

Two Exciting Decades BROADCASTING TELECASTING

1931

1950

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.

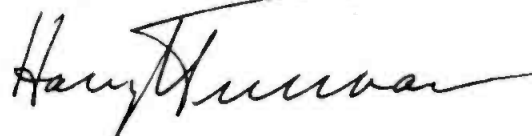
The importance of radio -- and now television -- in every phase of our national life has never been more apparent. Five years ago -- on the occasion of radio's twenty-fifth anniversary -- I stated in a letter to you:

"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,



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

This section
is devoted
to a graphic
review of
radio and TV
since the first
issue of this
Journal, published
on Oct. 15, 1931

20TH
year

From "BROADCASTING"
April 5, 1932

POPULARITY THAT PAYS!



WLS Again Proves The Experts Wrong!

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

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

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

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

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

After all, isn't that what advertisers want?

The Prairie Farmer Station

50,000 Watts • 870 Kilocycles
1230 WEST WASHINGTON, CHICAGO, ILL.
BURRIDGE D. BUTLER, Pres. • GLENN SNYDER, Station

50,000
Watts
870
Kilocycles
Clear
Channel

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

1. It still does.

2. Modesty forbids comment.

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

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

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

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

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

8. Now 890 Kilocycles.

9. James E. Edwards, President.

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

BROADCASTING • Telecasting



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 askew, its type of another generation! The paper was of newsprint vintage.

A half-dozen youthful hands produced that issue with trepidation and expectancy. How would it go? Would it 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 threaded 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 co-workers (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 wittingly violate your trust.

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

Editor & Publisher

COLUMBIA BROADCASTING SYSTEM, INC.
485 MADISON AVENUE, NEW YORK 22, N.Y.

OFFICE OF THE
CHAIRMAN OF THE BOARD
WILLIAM S. PALEY

September 28, 1950

Dear Sol,

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

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

Through the years, I have found the news of the broadcasting industry in your newsworthy 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.

AMERICAN ASSOCIATION of ADVERTISING AGENCIES

420 LEXINGTON AVENUE
NEW YORK 17

OFFICE OF
THE PRESIDENT

September 29, 1950

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

Dear Sol:

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

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

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

Very sincerely,

Eric E. Gamble/jt



NATIONAL ASSOCIATION OF BROADCASTERS

1771 N STREET, NORTHWEST
WASHINGTON 6, D. C.

JUSTIN MILLER
PRESIDENT

October 5, 1950

Mr. Sol Taishoff,
Editor and Publisher,
BROADCASTING-TELECASTING,
National Press Building,
Washington 5, 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
Justin Miller.

WOR
GENERAL TELERADIO, INC.
1440 BROADWAY, NEW YORK 18

OFFICE OF THE PRESIDENT

September 12, 1950

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

Dear Sol:

For all but three years of your existence, I am fortunate enough to be able to testify from personal experience how well and truly Broadcasting has served the industry. You have always completely informed your readers of major problems, sometimes before they developed, and exploited all the various facets of change and invention in this fast-moving communications field. The way you get the news is not uncanny -- it's just Taishoff, and his splendid organization. I feel that broadcasters have been fortunate to have been so well served by a dynamic trade paper observing the highest journalistic standards. Your twenty-year record assures an even more brilliant future.

With all best wishes,

Sincerely yours,

Theodore C. Streilert
Theodore C. Streilert

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON 25, D. C.

October 2, 1950

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

ADDRESS ALL COMMUNICATIONS
TO THE SECRETARY
IN REPLY REFER TO:

HERBERT HOOVER

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 formula of fair and accurate reporting and constructive opinions. I wish you and your associates nothing but the highest success. And such success is a great compensation in itself.

Sincerely yours

Wayne Cox
Wayne Cox
Chairman

RADIO CORPORATION OF AMERICA
RCA BUILDING
30 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

DAVID BARNOFF
CHAIRMAN OF THE BOARD

September 15, 1950

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

Dear Sol:

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

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

With cordial good wishes,

Sincerely,

David Barnoff

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

Dear Mr. Taishoff:

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

Yours faithfully,

Herbert Hoover

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

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HOMER C. CAPODANT, IND.
JOHN W. BRICKER, OHIO
JOHN J. WILLIAMS, DEL.

EDWARD S. JARRETT, CLERM.

United States Senate
COMMITTEE ON
INTERSTATE AND FOREIGN COMMERCE

September 15, 1950

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

Dear Sol:

Those of us who must keep informed on what is cooking in broadcasting and television are mighty thankful that two enterprising newspapermen got their heads together a little more than twenty years ago today and decided that this country needed a trade paper exclusively devoted to an infant industry which seemed to have great possibilities. They were correct with much to spare in their expectation that this frail infant would develop into a huge and healthy giant.

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

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

Sincerely,

Ed Johnson
Chairman

ECJ:Cs

Anniversary Open Mike



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 hark 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 operation 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 impor-

tant to the welfare of broadcasting in its promising future occurred in those times, than the organization of NAB.

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

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

* * *

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.
WTMJ-AM-TV, Milwaukee
(Former Pres., NAB)

* * *

EDITOR, BROADCASTING:

On this twentieth anniversary of

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

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

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

* * *

EDITOR, BROADCASTING:

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

BRISTOL-MYERS COMPANY

630 FIFTH AVENUE
NEW YORK 20

OFFICE OF THE PRESIDENT

September 15, 1950

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

Dear Sol:

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 know many will rely on you for their telecasting news as well as radio news reporting.

Sincerely yours,

LEE H. BRISTOL

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ALLEN B. DUMONT LABORATORIES INC
750 Bloomfield Avenue, Clifton, New Jersey

ALLEN B. DUMONT
President

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.

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

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

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

Bond Geddes
Former Exec. Vice President
RTMA

EDITOR, BROADCASTING:

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

Carl Haverlin
President, BMI

EDITOR, BROADCASTING:

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

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

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

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

Those fruitful twenty years have seen many technical changes, none of which however have rendered obsolete the receivers of 1930. The millions of sets sold in the interim have been better built and of better design but there is many an ancient receiver still

bringing joy to its owner. New services have been added in those twenty years so today we find BROADCASTING is binominous with the addition of TELECASTING to its name in order to embrace the most glamorous of these new services.

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

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

* * *

EDITOR, BROADCASTING:

It 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 everyone 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 '20's through maturity to the great art and industry it is today. And like radio, it has spanned some of our most difficult years of depression, social upheaval, war.

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

Earl J. Johnson
Vice President
United Press Associations

* * *

EDITOR, BROADCASTING:

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

For an infant industry, with many trials and troubles, BROADCASTING has been a valuable leader, providing wise counsel and constructive guidance. Unquestionably, the maturity of the radio broadcasting industry has been materi-

(Continued on page 66)

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

370 LEXINGTON AVENUE
AT 41st STREET

TELEPHONE: CALIFORNIA 8-8000

NEW YORK 17, N. Y.

September 25, 1950

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

Dear Mr. Taishoff:

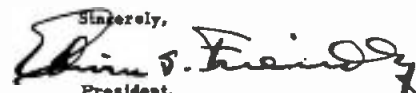
Answering your letter of September 12th:

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.

"It 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,

President.

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.

Happy birthday.

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

* * *

EDITOR, BROADCASTING:

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

Best wishes for the future.
John J. Leitch
Vice Pres. in Charge of
Engineering
WCAU Philadelphia

* * *

EDITOR, BROADCASTING:

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

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

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

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

Adherence to those early policies through two exciting decades has

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

RCA Building, Radio City, New York 20, N.Y.

CIRCLE 7-6266

JOSEPH H. MCCONNELL
PRESIDENT

September 20, 1950

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

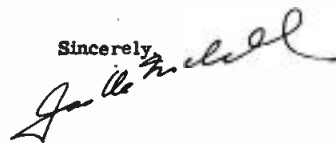
Dear Sol:

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 twentieth anniversary of Broadcasting Magazine I send you my warm good wishes for still greater success in the years to come.

Sincerely,



THE SECRETARY OF THE NAVY

WASHINGTON

26 SEP 1950

Dear Mr. Taishoff:

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

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

Sincerely yours,



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

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. Loyet
Vice Pres.
WHO Des Moines

* * *

EDITOR, BROADCASTING:

The Radio Correspondents' Association is happy to join your host

of friends in the radio and television industry in congratulating BROADCASTING-TELECASTING on its 20th anniversary.

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

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

* * *

EDITOR, BROADCASTING:

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

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

(Continued on page 169)

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



Dr. Armstrong

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 Baird, 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, Merlin Hall Aylesworth as president; more than 700 stations on air.

1927: First regularly established transcontinental hookup opens New Year broadcasting Rose Bowl football game from Pasadena; President Coolidge appoints first Radio Commission: Rear Admiral W. H.



Maj. White

G. Bullard, John F. Dillon, Judge E. O. Sykes, O. H. Caldwell, Henry A. Bellows; 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 Hartsdale, N. Y., first transatlantic video transmission; Bell Telephone Labs demonstrates outdoor video pickup without lights; 107-station hookup carries Herbert Hoover's speech accepting Republican nomination for President from Palo Alto; the two major parties spent about \$500,000

(Continued on page 68)



THESE are the founding fathers of NAB as they met in the Drake Hotel, Chicago, on April 23, 1923, to establish the organization. They are (l to r): Raymond Walker; C. H. Anderson; Frank W. Elliott, WHO Des Moines, later an NAB president; Comdr. Eugene F. McDonald Jr., then owner of WJAZ Chicago;

Paul Klugh, manager of WJAZ; William S. Hedges, radio editor of the Chicago Daily News, operating WMAQ; Elliott Jenkins, WDAP Chicago (now WGN); A. B. Cooper; John Shepard 3rd; Powel Crosley Jr., WLW Cincinnati. They were to guide a rapidly-growing young industry in its early years.

(Continued from page 67)

apiece for radio campaigning; General Electric TV station telecasts one-act drama, *The Queen's Messenger*; Maytag Co., washing machine manufacturer, sponsors first program specially recorded for radio, records produced by National Radio Advertising Inc. under direction of Raymond Soat; number of stations dropped to 677, July 1; industry's gross time sales for 1928 estimated to be \$14,100,000.

1929: CBS reorganized Jan. 3, elected William S. Paley president; Procter & Gamble Co. this year made first use of daytime radio and 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. K. Zworykin demonstrated his kinescope TV receiver to IRE meeting at Rochester, N. Y.; 618 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 travels from Schenectady to Holland to Java to Australia and back in less than a second; NBC opens experimental TV transmitter in New York; CBS broadcasts pre-Christmas series with different sponsor in each city, announcements being cut-in locally, series includes pick-up from Amsterdam, first international origination of commercial program; 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. C. B. Jolliffe, chief engineer of the Federal Radio Commission, there were 612 licensed broadcasting stations, 90 operating on clear channels, 284 on regional channels

and 238 on local channels, but of the total only 420 were on the air simultaneously at night—45 clears, 187 regionals and 188 local stations. Only 14 stations were licensed for the maximum permitted power of 50 kw. All stations licenses were for six-month periods.

A News Journal Is Born To The Young Radio Industry

That was the status of broadcasting in 1931 when two young Washington reporters, Martin Codel and Sol Taishoff, launched BROADCASTING as the news journal of the broadcasting industry with the intention, as they said in their first editorial, "to report, fairly and accurately, the thoughts and the activities that motivate the field of broadcasting and the men who are guiding and administering broadcasting." The partnership and

individual management lasted until 1944 when Mr. Codel sold his interest to Mr. Taishoff, who is now sole owner, editor and publisher.

Some of the dangers facing the broadcasters of 1931 were set out in the first issue of the new magazine by Henry A. Bellows, former member of the Radio Commission who had become a CBS vice president and a leader in industry affairs. A major danger, Mr. Bellows wrote, was Congressional encroachment on the Radio Commission's function of licensing stations, and he noted that earlier in the year the Senate had approved a bill which would allocate a clear channel each to labor, agriculture and education. Ill-advised state legislation was another threat, he said, adding that it probably could be defeated, but only after a long and costly fight. A third danger was the results of the "virtual abdication" of the Commission to the Court of Appeals, so that a Commission on hearing was regarded as merely the preamble to appeal and a "good Washington lawyer has become more important to every broadcasting station than a good chief engineer." Another major threat to industry progress, Mr. Bellows declared, was rate cutting and the readiness of many stations to accept advertising "which destroys public confidence or lessens public interest." A fifth hazard was the lack of unified efforts by broadcasters in attacking their common problems. As minor dangers he lumped together copyright troubles, the demands of other North American countries for broadcast channels, the Commission's "inexhaustible capacity for procrastination," and the Davis Amendment and quota system, designed to insure an equitable distribution of radio program service throughout the land by setting up quotas of broadcast units for each state and regional zone.

Many, Varied Demands Besieged Radio

Mr. Bellows might also have posted danger warnings against the demands of many educators and educational groups for Government guarantees of more time on the air, either through station assignments or by having a definite proportion of all stations' time set aside for educational programming. Broadcasters were also concerned over the complaint of Sta-Shine Products Co. to the Interstate Commerce Committee against NBC's rates, which the complainant charged were "exorbitant," as the case was a test of the ICC's power to regulate the rates of broadcasting stations as it did those of railroads and other common carriers. Another potential threat was the campaign of H. O.

Davis, publisher of the *Ventura (Calif.) Free Press*, for the support of other newspapers in his crusade to abolish commercial radio and its increasing competition with newspapers for advertising.



Mr. Carpenter

Still other problems were raised at the ninth annual convention of the National Assn. of Broadcasters, meeting Oct. 26-28 in Detroit. H. K. Carpenter, WPTF Raleigh, chairman of the commercial broadcasting committee, 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 it had been discussed that it includes all the information the agencies want. The committee also asked for support in persuading the 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 rather than 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 objectionable commercials as those with women reading cigarette copy and the broadcasting 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 unfair when they represented competing



Mr. Rambeau

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 Advertisers Radio Service 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 representation

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 as having produced "far greater variety of programs and excellence of service without cost to the listener," and by avoiding the pitfalls of government broadcasting, had "preserved free speech in this country."

Harry Shaw, WMT Waterloo, was elected president (then an unsalaried post) for the coming year and Philip G. Loucks was re-appointed managing director. Mr. Loucks reported that the NAB had 135 active members, up from 83 the year before, and 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 would go 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 larger payment than in 1931, when the aggregate industry bill was estimated at about \$1 million. Broadcasters also hoped to secure some standard form of payment to replace the haphazard and inequitable arrangements of 1931. The death in December of Julius C. Rosenthal, ASCAP general manager, caused a postponement in setting new rates and the old licenses were extended until March 1.

The Commission in November reminded stations that the requirement for keeping their signals within a deviation of 50 cycles, down from the 500 cycle deviation previously allowed, would become effective in June 1932, a year after its adoption, and that equipment capable of keeping the signal within those limits should be installed before that time. The Commission announced that station identification need be announced only every 30 minutes, instead of every quarter-hour, with no need to make the announcement exactly at the hour or half-hour if doing so would interrupt a single consecutive speech. Recording announcements were also reduced to one preceding each disc, 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 three years to one year, requested authority to suspend stations up to 30 days, recommended exclusion of territories from the quota system and a revision of the appeals provisions to permit appeals from any Commission order or decision. Also recommended was a new section of law making it illegal to transmit a program originating in the United

(Continued on page 72)

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

• **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 world-
wide facilities of the Associated Press.**

• **As of Oct. 2, KSD Had Only 2 News-
casts per Day Open for Sponsorship**



For Rates and Detailed Information, Call or Write

FREE & PETERS, INC.

National Advertising Representative for

KSD

**THE ST. LOUIS POST-DISPATCH RADIO STATION
5000 WATTS on 550 KC. DAY and NIGHT**

WGN presents to the world **CLARA, LU 'N' EM** ~THE SUPER SUDS GIRLS!



THEY talk about everything. Gandhi! Shanghai! The presidential candidates! Unemployment! The subject of every household's everyday life is reviewed and 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 Dumke ("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—720 KILOCYCLES

NATIONAL PRESTIGE . . . SUPERIOR PROGRAMS . . . 25,000 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



Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

States by wire to any foreign station for rebroadcast without express Commission approval. This last recommendation was aimed at XER Villa Acuna, Mexico, 75 kw border station licensed to Dr. John R. Brinkley, whose license for KFKB 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 resume from across the border the same type of programming which had lost him his Kansas station.

The Commission granted 50 kw to nine stations, raising to 23 the number permitted to use this statutory maximum power, and 25 kw to six others, making nine in this category; the validity of this restrictive high power regulation being promptly challenged by the rejected applicants. Rev. Robert P. 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 was that of WIBO and WPCC Chicago, sharing time on 560 kc, in favor of WJKS 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, 1020 kc, was allocated to the Second Zone, was in December combatting the petition of Kunsky-Trendle Broadcast-

ing Corp., Detroit, for the frequency, Michigan and the Second Zone being under quota, Illinois 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



Mr. Farnsworth

telecasting license. Even then TV 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 revealed 21 national advertisers spending more for radio time in 1931 than in 1930, R. J. Reynolds Tobacco Co. making the largest increase, from \$166,463 to \$1,235,336. A BBDO survey of transcriptions 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 pro-

fessor of marketing at the Massachusetts Institute of Technology, surveyed the use of radio-advertised products, found radio homes used these brands 29.3% 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 they heard, N. W. Ayer & Son 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, WOV 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, the court holding that WOV was "advertising" the policies, not "soliciting" business.

Wrigley Co. Starts 'Myrt & Marge' on CBS

William Wrigley Jr. Co. had the temerity to start *Myrt & Marge* on CBS opposite *Amos 'n' Andy*, whose NBC broadcasts for Pepsodent were then by all odds the most popular serial on the air. The Matchabelli family sued Walter Winchell, 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.

Sen. Capper of Kansas and Rep. Harold McGugin of Coffeyville, Kan., both transcribed weekly programs in Washington for broadcast to the voters at home. The

American Bar Assn. condemned courtroom broadcasts as an "invasion of the sanctity" of the court and "interference with the administration of justice." A miniature electro-dynamic microphone was first used on the CBS Philco series of concerts by Leopold Stokowski's Philadelphia Orchestra. AT&T's improved cable facilities were providing better quality program transmission for network programs, with fewer interruptions. National Sugar Refining Co. reported success from its experiment to remove all sales talk from 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. Petrillo, local president, and Joseph N. Weber, national president, for the union, averted the strike; rejected demands that the work-week for staff musicians be reduced from 35 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; and won for the broadcasters their first formal contract with the union, including an arbitration clause and improvements in the terms covering 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 musicians, a paper concession only as they all were employing at least that many men already.

1932

THE DEPRESSION was the most important problem broadcasters, along with all other American businessmen, had to deal with in 1932. Broadcasting had just begun to develop into a full-fledged national advertising medium and so did not suffer losses in volume of business as did the older media, but from the 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 removed its ban on price mentions for all 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 concession. Great Atlantic & Pacific Tea Co. was the first advertiser to take advantage of the new policy and to announce

product prices on its daytime NBC program; it was also the first advertiser to use prices on the network at night.

The move was well received by both advertisers and agencies and at the end of the year NBC President M. H. Aylesworth reported: "We felt under existing economic conditions, prices had a definite interest for the listening public. The 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 1,505 employees during 1932, compared with 1,367 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 through flat rate card reductions, others through such plans as that used by KMBC Kansas City, which offered advertisers a 40% discount if they would place their business 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 model 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 and hold accounts, with WLW Cincinnati and KFH Wichita especially successful in this activity.

WBSO 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 Pebecco toothpaste for the year in radio in the belief,

voiced by the company's president, Edward Plaut, that "this year the more established forms of advertising will not prove as effective as the unusual forms like radio."

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 his opponent, Franklin Delano Roosevelt, with perhaps \$750,000 worth of radio time purchased by both parties in support of local and regional candidates.

To encourage spot business for its owned stations, NBC lifted the ban on recorded programs during the daytime hours outside of New York. CBS continued its policy of leaving the matter up to the managers of its individual stations. Pan American Broadcasting System was organized as a "wax network" with the aim of including 100 stations.

Combined network gross time sales for the year totaled \$39,106,776, according to National Advertising Records, a gain of 9.2% 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 were accountable for libel "published" over their facilities just as newspapers are responsible for what they publish. This dictum was handed down in a suit brought by C. A. Sorenson, attorney general of Nebraska, against KFAB Lincoln and Richard A. Wood, an attorney of that city, for statements made by Mr. Wood over KFAB during the 1930 primary campaign. The jury in the lower court exonerated KFAB from responsibility after the station had explained that it had no 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.

Couzens-Dill Measure Passes in Senate

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

Shortly before the investigation



IN A 1932 interview, H. V. Kaltenborn (2d l), dean of news analysts, talks with the man who soon was to lead the world into World War II. The other correspondents at the interview were Karl von Weigand (l), chief correspondent, Hearst papers, and Louis Lochner, chief correspondent for AP in Berlin.

* * *

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 1928. In the intervening time CBS had grown from 16 outlets to 91. During 1931 the network had bought seven concert companies and merg-

ed 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 \$120 a year for 100 w stations to \$5,000 for 50 kw stations, was introduced in the Senate, but died in committee. A new revenue bill that became law in June, however, included a 5% tax on land lines and a 5% tax on receivers. NAB protests finally secured a ruling exempting broadcasters from the land line tax on their interconnections. The tax on sets stuck, and broadcasters were told that they would have to pay 3% tax levied on all commercial users of electricity which the NAB had opposed as not applicable as broadcasters should be classed as industrial users, who were exempt.

ASCAP continued as a major and unceasing problem throughout the year. The broadcasters all wanted a standard license arrangement but were divided as to how it should be calculated. NAB favored a rate card basis; the small stations, few of them NAB members, voted in a survey conducted by A. S. Clarke, WBTV 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 for protection against abuses of power by copyright owner combinations and against penalties for innocent infringement, such 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 minimum penalty of \$250 per infringement.

ASCAP in April offered stations new licenses to run from June 1, 1932, to Dec. 31, 1935, with commercial fees of 5% of the stations' 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 until Sept. 1, while discussing a 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 circularized 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 Independent Broadcasters Assn. to combat 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 editorialized: "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 want the rate to be equitable. With a legislative club over the head of that pool of the order proposed and which can be adopted, a reasonable rate could be assured. Without it the result is obvious."

When broadcaster pressure on Congress showed signs of producing revised copyright legislation, ASCAP offered a new plan 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, stating it would deal individually with stations on the 5% plan.

