box 669G, BROADCASTING.

Program director, announcer. Have top experience in writing news and commercial copy, publicity, training; MA, MA. Single, draft exempt. Presently employed, but seeking better position. Preferably with conservative eastern metropolitan station. Box 596G, BROADCASTING.

Bus driver, 26, single. Has experience in driving at a professional level. Box 587G, BROADCASTING.

Situations Wanted (Cont'd)

Veteran with first phone, experience in radio, television, repair. Single, will accept any position. Mike Torrella, 546 W. 104th St., N. Y. 5, N. Y.

Production-Programming, others

FR man, experienced copywriter. News director, TV. Good solid experience. Box 604G, BROADCASTING.

Woman's program director; formerly with station where you can get it. Available immediately. Proven sales-building ability. Experience with all types of radio, ten years radio, major networks, vocal, etc. References. Box 817G, BROADCASTING.

Transcriptionist, WANTED: 2 female transcriptionists, familiar with CBS, RCA, etc. Box 596G, BROADCASTING.

Good copywriter, 8 months experience. Box 669G, BROADCASTING.

Newscaster-editor—Experienced in writing news and commercial copy, publicity, news, TV. Box 695G, BROADCASTING.

PD, newsman, A.P. experience. Veteran, married, military building job? Box 685G, BROADCASTING.

Program director, fine announcer, first class license. Will accept any position, anywhere. Box 683G, BROADCASTING.

Perhaps I'm the man you've been looking for in your news department. Have high qualifications. High rating, truthfulness, accuracy. Experienced, vet. Used years proving. Desire any west location. Box 713G, BROADCASTING.

Program director-announcer. Head complete programming department (music, announcing staff, continuity, production). Hard work, dependable. Anywhere. Box 634G, BROADCASTING.

Secretary. Box 684G, BROADCASTING. WANTED: First 8521 S. Loomis Blvd., Chicago. Phone Triangle 4-4850.

Television

Television

Chief engineer, 15 years in radio, 6 as v. E. Engineering. Have charged and developed electronic. Have considerable experience in this field, with every type of equipment, every directionally. Will accept any position. Box 281G, BROADCASTING.

Chief engineer, 15 years in radio, 6 as v. E. Engineering. Have charged and developed electronic. Have considerable experience in this field, with every type of equipment, every directionally. Will accept any position. Box 281G, BROADCASTING.

Technical

City, location, available. Box 410G, BROADCASTING.

Engineer, 2 months transmitter, reception experience. BROADCASTING.

Engineer, 2 months transmitter, reception experience. Graduate RCA Institute, New York, N. Y. Previouly employed. Box 4739, BROADCASTING.

Technical

Engineer, 2 months transmitter, reception experience. Graduate RCA Institute, New York, N. Y. Previouly employed. Box 4739, BROADCASTING.

Technical

Engineer, 2 months transmitter, reception experience. Graduate RCA Institute, New York, N. Y. Previouly employed. Box 4739, BROADCASTING.

For Sale (Cont'd)

For Sale (Cont'd)

Two Federal field strength meters. Bureau of Standards certificates. Cur- tain use. Box 4720, BROADCASTING.


Have several used guyed Winchamber towers will sell erected. Tower Con- struction Co., 381 W. St., North St., St. Louis, 5-7671.

One Western Electric type 451-A 200 watt AM voice transformer. Also Blaw-Knox 10-300 watts. Also Blaw-Knox 50 amp. WANTED: station site including lighting fixtures. Or you can sell me a site and I will buy. WHO, Des Moines 7, IOWA.

(Continued on next page)
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 television professions during the last two decades.

Throughout these years, we consulting engineering practitioners have learned to rely upon your journal 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 its 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 animate your wholesome progress since those chewing-gum and haywire days of 1931.

From radio's engineering profession, a resounding "73."

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 publication of the quality and caliber that BROADCASTING has always shown. It has kept the broadcasters generally informed as to what is going on in their particular world, and has sounded the alert 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 productive as effective as the first 19.

James D. Freest
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 that it has enjoyed in the past.

The position of Broadcasting as the spokesman and one of the great acting spirits 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 briefly. 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 that 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
Assn. 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 Wiseman
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

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 20 1/2-hour schedule.

LATEST Clarustat No. 50 catalog released showing various resistors, controls and resistance devices. Copies may be obtained from distributors or in Dever, N. H.

October 16, 1950 * Page 173

On the dotted line . . .


PLANS for current football season are discussed at WHLI Hemstead, L. I., by (1 to 1): Bob Zellen, sports editor of Newday, who is giving play-by-play descriptions of the nine high school games scheduled; Art Peterson, WHLI and Paul Godofsky, WHLI manager.

CLOSING purchase of 52 weeks of Tomorrow's News Tonight on KOOL Phoenix by Wolf & Burke Beverages (Blatz beer distributor) are (1 to 1): Seated, Frank Wolf, pres., Wolf & Burke; George Agnew, KOOL sales mgr.; standing, Ed 'Buzzy' Burke, WAB; Charles H. Garland, KOOL.


THE situation is well in hand as Major Anthony Caputo (seated) inked the contract making Uncle Sam sponsor of the Quanticus Marine football games on WEAM Washington. Looking on with approval are (1 to 1) Nat Allbright, WEAM sports director; Capt. J. M. Jeffers, 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. Maltanry, KSJO v. p. gm.; Glen Herrratt, San Jose physical education dir.; Don Gilbert, Hoffman Radio & TV Corp.; standing, Ralph Shafay, Accent table shakers; Don Langendorf and Irving Langendorf, Langendorf Bakery.

ON THE DOT
diones . . .

DISTRICT 3

(Continued from page 58)


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. 29 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 Hotel, Wernersville.

Attending the PAB board meeting were:

Mr. Diehm; Frank R. Smith, WBVP Beaver Falls; David Beattie, WDKO Harristown; George WRAK Williamsport; Charles Denny, WERC Erie; Pa.; T. W. Mestger, WMRF Lewistown; Roger Climp, WFL, Philadelphia; George R. Coleman, WGBL Scranton.

PAPAL AUDIENCE

Lamb Visits Pope

POPE PIUS XII is more accessible than many 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, to 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 bureau chiefs and editors. Mr. Lamb also stated that WICU was among the first, if not the first station, to show the Pope on television, clearing the way 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 its TV technicians, program producers, art directors 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 have 18 twice-weekly, two-hour lectures at Toronto, Vancouver and Montreal, with short term courses at Calgary, Winnipeg, Ottawa and Halifax, under the direction of Andrew N. McLellan.

BROADCASTING • Telecasting

WQUB Moline, Ill., joins CBS Oct. 15 as a supplementary station, bringing total CBS affiliates to 191.