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

(Continued on page 76)

RADIO STRATEGY

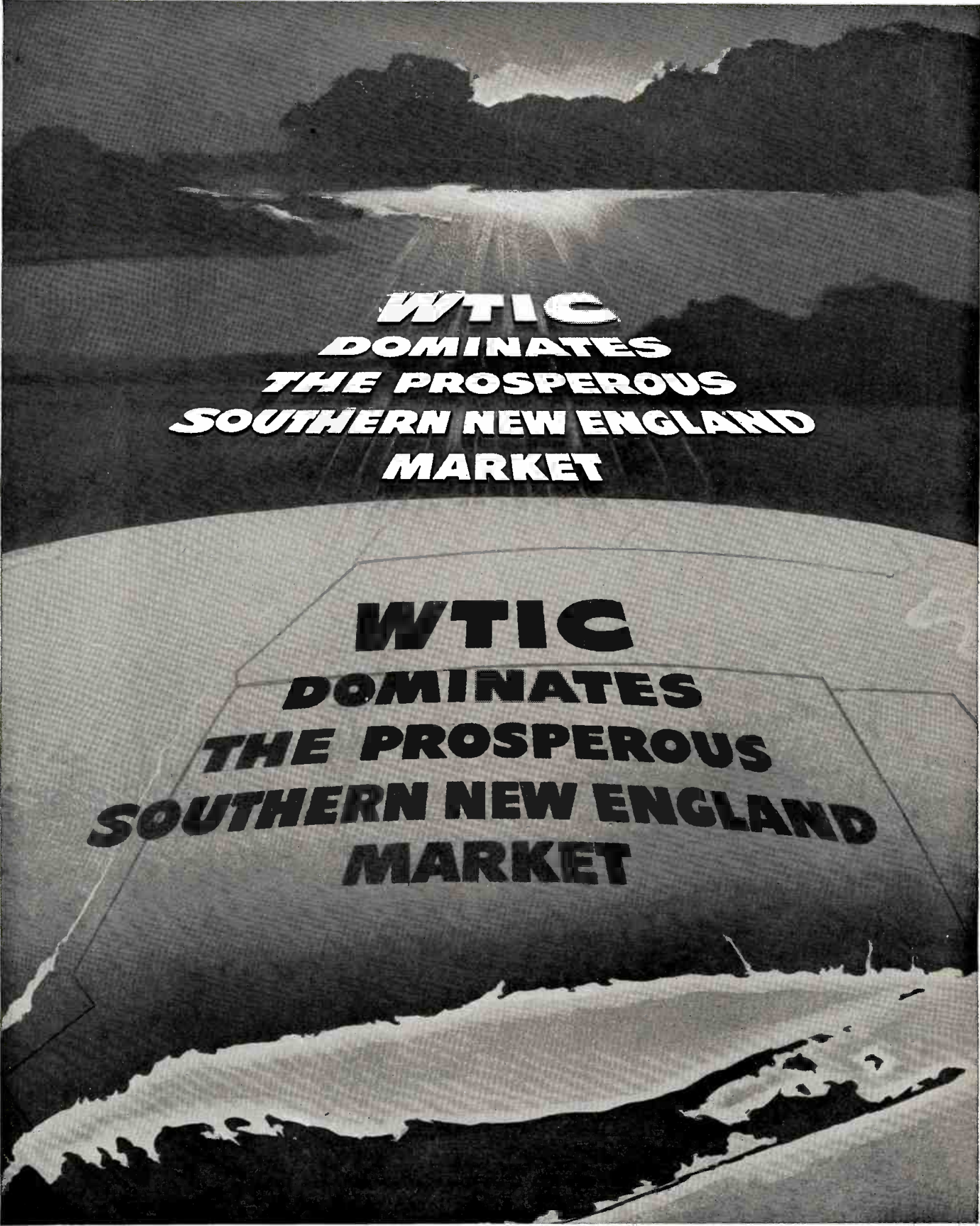


IF Napoleon were to plan a radio invasion of
New England HIS FIRST MOVE would be to choose
the Station in that territory with the greatest

————— **POWER** —————

WTIC

THE TRAVELERS BROADCASTING SERVICE CORPORATION
HARTFORD * CONNECTICUT * * ASSOCIATE N * B * C
MEMBER OF NATIONAL ASSOCIATION OF BROADCASTERS



**WTIC
DOMINATES
THE PROSPEROUS
SOUTHERN NEW ENGLAND
MARKET**

**WTIC
DOMINATES
THE PROSPEROUS
SOUTHERN NEW ENGLAND
MARKET**

Paul W. Morency, Vice-Pres.—Gen. Mgr.

Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

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

(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 1933, \$4 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 broadcasters and dissolved the committee, giving Mr. Schuette plenary powers to deal with all copyright matters.

Lower Power Outlets Get Reduced Fees

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

When ASCAP offered that group a 50% reduction in sustaining fees, with commercial fees applicable only to programs using ASCAP music, a meeting of all newspaper stations was called, at which it was decided to reject that proposal. Mr. Fitzer, Walter Damm, WTMJ Milwaukee, and Lambin Kay, WSB Atlanta, were named as a committee to try to get a flat 33 1/3% reduction from ASCAP. Sen. Dill, denouncing 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 already proposed legislation prohibiting newspapers from station ownership.

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

McCosker Elected To Head NAB

The convention elected as president Alfred J. McCosker, director of WOR New York, reappointed Mr. Schuette as copyright expert at \$13,000 a year and also reappointed Philip G. Loucks as managing director, with a 10% increase to \$10,000 a year and adopted a vigorous program for the coming year with plans for tripling or quadrupling 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 178 active and 27 associate members in NAB, just about double the membership at the time of his appointment as managing director in November 1930. Commissioner Harold A. Lafount urged the NAB to wage war against overcommercialism which, he declared, was the industry's most vulnerable point. "Already," he stated, "an irate 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 sale of blocks of time to "high powered 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 rates were exorbitant and that they were not uniform. Broadcasters hopefully watched indications that the telegraph companies might begin competing with AT&T for the program transmission business on a national scale; Postal Telegraph was already leasing lines to Southwest Broadcasting Co.'s regional hookup.

RCA Becomes Wholly Independent

On Nov. 21, Radio Corp. of America and its subsidiary companies, including NBC and RCA Victor Co., became wholly independent through a consent decree entered by the U.S. District Court at Wilmington, Del. Settling without trial the anti-trust suit against RCA and its associates, the decree ordered General Electric Co. and Westinghouse Electric & Mfg. Co. to divest themselves completely of their stock control of RCA.

The decree also effected a realignment of the radio patent situation, with some 4,000 patents formerly pooled in RCA under an exclusive arrangement became non-exclusive. RCA, however, retained the right to continue to grant licenses to other manufacturers under the patents of GE and Westinghouse and AT&T as well as its own patents and to retain the royalties received from these licenses.

During the interim period of two and a half years allowed for adjusting RCA's business to its new status, GE and Westinghouse were prohibited from manufacturing radio devices except under their own patents, while RCA was authorized to manufacture and sell transmitter and transmitting tubes formerly produced by the two electrical companies. David Sarnoff, RCA president, notified stockholders that in addition to continuing its earlier activities in broadcasting, transoceanic and ship-to-shore communication, radio manufacturing and entertainment, RCA received pat-

ent rights under the decree which would enable it to expand its manufacturing into new phases of electronics beyond the radio business. As a part of the settlement, RCA transferred its New York building on Lexington to GE and completed negotiations with Rockefeller Center for space in the Radio City project for occupancy in the fall of 1933.

Alarmed over the danger of "trafficking" in licenses, the Radio Commission in February adopted a new rule requiring sworn statements of all pertinent details of the transactions to accompany all applications for the transfer of licenses. In April Thad H. Brown, general counsel of the Commission, had been appointed Commissioner from the Second Zone, succeeding Ira E. Robinson, resigned. During the summer the radio division of the Department of Commerce had been merged with the Commission as an economy move. Maj. Gen. Charles McKay Saltzman, chairman, resigned as Commissioner from the Fourth Zone, with the vacancy unfilled at 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 station-building 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. Decision of the International Radio Conference, held in the fall in Madrid, to leave extension of the broadcast band into the long waves below 550 kc up to 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 alternately on 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 deletion ordered under the Davis Amendment in November, filed suit against WJKS Gary, Ind., which had been assigned WIBO's frequency, and its

principals, including Ralph Atlass, and against WBBM Chicago, which Ralph and Leslie Atlass had owned prior to its sale to CBS, charging conspiracy to force WIBO off the air 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 deletion order by a split vote, the majority holding that quota differences between Illinois and Indiana were insufficient grounds for wiping out a business worth \$500,000 or more, while the minority opinion was that the Davis Amendment made the Commission mandatory. Meanwhile, Westinghouse tired of the need for constantly defending the use by KYW Chicago of a frequency assigned to the Second Zone and offered to move the station to Philadelphia, the plan being endorsed by the Commission examiner as the best solution.

When the Associated Press supplied election returns to the networks for broadcasting on election night, the reaction of certain newspaper publishers was so violent that the American Newspaper Publishers Assn. appointed a special committee to investigate the entire field of press-radio relations. The new committee was to work as an auxiliary of the ANPA radio committee, whose former chairman, Elzey Roberts, publisher of the *St. Louis Star-Times*, had resigned when the committee refused to take what he considered a sufficiently 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 kidnapping of the Lindbergh baby on March 1 had provided radio an opportunity to demonstrate its own ability to report a major news event. WOR Newark broadcast the first report at 11:35 a.m. and immediately set up a remote control unit in the headquarters of the New Jersey police at Trenton, remaining on the air for 72 hours straight to broadcast developments. NBC and CBS rushed 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 1600-1700 kc 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 Bldg., using a mechanical scanning system but planning an eventual switch to the cathode ray all-electronic method of telecasting in the ultrahigh frequency region which engineers were coming to believe should be the area for TV operation.

To avoid interference with WTMJ Milwaukee, with whom it shared 620 kc, WFLA-WSUN Clearwater, Fla., installed the country's first directional antenna, designed by Raymond Wilmotte,

(Continued on page 78)



Ralph Atlass

of the District

of Columbia the



our hat's off to
BROADCASTING
for valuable services rendered
to **radio** and **television**
for 20 memorable years . . .

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV



Basic NBC Affiliate

British authority on transmitting antennas, who superintended its construction with the aid of T. A. M. Craven, consulting engineer. The lapel 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 Dr. E. F. W. Albertson were at work in the RCA Labs on a facsimile system for the radio transmission of pictures and printed material.

Canada Adopts New Radio Plan

In Canada, after the British Privy Council had upheld federal control of radio, dismissing an appeal of the Province of Quebec, the government adopted a radio plan which restricted advertising to 5% of program content and levied a receiver tax 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 becoming, even in 1932, a favorite field for market researchers. Lee Bristol, vice president of Bristol-Myers Co. and president of the Assn. of National Advertisers, told the ANA convention that during the year 145,000 calls would be made on set owners asking what they had listened to for the previous several hours, in a "cooperative analysis" of program audiences ANA was conducting for advertisers and agencies. John Shepard 3rd, Yankee Network president, tried out a new kind of survey, developed by Walter Mann & Staff, to measure program preferences on "facts of the present rather than opinions of the past" by using the telephone to ask people what station or program they were listening to at the time the telephone rang.

Hettinger Surveys Summer Listening

Herman Hettinger of the Wharton School of Finance, U. of Pennsylvania, reported on a summer survey of the Philadelphia area that showed the number of summer listeners averaged nearly 90% of the wintertime audience, never falling below 85.5%. Another Wharton survey showed that 95% of housewives listened to the radio at some time during the evening, that Monday was the best and Saturday the poorest weekday evening 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 the advantages to the public of competition among stations and advertisers which provides the best program service in the world and at no expense to the tax-payers. Radio drew plaudits for its excellent job of reporting the political conventions, NBC serving 88 stations, CBS 96 with the detailed minute-by-minute story. The Eastern College Conference decided to ban all football broadcasts but, after the Pacific Coast Conference had agreed to broadcasts as usual and the Big Ten had left the decision up to each college individually, the Eastern Conference decided to go along and rescinded the ban. Scott Howe Bowen, vehement upholder of general station representation against exclusive representatives, nonetheless agreed to serve as exclusive representative of the Yankee Network and its ten affiliated stations. Samuel Clyde, advertising director of General Mills, urged radio to stay on standard time the year round as railroads do, avoiding the semi-annual mix-up due to some cities going on daylight time, others not. Lord & Thomas installed RCA equipment to record the Lucky Strike broadcasts so as to have a file of the programs exactly as they went on the air. Father Coughlin's *Golden Hour of the Little Flower* was broadcast over a 26-station hookup, largest special network arranged up to that time. General Foods Corp. started a comic strip in 90 newspapers featuring characters from the company's *Tompkins Corners* 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.

Chronology continues on page 82

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

New England has money to spend



Get your share through the

YANKEE NETWORK

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

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

Concentrate your sales effort on this rich market.

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

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

Exclusive National Sales Representative
SCOTT HOWE BOWEN, INC.

New York Chicago Detroit Kansas City
San Francisco Omaha



BROADCASTING • Telecasting

A *Salute* to a Pioneer Publication

from

America's Pioneer Network

New England has
money
to spend



Get your share through the

YANKEE NETWORK

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

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

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

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

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

YANKEE NETWORK
FROM WHICH NEW ENGLAND HEARS ITS RADIO

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

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, place-

ment 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

A NATIONAL WINNER with a TWENTY YEAR RECORD...

Planalyzed Promotion

First comes the analysis of your particular sales problems in the great KSTP market. Then—and only

then—comes the promotion *plan*. Thus, KSTP's exclusive, effective PLANALYZED PROMOTION!

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

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

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

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

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 national economy began towards the end of the year to pull itself out of the morass of depression in which it was so deeply mired as the year began. It brought government administered code of standards for broadcasting that made pointless any attempt by the industry to carry out the ambitious program of self-reorganization 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 potentialities for providing news as well as entertainment for the listening public.

The first major news story covered by radio in 1933 was the attempted assassination of President-elect Roosevelt following a speech in Miami late in February. E. K. Cohan, technical director of CBS, vacationing in Miami



Mr. Cohan

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 Edwin C. Hill's 10:30 p.m. program. Mr. Cohan ordered a circuit set up and at midnight he went on the network from Miami, introducing Fred Mizer, manager and chief announcer of WQAM, who gave the CBS audience an eye-witness account of the shooting, which had started as he was unhooking Mr. Roosevelt's lapel mike. Norman McKay, WQAM program director, reported that he had just come from Mr. Roosevelt 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 shortwaved for rebroadcasting abroad, were followed by the hectic period of the banking crisis, cli-

maxed with the President's announcement, broadcast March 12 over the combined networks of CBS and NBC to what was probably the largest audience in radio history to that time, that the banks were to reopen.

But radio did more than report the crisis. NAB President Alfred McCosker (WOR Newark) had advised stations to cooperate with national and local leaders in steering the public away from fear and panic. "As we radiate calm, confidence and good humor in our attitude and in our broadcasts," he wrote, "so will the listening public—60 million of our citizens—become infused with the same spirit. Radio's stake is the country's stake."

Sales Continue As Credit Is Extended

Following through on this suggestion, the nation's broadcasters extended 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 currency 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 were thrown off the air for brief periods and the studio building of KFOX Long Beach, in the center of the quake zone, was almost demolished, its walls crumbling and its roof collapsing. The KFOX transmitter kept operating, however, and the station's staff stayed on the job.

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

Following a Federal District Court decision upholding the property rights of the Associated Press in its news by issuing a permanent injunction restraining KSOO 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 major importance, for 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 extra assessments on member papers supplying news for use on the air, with papers not doing so to receive prorata 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 as the networks had received no news from AP, UP or INS since the November elections. The more than 100 newspaper-owned stations and the many more with newspaper tie-ups 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 26 by the convention of American Newspaper Publishers Assn. that program listings were "nothing more nor less than advertising" and should be published only if "paid for as other advertising is paid for." But wherever 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 nationwide news service. Columbia News Service Inc. was soon providing news to the network's commentators and was also compiling material for two five-minute news periods a day, broadcast on the network under sponsorship of General Mills. A request of Columbia News for press gallery privileges for reporters covering Congress was denied, but Western Union and Postal Telegraph allowed radio newsmen to file their copy at press rates.

The year opened with the future uncertain. Businessmen were in no mood to spend more than the

bare 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, devised a plan of trade association advertising which cost individual members less than \$10 a week and promoted it so assiduously that in February the station was broadcasting these group programs for garages, florists, cleaners, barbers, beauticians, 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 NBC-KPO "Gold" Pacific Coast Network was discontinued to save the cost of lines; the "Orange" Network fed by KGO handled Blue as well as Red Network programs.

CBS Introduces 'Transition' Rate

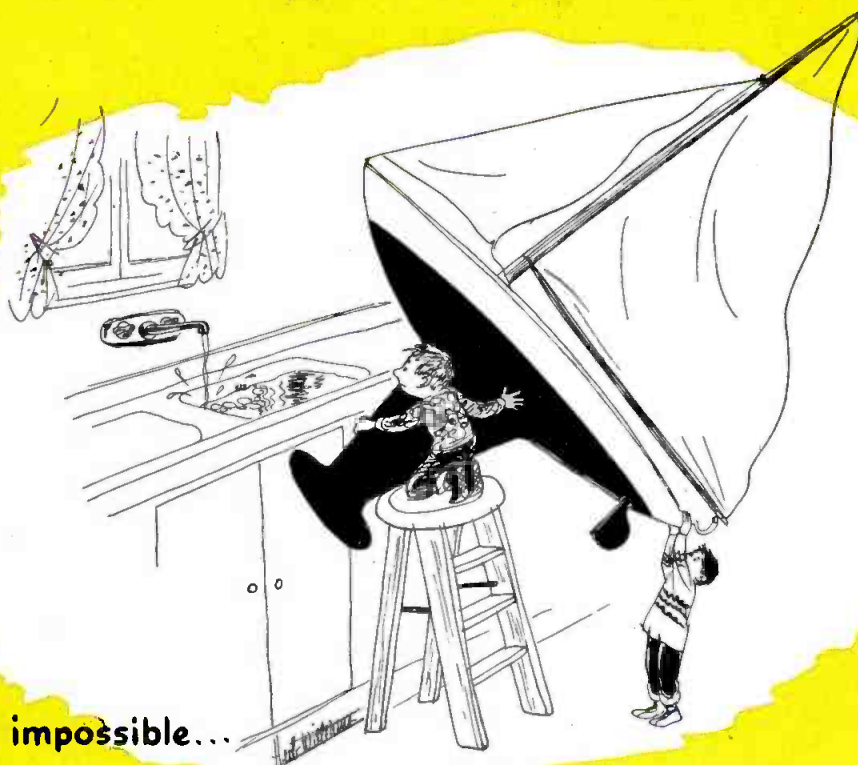
CBS reduced the cost of 6-6:30 p.m. to two-thirds of the evening scale by introducing a new "transition" (from day to evening) rate. NBC applied daytime rates to the hour from 11 p.m. to midnight.

The turn came in October, 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 increase over 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 networks raised rates on certain metropolitan stations. CBS reported that in October it had 11 afternoon advertisers using 44 15-minute periods, 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 Hettinger, 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 breweries in Milwaukee, Chicago 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 spot. The end of prohibition Dec. 5, which CBS also covered with pickups from the state capitals of Pennsylvania, Ohio and Utah whose signatures put into effect the repeal of the 18th Amendment, opened up new sources

(Continued on page 84)



It's impossible...

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

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

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

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

*Sales Management's 1950 Copyrighted Survey

Here's what you should know about **KERN Bakersfield**

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

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

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

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

KERN
Bakersfield (CBS)
1000 watts 1410 kc.

KWG
Stockton (ABC)
250 watts 1230 kc.

KMJ
Fresno (NBC)
5000 watts 580 kc.

(Continued from page 82)

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 network program, including commercials, for use on a no-charge no-pay basis, and McFadden Publications, which had discontinued its *True Story Hour* but, in response to public demand for its return, would supply 15-minute or half-hour transcriptions gratis to stations.

Per inquiry business also was rampant in 1933, with stations urged to promote dubious merchandise on a straight commission basis, leading BROADCASTING to comment: "If ever there was one subject on which the whole industry should present a united front it is this matter of contingent contracts." Noting that such offers persist largely because "some of the best agencies and some of the leading time brokers and representatives have found some of the best stations willing to give per inquiry accounts an occasional 'shot,'" the editorial declared that "here is a condition that the farsighted 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 reprinting in 1950.

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

for continued support in reporting and promoting its progress. The industry responded wholeheartedly. William B. Dolph, formerly



Mr. Dolph

director of the Oklahoma territory for RCA Photophone, who had been placed in charge of radio publicity for NRA, reported early in August that virtually all 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 NRA.

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

Major Issues Of Code Hearing

Five major issues arose at the code hearing: Unions representing technical employees demanded a 40-hour week at \$1 an hour (\$25 at stations with ten or fewer employees). Actors' Equity Assn. asked that minimum wages be set for actors, omitted from the NAB proposal as professionals chiefly employed by 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 prohibition on per inquiry, commis-

sion or barter accounts. Recording companies asked that stations be prohibited from using phonograph records on the air without permission.

The final draft of the broadcasting code, which went into effect Dec. 11, omitted radio performers pending a full study of their status. It retained the 48-hour week for technical employees during a 90-day test period, with their salaries scaled from \$20 to \$40 depending on the size of the station. Other non-executive employees were put on a 40-hour week. The code prohibited rate-cutting, the acceptance of per inquiry business unless rates for it were included on the station's published rate card, song-plugging, lotteries and misleading announcements about the sponsorship of orchestras. To prevent conflict between NRA and the Radio Commission, the code specified that it should not violate the Commission's licensing authority.

Shepard Named Head Of Code Group

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

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

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 123,000 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 its use.



Mr. Baker

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 AS-

CAP'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 resigned as copyright director of NAB, but continued as head of Radio Program Foundation.

President Hoover in February reappointed 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. Pettey, campaign radio director of the Democratic National Committee, as Commission secretary, succeeding Mr. Baldwin, who had resigned March 1. The Commission

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 rostrum of the House to carry actual proceedings. LEFT PHOTO—The words of Speaker Rainey are picked up as he presides. CENTER PHOTO—Sen. King is interviewed by Harry Butcher, CBS (third from l) in the Senate anteroom. Robert Trout, CBS presidential announcer, stands next to Sen. King, while seated at left is Earl Merryman, WJSV Washington operator. RIGHT PHOTO—President-Elect Roosevelt before a carbon mike prepares to address the nation in November 1933.



in March, as a depression measure, relaxed its requirements that stations operate at least two-thirds of their authorized hours, but the 40 stations who curtailed their hours of operation were ordered back to their regularly stipulated time on the air by Nov. 1.

Abandoning its restriction on maximum power to half 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 their low-powered operation was purely 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 agreed that the 1500-1600 kc band might be opened up for assignment to broadcasting stations, but failed to find a settlement of the continental allocation of broadcast frequencies, reaching a deadlock when Mexico demanded 12 clear channels and the United States delegation refused to discuss parting with anything like that number. Meanwhile, Dr. John R. Brinkley was reported to be proceeding with preparations for a 500 kw operation of XER Villa Acuna. Norman T. Baker, 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 on the Mexican border, XEPN Piedras Negras, authorized to broadcast with 100 kw.

In Canada the new Government Radio Commission had effected a country-wide reallocation that changed the frequencies of many stations and reduced the power of some, including CFCA, *Toronto 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 regional 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. McCosker, 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 transcribed 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 coverage measurements, urged repeal of the Davis amendment requiring station assignments in accordance with unit quotas for states and regions, and authorized the appointment of a committee to study sales costs and another to survey the field of television.

The convention also went on record as favoring a redrafting of the administration food and drug act better known as the Tugwell bill. BROADCASTING served as the forum house for the industry debate on this measure, starting with an explanation of the bill and its beneficial effects for broadcasters written by the President's number one "brain trust" himself, which drew prompt and vigorous replies from spokesmen for the makers of proprietary medicines, who viewed the bill and its results in quite another light.



Mr. Wynn

Ed Wynn early in the year announced plans for a third network, the Amalgamated 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. Wynn, who was reported to have spent \$250,000 of his own money in the venture, renewing his Texaco contract for another year on NBC as the Fire Chief.

Set Standard Forms For Spot Broadcasting

Also in 1933: NAB and AAAA approved standard order forms for spot broadcasting, including a clause fixing the responsibilities for libel, slander, unfair competition, etc., to protect stations against suits for acts committed by their clients. NAB board approved a new class of membership of stations grossing less than \$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 ceased operations when 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 anodes. Oklahoma, 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 WLW Cincinnati, granted authority to carry on experiments with superpower. KSTP St. Paul became the first station subscriber of Cooperative Analysis of Broadcasting, then in its third year of operation, with 35 advertisers and agencies underwriting it. WIL St. Louis in January engaged William C. Murphy of the Philadelphia *Public Ledger* to send a daily bulletin on the progress of repeal, first station to have a Washington correspondent. WCAU Philadelphia dedicated its new building, first specially designed for broadcasting purposes, with new dead-end, live-end studios, floating floors, etc.

Edward Petry & Co., Greig-Blair & Co. joined Free & Sleinger (organized in 1932) and William G. Rambeau Co. (formed in 1931) as pioneers in exclusive station representation. Westinghouse installed a new "concentrator antenna" at KYW Chicago, claimed double signal intensity with no increase in power. WBAL Baltimore claimed even greater improvement in signal strength from new wood antenna, 200-foot vertical mast with "high capacity crown." CBS discontinued its telecasting with a mechanical system after a year and a half. Davis Perfection Bread Co. claimed to have oldest uninterrupted program on the air, *Optimistic Revue*, on KNX Los Angeles each Friday since January 1925.

RCA acquired the assets of DeForest Radio Co. with a bid of \$414,600. German Chancellor Adolf Hitler banned American jazz from the government-operated German radio system.

George B. Storer, CKLW Detroit, WWVA Wheeling, WSPD Toledo, started Point O' Purchase System in Detroit, installing synchronized radios in chain stores enabling advertisers to reach prospect in store at time of sale. Breakfast Club programs proved good business getters for many stations; that of WMAL Washington, conducted in a "fast-moving, intimate style" by a young m.c. named Arthur Godfrey, was especially successful. E. H. Sanders, advertising manager, Shell Oil Co., urged broadcasters to build programs themselves, selling only adjacent announcements, like



Mr. Godfrey

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

newspapers, limiting role of agencies to providing the commercial copy.

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

BROADCASTING published its first map of radio stations in the United States, distributed with the pre-convention issue, Oct. 1. World Broadcasting System offered stations full program service on newly developed Electrical Research Products Inc. wide-range recordings, World assuming the station rental fees for ERPI turntables, with charges put at \$150 a week for 214 quarter-hours of programs or eight hours a day, \$100 a week for four hours a day, \$65 for two hours a day.

Federal Leases WMCA For Year

Federal Broadcasting Corp., with Alfred E. Smith as board chairman and John T. Adams, WMCA New York vice president, as president, leased WMCA for a year from Donald Flamm, who withdrew from active management, for \$155,000, plus 25% of all revenue over \$600,000. Two announcements on NBC's *Manhattan Merry-Go-Round* pulled more than 154,000 requests for trial cans of Dr. Lyons' Tooth Powder. American Radio Features Syndicate announced a transcribed serial program, *How Wonderful*, written by Rupert Hughes.

Sale of 3,806,000 radios in 1933 put country's radio homes total at 17,950,000 at end of the year, when there were 591 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 "fireside chats"; Mrs. Roosevelt, 17 times; Cabinet members, 107 times; 58 Senators and 42 Representatives were on the air once or more during the year.

Chronology
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1934

STRIVING for a settlement of the Press-radio feud, network and newspaper executives in the first weeks of 1934 came up with a plan for a Press Radio Bureau to supply news to broadcasters. Operating under the supervision of a seven-man committee, with one member from the American Newspaper Publishers Assn. and one from NAB, the others representing the three major news associations—AP, UP and INS—and the two networks—NBC and CBS.

The newspaper members were to select an editor who would process the news wires of the three news services and prepare two five-minute newscasts a day, with not more than 30 words being devoted to any one topic. The broadcasters were to stand all costs of the Bureau's operations; the newscasts were to be broadcast without sponsorship and at times not before 9:30 a.m. or 9 p.m., calculated to do the least harm to newsstand sales. 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 "transcendental importance" would be supplied to radio when it broke, without waiting for the regular deadlines, and the networks agreed to keep their commentators concentrated on generalizations and background material rather than spot news.

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

Haverlin Proposes Co-op News Exchange

Whatever the network thought of the new arrangement, it was anything but satisfactory to many stations who wanted a more liberal supply of news, with freedom to broadcast when they pleased and under sponsorship if they could sell it. They did not have to wait long for someone to volunteer to serve them. Before the Press Radio Bureau had moved its first radio bulletin, Carl Haverlin, sales manager of KFI and KECA Los Angeles, had wired broadcasters in major markets throughout the country asking whether they would be interested in joining in a cooperative news-exchange set-up.

Continental News Service, which since 1931 had been supplying news bulletins to WBZ-WBZA Springfield-Boston and other stations, opened a Washington bureau and began to sign up stations for an expanded news service. The Haverlin-sponsored Radio News Assn. having failed to get going as a cooperative venture, was refinanced by Stanley Hubbard, owner of KSTP St. Paul, who at-



Mr. Hubbard

tempted to get Herbert Moore, who had been associated with Paul White in the CBS news organization during 1933, to head up its operation. When that plan fell through, RNA 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 but they lasted only a few weeks or months and by mid-summer, 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 to its 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 its bulletins, Press Radio Bureau had moved up the deadline for its evening newscast from 9 to 6:30.

Yankee Network Sets Up Own News Bureau

Yankee Network, in addition to getting the Transradio service, also had 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 news sponsorship to more than cover expenses and returned the contributions.

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

In June Congress passed and the President signed a new communications 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, enlarging the body from five to seven members to take care of its added responsibilities. The new Federal Communications Act substantially reenacted the old Radio Act of 1927, except that 100 w stations were exempted from the restrictions of the Davis amendment wherever they would not interfere with signals of other stations; the broadcasting of lotteries was pro-

hibited; the Commission authority was extended over stock control as well as licenses; foreign studios were forbidden except with specific Commission authorization; the Commission was authorized to originate modification of station licenses; the appellate provisions were altered to permit appeals from denials of construction permits; the Federal Courts were authorized to enforce compliance with the law and the regulations of the Commission; finally, 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 Democrat, five-year term; Norman S. Case, Republican, former Governor of Rhode Island, for a four-year term; Dr. Irvin Stewart, Texas Democrat formerly a radio expert of the State Department, for a three-year term; George Henry Payne, New York Republican, former member of the New York City tax commission, for a two-year term, and Hampson Gary, Texas Democrat who had been Minister to Switzerland under Wilson, for a one-year term.

Spearman Is Named FCC General Counsel

The Commission named Paul D. P. Spearman, who had been assistant general counsel of the Radio Commission, general counsel. Herbert L. Petzey, secretary of the Radio Commission, was given the same post at FCC. Dr. C. B. Jolliffe retained his position as chief engineer, with an assistant engineer for each of the three divisions of the FCC: Lt. E. K. Jett for telegraph, William G. H. Finch for telephone, and Andrew D. Ring for broadcasting. Mr. Gary was named head of the broadcast 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 facilities should be reserved for assignment to non-profit public service organizations such as schools and churches or that all stations be required to devote a fixed proportion of their hours of operation to educational and public service programming. The educators who testified were agreed only in that radio could be put to better educational use that it had up to that time; they presented no specific plan on which they were agreed for Commission action.

The most definite testimony came from Henry A. Bellows, legislative chairman of NAB, who said that

an analysis of affidavits from stations showed that during the first six months of 1934, 16.7% of all broadcast hours had been devoted to some form of educational programs, with 13.3% of the evening hours so utilized. At the conclusion of the hearing there was every indication that the FCC was satisfied that the current system of individual station responsibility for operation in the public interest was better than anything else that had been proposed.

On the basis of a review of the quota system for equalizing the allocation of radio facilities throughout the country required by the Davis amendment, initiated by the Radio Commission the year before, the FCC broke down the system into day and night quotas, the latter remaining much the same, but the daytime quotas expanded, paving the way for daytime power increases.

Clear Channel Probe Ordered by Commission

Acting on the petition of 13 clear channel stations, the Commission ordered an investigation of the clear channel allocations. After the industry promised full cooperation at an informal conference on Nov. 9, the Commission two weeks later laid plans for an exhaustive study of remote listener service rendered by the clear channel stations.

The Federal Trade Commission decided that it also should take a look at what was going on the air. In June the FTC asked stations to begin sending in all of their commercial scripts. In July the FTC cited ten advertisers for hearings and, with more than 80,000 scripts to examine, asked stations not to send any more for a while. Out of a total of over 160,000 commercial continuities reviewed, the FTC reported subsequently, more than 140,000 were filed without question and about 20,000 set aside for a second look, of which the FTC estimated perhaps 1,000 would be acted on.

In addition to the FCC and FTC, the NRA Code Authority was also supervising the broadcasters' activities. In January the Authority adopted ironclad rules to prevent rate manipulation, requiring stations to publish rate cards conforming to the AAAA pattern and absolutely forbidding acceptance of per inquiry business. In May, when NRA Division Administrator Sol A. Rosenblatt proposed that the entire broadcasting industry increase its payroll 10% and at the same time reduce the work week 25%, from 40 to 30 hours, the Authority recommended (and secured) the rejection of that idea, pointing out that in the last half of 1933 employment of broadcast technicians had increased 11.9%, the weekly hours of this group had

(Continued on page 88)

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.

WJEF <i>top 4</i> IN GRAND RAPIDS AND KENT COUNTY (CBS)	WKZO-TV <i>top 4</i> IN WESTERN MICHIGAN AND NORTHERN INDIANA	WKZO <i>top 4</i> IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)
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ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

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 such outstanding local features as these:

Broadcast of the Outboard Motor Boat races from the judges barge in the middle of the Illinois River. State Convention of the American Legion. Stroke by stroke account of the City Amateur Golf Championship match. Play by play of Peoria III-League baseball games. Matinee performance of Ringling Brothers Circus, direct from the "big top." News flashes three times daily; two daily sport reviews. 107 speakers of State and National prominence and leaders of 30 local organizations.

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



W M B D

"from the heart of Illinois"

Owned and operated by

PEORIA BROADCASTING COMPANY

Edgar L. Bill, Pres. and Manager

PEORIA

ILLINOIS

. . . We Have Fulfilled Our Promise!

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

5000 W. Day • 1000 W. Night

Notional Representatives:
FREE and PETERS, Inc.

MEMBER CBS NETWORK

W M B D

PEORIA, ILLINOIS

TEST SPOT
of the
MIDDLEWEST
THE HEART OF ILLINOIS

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

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

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

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

Mutual Outlines Its Operation Plans

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

Alfred J. McCosker, president of WOR, was elected board chairman of Mutual, which by Nov. 1 was broadcasting dance band pickups and variety shows sustaining in

addition to commercial programs for Horlick's Malted Milk, Baume Bengue and Wasey 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 between 1 and 6 a.m. In February it began daytime tests



Mr. Chambers

between 6:30 a.m. and 5 p.m., using the regular WLW call and rebroadcasting the regular WLW program schedule.

Joseph A. Chambers, WLW technical supervisor, reported these tests as highly successful, the increased

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

'High Fidelity' Broadcasting Begins

1934 also marked the beginning of so-called "high fidelity" broadcasting in the United States. After the North American Radio Conference had agreed that the 1500-1600 kc band could be used for standard broadcasting, the Radio Commission had opened three new channels—1530 kc, 1550 kc and 1570 kc—for assignment to not more than a dozen stations which in exchange for getting bands 20 kc wide in place of the usual 10 kc were to be required to install equipment capable of 10,000-cycle audio transmission, compared to the 3,000 to 4,000-cycle audio output of most stations at that time.

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

Mr. Hogan's station, W2XR (now WQXR) began broadcasting a two-hour daily schedule in June

and in the fall he reported a response indicating that a substantial audience could be served by a station operating on 1550 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, their fears of excessive government interference dispelled by a message from the President and talks by high government officials expressing faith in and praise for the way radio as a private enterprise operation was serving the public.



Mr. Ward

J. Truman Ward, manager of WLAC Nashville, was elected NAB president for the coming year, with Philip G. Loucks continuing as managing director. Most important resolution adopted was one authorizing a committee to determine what is pertinent information about stations for advertisers and agencies and to work with the ANA and AAAA 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 licenses 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 ma-

terial to the hours before 5:30 p.m. and denied the right to accept commercial programs from the United States to all Canadian stations except the six previously under contract to do so. CRC won a fight with the musicians union after an abortive strike, the musicians agreeing to let CRC set its own scale of payment and to use non-union as well as union musicians.

Dr. Herman Hettinger, on leave from the U. of Pennsylvania to serve as fulltime NAB research director, reported at the end of the year that businesswise 1934 had been the best year in the history of commercial radio, with total gross time sales of \$72,887,169. The national networks had grossed \$42,647,081, the regional networks \$717,117, spot business \$13,541,770 and local \$15,981,201, according to the Hettinger estimates.

Foods Head Time Purchases

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



Mr. James

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

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

Also in 1934: World Broadcasting System, largest producer of 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 a program of recordings instead of one before each disc. WTMJ Milwaukee began experiments in facsimile broadcast-

(Continued on page 90)

VOL. 20, NO. 1 of BROADCASTING

WMBD-1950

EDGAR L. BILL
PRESIDENT

CHARLES C. CALEY
EXECUTIVE VICE PRESIDENT

PEORIA BROADCASTING COMPANY



"First in the Heart of Illinois"

OFFICE AND STUDIOS
212 SOUTH JEFFERSON AVENUE
PEORIA 2, ILLINOIS

APPLIANCE
COLUMBIA BROADCASTING SYSTEM

September 26, 1950

Mr. Sol Taishoff
Broadcasting Publications, Inc.
870 National Press Building
Washington 4, D. C.

Dear Sol:

Congratulations on the beginning of your 20th year!

It's hard to believe that it's 20 years since our first advertisement appeared in your Volume 1, Number 1 issue -- and gratifying that after all these years WMBD continues to be first in the Heart of Illinois.

We have found that Peoria area people believe in radio - and especially WMBD.

Our broadcasting is dedicated to that belief. And so long as we keep faith with our listeners, the future is but another step forward.

We are humbly grateful to our listeners. Their progress, happiness and prosperity is our business...and Sol, all of us here at WMBD are firmly resolved that such business comes first.

That is our pledge for the future.

Cordially yours,

Charles C. Caley
Charles C. Caley
Vice President
and General Manager

FREE & PETERS, INC., NATIONAL REPRESENTATIVES



PEORIA

CBS Affiliate • 5000 Watts
Free & Peters, Inc., Nat'l. Repr.

1934

(Continued from page 89)

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

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

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

CBS in 1934 expanded from 92 to 97 stations, reported net earnings for the year of \$2,274,119. WCCO Minneapolis refused announcements for all times except in early morning, at noon and after 10:15 p.m., Earl Gammons, manager, explaining the station feeling that it was "unfair to sell a client announcements between programs for which another advertiser has paid a considerable amount of money and built an audience." Ford Motor Co. became first sponsor of the World Series, paying \$100,000 for radio rights, buying time on the combined networks of NBC and CBS plus Chicago (totalling about 180 stations) after the Code Authority refused to allow Ford to carry out its original plan of buying only key stations and offering the broadcasts, including commercials, to

other stations on a no-charge-no-pay basis.

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

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

The year started with good news for radio in the Commission's report to Congress that its investigation of the previous fall showed no need to allocate a fixed percentage of radio facilities to educational and other non-profit public service groups, nor to change the existing law in any way. Mr. Prall became a Commissioner in January, succeeding Hampson Gray, who, after Paul D. P. Spearman, FCC general counsel, retired to enter private law practice, was appointed to that post. In March Mr. Prall was made chairman of the Commission, succeeding E. O. Sykes, who became chairman of the Broadcast Division, with Norman Case and Mr. Prall as the other members.

Prall Warns Stations To Follow FCC Rules

Chairman Prall waited to settle into his new seat at the head of the Commission table before 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.

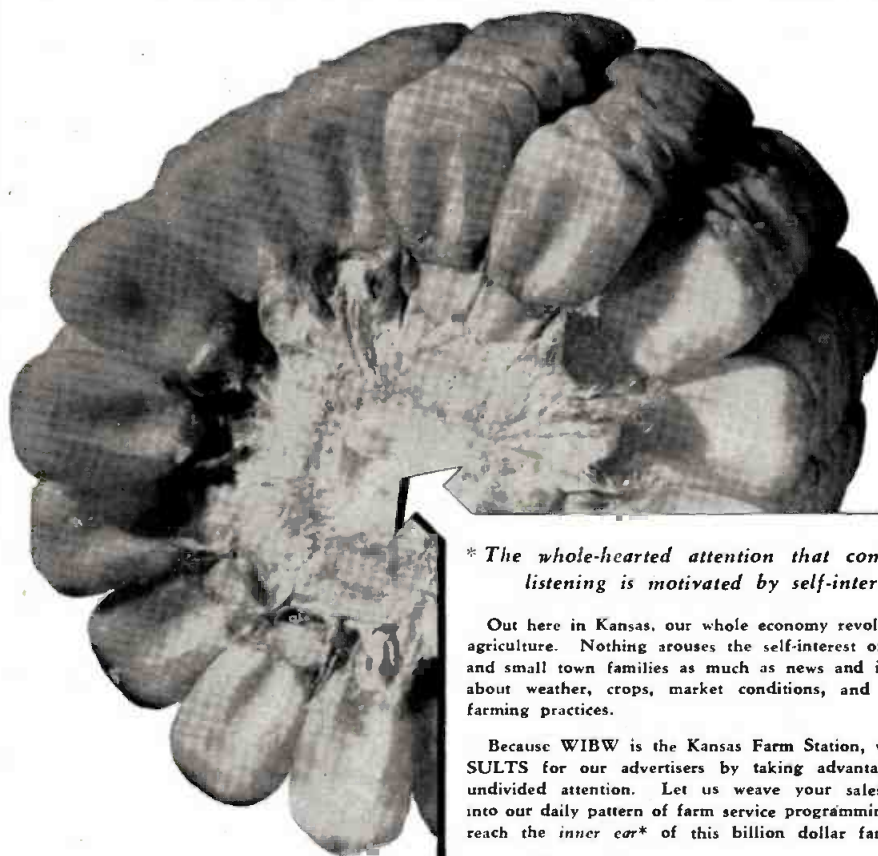
NBC promptly reannounced its decision of December 1933 to decline all future advertising of laxatives, deodorants and the like whose advertising might be distasteful when listened to in a family living room. CBS also

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-



Mr. Gray

REACH THE INNER EAR* of the KANSAS FARM MARKET



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

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

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

W I B W

SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW • TOPEKA, KANSAS • WIBW-FM



**C
B
S**

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

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

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

To discuss ways of improving and extending cultural programming, the FCC Broadcast Division invited broadcasters, educators, clerics and other cultural leaders



Dr. Studebaker

to a two day conference in Washington, May 15-16, at which a decision was reached to set up a joint committee on cultural broadcasting headed by Dr. John W. Studebaker, Federal Commissioner of Education.

After numerous conferences, Dr. Studebaker in December announced the completion of the committee, comprising 40 representatives of broadcasting, education, religion, welfare and other groups.

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

NAB Convention Adopts New Code

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

make false claims about their own facilities or services.

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

NBC and CBS and WCAU Philadelphia accepted these new five-year licenses, the networks also agreeing to a boost of \$25,000 apiece 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

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Congratulations

to

Broadcasting

Magazine

for

twenty

years

of

outstanding

service

to the

radio

industry

KSL

CBS 50,000 WATTS

KSL-TV

CBS, ABC, DUMONT

SALT LAKE CITY, UTAH

Represented by Radio Sales

(Continued from page 91)

pulling out of ASCAP because they were not satisfied with the \$340,000 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 rates to compensate for the loss of this sizeable part of its repertoire, so most broadcasters waited to see what would happen, less than 100 of the country's 620 stations signing new ASCAP license forms up to November when Warner Brothers reaffirmed its intention of leaving ASCAP, adding that it was going to issue its own licenses to broadcasters. In December, with the deadline nearing, NAB polled its board members and, on the strength of a ten-to-nine vote, wired stations to renew their ASCAP licenses. No sooner had the wires gone off than two board members changed their votes to reverse the decision by an eleven-to-eight verdict, so NAB sent out a second wire contradicting the first one with the result that 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 station licenses at the same terms for a Warner-less catalog, giving the industry a breathing spell. Warners, at the solicitation of NAB, had offered stations temporary 90-day licenses 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 licenses, although NBC and CBS refused to do so.

Meanwhile, the State of Washington had declared ASCAP illegal and restrained the state's broadcasters from making any payments to ASCAP, whose appeal the Federal District Court had refused to hear on the grounds that it was a state and not a federal affair.

Leo J. Fitzpatrick, general manager, WJR Detroit, was elected NAB president at the July convention. James W. Baldwin, former secretary of the Radio Commission, who had been executive officer of the Broadcast-



Mr. Fitzpatrick

ing Code Authority during NRA, was named managing director, succeeding Mr. Loucks, who received an ovation from the membership for his five years' service, during which time the NAB membership had risen from under 100 to 385. The convention also approved establishing an agency recognition bureau which Mr. Baldwin promised 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 Broadcasters, proposed earlier in the year by Edward A. Allen, WLVA Lynchburg, Va., was organized during the NAB convention by some 40 operators of stations not affiliated with the networks, who elected Mr. Allen president. In November, he announced that a sales office would be established in New York for NIB member stations, under the direction of James O'Shaughnessy, former executive secretary of the AAAA.

Clear Channel Group Continues Coverage Study

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

In the fall the group also secured the services of J. C. McNary, who was granted a leave from his post as technical director of NAB, to study the engineering phases of clear channel operation and the potentialities of superpower such as the experimental operation of WLW Cincinnati with 500 kw whose success has led to expectations that grants of similar power might be made to other clear channel stations.

In November Dr. Irvin Stewart, chairman of the FCC Telegraph Division, asked the Broadcast Division for a report on the advisability of adopting special regulations for network broadcasting. He had noted, he said, that of the 40 clear channels, 26 were assigned to NBC 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 permitting them to broadcast it under commercial sponsorship, got some competition in April when United Press and International News Service decided to make their news available for broadcasting also without any restrictions on sponsorship. The Press Radio Bureau continued its operations, liberalized to permit broadcasting up to an hour of news a day but on a sustaining basis only, and UP and INS continued to make their news available to the Bureau along with Associated Press, but 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 it kept to the hour a day maximum and also retained a strict prohibition on sponsorship.

By fall nearly 300 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 173 station clients, INS had 80 and UP had 64, not counting the local station-newspaper arrangements. NBC and CBS, while retaining the Press Radio Bureau service for their network newscasts, signed with UP for news service for their owned and managed stations.

Transradio Press filed a \$1 million damage suit against ANPA, the three press associations and NBC and CBS, charging violation of the Clayton, Sherman and Communications Acts. And, in December, the Federal Circuit Court of Appeals in San Francisco reversed the decision of the District Court in Seattle that once news has been published it could freely be used on the air by ruling that newscasts are competition with newspapers as they provide stations with revenue both directly and indirectly and can cause newspapers to lose both circulation and advertising. The court issued a temporary injunction restraining KVOS Bellingham, Wash., from using AP news on the air.

Scripps-Howard Bids For Three Stations

Scripps-Howard Newspapers applied for stations in Cincinnati, Columbus and Toledo as the first step in a plan reportedly designed eventually to secure for the newspaper chain radio station ownership or affiliations in all the 24 cities in which it published newspapers. The year ended with about 140 newspaper owned or corporately affiliated stations and at least 50 applications from publishers in the FCC's pending file. "The onrush of newspaper applicants for new radio stations was one of the marked trends of 1935," BROADCASTING commented in its Jan. 1, 1936 issue.

American Broadcasting System, which in the fall of 1933 had established a network running from the East Coast to St. Louis, ran into financial difficulties early in 1934 and, after having terminated its \$13,000-a-month lease on WMCA New York and switched



Mr. Flamm

to WNEW for program originations, ceased operations in March. WMCA, once more being operated by its licensee, Donald Flamm, set up a program exchange with WIP Philadelphia via a fulltime permanent line connection. During the year the line was extended to Washington and to

New England and by late fall the Intercity Group had 13 clients using a total of 18 hours and 40 minutes on from two to eight stations.

Mutual Broadcasting System began to exchange more sustaining as well as commercial programs and engaged 16-hour-a-day AT&T lines. Fred Weber, formerly of NBC and ABS, joined the network as coordinator of programs, and sales offices were established in New York and Chicago.

NBC and CBS Issue Rate Adjustments

NBC and CBS started off the new year with rate adjustments, raising the network rates of some stations and lowering others, both networks showing slight overall increases and both explaining that the cost per thousand homes was less than when the old rates were established. NBC also altered its station compensation plan from the flat \$50 an hour paid stations for commercial programs and the flat \$1,500 a month charged them for sustaining service to a new formula eliminating the sustaining dollar payment and taking four hours of evening time a week from the stations instead, with payment for other network commercials carried by the stations on a sliding scale from 22% to 50% of card rate, depending on the number of hours sold. The chief station complaint about the new NBC arrangement was that it guaranteed its affiliates only a half-hour of evening time for local programs on weekdays (7:30-8 p.m.) and an hour on Sunday evening. CBS made no change in its station contracts, which still had three and a half years to run.

Radio put on one of its spectacularly successful public service-news achievements in June at McCook, Neb., where two members of the CBS Chicago engineering staff, Charles Warriner and Edward Malcolm, were vacationing 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 town 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 engineer of the CBS Western Division; Bob Kaufman, special events director, and Allan Hale, announcer, flew to Omaha and drove as far as Oxford, another flood-struck town which had been occupied by the National Guard, where they put on a broadcast from a garage turned into an emergency relief station, getting it to the network over one of the three phone lines that were Oxford's sole connection with the outside world. Finally reaching McCook by chartered plane, they put on a broadcast from there. Mr. Warriner by that time was McCook's favorite citizen as he had persuaded someone in Denver to fly in a 5-kw generator which pro-

(Continued on page 94)

BROADCASTING

Vol. 1 No. 1 PUBLISHED IN

WASHINGTON, D. C., OCTOBER 15, 1931 • \$3.00 the Year
15c the Copy

THE NEWS MAGAZINE OF THE FIFTH ESTATE

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

(Continued from page 92)

vided power for the town movie in the afternoon and evening and in the morning ran the newspaper's presses.

Stations Render Special Flood Service

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

paper publishers but no definite plan was arrived at. In February, a British Commission on television reported it ready for public service and BBC began preparations to begin telecasting the following year. RCA announced plans to spend \$1 million on TV broadcast experiments, hoping to start test video transmissions the following year, with pictures of 343 lines and 30 frames interlaced. Philo T. Farnsworth demonstrated his 240-line TV system July 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 Recording Artists attempted 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 restraining the station from broadcasting Waring recordings without his permission. Elsie Janis, musical comedy star, became NBC's first woman announcer.

Major Bowes' Amateur Hour, after gaining sensational popularity in New York on WHN, moved to NBC in Sunday night spot, 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 coincidental telephone survey of radio listeners for Periodical Publishers Assn. WLW Cincinnati installed a directional antenna to protect CFRB Toronto from interference by WLW's 500-kw



Mr. Hooper

signal. World Broadcasting System and Free & Sleinger arranged 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 were exempt from the tax on phonograph records.

ANA, AAAA and NAB set up a tripartite 15-member Joint Committee on Radio Research to create a cooperative research organization to serve radio as Audit Bureau of Publications served publishers, NBC and CBS pledging \$30,000 to pay for preliminary studies. BROADCASTING in February published its first annual Yearbook. Yankee Network underwrote development of a device to measure radio listening by recording dial turnings of receivers, invented by Professors R. F. 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 nick-

named the 8-ball mike. Ford Motor Co. sponsored the World Series broadcasts (on all three networks) for the second consecutive year. Prof. E. H. Armstrong on Nov. 6 demonstrated "staticless radio" by new system of frequency modulation broadcasting to IRE.

Dr. C. B. Jolliffe resigned Oct. 30 as chief engineer of FCC to become technical head of RCA; Lt. Comdr. 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 affairs in 1935 compared to 1934. Paul B. West, managing director of ANA, became its first salaried president; Ken R. Dyke, 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. Deciding 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 \$87,523,848 in 1935, 20% ahead of 1934 gross. CBS President William S. Paley was highest paid man in radio, collecting \$169,097 from network in salary and bonus. RCA sold control of RKO to Atlass 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 gold-rush days before the enactment of the original Radio Act of 1927), more networks, both national and regional, and more business, gross time sales topping the \$100 million mark for the first time in radio history.

NBC started the year with a new president, Lenox R. Lohr, former Army engineer who had risen to national prominence through his astute management of Chicago's Century of Progress. His new broom had swept out some 200 NBC employees in a thorough reorganization before the world's great gathered in Radio City on Nov. 9 to salute NBC on its 10th birthday. NBC also entered the new year by adding a second



Mr. Lohr

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 more 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 individual station affiliates.

Network scoreboard at end of 1936, which also saw many switches of network affiliation by major stations, stood: NBC 114; CBS 97; MBS 38.

Of about a dozen regional networks started in 1936, the most ambitious and one of the shortest-lived was Affiliated Broadcasting Co., 20-station midwestern network headed by Samuel Insull Sr., former utility magnate attempting a comeback 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" philoso-

phy, swelling the number of newspaper owned, operated or corporately affiliated stations to 171 at mid-year, 194 by Dec. 31. In the forefront was Hearst Radio, whose acquisition of four Southwest Broadcasting System stations in March brought Hearst's station total to 10.

Roosevelt Joins Hearst As Vice President

It also brought Elliott Roosevelt into Hearst Radio as vice president. An affiliation of Hearst'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.

Scripps-Howard Newspapers upped their station ownership from two to four when they acquired two Memphis stations, WMC and WNBR, through their purchase of the Memphis stations, WMC and WNBR, Howard, son of the chairman of the newspaper chain's board, was sent to WCPO, the S-H station in Cincinnati, to add radio experi-

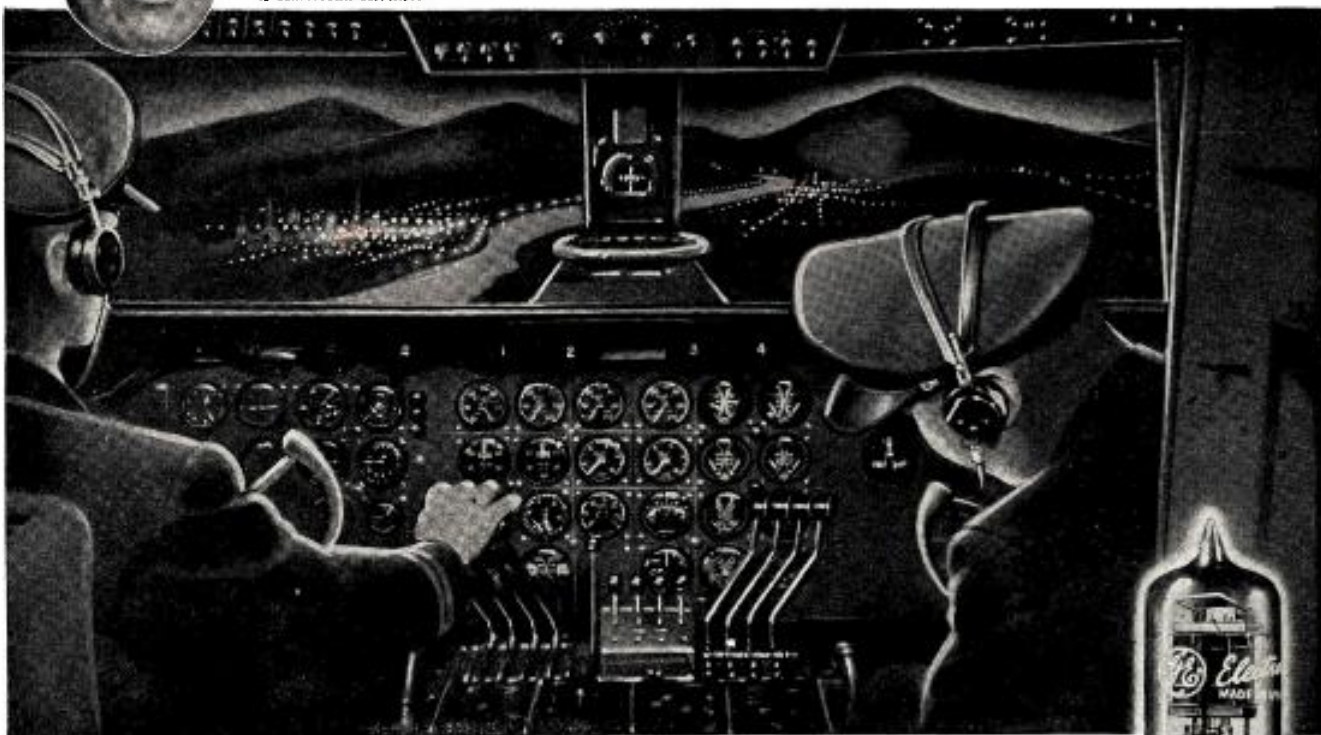
(Continued on page 96)



States **HERSCHEL WOLF**
of American Airlines

"with **AMERICAN**  **AIRLINES**

EXTRA SAFETY IS A MUST..."



**"...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.



GL-5654



GL-5670



GL-5686



GENERAL  **ELECTRIC**
160-J6

- GL-5654** Sharp-cutoff r-f pentode
- GL-5670** H-f twin triode
- GL-5686** Power-amplifier pentode
- GL-5725** Semi-remote-cutoff r-f pentode
- GL-5726** Twin diode
- GL-5749** Remote-cutoff r-f pentode
- GL-5750** Pentagrid converter
- GL-5751** High-mu twin triode
- GL-5814** Medium-mu twin triode



1936

(Continued from page 94)

ence to his newspaper background.

This new friendliness toward radio also was reflected at the spring convention of the American Newspaper Publishers Assn., whose radio committee rejected the plea of its chairman to put pressure on INS and UP to stop selling news to radio stations and extend Press-Radio Bureau for another year. The committee objection to news "commingled with advertising" carried little weight for the vast majority of the 500 stations buying news from the press associations or from Transradio Press, which during the year inaugurated its fifth leased wire to serve its nearly 300 station subscribers, were broadcasting news under sponsorship.

Expectations of a final definition of the extent of a newspaper's or press association's property rights in its news died when the Supreme Court, for technical reasons, disclaimed jurisdiction in the suit of AP against KVOS Bellingham, Wash., for alleged "pirating" of news. The New York State Supreme Court, however, established a precedent when it ruled that the use of person's name in a newscast, even if sponsored, is no violation of the Civil Rights Act.

President Roosevelt on June 5 signed a bill repealing the Davis Amendment which had required the assignment of stations in accord-

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, Anning 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. Petty, WHN New York; Benedict Gimbel Jr., WIP Philadelphia; Edwin W. Craig, WSM Nashville; Louis G. Caldwell, clear channel group counsel.

ance with state and regional quotas, killing what for eight years had been the most controversial provision of radio law and paving the way for a general readjustment of allocation policies. FCC promptly called a general allocations hearing for October and postponed until after the hearing any consideration of the applications of 10 stations for the superpower operation with 500 kw similar to that experimentally granted to WLW Cincinnati.

Commenting on the hearing, which ran for 13 working days with 45 witnesses putting more than half a million words into the record, BROADCASTING noted that apparently "the term 'allocation' is a misnomer. The hearings very largely resolved themselves into a controversy over superpower and all it implies, rather than over any far reaching revamping of the broadcast band."

Economic and social factors seemed more important than engineering considerations as arguments pro and con raised questions as to whether the installation and operating costs of superpower stations might not exceed any reason-

able hopes of advertising income and as to the effects of 30 such stations on regional and local station operations.

One unpredicted result of the hearing was a \$100,000 suit filed against BROADCASTING by FCC Comr. George H. Payne. The suit arose from editorial comment on Comr. Payne's vigorous cross-examination of Powel Crosley, operator of WLW, about that station's programming and commercial activities. BROADCASTING considered this not germane to the hearing, and the performance of a Commissioner "who has evidently forgotten not only his function of public office, but, judging from the short temper of his remarks, also the behavior of a gentleman." (The suit subsequently was withdrawn without trial).

In May the FCC had promulgated new rules and regulations for all radio services outside the standard broadcast band, which became effective with minor changes after a June hearing at which Prof. E. H. Armstrong demonstrated his new system of broadcasting by frequency modulation. He was as-

signed a license to experiment in the 86.5 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 225 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 the network's TV director, Harry R. Lubcke. Don Lee subsequently started weekly picture broadcasts synchronized with sound on KHJ Los Angeles. Philco 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, 343 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, NAB managing director who



Mr. Baldwin had been unsuccessful in his attempts to win a per-program license plan from ASCAP, had merely served to in-

(Continued on page 98)

In California . . .

they listen where they live!

8 stations of the Don Lee Broadcasting System . . . in the 8 densely populated trading areas . . . provide absolute coverage of the State of California with its more than 5,000,000 listeners. 1/16 of all the radio sets in the United States are within local distance of these stations. When planning radio in California, let this powerful network deliver your message, economically and effectively, throughout this tremendously wealthy and responsive State. For coverage maps, rates, etc., wire or write . . .

DON LEE BROADCASTING SYSTEM

7th & Bixie Sts., Los Angeles • 1000 Van Ness Ave., San Francisco • The California Unit of The Columbia Broadcasting System

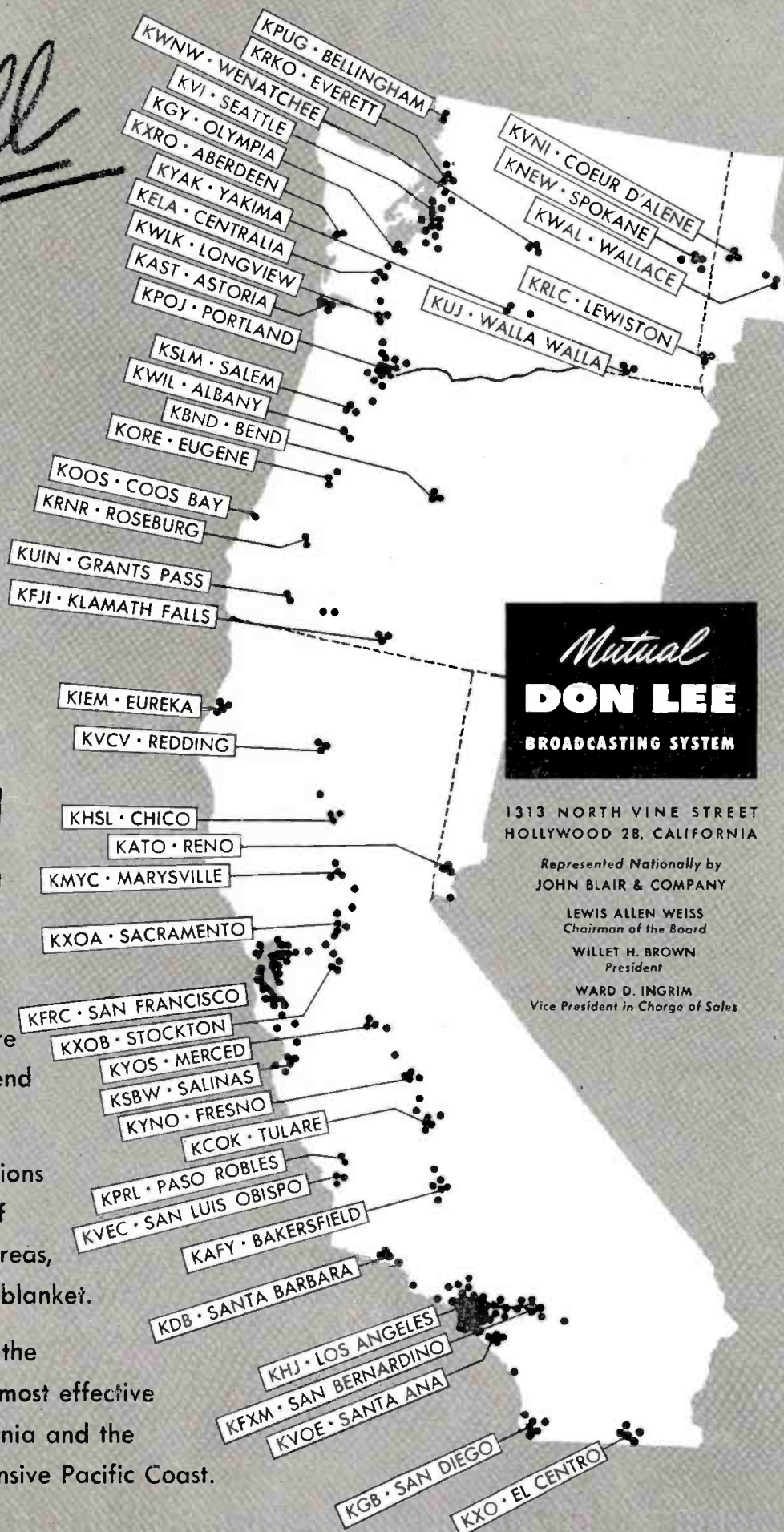
ON THE ENTIRE PACIFIC COAST

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.



Mutual
DON LEE
BROADCASTING SYSTEM

1313 NORTH VINE STREET
HOLLYWOOD 28, CALIFORNIA

Represented Nationally by
JOHN BLAIR & COMPANY

LEWIS ALLEN WEISS
Chairman of the Board
WILLET H. BROWN
President

WARD D. INGRIM
Vice President in Charge of Sales

(Continued from page 96)

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.



Mr. Levy

Warner Bros. rejoined the ASCAP fold Aug. 1, dropping its infringement suits which by then numbered 180 totaling some \$4 million, to the annoyance of the broadcasters who had, fruitlessly they felt, paid Warner Bros. about \$100,000 in license fees.

The NAB Bureau of Copyrights, established in March with E. J. Fitzgerald, former musical director of WLW, as director, went ahead with its first job of cataloging music in the public domain and in the fall, having cataloged 16,000 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 had this dissolved by agreeing that ASCAP in the future would deal with Washington music users in accordance with the state laws.

A new music worry for broadcasters arose early in the year when the Court of Common Pleas in Philadelphia issued an injunction restraining WDAS from broadcasting phonograph records made by Fred Waring and his orchestra without his permission. This was the first legal recognition of performers' rights in phonograph record reproductions. National Assn. of Performing Artists, which had conducted the suit against WDAS

in Mr. Waring's name, followed the decision with similar suits against stations in New York and Chicago. American Society of Recording Artists demanded licenses from stations at 5 to 15 cents a side for using records made by its members, which NAB advised stations to ignore.

Meanwhile, 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 identification of 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 analysis of 1936 business made by Dr. Herman Hettinger for the 1937 BROADCASTING YEARBOOK.

Total time sales, at one-time rates, for the year were \$117,781,686, Dr. Hettinger estimated, divided into \$59,743,860 for the national networks, \$1,389,646 for regional networks, \$24,648,180 for national spot and \$31,800,000 for local. Leading types of advertising on the air in 1936 were foods, accounting for 18.2% 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) \$3,299,000 for network time. Standard Brands ranked second, Sterling Products third, Colgate-Palmolive-Peet 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 ra-

dio in January with a dramatized series, *Liberty at the Crossroads*, placed on individual stations after both CBS and NBC had refused to accept political business before the party conventions and had questioned the propriety of putting political arguments into dramatic form. Communism was already an issue, broadcasters being soundly 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 after day. They broadcast warnings, served as information centers and command headquarters for the Red Cross, military police, relief, fire-fighting and other agencies, and provided the only link with the outside world for many storm-struck communities.

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 *Junior Nurse Corps* 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 little heed to WCAU's withdrawal (five others pulled out within the next month and two new members came in, leaving the total membership at 404); set up a Sales Managers Committee with J. Buryl Lottridge, KOIL-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 statistics, 1936 was an active year in radio research. The Joint Committee produced a county-by-county analysis of radio homes as of Jan. 1, 1936, estimating the national total as 22,869,000, 73.5% of all U. S. families. Paul F. Peter, chief statistician of RCA, 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. Bristol of Bristol-Myers as chairman.

Cooperative Analysis of Broadcasting, gaining acceptance as the gauge of program popularity, reported Major Bowes, Jack Benny, Fred Allen, Rudy Vallee and *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 4.8 hours a day; an NBC study revealed the average

(Continued on page 102)

SOME FACES SEEN at the clear channel hearings included (l to r): Left, Hoyt B. Wooten, WREC and WHBQ Memphis; A. S. Clarke, Washington engineer; A. L. Chilton, KLRA Little Rock and WGST Atlanta; W. H. Summerville, WGST, and S. C. Vinsonhaler, KLRA. Center: Lambdin Kay, WSB Atlanta listens appreciatively as Glenn Snyder, WLS Chicago plays "Temple Bells of Texas" on his dime harmonica. Right: William C. Gillespie, KTUL, Tulsa; Walter Bridges, WEBC Duluth; Don Searle, WIBW Topeka; and Edgar L. Bill, WMBD Peoria.



Congratulations

ON 20 YEARS OF "BROADCASTING"

KGW

ITSELF HAS BEEN BROADCASTING FOR 28 YEARS!

It's a pleasure to welcome BROADCASTING Magazine to radio's 20-year Club... during each history-packed year of operation KGW has claimed its share of "firsts"... has kept pace with progress.

A Few Highlights of KGW's History As Depicted in the Pages of BROADCASTING:

BROADCASTING August 1945

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

BROADCASTING March 1947

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

BROADCASTING July 1947

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

BROADCASTING December 1949

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

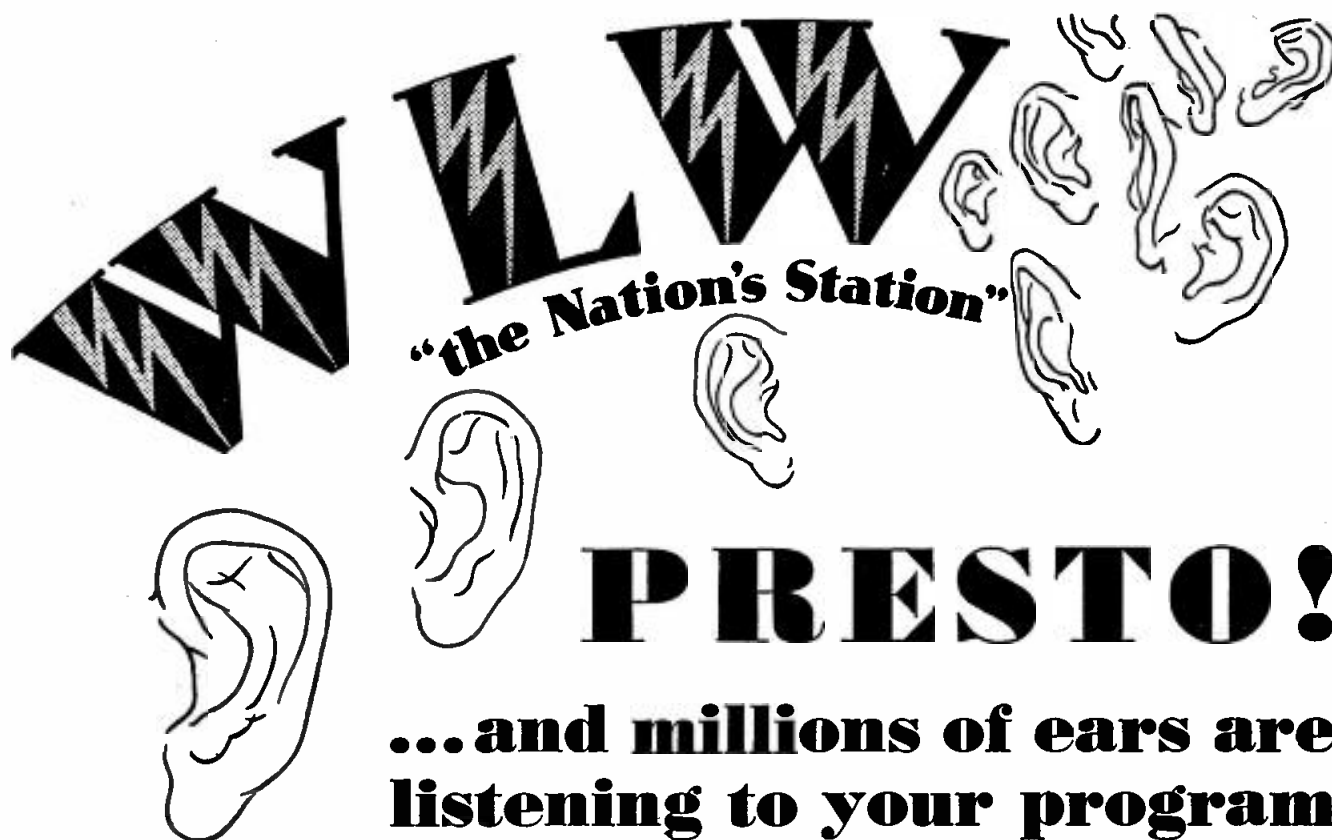
KGW PORTLAND OREGON

ON THE EFFICIENT 620 FREQUENCY

AFFILIATED WITH NBC



Represented Nationally by
EDWARD PETRY & CO.



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

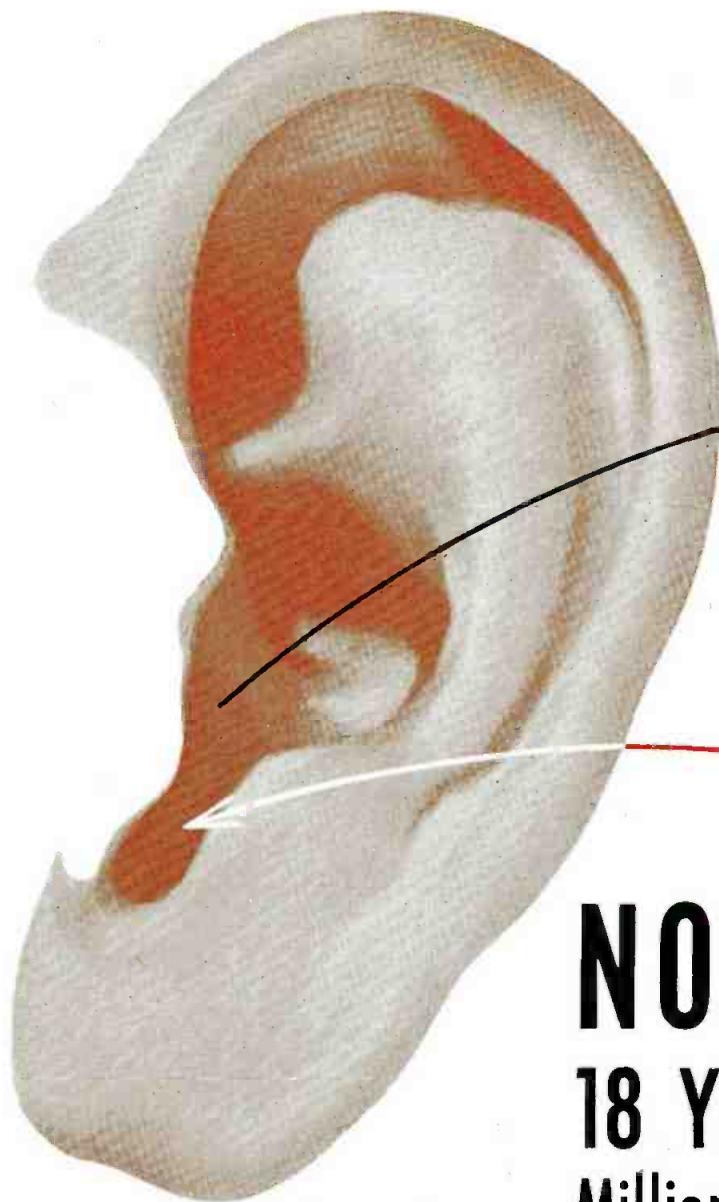
A decade ago it seemed impossible. Today—a turn of a switch and the vast WLW audience is yours. Because WLW is powered by 50,000 watts, operates on a clear channel with 100 per cent modulation, it can be tuned in clearly and distinctly—imparting all the sparkle and brilliance that makes your program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

Near the Center of
the Dial



Near the Center of
Population

THE CROSLEY RADIO CORPORATION
 POWEL CROSLEY, Jr., President CINCINNATI



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

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

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

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

**FOR FURTHER INFORMATION,
contact any of the following WLW Sales Offices:**

140 West 9th St., Cincinnati 2, Ohio

630 Fifth Avenue, New York 20, N. Y.

360 N. Michigan, Chicago 1, Ill.

6381 Hollywood Blvd., Hollywood 28, Calif

Data from Nielsen Radio Index, February-March, 1950



CROSLEY BROADCASTING CORPORATION

(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 WLW, as president, 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 KFWB Hollywood, Warner Bros. station.

The FCC in January set up rules for an FCC bar, with register of those qualified to appear before it. These attorneys soon afterwards organized themselves as Federal Communications Bar Assn. In March President Roosevelt spiked

attempts to make the FCC chairmanship an annually rotating office by reappointing Anning S. Prall as chairman.

A complaint filed by WCOA Pensacola against wire line charges for round-about program transmission because AT&T had no repeater stations along the direct route resulted in a 50% reduction in the home company's "back-haul" rates. After an overall FCC investigation of line charges had revealed AT&T earnings from radio of \$3,576,357 in 1935 (not counting radio revenue of associated companies, estimated at another \$5 million), AT&T filed a new tariff schedule estimated as saving broadcasters \$250,000 a year.

Also in 1936: Members of the Distilled Liquor Institute, representing 90% of the country's manufacturing distillers, agreed not to advertise on the air as part of a

voluntary campaign of self-regulation in the public interest; the Treasurer of Cook County, Ill., spent \$20,000 for two weeks of radio announcements on Chicago stations, collected \$10 million in back taxes during the same two weeks; Cream of Wheat Corp. discontinued sponsorship of Alexander Woolcott in favor of *Buck Rogers*.

And: The United States Supreme Court, acting on an appeal brought by KOMO-KJR Seattle against a Washington State Supreme Court decision upholding the state's right to impose a tax on radio stations, ruled that broadcasting is an interstate operation, not subject to state taxation;

NBC introduced its silk hat transmitter, first worn by George Hicks in New York's 1936 Easter Parade; Canada disbanded its Radio Commission and set up a Canadian Broadcasting Corp. modeled on BBC lines, which appointed Gladstone Murray, former BBC executive, as general manager at \$13,000 a year; a survey of 74 colleges found 38 permitting broadcasts of football games, 36 forbidding them; National Advisory Council on Radio Education found average capital investments in stations (excluding real estate, studios and services as too variable to average) to be \$6,600 for 100 w, \$30,000 for 1 kw, \$63,000 for 5 kw, \$224,000 for 50 kw, \$582,000 for 500 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.



Mr. Clark



Mr. Murray

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%.

Prall's Death Brings FCC Reorganization

FCC also underwent a reorganization in August, when the sudden death of Anning S. Prall brought in a new chairman, Frank R. McNinch, chairman-on-leave of the Federal Power Commission. Chairman McNinch started his clean-up mission by abolishing the Commission's broadcast, telephone and telegraph divisions, requiring all decisions in all cases to be the responsibility of the full Commission. Tacitly 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 engi-

neer, 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 clear 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 regionals and from 100 w to 250 w for local stations.

International Broadcasting Interest Rises

Individual U. S. operators of shortwave stations also reflected the new international interest, building new transmitters, including the first one in the West for trans-Pacific use, and increasing their foreign program service, particularly that 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

K W K H

Shreveport

50,000 WATTS • CBS

October 16, 1950 • Page 103

(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, shortwaved and rebroadcast with Spanish comments and commercials. Commercially sponsored shortwave broadcasts were not permitted as all licenses in this field were strictly experimental.



Mr. Craney

E. B. Craney, operator of KGIR Butte, Mont., opened single-handed war on ASCAP early in the year with an open letter to Congress urging a revision of the Copyright Act to discard the statutory \$250 mini-

mum for infringements and to require copyright licenses on a per-piece basis, with clearance at the source. He then turned to the local scene and inspired a Montana bill requiring measured service methods of copyright licensing which became law in March despite strenuous ASCAP opposition.

Similar legislation was introduced in a dozen other states, becoming law in Washington, Tennessee, Nebraska, Florida and Wisconsin. Late in the year, ASCAP

secured a Federal Court injunction in Nebraska restraining application of that state's anti-ASCAP law.

Set up as an independent corporation to operate on its own instead of as an NAB division, the Bureau of Copyrights 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 Pennsylvania upheld the lower court's decision enjoining WDAS Philadelphia from broadcasting records made by Fred Waring without his permission. With this official approval of its argument that artists have property rights in phonograph records they make, National

Assn. of Performing Artists offered licenses to other Pennsylvania stations, asking 10 times the stations' highest quarter-hour rate for right to broadcast records made by NAPA members, and anticipated nationwide licensing after decisions of court cases pending in other states.

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

Inspired, or perhaps irritated, by the NAPA campaign, which he said helped only the band leaders, not the men, James C. Petrillo, president of the Chicago Federation of Musicians, led his AFM local in a drive to "end for all time the menacing threat of 'canned' music competition" with the employment of live musicians. CFM members were forbidden to make records except with special permission of the union board, which imposed such stringent regulations that the making of musical records was transferred from Chicago to other cities. Mr. Petrillo took his cause in June to the union's national convention, which instructed the national AFM board to act immediately to bring all recording of music under union control.

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

AFM Demands Stations Employ More Musicians

Network officials, also summoned to the board sessions, were told that unless the nation's radio stations increased their employment of musicians to a number satisfactory to the AFM the stations would be unable to employ AFM members or to receive network shows, transcriptions or phonograph records made by union musicians. When the networks explained that they had no authority to speak for any stations except those they owned, AFM told them bluntly they'd better get it, demanding submission of an acceptable industry plan by Sept. 16 under threat of a nationwide AFM strike against radio on that date.

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

tions were also asked to provide data on their employment of musicians to combat AFM claims that only 781 of its members were employed by the nation's broadcasters.

Lots of activity followed, but there was little progress toward solving the AFM problem until a



Mr. Ethridge

meeting organized themselves as the Independent Radio Network Affiliates, elected Mark Ethridge of WHAS Louisville, chairman, and appointed a committee with William S. Hedges, WLW Cincinnati, as chairman, to conduct negotiations with the AFM.

First glimpse of a means of meeting AFM demands came in a suggestion from AFM President Joseph N. Weber that a possible yardstick might be for each station to agree to spend five times its evening quarter-hour rate for the employment of musicians. The IRNA committee, after strenuous argument, knocked this down to 3½ times the 15-minute rate. A quick estimate showed that this would amount to some \$5.5 million a year for the broadcasting industry, or about enough to employ 3,000 musicians at an average wage of \$35 a week.

NAB Calls Its First Special Convention

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

Threat of an immediate strike was averted when the AFM board agreed to accept the IRNA proposal as a basis for negotiations, promising to allow AFM members to continue working in radio as long as negotiations were in progress. Emile Gough, Hearst Radio; John Shepard 3d, Yankee Network, and Samuel R. Rosenbaum, WFIL 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. Formula of allocating the additional \$1.5 million promised among the

(Continued on page 106)

"VIC" DIEHM says:

NBC **WAZL** NBC

HAZLETON, PENNA.

SELLS EASTERN PENN.

- including Luzerne, Carbon, Columbia and Schuylkill counties—one of the great Pennsylvania market areas.
- saturating Luzerne—fourth Penn. county in retail sales: \$306,024,000.
- backing your shows with listener and sales promotion to assure sales.
- carefully programmed with NBC's best and local shows to community tastes—the dialing habit since 1932.

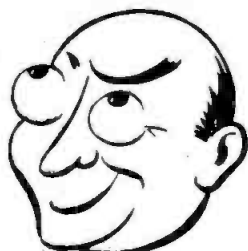
for further Enlightenment

write to Vic Diehm

or

Robert Meeker Associates

521 Fifth Avenue, New York City 17, N. Y.



Dear Sol:-
 We celebrate (?) together
 Best wishes for another "twenty"
 Ed

October 16, 1922 KXLY (born)
 " " 1923
 " " 1924
 " " 1925
 " " 1926
 " " 1927
 " " 1928
 " " 1929
 " " 1930

October 16, 1931 BROADCASTING
 " " 1932 (born)
 " " 1933
 " " 1934
 " " 1935
 " " 1936
 " " 1937
 " " 1938
 " " 1939
 " " 1940
 " " 1941
 " " 1942
 " " 1943
 " " 1944
 " " 1945
 " " 1946
 " " 1947
 " " 1948
 " " 1949

October 16, 1950

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

The XL Pacific Northwest Broadcasters Stations

KXL	•	KXLY	•	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



1937

(Continued from page 104)

network affiliates, approved only after lengthy debate, was for each station to spend 5½% of its net income to employ AFM members.

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

also voted to increase the NAB dues by 50%, effective immediately, raising the association's annual income from \$80,000 to \$120,000. Edwin W. Craig, WSM Nashville, was named chairman of a reorganization committee with Mr. Shepard, Mr. Craney, Walter J. Damm of WTMJ Milwaukee and Edward A. Allen, WLVA Lynchburg, as members. Mr. Ethridge declined committee membership but agreed to serve as advisor.



Mr. Craig

AFM Situation Chief Discussion Topic

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

HAVANA CONFERENCE of 1937 found the meeting generally following the Craven-Ring pattern which had been negotiated so skillfully that the U.S. did not lose a single U. S. station. At left, the U. S. delegation (l to r): Lt. E. K. Jett, FCC assistant chief engineer; FCC Chief Engineer T. A. M. Craven, chairman of the U. S. delegation; Dr. L. Gonzales, translator for the American embassy in Cuba; Gerald C. Gross, chief of FCC International Section; Ellis Briggs, second secretary, American embassy; Harvey B. Otterman, Treaty Division, Dept. of State, and secretary to the delegation. At right are others present during the conference (l to r): J. H. DeWitt Jr., chief engineer WSM Nashville; Louis G. Caldwell, Washington attorney and counsel for Clear Channel Group; Glenn D. Gillett, Washington consulting engineer; James W. Baldwin, NAB managing director; Carl J. Meyers, WGN Chicago chief engineer; Dr. C. B. Jolliffe, RCA engineering executive and former FCC chief engineer, and I. R. Baker, chief transmitter sales, RCA.

them advised of the AFM demands.

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

IRNA Agreement Forms Sent to Stations

Completed IRNA agreement forms were sent to stations late in November, with instructions to make them part of contracts with their local AFM unions and return the signed contracts as rapidly as possible, AFM extending its strike deadline only 15 days at a time as a threat to insure promptness. Meanwhile, negotiations with the

non-affiliate stations and the recording companies were at a standstill awaiting the action of local stations and unions that would finally approve or reject the AFM-IRNA agreement.

Calling the 1938 NAB Convention for Feb. 14-16 in Washington, the reorganization committee which



Mr. Loucks

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

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

AGRAP Elects Langham President

Roy Langham, production man for CBS in New York, was elected president of American Guild of Radio Announcers and Producers which he helped establish as an independent union in New York. AGRAP shortly won recognition and a new contract from CBS in

that city, widened its scope to include other non-organized station personnel and by August, when it signed the sound effects technicians at NBC's New York stations, WEA and WJZ, claimed some 700 members at more than 20 stations.

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

Labor Disputes Widespread But Not National

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

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

The topic was of such interest that BROADCASTING published a two-installment summation of the legal liability of broadcasters prepared by Joseph A. McDonald and

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 SOL TAISHOFF . . .

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 a 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.



Mr. Aylesworth

Television activity increased throughout the year: Philco and RCA began testing 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 across 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 \$630 to \$420. A coaxial cable laid around inner London for remote pickups was first used to telecast the procession at the coronation of King George VI on May 12. Some 2,000 TV sets were sold in England during the first year of telecasting there.

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



Mr. Finch

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 Co., Socony-Vacuum Oil Co. and Atlantic Refining Co. also major baseball sponsors.

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

(Continued on page 108)



"The Prestige Station of the Carolinas"

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

WBIG

Gilbert M. Hutchison, President

CBS Affiliate

5000 watts

EST. 1926

represented by Hollingbery



1937

(Continued from page 107)

games, spending \$250,000 for rights alone, and Kellogg Co. sponsored gridiron contests from New England to Denver.

Networks continued their expansion in 1937 and at the end of the year CBS had 114 affiliates; NBC-Red had 94 and NBC-Blue 99, with considerable duplication; MBS had 73. FCC issued licenses for 39 new stations during the year and O. H. Caldwell, editor of *Radio Today*, estimated that 7,700,000 home radios and 1,750,000 auto sets were sold, bringing the national total at 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% com-

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 (l to r): Tom Stewart, Jack Harris, Betty Smith, Manager Harry Stone, Otis Devine, Ed Kirby, David Stone and Mrs. Margaret Ackerman.

pared with 57.8% the spring of 1936—and Chicago down from 30.6% to 25.0%. CBS began constructing a \$2 million Hollywood studio and office building in the spring; NBC broke ground for its new Hollywood headquarters in the fall; World Broadcasting System also that fall started work on a building to house recording studios and a processing plant. Agencies opened or expanded Hollywood offices. By fall the hardest part of putting a new program on the air from that city was to find a studio for it.

Radio Wins Respect With Flood Crisis Activities

From the crowded pages of radio's 1937 chapter the most memorable sequence is that recording radio's part during the flood crisis in the opening months of the year, when the Ohio and Mississippi rivers inundated the land with a

flood of unprecedented proportions. Paying its respects to "all the men and women of radio who in the disastrous 1937 flood crisis gave unstintingly and heroically of their time and effort to rescue and relieve distressed humanity," BROADCASTING said, in part:

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

1938

INVIGORATED by the desire for a strong industry organization able to withstand and repel attacks of the sort which the previous year had found the NAB weak and faltering, the NAB membership, risen to a new peak of 434, met in February for a two-day whirlwind convention which enthusiastically ratified the reorganization plans and elected a new board with orders to put them into effect as rapidly as possible, even including the increased dues schedule.

The board retained Philip G. Loucks, former NAB managing director and author of the reorganization plan, to guide the association until the new paid president should take over, then set about the task of choosing the right man for the job. Finally in what BROADCASTING editorially termed a "master stroke" of industry diplomacy, the board drafted Mark

Ethridge, vice president and general manager of the Louisville *Courier-Journal* and *Times* and of WHAS Louisville, as interim president. He had repeatedly rejected offers to become NAB's permanent paid head executive.

Mr. Ethridge immediately dispelled any fears that his would be a watchful-waiting administration.



Mr. Spence

Calling in Edwin M. Spence, former manager of WBAL Baltimore, as acting staff executive Mr. Ethridge began building the kind of headquarters organization required by the new plans. Joseph L. Miller, veteran newspaper man, was appointed

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

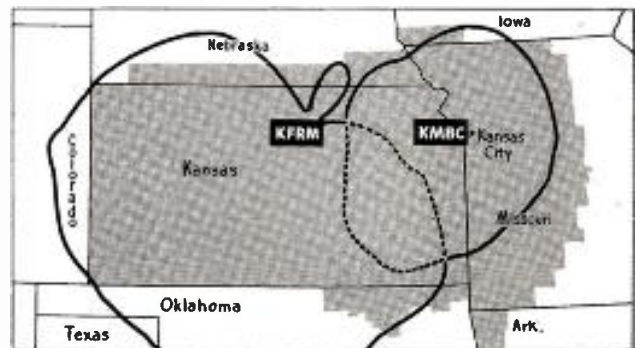
KMBC has made good on its prophetic advertising of years ago:

"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 utilization 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.



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



The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC

(Continued from page 108)

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

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

Like Mr. Ethridge, Mr. Miller made the copyright problem his number one concern, attacking it with such vigor that at the year's end John G. Paine, general manager of ASCAP, invited him to sit down for a series of "frank talks" about the copyright difficulties which Mr. Paine insisted 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 \$3,878,752 of its total revenue from all sources of \$5,926,941, ASCAP quickly contested the so-called "anti-ASCAP" laws adopted by a number of states and won some injunctions against the

application of these measures as violating the national copyright law, with a Supreme Court review pending at the end of the year.

The NAB Bureau of Copyrights had ceased its activities during the reorganization period and in December the NAB board authorized the sale of its library of copyright-free musical transcriptions to the firm that had recorded them, E. V. Brinckerhoff & Co. Lang-Worth Feature Programs, which had been recording tax-exempt music since 1935 and in October had issued a 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 guarantee of a \$25,000 cash payment. A third collection of recorded music which broadcasters could use without copyright license worries was announced by Davis & Schwegler, Los Angeles company organized by Kenneth C. Davis, former Seattle attorney who had been active in securing passage of the Washington State anti-ASCAP law. Carl Haverlin, commercial manager of KFI and KECA Los Angeles, joined Davis & Schwegler as general manager.

AFM-IRNA Agreement Becomes Effective

The AFM-IRNA agreement, pledging the nation's network affiliated stations to the expenditure of an additional \$1.5 million a year for the employment of union musicians, virtually doubling the group's previous budget for musicians, became effective Jan. 17, after Emile J. Gough, IRNA secretary, and Joseph N. Weber, AFM president, exchanged more than 200 contracts negotiated by the individual station operators and the AFM locals in their cities. Except for a few trouble spots, notably New Orleans where final 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 serving "unfair" stations. The recorders notified the non-network stations that they had better make terms with the AFM if they wanted to receive recorded music. Lloyd Thomas, WROK Rockford, chairman of a committee set up by these non-network broadcasters who had expressly limited its function to fact collecting, not negotiating, reported that the response to the committee's questionnaire to stations

concerning their employment of musicians had been too small to have any value in compiling statistics for the group. He enlisted the aid of Mr. Loucks who persuaded Mr. Weber to hold off any immediate union strike action.

Only 45 of the 329 commercial stations without network affiliation attended a special meeting called by the Thomas committee for March 28. Despite the lack of a quorum the committee, enlarged to nine members, accepted this group's authorization to negotiate the best deal possible with the union. Each station reserved the right to reject it if not satisfactory. The committee went to work and in short order secured AFM agreement to a contract which followed the IRNA pattern of station expenditures of 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 for the 112 stations with annual income of less than \$20,000. Although the stations were slow in negotiating new local FM contracts on this basis, the agreement was called officially effective on Sept. 24, when some 80 signed contracts were exchanged by the committee and the union.

Meanwhile, AFM had issued temporary licenses to the recording companies. They accepted restrictions against dubbing music from one record to another without specific AFM consent and against recording for other companies not licensed by the union. They also agreed to a closed shop. The AFM on its part withdrew the stipulation about service to "unfair" 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 Pennsylvania court decision upholding the right of a recording artist in the phonograph records he makes, it felt impelled to assert its own rights by forbidding the broadcast of Victor and Bluebird records by non-licensed stations, offering temporary licenses without charge on written request. Many broadcasters refused to admit RCA's rights by signing such letters, some dropping these two labels from their record programs, others continuing to use them anyway.

RCA also filed suits against both parties involved in the suit of Paul Whiteman against WNEW New York for unauthorized broadcast of a Whiteman recording issued by RCA. When that case came to trial early in December in the Federal District Court in New York, Whiteman withdrew his suit against WNEW which defaulted on its defense against RCA, leaving for trial RCA's suit against the noted band leader, which had not been decided by the end of the year. The Whiteman

defense was handled by the National Assn. of Performing Artists, which was endeavoring to establish the rights of performers to their recordings and had unsuccessfully tried to employ 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 NAB, secured permission of the court to file a brief stating the position of the broadcasting industry on the issues in the case.

Unionization of the employees of stations and 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 stations and for all employees at WRPN Janesville, Wis., with negotiations then in progress with a committee of the American Assn. of Advertising Agencies for 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, with a broadcast fee of \$10 and \$6 an hour for rehearsal time, compared to the network sustaining fee of \$17 for a quarter-hour program including two hours of rehearsal. For soloists on commercial shows AFRA asked \$40 for a quarter-hour program, compared to a minimum of \$65 a week for a network staff soloist for working on six sustaining shows a week. Announcers terms were put at the same rate as actors, except that if guaranteed 13-week employment on a serial program an announcer's minimum was set at \$50 a week for three shows a week, \$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 Broadcast Technicians, formerly a CBS company union but now representing technical employees of seven other stations in addition to nine CBS owned and operated stations, won over American Communications Assn. (CIO), which claimed representation of engineers at CBS stations in New York and Washington, when the National Labor Relations Board ruled that the proper bargaining unit was all O&O station technical employees and not those at each station, following network testimony that these employees were frequently moved from one station to another.

ACA and IBEW (AFL) continued their organization of tech-

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The Only **ABC**
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All programs duplicated on
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National Representatives



Mr. Thomas



nicians. AGRAP, although overshadowed by AFRA, also continued to expand its membership and decided to remain independent after considering mergers with both AFRA and ACA. The American Newspaper Guild even entered the radio field, winning representation of all employees of WTCN Minneapolis except musicians, engineers, salesmen, executives and supervisory personnel.

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

Charges of Censorship Hurlled at Commission

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

A more serious aspect of the

THESE Commissioners comprised the 1938 Superpower Committee (l to r): Frank R. McNinch, ex-officio member of committee; T. A. M. Craven; Norman S. Case, who served as committee chairman; George H. Payne. At right is the 1938 facsimile installation of KSD and the St. Louis Post Dispatch with George M. Burbach (l), the newspaper's advertising manager and station director, and Elliott Roosevelt, president of Hearst Radio Inc. and the Texas State Network.

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 the series asked for advance scripts of future broadcasts and, failing to get them, did not carry the talks, they were picketed by groups who charged them with censorship and demands were made that they resume the series or forfeit their licenses.

Miller Claims Broadcasters' Right for Advance Script

A statement by Neville Miller noting that a broadcaster had every right to demand a script in advance, since he was responsible for what was broadcast over his facilities, and further pointing out that the Constitution guarantees the right of freedom and religion as well as freedom of speech and "in protecting one right we



Mr. Miller

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-November with the witnesses of NBC, first to be called, still on the stand as the year ended.

In April, William S. Paley, CBS president, launched the industry's defense to the public. Broadcasting his annual report to CBS

(Continued on page 114)

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

**FOR SOME
INTERESTING
INFORMATION
ON RADIO IN
IOWA,
PLEASE SEE
PAGE 35
OF THIS ISSUE**

"COVERAGE"

DOESN'T LISTEN



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

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

AUDIENCE (in the Westinghouse Radio Station's vocabulary) means what it sounds like: The actual listeners to station programs.

Coverage may be interesting to know... but it's **AUDIENCE** that makes broadcasting time pay its way.

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

When you're planning a radio campaign, get the facts about **AUDIENCE VALUE**. "Coverage" doesn't listen.



WESTINGHOUSE • RADIO • STATIONS

WBZ-WBZA

990 kilocycles

Boston, Mass., Hotel Bradford
Springfield, Mass., Hotel Kimball

KDKA

980 kilocycles

— COMMERCIAL OFFICES —
Pittsburgh, Pa., Hotel William Penn

KYW-KFKX

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

(Continued from page 111)

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

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

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

The time was ripe and when David Sarnoff, chairman of the NBC board, as first witness in the FCC network monopoly hearing,

called on the broadcasting industry for a program of self-regulation, there was an immediate response. All groups within the industry should pool their experience to produce a voluntary code embodying program standards "that advances beyond all previous standards," Mr. Sarnoff urged, "an act of voluntary self-regulation on the part of the entire broadcasting industry in the United States."

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



Mr. Klauber

The superpower hearing, expanded into a general hearing on all broadcasting allocations, ran from June 6 to June 30, with 35 witnesses presenting some half-million words of testimony which followed expected lines: The Clear Channel Group advocated retention 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 Assn. of Regional Stations urged duplication of assignments on clear channels with 50 kw retained as the maximum power and regionals granted 5 kw for both day and night operation; the National Assn. of Independent Broadcasters seconded to a large degree the views of the regional group about 50 kw maximum power and duplicate operation on clear channels. Major surprise came with the filing of briefs following the oral testimony, when NBC came out flatly in favor of superpower, first definite 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 forbidding the FCC to adopt any rules permitting standard band operation with more than 50 kw, as contrary to the public interest. Measure was introduced by Sen. Wheeler, who made it a condition of his assent to ratification of the Havana Treaty, which required unanimous approval. The resolution adopted, the Senate proceeded to ratify the Treaty, covering the distribution of radio frequencies among the North Ameri-

can countries. Cuba previously and Canada subsequently ratified the agreement as well, but Mexico at the end of 1938 still was refusing to take similar action.

The same FCC committee that had conducted the June allocations hearing—Norman S. Case, T. A. M. Craven and George H. Payne—in July held hearings on WLW's application for continued experimental operation with 500 kw, ten stormy days of argument in which the station's contention that it was rendering an indispensable service to many thousands of listeners was matched by representatives of other stations in the area who claimed that WLW's superpower was giving it a dominant position resulting in a loss of business 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 late fall, recommended its termination, a conclusion which WLW hotly contested, urging the full Commission to permit it to continue 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 allocations 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 \$18,883,935 in 1937 on a total revenue of \$114,222,906, with program and talent costs aggregating more than a third of radio's operating expenses.

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 Statistics. The average paycheck of broadcasting's 17,000 full-time employees was \$45.12, topping even the motion picture business, which ranked second with an average weekly pay of \$41.33, followed by brokerage (\$34.47), insurance (\$34.17), durable goods industries (\$29.95) 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 Gary

as general counsel, replacing him with William J. Dempsey, 33-year old attorney who had left the Federal Power Commission, where he had been assistant general counsel, to serve as special FCC counsel in the network monopoly hearing. Two months later William C. Koplovitz, acting general counsel of the



Mr. Dempsey

Power Commission, moved over to the FCC as assistant general counsel.

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

Gross Time Sales Over \$122 Million

Radio's gross time sale for the year totaled \$122,890,000, according to an estimate prepared for the 1939 BROADCASTING YEARBOOK by Dr. Herman Hettinger, who pointed out that while the gain over 1937 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.

Sportscasts again produced heavy sport revenue, with General Mills, Kellogg Co., Socony-Vacuum Oil Co., Atlantic Refining Co. and B. F. Goodrich Co. the top sponsors of baseball, while Atlantic and Tidewater-Associate Oil Co. were the major football sponsors, although numerous other advertisers, chiefly oil companies, used football on a local level. Politics provided revenue for stations and statewide networks, with a number of new regional hookups created primarily to get this business. Co-op programs provided a growing proportion of network business, especially for MBS. The use of local cut-in announcements on network shows reached a point which led NBC to alter the contracts with affiliates to provide for payment to stations of 7½% of their network hour rate for each announcement, to standardize the practice. Use of cow-catcher and hitch-hike announcements for unrelated products on network programs increased to such an extent that the IRNA committee started discussions of means of curbing this practice with network officials.

Newspapers Drop Logs As Advertising Sags

Newspapers' alarming loss of advertising during the first months of the year while radio billings were hitting new highs revived the old bitterness and many papers, particularly on the Pacific Coast, dropped their radio columns of program news and comment, retaining, however, their program logs.

Radio acquitted itself well enough in keeping the American



public informed of the Nazi conquest of Austria in March, the networks all broadcasting the speech of Adolf Hitler from Vienna on March 15, that of Benito Mussolini the following day and Secretary of State Cordell Hull's statement of the United States position on the 17th, in addition to numerous eyewitness accounts from Central Europe.

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

Throughout the month radio was first with the news direct from the scene, right up to the final signing of the pact. The full text was broadcast by NBC 17 minutes after it was released, 46 minutes ahead of any other report to the United States. CBS won plaudits for its round-ups of comment on each major development from the world's capitals and H. V. Kaltenborn, whose crisp analyses of the news and what it meant were broadcast a dozen times a day, became in a month the possessor of the best known voice in the country, with the possible exception of the President. Approximately \$50,000 in rebates to sponsors for cancelled programs were included in the overall network costs of some \$175,000 for its crisis coverage.



Mr. Kaltenborn

Hurricane Hits New York, New England

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

Television moved ahead during 1938 with NBC staging almost continuous demonstrations for interested groups all through the spring, with two companies—Allen B. DuMont Labs and National Television Corp.—putting sets on sale, with the FCC granting TV station licenses to DuMont and Zenith, with Paramount Pictures buying a substantial stock interest in DuMont, and with RCA an-

nouncing that it was ready to sell TV transmitters to interested broadcasters (CBS had already bought one and was busily 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, consulting engineer, began supervising the construction of another highpower FM station at Paxton, some 45 miles from Boston, for the Yankee Network.

ANPA Meet Sees Three Facsimile Systems

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

new FM system of transmission for its duplex service.

Also in 1938 Hearst Radio began divesting itself of stations, at year's end had sales of six of its 10 awaiting FCC approval; Elliott Roosevelt, appointed president of Hearst Radio early in the year, also became president of Texas State Network, 23-station regional chain which affiliated with MBS; Arde Bulova, watch manufacturer, bought WPG Atlantic City, subject to Commission approval, to move to New York and merge 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 Trammell to New York as executive vice president, Sidney Strotz replacing him as acting manager of the Central Division in Chicago.

1939

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

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

Broadcasters Declare Independence of ASCAP

It was a year in which war broke out in Europe and, of much more 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 musically, they would be on their own.

As 1938 ended, a year of negotiations between AFRA and the American Assn. of Advertising Agencies had brought AFRA's submission of a proposed code of terms and conditions for the employment of actors, singers and announcers on commercial network programs. The AAAA 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 what was virtually the original AFRA commercial code. An impasse over the preferential shop clause, which AFRA refused to drop and the agencies insisted neither they nor their clients could accept was averted when the networks agreed to sign the code as producers of the programs, the agencies in turn giving 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 timed to expire on the same date, Feb. 12, 1941. Sustaining network agreements, both national and regional, were completed with NBC, CBS and MBS. Negotiations in Chicago broke down but a strike was averted by AFRA's proposal that the differences be arbitrated.

AFRA Announcer Demands Arouse Disputes

On the station level, AFRA's demands for extra pay for announcers employed on commercials, 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 currently spending 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 R. 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

(Continued on page 116)

**Dependable
PERFORMANCE
at
LOWER COST**

**H & P TOWER
LIGHTING
EQUIPMENT**

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

MERCURY CODE FLASHER

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



OTHER H & P PRODUCTS:

300 MM Code Beacons • Photo-Electric Controls • Obstruction lights • Complete Light Kits for A-2, A-3, A-4 and A-5 Towers

PROMPT SERVICE and DELIVERY

Immediate Shipment Out of Stock
WRITE OR WIRE FOR CATALOG

HUGHEY & PHILLIPS
TOWER LIGHTING DIVISION
326 N. La Cienega Blvd.
Los Angeles 48, Calif.
60 E. 42nd St. New York 17, N. Y.

1939

(Continued from page 115)

complained that the union had not supplied them with competent musicians, were dissatisfied with their experiences of the past two years and either did not reply or told the IRNA committee not to make any further commitments for them.

Mr. Rosenbaum talked with Thurman Arnold, assistant U. S. Attorney General, who had recently stated that the Dept. of Justice would proceed against unions making "unreasonable demands" but reported it was merely an exploratory discussion.



Mr. Rosenbaum

As the year ended, AFM was waiting for some move from the broadcasters, stating that unless a settlement were reached by Jan. 17 they would lose their musicians and the right to receive musical

programs from networks and transcription companies.

In February 1939 the United States District Court in North Carolina gave the first Federal Court recognition of the right of a performer in his recorded perform-

ance by granting Fred Waring an injunction against WMFD Wilmington to restrain the station from using his records without permission. Bills sponsored by National Assn. of Performing Artists and by AFM to prohibit the use of records on the air without authority from the artists making them were introduced in Congress.

A new twist was added in July by the Federal District Court in New York which, in the RCA-WNEW-Whiteman case awarded the injunction restricting unauthorized broadcast use of phonograph records not to the artist but to the recording company, further enjoining the artist to refrain from claiming any right to restrict the use of his records unless his agreement with the recording company expressly gave that right to him.

RCA followed the decision by offering stations blanket licenses to use Victor and Bluebird records at fees running from \$100 to \$300 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. AFM

notified all members not to assign any rights in records to the recording companies under threat of loss of union membership; music publishers warned broadcasters that right to record given a record company does not include the right to broadcast.

Appeals Are Filed By WNEW, RCA, Whiteman

Appeals from the court decision were filed by NAB in the name of WNEW, by NAPA for Mr. 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 re-

cording operations, was appointed president of ARC and the company's name changed to Columbia Recording Corp.

Negotiations for CBS to acquire World Broadcasting System as well broke down at the last minute because of a cross-licensing agreement between World and Electrical Research Products Inc., developer of the system of recording used by World, which CBS feared would expose its television developments to this AT&T owned company.

Following a breakdown in relations between the networks and Press Radio Bureau, AP in February began providing NBC with material for two five-minute sustaining newscasts a day similar to those formerly provided by the Bureau but now credited exclusively to AP. This service, supplied with no charge except the cost of transmission, was subsequently extended to several stations.

In April, the AP membership reversed its previous prohibition on the sale of news to radio and a plan was devised whereby member papers could broadcast news locally by paying extra assessments to the association, 5% if the news was used sustaining, when AP was to get air credit, and 25% if it was sponsored, when AP was

(Continued on page 118)

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



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.*



WNAX-570



A Cowles Station
570 KC • 5,000 WATTS



YANKTON-SIOUX CITY

• AFFILIATED WITH THE AMERICAN BROADCASTING CO.

(Continued from page 116)

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 place in the news reporting field that came only after a protracted fight led by Fulton Lewis Jr., Washington commentator for MBS, who was elected first president of the Radio



Mr. Lewis

Correspondents Assn.

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

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

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

"Commercial programs were ruthlessly cancelled or cut into to make way for on-the-spot-of-the-minute news. Transmitters stayed on the air all night, broadcasting hourly summaries and intermittent bulletins with music in between, or, if the stations did sign

off, were kept warm and ready to start again at a moment's notice."

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

War News Plan Submitted to Commission

As crisis turned to war and broadcasting returned from its round-the-clock news job to more normal operating schedules, top executives of the three networks drafted a plan for handling war news and submitted it informally to the Commission, not for approval but merely to keep the FCC informed. Basically the plan called for "temperate, responsible and mature" news broadcasting, with every effort made to "avoid horror, suspense and undue excitement" so far as the news itself would permit, with the source of the news—observed fact, official statement, responsible source, rumor or propaganda—clearly identified to help the public evaluate the news it heard. Programs were to be interrupted for news bulletins as infrequently as seemed consistent with good operation and all war propaganda was strictly forbidden "in either commercial announcements or the context of commercial programs."

Newspaper-radio rivalry was forgotten as radio augmented its staff men in Europe with special assignments to correspondents from newspapers and associations whose oral reports often reached American listeners hours before their written dispatches appeared in print. William Henry of CBS and Arthur Mann of Mutual, the first radio correspondents ever assigned to front line duty, left London Oct. 9 for the war zone,

NBC's accredited correspondent being in this country at that time.

Annual Report to FCC Is Established

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

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

In March E. O. Sykes, who had been a member of the original Radio Commission, retired after 12 years' service, with Frederick I. Thompson, publisher of the *Montgomery (Ala.) Journal*, succeeding him on the FCC. Paul A.

Walker was reappointed for a new seven-year term in July and in September the Commission got a new chairman, James Lawrence Fly, who had made a notable reputation as general counsel of Tennessee Valley Authority. He



Mr. Thompson

succeeded Chairman McNinch who retired because of ill health.

How far the FCC should and could go in considering economic issues in granting licenses for new stations was a hard-fought question during 1939. Reversing FCC new station grants in a number of communities where established station operators had complained that additional stations could not be supported without undue hardship on those already in business, the Federal Court of Appeals of the

District of Columbia vigorously espoused the opinion that the Commission was duty-bound to take economic matters into consideration in making station grants.

The Commission premise, presented with equal fervor by its general counsel, William J. Dempsey, and by William C. Koplovitz, assistant general counsel, was that Congress had not intended to create a "protected monopoly within the broadcasting field" and that the FCC's regulatory interest is limited to granting licenses, not in how much advertising a station sells or its ability to withstand the competition of other stations and other media. If broadcasting is a private business, the FCC argument ran, it merits no protection; if it does require governmental protection then it is not a private business but a public utility and subject to regulation of rates and limitation of profits.

This dispute was the basic issue of three cases pending before the United States Supreme Court at the year's end—the so-called Pottsville, Heitmeyer and Sanders cases, covering new station grants in Pottsville, Pa., Cheyenne and Dubuque. Meanwhile, in November the FCC Law Dept. saw at least a partial acceptance of its views by the Federal Court of Appeals, which ruled that loss of revenue by existing stations is not sufficient grounds for protesting a new grant, but that the complainants must show that such competition would be truly ruinous.

New Rules Put Into Effect

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

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



1939 BROUGHT an international crisis that put network staffs on 24-hour duty. LEFT PHOTO: NBC workers lunching (l to r): Graham McNamee, announcer; Art Feldman, Ed Heaker, special events; Bill Spargrove, George Putnam, announcers; Milton Burgh, special events, and (background) J. Harrison Hartley, special events. RIGHT PHOTO: Viewing the new form, facsimile, at WOR New York's transmitter are (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 plant; Dean Carl W. Ackerman, C. U., and J. R. Poppele, WOR chief engineer.



ning of commercial operation on experimental grants of any character (adopted over strong industry objections). Adoption of standards of engineering practice as part of general regulations for the first time.

Plans for a widespread shift in station frequency assignments affecting all stations on channels above 710 kc (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 year.

After placing on the public record exhaustively complete details of the operations of NBC, CBS and MBS, the Commission's so-called network monopoly hearing turned to the regional networks and then to the transcription companies, pausing to hear such interested organizations as IRNA and the American Civil Liberties Union before concluding the hearing in mid-May as it had begun with testimony from NBC Board 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 advertising agencies. 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 November, an 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 reappointed as a Code Compliance Committee with Edgar L. Bill, WMBD Peoria, as chairman and Edward M. Kirby, NAB station relations director, as secretary.

The code applied strict standards to children's programs, banned attacks on racial or religious groups, forbade editorializing on newscasts, 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, services and advertising complied with "pertinent legal requirements, fair trade practices and accepted standards of good taste." Commercial copy on daytime programs was limited to 3½ minutes out of 15, 4½ out of 30, 9 out of 60; evening limitations were 2½ minutes of commercial in a 15-minute program, 3 in 30 and 6 in 60.

Hard Liquor Among Items Prohibited

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

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

Oct. 1 was the date the code became effective and the Code Compliance Committee did not have long to wait for a chance to test its strength. Elliott Roosevelt, then a commentator on MBS three times a week for Emerson Radio & Phonograph Corp. in addition to his duties as president of Texas State Network, deliberately defied the code by expressing his personal opinion of the arms embargo on the air. The committee declined to raise to his bait, 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 four TSN stations from membership, but he agreed to abide by the code rules on his MBS broadcasts.

Coughlin Issue Creates Serious Problem

Far more serious was the issue of Father Charles E. Coughlin, whose Sunday broadcasts were certainly controversial and so were banned by the code for commercial acceptance. Operators of some stations on his special hookup complied with the industry ruling and dropped the programs. Others, notably John F. Patt, vice president of the Richards stations—WGAR Cleveland, WJR Detroit, KMPC Los Angeles—and John Shepard 3d, Yankee Network president, refused to discontinue the series. Feeling ran high and when the 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 only wireline costs 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 and eternally annoying dealings with ASCAP. The July convention instructed its negotiating committee to secure from ASCAP a proposal it could 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 officials but 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

Mr. Kaye, with the assistance of Stuart Sprague, former NBC legal staff member who had represented NAB at the RCA-Whiteman 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 underwrite 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, Everett S. Revercomb, NAB auditor, as secretary-treasurer, and a board comprising Walter Damm, WTMJ Milwaukee, for newspaper stations; John Elmer, WCBM Baltimore, for non-network stations; Samuel R. Rosenbaum, WFIL Philadelphia, for IRNA, with the networks, which 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. Brinkerhoff & 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 real criticism of the BMI project had come from Ed Craney, KGIR Butte, Mont., who charged the industry with setting up an ASCAP of its own which

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SOLD

PRODUCT:
Manischewitz Wine

AGENCY:
Donahue & Co

CAMPAIGN:
Two Announcements Daily

**BUYING NORFOLK?
ADD WLOW THRU
A FORJOE MAN!**

WLOW

NORFOLK VIRGINIA



Mr. Bill

(Continued from page 119)

preserved all of the inequities of the ASCAP licenses, noting that to base the BMI fees on ASCAP payments instead of on station revenue was 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 ceremonies of the New York World's Fair, the 3½-hour telecast also marking the first time a President of the United States had appeared before the video 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 a dozen set manufacturers put TV receivers on sale to the New York public and CBS prepared for the opening of its New York video station, while Allen B. DuMont Labs asked the FCC for permission to move its TV transmitter from Passaic to New York.

Nine FM Outlets On Air at Yearend

FM won many adherents to its new system of "staticless broadcasting" during the year, which wound up with nine FM stations on the air and 12 grants of construction permits. Yankee Network, whose FM transmitter at Paxton began 16-hour daily program service in July, applied for a commercial FM station 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 was currently restricted.

On Dec. 3 an FM relay was demonstrated, a program originating at W2XCR Yonkers being picked up and rebroadcast by W2XMN Alpine, whose broadcast was again picked up and rebroadcast by W1XPW Meridan, 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 UHF 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 it with a restriction that programs must be of a type that will "reflect the culture of this country and will promote international goodwill, understanding and cooperation." This clause produced such an uproar as an attempt at program censorship that it was suspended. Stations were re-

quired to boost their power to a minimum of 50 kw by July 1, 1940. First advertiser to take advantage of the new rule was United Fruit Co., sponsoring a quarter-hour of news in Spanish beamed at Latin America by NBC seven evenings a week.

Also in 1939: WLW Cincinnati returned to 50 kw operation after the FCC denied a further extension of its experimental 500 kw operation during normal operating hours; the Appellate Court upheld the FCC's decision and an appeal to the Supreme Court was pending at the end of the year. Arde

Bulova was authorized to move WPG Atlanta City to New York for merger with his other stations there into a fulltime 5 kw station, and was planning to start an East Coast network early in 1940. The Commission in the fall gave some 200 local stations power increases to 250 w and raised about 35 regional stations to 5 kw fulltime power. WMCA New York was severely reprimanded by the Commission for advertising claiming a news beat by intercepting private communications of foreign powers, an act which if actually performed

would have cost the station its license.

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

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, working together as a united industry, established Broadcast Music Inc. as a new music performance licensing organization that was adequate not only for the immediate job of supplying radio with music when ASCAP tunes were not available but for the long term task of protecting American broadcasters for all time from the threats 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 160 stations and about \$100,000 in cash, initial payments on pledges of \$500,000 giving the new organization, with the network pledges, some \$900,000 of assured funds plus more or less binding commitments from another 200 stations. While somewhat less than the \$1.5 million which had been set as the absolute minimum for the new 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 Merritt E. Tompkins resigned as president of Associated Music Publishers to head up BMI operations as vice president and general manager. Carl Haverlin, for more than 10 years sales 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, Albert Frank-Guenther Law, was named public relations director. Dana Merriman, who had been in

charge of all music and music copyrights 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 580 Fifth Ave. were expanded and re-expanded as work progressed on the gigantic task of 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. M. 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. By June, 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 caused constant turmoil among ASCAP's members, BMI set up its own method of paying writers on a basis of performance only. A writer whose tune was broadcast once over one station would earn one cent in royalties; 20 performances over 50-station networks would bring him \$10. The one-cent-per-broadcast-per-station fee was subject to alteration after tests to see how often BMI tunes were broadcast by the average station subscriber.

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, filed in Montana by A. J. Mosby, KGVO Missoula. Network executives, similarly charged, had escaped service by writing



Mr. Mosby

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 its new licenses, which it was estimated 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 7½% 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, organization of non-network stations, invited but its representative unable to attend, unanimously condemned the ASCAP offer and gave BMI a vote of confidence and a virtual blank check to secure a supply of music that would allow broadcasters to forget ASCAP after the 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 revenue used as a base for BMI's 1941 licenses. This new arrangement of licenses based on income was designed to answer objections of a number of broadcasters to the original BMI licenses which, they complained, were based on ASCAP fees and therefore carried over into BMI all the discriminatory features of the ASCAP licenses.

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

(Continued on page 122)

This is CBS in 1950....

CBS broadcasts more than twice as many of radio's
most popular programs as the second-place network;
13 of the top 20 nighttime; 10 of the top 25 daytime.

where more

CBS has the largest weekly network circulation
— leads all the other networks, day and night.

people

Network circulation: number of families listening to a network six
continuous minutes, once a week or more. Measured by Nielsen Radio
Index, automatic recorders, the single nationwide listening service subscribed
to by all networks, available to all advertisers. (Feb.-March 1950 averages.)

listen most

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



(Continued from page 120)

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 owed 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 despite the statutory limitation 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 as a prelude to criminal prosecution. Broadcasters and other ASCAP licensees had been questioned about their dealings with ASCAP and by August, when the NAB held its annual convention in San Francisco, ASCAP was more than willing to effect a settlement with radio that would halt the government action. When 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. R. Craney, KGIR Butte, told an NIB meeting preceding the NAB conclave that the Washington and Montana broadcasters had arranged to get 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., Southern Music International, Mexican Assn. of Composers and Authors, De Musica Internacional, E. C. Schirmer Music Co., G. Ricordi & Co. and Edward B. Marks Music Corp., which by December gave it radio rights to some 250,000 compositions of all types of music. The networks gradually curtailed their use of ASCAP music until in December there was none on their sustainers. Advertisers and agencies cooperated, changing their signature and theme music to non-ASCAP selec-



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 (l to r): E. Claude Mills, chairman of the Administration Committee; John G. Paine, general manager, and John O'Connor, director, also took in a couple of days of the White Resolution hearings in the Senate.

* * *

tions 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, as well as against ASCAP, could dampen the industry's feeling that at last it had won its copyright independence.

The Justice Dept. also figured in averting a strike of AFM, threatened at the beginning of 1940, when, after talks with Thurman Arnold, assistant attorney general, the broadcasters told the union they had been advised that the industry - AFM agreements were illegal and that



Mr. Weber

their renewal would bring prosecution for conspiracy in restraint of trade. AFM President Joseph N. Weber notified local unions to negotiate individual contracts with network affiliates whose contracts expired in January and subsequently James C. Petrillo, who had succeeded Mr. Weber as top AFM executive, authorized the same arrangement for contracts of non-network stations.

Disputes of KSTP St. Paul, an NBC affiliate, and WRVA Richmond, a CBS station, with AFM locals in those cities assumed nationwide proportions late in June when the AFM national office ordered NBC and CBS to stop feeding remote dance band pickups to those stations. The networks both refused to take such action, which would have been a breach of their affiliation contracts, and AFM pulled the bands from the networks, threatening further curtailment of network musical programs if the

local differences were not settled. They were, and a possible network strike was averted.

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

A major musical victory for broadcasters was announced July 25 in a decision of the U. S. Circuit Court of Appeals in New York that broadcasters could freely purchase phonograph records and broadcast them without obtaining permission of either the recording



Mr. Whiteman

company or the recording artist and "in entire disregard of any attempt" by either company or performer to restrict such use. This precedent-making ruling reversed a decision of the Federal District Court in the action of RCA against Paul Whiteman, WNEW New York and Elgin Inc., sponsor of a record program on WNEW, that had given both the company and the artist the right to control, restrict or prevent the use of their recordings on the air.

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

AFRA Strike Threat Peacefully Settled

A threatened strike of AFRA against the nationwide networks after a breakdown in negotiations for a new network sustaining contract was averted in October when William H. Davis, chairman of the New York State Mediation Board, called union and networks together for one last session before allowing a strike to occur. So successful was Mr. Davis in the role of peacemaker that the parties emerged from these new bargaining sessions with not only a new sustaining agreement but also a new commercial code, although the former one would not have expired for four months. AFRA gained a number of wage increases for work by performers and announcers on network sustainers, but the networks secured a renewal without change of the commercial contract whose terms had been fought out so bitterly less than two years before. They also gained a three-year contract for both sustaining and commercial employment, longer than AFRA wanted, by agreeing to a provision for increases in minimum scale if the national cost of living index were to rise 10 points or more over the last year's level. The national agreement, for good measure, also settled a dispute of long standing over the fees to be paid announcers at the network key stations in Chicago.

Chain Monopoly Group Issues Recommendations

In June, the FCC chain monopoly committee issued its long awaited report which recommended to the full Commission that networks be barred from transcription and talent booking activities and be required to extend program service to remote areas even though such extension might be unprofitable, that long-term exclusive affiliation contracts be banned, that clear channels be duplicated to provide for more stations, that station ownership be strictly limited with networks perhaps to be forbidden the right to own stations at all, and that advertising agencies be prevented from having the final say regarding network programs.

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

December. Before the hearing FCC issued suggested rulings, "to facilitate oral argument," calling for non-exclusive affiliation contracts limited to one or two years duration, with no network permitted more than one fulltime 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 any network program for reasonable cause.

Congress as well as the industry was concerned with these revolutionary proposals and measures for



Mr. Brown

redefining the Communications Act and perhaps reorganizing the FCC were prepared for introduction 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 reappointment to the Commission that it 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 station grants 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 Pottsville and Heit-meyer cases that the FCC was free to administer the Act without interference from the Court of Appeals, the decision climaxed an 18-month battle of William J. Dempsey, FCC general counsel, and William C. Koplovitz, assistant general counsel, against restrictions on Commission actions which the Court of Appeals had sought to impose.

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



Mr. Taylor

Shifts in wave lengths in accordance with the Havana Treaty formula were announced by the FCC in September to become effective

May 29, 1941, when 777 of the 882 standard U. S. broadcasting stations licensed at the end of 1940 were to move to new frequencies. A long-hinted FCC program of breaking down clear channels was indicated as about to begin in December, when the FCC by a vote of 3 to 2, Chairman Fly not participating, proposed to grant WHDH Boston fulltime operation of 830 kc, Class 1-A channel already occupied by KOA Denver.

The Commission on May 20 awarded full official recognition to FM broadcasting, allocating 35 channels of 200 kc each in the 43-50 mc band to this new type of broadcasting for commercial operation starting Jan. 1, 1941. The wide-swing system of transmission developed by Prof. E. H. Armstrong was approved, as opposed to the narrow-band recommendations of RCA. By the end of the year 29 FM stations had been authorized and assigned the new calls showing the station's position on the dial and its geographical location.

Limited commercial operation for television, approved by the FCC Feb. 28, to begin Sept. 1, was cancelled May 27 after RCA's aggressive campaign for the sale of TV sets in the New York area had aroused fears that video standards might be prematurely frozen. The new art was ordered back to the laboratory stage of experimental operations, while the National Television System Committee, industry-wide group established at Commission suggestion, was attempting to attain agreement of all TV research and manufacturing interests on standards of broadcasting which could then be recommended to the FCC for official sanction.

Experimental TV Grants Number 43 at Yearend

As of Dec. 31, 1940, the Commission had issued 43 licenses for experimental TV broadcasting. CBS in August had announced the development of a system for telecasting pictures in full color, stating 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 served by the Philco TV 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 pledges to protect radio against censorship in their platforms. Radio gave its usual full coverage to both the conventions and the election returns in November, with the expense of this coverage and the commercial cancellations for political purposes just

about matching the \$2 million estimated to have been spent for radio time during the campaign.

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

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

NBC Starts Broadcasts To South, Central America

International shortwave broadcasting activity expanded rapidly during 1940, stimulated by permission for commercial operation granted in 1939. In November NBC announced completion of arrangements with South and Central American stations for rebroadcasts of NBC sustaining programs, either as sustainers or under local sponsorship, and with cut-in announcements for local dealers on some of NBC's commercial shortwave transmissions, to start in January 1941. In December CBS announced that it had formed a Latin American network of 39 longwave and 25 shortwave stations in 18 Latin American countries, which would rebroadcast CBS shortwave programs beginning the following fall.

The NAB Code Compliance Committee had a surprisingly easy time in 1940. Not a single complaint about the new code was raised at the summer convention, with only general objection from advertisers and agencies as to the inclusion of contest offers in the commercial time bracket. The committee agreed to work out a standard contests announcement form to solve this problem.

Father Coughlin did not return to the air in the fall as not enough stations accepted his offer of a 52-week series on transcriptions to make it worth while. This followed a code committee ruling that his sponsored broadcasts would be acceptable only during the political campaign period.

A more serious problem arose from free time demands from agencies for their clients. Several hundred stations which had given "bonus" time to one major radio agency found themselves besieged for similar grants by 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. Complaints over the Tums Pot O' Gold and other radio prize contests led some stations to drop these programs, but when the FCC submitted them to the Dept. of Justice they were ruled not to violate the federal lottery laws.

Radio billings in 1940 reached a new high, gross time sales for the first time crossing the \$200 million mark to ring up a total of \$207,950,000, a rise of 21.6% over the 1939 total.

Peabody Awards for Radio Are Established

The year saw the inception of the Peabody Awards, radio equivalent of the Pulitzer Prizes of journalism and the arts, established in the memory of George Foster Peabody with administration in the hands of the U. of Georgia's Henry W. Grady School of Journalism. It was the year in which Bulova Watch Co. used 293,095 time signals on 175 stations.

Also in 1940: Niles Trammell became president of NBC when Lenox R. Lohr resigned to become head of Chicago's Museum of Science & Industry, and Frank E. Mullen left RCA to become NBC's second in command as vice president and general manager. MBS expanded its network base, with seven organizations representing 57 stations becoming stockholders, pledged to underwrite the network's financial operations under five-year contracts. Keystone Broadcasting System, after a year of reorganization and revised plans, got its "network" started in December, with some 80 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 stations which formerly had been managed and programmed by NBC. Broadcasting celebrated its 20th birthday with appropriate festivities and BROADCASTING entered its 10th year on Oct. 15, announcing on that date that it would start publishing weekly instead of semi-monthly with the beginning of 1941. The FCC on Dec. 17 approved an application for the transfer of WMCA New York from Donald Flamm to Edward J. Noble, industrialist, for \$850,000, but before the year ended Mr. Flamm had asked the Commission to reconsider and dismiss the transfer.

(Chronology continues on page 124)

HIGH spot for radio, as for every other industry in 1941, 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 first news of the attack. Within an hour the Defense Communications Board, with FCC Chairman James L. Fly as its 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., to head the Radio Department 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.

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

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

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



Mr. Evans

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 the networks made the first report of the German invasion of Russia.

In the final week of December the Radio Coordinating Committee, representing five industry trade 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 Sholis, director of the



Mr. Sholis

president of Westinghouse Radio Stations, was made chairman of the International Broadcasting Committee with P. F. Siling, assistant chief of the FCC International Division, as secretary.

By April the

Clear Channel Broadcasting Service, and Eugene Pulliam, 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.

Armed with Broadcast Music Inc. and its 250,000 musical numbers, broadcasters started the year by allowing its contracts with ASCAP to expire. While there were many complaints from the music monopoly that some of its tunes were being heard over the air without permission, radio as a whole stood firm. Audience ratings showed little change in musical program standings even though ASCAP numbers were avoided. Broadcasters took this as an indication that the public was supporting their fight.

BMI and ASCAP Sign Consent Decrees

Under threat of a government anti-trust suit BMI on Jan. 27 signed a consent decree to go into effect when ASCAP signed a similar document. The decree was put on file with the Federal District Court in Milwaukee. On Feb. 5 the Dept. of Justice filed the promised suit against ASCAP for violation of the Sherman Anti-Trust law naming Gene Buck, president, 25 members of the board and 19 publishing house members. Trial was set for March 5.

ASCAP council immediately met with government attorneys in an effort to work out a consent decree similar to that already signed by BMI. On Feb. 26 it was signed

and both BMI and ASCAP decrees became effective within 90 days from that date.

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

Montana Broadcasters, ASCAP Reach Agreement

ASCAP's first agreement came April 9 when it signed with the Montana broadcasters, headed by Ed Craney of the Z-Bar Network. Under the agreement ASCAP dropped infringement suits totaling \$250,000 against Montana stations. On May 12 Mutual accepted the ASCAP formula and guaranteed to pay 3% of gross for four years then 3½% of gross until 1950. ASCAP music returned to the network on May 13.

Meantime NBC and CBS were holding daily meetings with ASCAP. Terms and counter-terms were exchanged and on Aug. 1 an agreement was reached whereby the networks would pay 2½% of net time sales for use of their music. Immediately the networks began a campaign to get affiliates to agree. MBS was given



Mr. Gillin

lower rate negotiated by the other networks. On Sept. 9 the NAB committee approved the proposed ASCAP contract and labeled it "eminently fair." Leader of the opposition was John J. Gillin Jr., WOW Omaha. On Oct. 30 final agreement was signed between the networks and ASCAP and the music war was over with tunes controlled by the group returning to all networks for the first time in nearly a year.

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

The year marked a milestone in the history of the magazine. With the Jan. 13 issue BROADCASTING became a weekly after 10 years of operation as a semi-monthly. Size of the issues remained practically

(Continued on page 126)

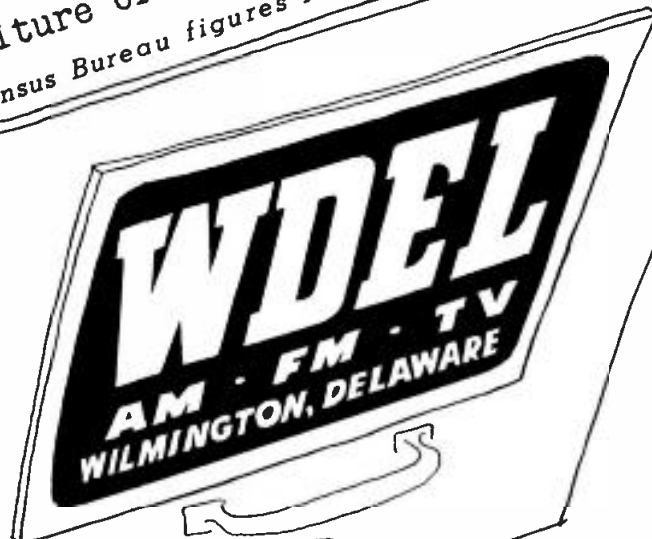


PRESIDENT ROOSEVELT as he addressed the nation on Dec. 9, 1941, one day following the United States declaration of war.

Your TOP Sales Opportunity

WILMINGTON - first in income per family among all U. S. Metropolitan centers of 100,000 or over.
Sales Management 1950 Survey of Buying Power.

DELAWARE - first in retail store purchases; has highest per capita expenditure of any state.
U. S. Census Bureau figures released 7/2/50.



NBC
AFFILIATES

A STEINMAN STATION

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

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

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

Write now for information

Represented by

ROBERT MEEKER ASSOCIATES

New York • Los Angeles • San Francisco • Chicago



1941

(Continued from page 124)

the same.

A good year for radio was forecast in January. In a review of 1940, Blackett-Sample-Hummert topped agency billings with network totals of \$12,108,788. BROADCASTING YEARBOOK showed 1940 gross time sales of \$207,956,000, a 21.5% increase over 1939. Gross national network billings amounted to \$96,456,000 while other billings amounted to \$111,500,000, according to calculations by Dr. Herman S. Hettinger, associate professor of marketing at the U. of Pennsylvania.

On the regulatory front radio was not standing still. On March 19 the notorious crackdown on newspaper ownership of radio stations was forced through the FCC by Chairman Fly with Commissioners George H. Payne and Frederick I. Thompson supporting the move. At the time BROADCASTING estimated that about 300 of the 890 stations on the air were either newspaper-owned or newspaper-affiliated.

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 the President named Lowell Mellett, his public relations advisor and former editor of the *Washington Post*, to study the effect of newspaper ownership of radio stations. He also asked Mr. Ethridge to survey the situation. At the ANPA convention it was decided to leave the radio ownership question in the hands of the Ethridge committee.

Meanwhile the FCC set July 23 as date for the hearings on the newspaper ownership question. After five days the hearings were postponed until Sept. 17. When the hearing reconvened it dragged

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 WEEL 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 (l) is shown receiving the Presidential commission from his lifelong friend, Associate Justice Justin Miller (r), of the U. S. Court of Appeals for the District of Columbia. Center is FCC Chairman Lawrence Fly.

* * *

on periodically, with many recesses and at the end of the year no decision had been reached.

Another proposed decision with possibly more far-reaching effects than the newspaper ownership case was the monopoly ruling of May 2 which banned exclusive network affiliates, 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, layed 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 Woods 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. 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 XENT at Nuevo Laredo. Mr. Baker had specialized in sale of cancer cures on his station.

Wakefield Succeeds Brown at FCC

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

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

On June 30 the term of Frederick I. Thompson of Alabama, who had served two years on the Commission filling in the unexpired term of E. O. Sykes, came to an end. The President did not reappoint him but on Oct. 13 named Clifford J. Durr, assistant general council 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 June 27 with Bulova, Lever Bros., Sun Oil and Procter & Gamble the first video sponsors.

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

Chairman Fly Hits NAB at News Conference

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

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

During and after the convention there was considerable criticism of NAB leadership, aims and policies. Ed Craney, operator of KGIR Butte and Z-Bar Network, wrote to a number of independent stations urging the abolition of NAB. Partly as a result of his letters the National Independent Broadcasters met in Chicago, Sept. 22 with Harold A. 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-

ance claimed radio's attention during the year. The third inauguration of President Roosevelt on Jan. 20 was given the greatest radio coverage of all times. On March 17 the first nationwide Mile of Dimes drive conducted by radio brought in a total of \$200,000.

Early in the year David Sarnoff, president of RCA, announced plans to build the world's largest radio laboratories at Princeton. Work began during the summer on the new plant.

An important station sale was that of WMCA New York which was transferred from Donald Flamm to Edward Noble for \$850,000. After the agreement had been made there were charges by Mr. Flamm against Mr. Noble and counter charges when it appeared that Mr. Flamm was not going to go through with the transaction. In the final transfer Donald S. Shaw



Mr. Shaw

Los Angeles, WCAU Philadelphia, WBAP Fort Worth, WOR New York and WGEO (shortwave) Schenectady were recognized for various contributions. In medium station group WJJD Chicago, WQXR New York, WOW Omaha, KSTP St. Paul, WBHX New York, WRC-WMAL Washington received recognition while in the smaller station group, KVOS Bellinham Wash., received a citation.

The House, on Aug. 4, passed a

was retained as general manager.

The first of the annual Peabody awards were made on March 29 at a dinner in New York with CBS winning the network award. In the large station group WSB Atlanta, KNX

bill to impose a 5 to 15% tax on annual net time sales of stations doing a gross business of \$100,000 and over. The bill was later killed in committee.

Death claimed several prominent radio figures during the year. Thomas W. Symons Jr., 52, radio pioneer and part owner with Ed Craney of KXL Portland, KGIR Butte and owner of KFPY Spokane, died on Oct. 2. Dr. Frank Conrad, often called the "father of radio," died on Dec. 10 in Florida and on Dec. 22 death claimed Scott Howe Bowen, 53, president and owner of WBIX Utica and pioneer agency man.

At the end of 1941 FM Broadcasters estimated a minimum of 180,00 FM sets were in use. There were 22 fulltime commercial FM stations.

(Chronology continues on page 180)

• LEADERSHIP IS EARNED • LEADERSHIP

EXPERIENCE...

AM
28 Years

FM
4 Years

TV
1 Year

that results in
GOOD SHOWS
backed up with
AGGRESSIVE
PROMOTION

Central New York
Listeners and Viewers
have learned to turn to
WSYR

WSYR ACUSE
AM • FM • TV

NBC AFFILIATE • Headley-Reed, National Representatives

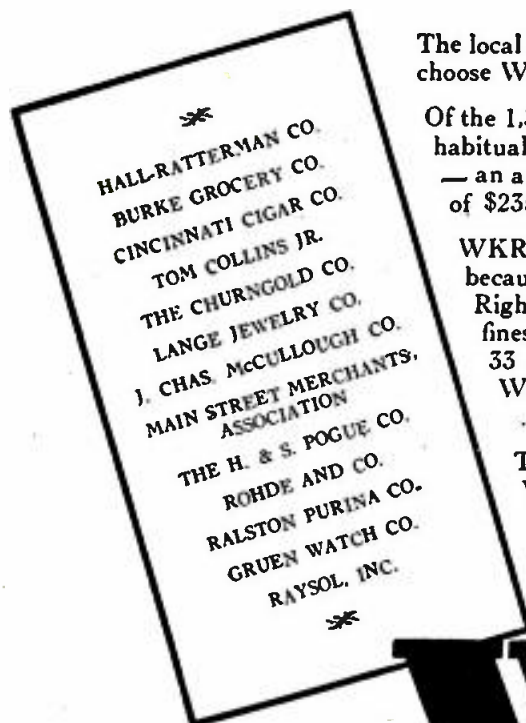
... the Only Complete Broadcast Institution in Central New York

EARNED • LEADERSHIP IS EARNED • LEADERSHIP

Ask the MAN ON THE GROUND



what station gets the best **RESULTS**
in **CINCINNATI**



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

*Chet -
make the following
corrections in our 1932 ad
and run in the Anniversary issue
of Broadcasting
H.T. Jr.*

- ✓ 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

*make the identification read
this way*

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.)
FOR FM**

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

Fortunately experienced heads maintained outward calm behind the industry's microphones, and their guidance was responsible for quelling of nationwide as well as worldwide jitters. 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 opened whether bombing attacks might put them off the air or induce complete industry control by the military. And they were wondering how far the government might go in deciding exactly what they might say, and not say, on the air.

Even before a formal censorship

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

Byron Price, Director of Censorship, and J. Harold Ryan, of the Fort Industry stations, who served as industry representative, started building up from the NAB's mid-December wartime code.



Mr. Price

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 co-operation. 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 for-

eign language broadcasts were strengthened, ad libbing was restricted further and a clause inserted to limit mention of possible enemy air attacks.

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

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

Carrying out the industry's voluntary enforcement of censorship rules the NAB's Code Compliance Committee Feb. 6 adopted its own suggestions to ensure maximum good taste in handling war news. Basic ideas had been drawn up by the Broadcaster's Victory Council, organized in late January to serve as liaison with all federal agencies handling radio matters. Chairman of the council was John Shepard 3d, Yankee network president, with O. L. (Ted) Taylor, general manager of the Taylor-Howe-Snowden stations, as executive secretary.



Mr. Shepard

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, an agency that was to continue its coordinating job in the post-war years. Chester J. La Roche, Young & Rubicam, was designated chairman. Quickly this council went into action, cooperating with government agencies handling morale-building and prop-

aganda 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. The 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 veteran 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, as the primary source of 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. Dyke, former NBC advertising-promotion director, was named director of a Bureau of Campaigns.

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

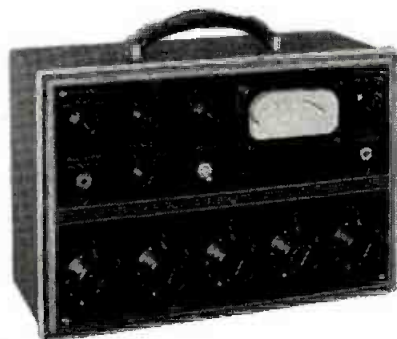
OWI Buys Alaska Time To Beam to Troops

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 allocation plan, effective the following Jan. 18, and scheduling transcribed programs and



Collins 12Z remote amplifier

PROTECT YOUR SPORTS BROADCASTS

Here's the experience of WKOW, Madison, Wisconsin, as told by Chief Engineer V. A. Vanderheiden in a letter last November:

"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 half-time 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.
BURBANK

417 Rosalyn Ave.
DAYTONA BEACH

Dogwood Road, Fountain City
KNOXVILLE

1330 N. Industrial Blvd.
DALLAS 2

scripts available for local sponsorship.

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 testimonials 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 than offset 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.



Mr. McIntosh

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 non-essential electronic production and restricting inventories.

The industry's manpower situation was cleared somewhat when Selective Service defined as critical a score of broadcast occupations.

Selective Service Declares Broadcast Jobs Critical

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 Dept. 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

(Continued on page 184)

The Market

**ALBUQUERQUE
NEW MEXICO**

*now a
metropolitan
market*

whose City-National index to retail sales (September, 1950, compared to September, 1949) is well above average.*

Sales Management, Sept., 1950.

The Station

KVER

Mutual - Albuquerque

*delivers more
listeners per
advertising dollar*

CHECK SRDS FOR RATES

HOOPER RADIO AUDIENCE INDEX

City Zone, Albuquerque, N. M., Spring 1950

TIME	SHARE OF RADIO AUDIENCE			
	KVER	Station "B"	Station "C"	Station "D"
SUNDAY thru SATURDAY 8:00 PM - 10:00 PM	32.1	30.7	22.6	10.2
SUNDAY 1:00 PM - 6:00 PM	30.6	30.6	21.3	16.7
MONDAY thru FRIDAY 10:00 AM - 12:00 Noon	30.9	34.0	23.9	7.4
MONDAY thru FRIDAY 12:00 Noon - 3:00 PM	23.0	50.0	14.8	11.5
MONDAY thru FRIDAY 3:00 PM - 6:00 PM	30.6	36.6	21.6	9.7

M. G. M. Radio Attractions.
Local and National Sports.
Only Albuquerque Station with
morning, afternoon, and evening
Spanish programs.

WM. T. KEMP, President
KEITH TYE, Manager
PAUL KEHLE, Sales Manager
BERT LEBHAR, III, Ass't Manager

Represented by

FORJOE & CO.

NEW YORK CHICAGO
LOS ANGELES SAN FRANCISCO
ATLANTA



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

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.

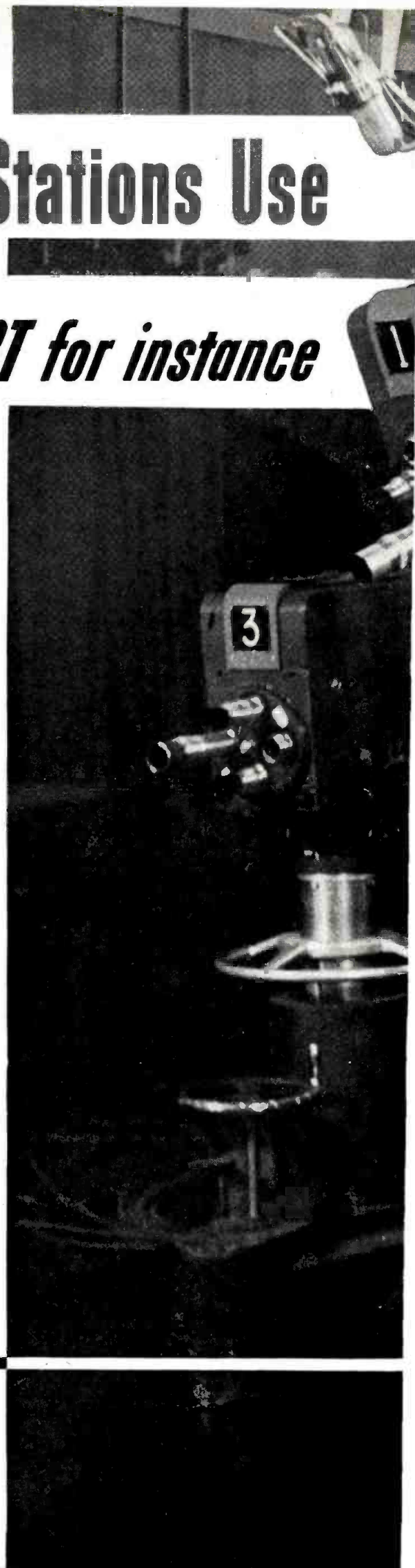
Well-known in the business for its high-quality programming . . . and technical excellence of operation . . . we are proud that WNBT is supported by RCA television equipment *throughout the station!*

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

(Continued from page 131)

network rules. On appeal by the networks, the court March 2 decided to stay effective 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 Sept. 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's affairs. 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 permitting subpoena 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 Lawrence 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 29.

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 the Sanders Bill to curtail FCC's powers. FCC Chairman Fly testified eight times against the bill, with Comr. 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 ups—of business enterprises. As a result of the network 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. Frank Stanton, CBS research director, at \$107 million, 10% above 1940.

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

Klauber, Kesten Get New CBS Positions

CBS revamped its executive staff March 25 by naming Edward Klauber chairman of the executive committee and Paul W. Kesten vice president and general manager. William S. Paley, continued as president. In mid-May CBS dedicated a Latin American hookup, with 76 affiliates. Research Director Stanton and Paul M. Hollister, agency official, were elected CBS vice presidents in September. In August CBS had bought WEEI Boston from Boston Edison Co. for \$500,000. The network had been leasing the station.

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



Dr. McClintock

McClintock, executive director of the Advertising Council, as its first salaried president. W. E. Macfarlane, business manager of the *Chicago Tribune* and one of Mutual's founders, continued as chairman of the executive committee and Alfred J. McCosker, president of WOR New York, continued as chairman of the board. Fred Weber continued as network general manager.

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

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

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

The Dept. of Justice promptly went to court, asking an 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 adopted the Clark resolution calling for an investigation of the AFM. Sen. Worth Clark (D-Idaho) 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 named Herbert M. Bingham, Washington attorney, as counsel and directed that hearings begin Jan. 12, 1943. Dept. of Justice took an appeal from Judge Barnes' decision to the U. S. 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 threatened reorganization, 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, WTMJ Milwaukee, had been elected president of FM Broadcasters Inc., formed to promote 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



Mr. Pulliam

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 J. Walter Thompson Co. executives, advancement of the war effort through coordination of network programs was discussed by (l to r) Daniel Danker, Southern California vice president in charge of radio; Norton W. Mogge, Los Angeles office manager; Stanley Resor, JWT president, and Norman Strouse, San Francisco executive. Center photo: As a security measure, entire staff of KMBC Kansas city, led by

Manager Arthur B. Church (pictured), 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 (l to r) were Don Belding, Los Angeles vice president of Lord & Thomas; Jack Smalley, Hollywood manager of BBDO; Nat Wolff, OWI deputy chief in charge of Hollywood office; Seymour Morris, chief of allocation division of OWI; Douglas Meservey, OWI deputy chief of Washington bureau; and Sidney N. Strotz, western division vice president of NBC.



formed in the late '30s primarily to meet the music-copyright crisis.

Again during the summer discontent was apparent among NAB members. This led to formation Sept. 25 of a competitive association, American Broadcasters Assn. Its founders included John Shepard 3d, of Yankee Network and chairman of Broadcasters Victory Council; Mr. Damm; James D. Shouse, WLW-WSAI Cincinnati; Mr. Pulliam; George B. Storer, president of Fort Industry Co. as well as National Independent Broadcasters; Harry Bannister, WWJ Detroit; E. B. Craney, Z-Bar Network; Stanley Hubbard, KSTP St. Paul; O. L. (Ted) Taylor, of Taylor-Howe-Snowden stations and BVC executive secretary.

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

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

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

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

Several pioneers in the industry died during the year. Among them were Graham McNamee, announcer; Dr. John R. Brinkley, onetime Kansas and Mexican broadcaster; Maj. Gen. C. McK.

Saltzman, chairman of the Federal Radio Commission from 1930 to 1932; C. Roy Hunt, general manager of KOIN and president of KALE Portland, Ore.; Paul H. La Stayo, president of WAAT Newark; Edward A. Hanover, vice president in charge of manufacturing and broadcast operations, Stromberg-Carlson Telephone Mfg. Corp.



Mr. McNamee

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

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

One of the first radio war heroes was Lt. Thomas E. Knode, of

NBC Washington, who received the Distinguished Service Cross for extraordinary heroism in action. Lt. Knode was twice wounded near Buna, New Guinea, on Dec. 5, 1942.

Later he was promoted to captain and before the year ended had returned to his duties as NBC Washington news editor.

Broadcasters were granted important manpower relief in a revised list of critical occupations issued Jan. 28 by Selective Service officials.

Though WLW Cincinnati had been directed to cease operating



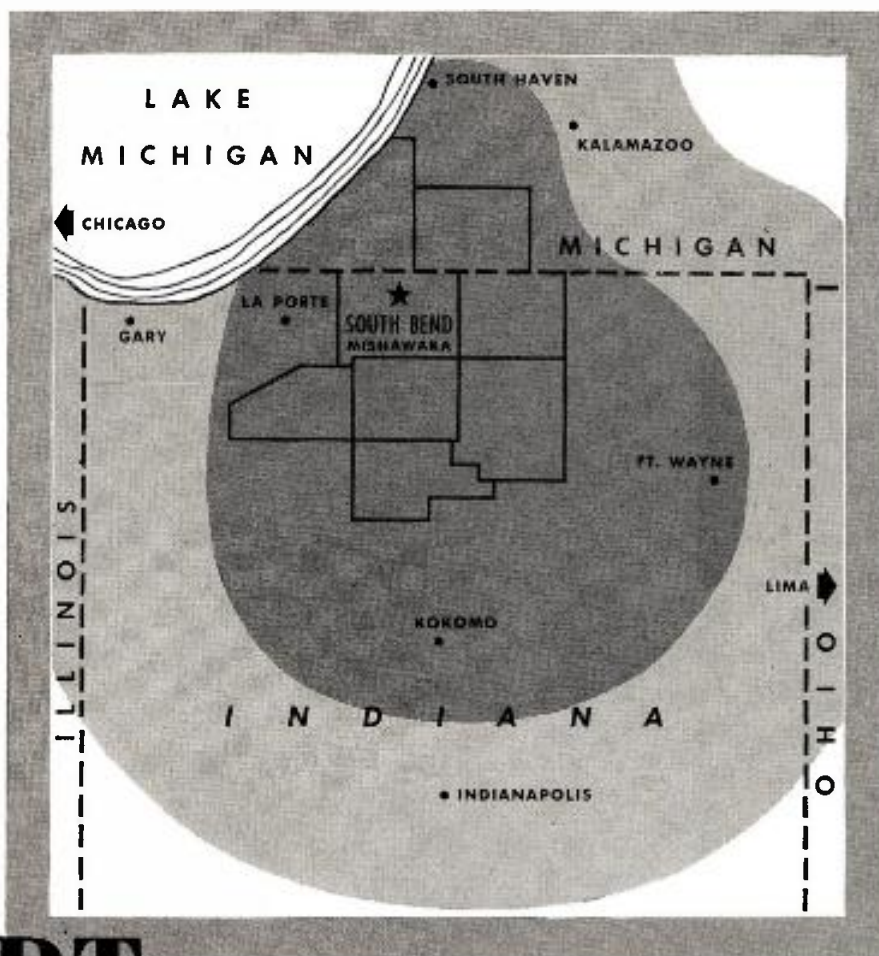
Lt. Knode

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 warfare.

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 perfected its technique, Frank H. McIntosh was promoted in March to assistant director of the WPB Radio 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 136)



WSBT GIVES YOU BONUS COVERAGE!

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

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

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

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE



ties on the networks.

Several states were operating on standard time despite governmental decree specifying Federal time, and high military officials criticized dissenting states.

President Roosevelt settled an internal dispute over handling of psychological warfare activity by transferring propaganda functions to OWI, under Director Elmer Davis. OWI's Radio Bureau estimated in March that broadcasters had donated \$87 million in time and talent to OWI war messages. The one-year total was estimated later in the year (November) by OWI at \$103 million.

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



Mr. Storer

Fort Industry stations, entered the Navy in mid-April as a lieutenant commander.

Hoyt Named to OWI In Domestic Branch

OWI withdrew its quarter-hour series from sponsorship in mid-May, effective July 30, after many stations had complained the program lacked name talent attractive to sponsors. Palmer Hoyt, editor and publisher of the *Portland Oregonian* (KGW-KEX), was named assistant director of OWI in charge of the Domestic Branch, succeeding Gardner Cowles Jr., who resigned to return to his business interests.

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

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

Maj. Gen. Harry C. Ingles was nominated Chief Signal Officer of the Army succeeding Maj. Gen. Dawson Olmstead, who retired June 30. Another industry figure, Samuel R. Rosenbaum, president of WFIL Philadelphia, entered the Army special reserve as a lieutenant colonel.

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

Radio had its biggest wartime news assignment Sept. 8 when Italy surrendered. Gen. Dwight D. Eisenhower read the proclamation and his voice was carried by radio throughout the world.

The flow of broadcasting leaders into wartime work continued. In early October William S. Paley, CBS president, accepted an OWI assignment at Gen. Eisenhower's headquarters, and was commissioned colonel. At OWI's Washington office Phil Cohen succeeded Don Stauffer as chief of the Domestic Radio Bureau. Mr. Stauffer returned to Ruthrauff & Ryan, New York.

First major relaxation in wartime censorship rules occurred Oct. 18 when the Office of Censorship eased its rules covering broadcasting of weather reports. J. Harold Ryan, OC assistant director, praised cooperation of broadcasters in observing the weather ban. With its lifting, stations were quick to resume reports, a source of substantial revenues.



Mr. Butcher

Two months after the Italian surrender, the news leaked out that a broadcasting engineer, R. Morris Pierce, WGAR Cleveland, had been largely responsible for surrender of the Italian Navy. This credit came from Adm. Sir Andrew Cunningham, British commander in the Mediterranean. Comdr. Harry C. Butcher "accepted" the fleet in Gen. Eisenhower's name after Mr. Pierce had rigged a haywire transmitter tuned to 500 kc, the distress frequency, to inform the Italian fleet the government had surrendered.

In another OWI change Edward Klauber, former chairman of the CBS executive committee, became associate director under Elmer Davis. He succeeded Milton S. Eisenhower, who resigned to become president of Kansas State College.

OWI States Policy On News Release Decision

Wider news coverage by radio and publications was made possible Dec. 10 when Office of Censorship announced it had final decision over release of news. This policy answered complaints that local military and civil personnel had exercised arbitrary censorship powers.

A U. S. war agency, Office of Civilian Requirements, found in a nationwide study that approximately 32.5 million American families had one or more radios, or 89% of all families in the country.

For the broadcast advertising industry 1942 had been a good year. Just how good the year had been was made known in early February when BROADCASTING estimated gross

time sales at \$254.8 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 Co-operative Analysis of Broadcasting that listening had increased during the war months. Another survey showed 59,340,000 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.

Petrillo Appears Before Senate Probe Committee

There were dark portents in the broadcasting realm ere 1943 had proceeded many days. AFM President James C. Petrillo, appearing before a Senate investigating committee headed by Sen. Worth Clark (D-Idaho), finally agreed he would draw up a program of "demands" that must be fulfilled before settlement of the six-month AFM ban on phonograph and transcription recording. A few days later Mr. Petrillo pulled AFM musicians off CBS and Blue network remote dance pickups because of a local dispute in Pittsburgh.

In an era of continually mounting costs, the industry benefited by substantial AT&T rate reductions covering network lines.

By March 1 the music impasse

was becoming more acute as recording and transcription companies formally rejected a demand by Mr. Petrillo for "fixed fees" on each recording. They termed it a "startling new kind of social philosophy." Recorders and transcribers on March 19 asked Mr. Petrillo to confer on the recording ban March 24, but the AFM head put the meeting off to April 15. This session proved futile.

AFM-industry negotiations were broken off May 13 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 en-

(Continued on page 138)

WHILE CONFORMING TO G.O. 116 Install Speech Input Amplifiers of Improved Design



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It includes level indicator, three channel mixer with every detail of construction for wide uniform frequency response and unrepulsive operation. It has a gain of plus 80 db and an output capacity of 8 watts.

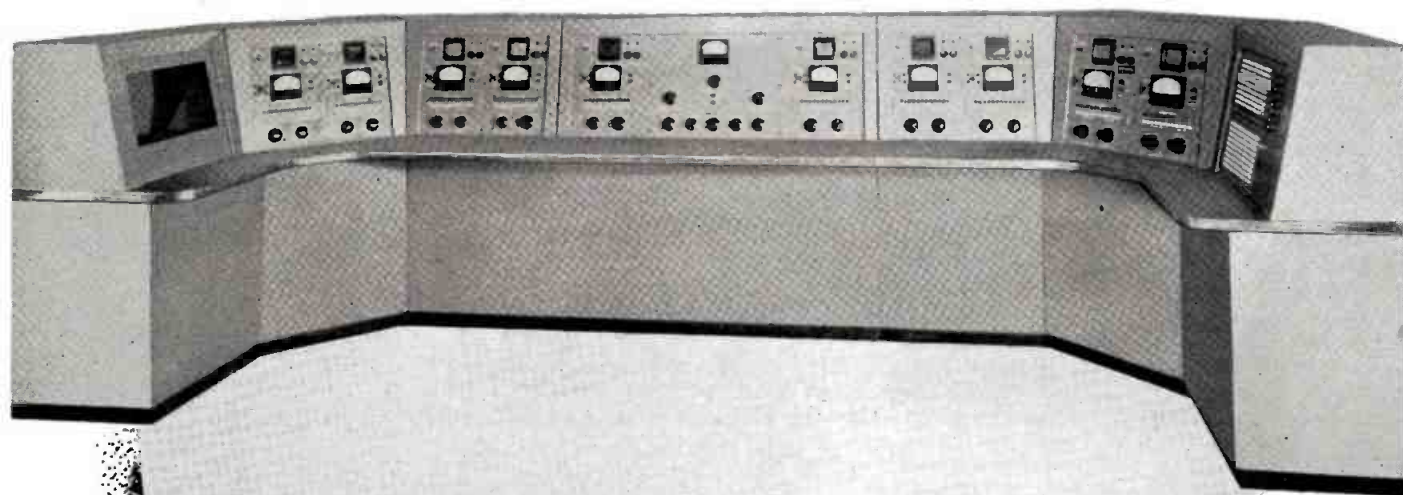
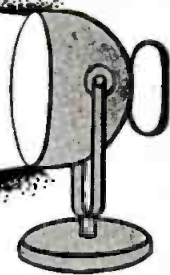
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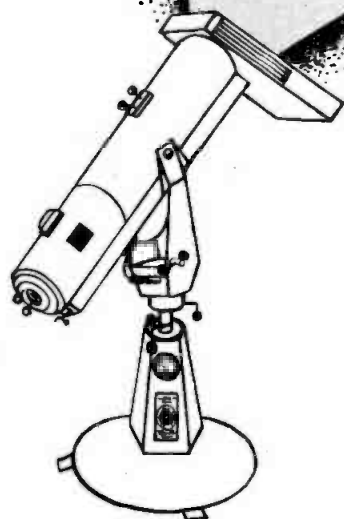
Gates Special design master controlled console . . . a typical '50 decade progressive Gates Product

It was not just a coincidence
that GATES joined hands with
Broadcasting magazine during its first
year of publication...

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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.



GATES

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QUINCY, ILL., U. S. A.

Warner Bldg., Washington, D. C.
2700 Polk Ave., Houston, Texas
Canadian Marconi Company, Montreal
Rocke International, New York City

(Continued from page 136)

tion 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

Historical development in the life of broadcast networks occurred July 30 when Edward J. Noble, owner of WMCA New York and chairman of Life Savers Corp., bought the Blue Network Co. for \$8 million cash. The sale was approved by the RCA board a week later. (See U. S. Supreme Court decision upholding FCC network monopoly

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 was announced in later summer. Out of it arose Dancer-Fitzgerald-Hummert, with Bill Blackett opening his own agency. Frank and Anne Hummert set up Hummert Radio Productions.

Yearend 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 controverted "Blue Book." The rules were scheduled to become effective the following June 14.

Industry circles were upset by

the decision, with demand for corrective legislation arising.

A week later the Supreme Court issued a decision protecting existing station facilities by requiring FCC to hold hearings before modifying service of stations. This decision was issued in the case of stations seeking assignments on the 850 kc clear channel occupied by KOA Denver.

Earlier in the year (February) the court had upheld Federal Judge John P. Barnes' ruling in which a U. S. Dept. of Justice anti-trust suit against the AFM was thrown out. Judge Barnes allowed a second suit of the type to come to trial.

In July, Advertising Federation of America voiced "profound concern" over the network monopoly decision because it gave FCC the right to determine the nature of radio traffic.



Rep. Cox

Congress and the FCC spent much of 1943 in the throes of investigations and charges and counter charges. Rep. Pehr G. Holmes (R-Mass.) in late January introduced a bill to reorganize the FCC and the House passed a resolution introduced by Rep. Eugene Cox (D-Ga.) for a far-reaching investigation into the FCC's behavior.

Cox Heads Committee To Probe Commission

Rep. Cox was named chairman of a select committee to probe the FCC. The committee named Eugene L. Garey, New York attorney, as chief counsel and he promptly started scouring government records involving the Commission.

Then on March 8 a bill was introduced in the Senate, by Chair-

man Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, and Sen. Wallace H. White (R-Me.) calling for revision of the Communications Act.

All spring the House group worked up material for its investigation. It ran into an obstacle in July when President Roosevelt barred some government files from the investigators, citing conflict with the war interest. The House committee made charges in which FCC Chairman James Lawrence Fly was impliedly given partial responsibility for the Japanese Pearl Harbor attack.

Chairman Fly, in turn, charged that the Cox committee attack was the work of the "radio monopoly" and Wall Street interests.

For weeks the committee and the FCC engaged in brisk sparring, with all sorts of political ramifications. Finally Rep. Cox resigned as chairman of the committee and Rep. Clarence F. Lea (R-Calif.) was named chairman. In November and December the Senate Interstate Commerce Committee held hearings on the White-Wheeler Bill.

Average Radio Salary Jumps 7% Above '41

FCC still found time for its routine regulatory activities despite Congressional and court developments. Its statistical unit disclosed in March that the broadcasting industry paid average salaries of \$52.32 in 1942, 7% above 1941 salaries. In December FCC announced that broadcast salaries averaged \$55.75 in 1943, 6.6% over 1942.

George Henry Payne was re-nominated an FCC member June 30 by President Roosevelt and the next day the nomination was withdrawn without official explanation.

William D. Terrell resigned Aug. 9 as chief of the FCC Field Division. He was one of the original Federal Radio Commission officials and was often called the "father of radio regulation."

In September the Commission granted WGAR 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

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.

MIDDLE PHOTO—CBS O&O managers convening in the Palmer House (l to r): Harold Fellows, WEEI Boston; Jack Van Volkenburg, WBBM Chicago; Merle Jones, KMOX St. Louis, and Carl Burkland, WTOP Washington.

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



Nathan H. David enlisted in the Navy.

The industry's trade association, NAB, was deeply tied into the war effort in 1943 after a flurry of internal bickering that had marked 1942. Willard D. Egolf became head of NAB public and industry relations, coming from KVOO Tulsa.



Mr. Egolf

In line with government wishes, the association scheduled a war conference April 27-29 in Chicago, restricting attendance. Despite 1942 dissension it had 524 members who paid \$343,075 in dues. The war conference devoted much of its time to war service operations, with dissension talk at a minimum. CBS President William S. Paley called on the industry to improve program service. FCC Chairman Fly urged the industry 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 get "smug."

The conference discussed the AFM recording ban, but most industry officials said the ban had not yet hurt.

NAB's board met June 3-4 and called for legislative safeguards to protect radio as a free medium.

NAB Votes To Retain Miller As President

Industry elements were still talking about NAB administrative changes but the board, at an extraordinary meeting July 31, voted to retain Neville Miller as president. At the same time it set up machinery for nomination of a new president after expiration of Mr. Miller's term July 1, 1944.

Robert T. Bartley, Yankee Network vice president, joined NAB in August as war service director. NAB's code of practices came under attack in late summer when the CIO protested the ban on sale of time for controversial issues.

Huge industry promotion drive to aid sale of time to retailers was started Oct. 12 when NAB unveiled a \$125,000 motion picture, "Air Force and the Retailer," in Washington. This set off a series of showings all over the country.

War service and illness took many industry leaders during 1942. Ira L. Grimshaw, NBC assistant general counsel, died Jan. 1 of a heart attack. William C. Gillespie, vice president and manager of KTUL Tulsa and supervising director of KOMA Oklahoma City, died Jan. 13 as the result of a fractured 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. He was in charge of RCA 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 WCSC Charleston, S. C., was killed March 12 in the crash of an Army plane.

1944

THERE had been many exciting years for newscasters and commentators in radio's 2½-decade history, but nothing could exceed 1944 for sheer drama and excitement.

Packed into that 12-month period were the D-Day invasion of Europe; Republican and Democratic conventions; autumn political campaigns and November elections, and the continuing campaign as U. S. troops moved eastward.

The broadcasting industry threw all its facilities into coverage of the momentous stories that unfolded during the year. As early as January networks and stations were prepared for an invasion at any time. By June 6, when troops hit the Normandy beaches, their plans were so perfect that staffs went into their routines within minutes of the first German disclosure that France had been invaded.

Operating under strict War Production Board rules governing supplies and construction of facilities, the industry obtained some relief in late January when WPB eased some of the provisions to permit limited building of facilities.

With 6,000 industry employees under arms, a non-military broadcaster in an official wartime role became one of the better publicized heroes of the worldwide conflict. That hero was R. Morris Pierce, chief engineer of the Psychological Warfare Branch, Allied Force Headquarters, who in November of the previous year had rigged up a haywire transmitter on the SOS frequency and had persuaded the Italian Navy to surrender. For this feat he received the Marconi Memorial Medal of Service from Veteran Wireless Operators Assn.

By the end of 1944 Morris Pierce again had drawn worldwide acclaim for another feat—capture of Radio Luxembourg, with its 150 kw transmitter, in mid-November.

At Office of Censorship John E. Fetzer, WKZO Kalamazoo, Mich.,



Mr. Fetzer

was named to succeed J. Harold Ryan as assistant director for radio, Mr. Ryan having been elected NAB president. Radio's wartime role again was lauded in late February by Secretary of the Treasury Henry Morgenthau.

The music situation continued acute as AFM musicians remained on strike against recorders and

Allan B. Miller, director of Clear Channel Broadcasting Service, died May 2 after becoming ill at the NAB War Conference.

The year 1943, second wartime year, was an eventful one as the industry continued its war service

transcribers. Government war agencies became interested and the National Labor Relations Board panel decided in March that the AFM ban was a dispute interfering with the war effort and urged NLRB to use its powers to end the strike. National War Labor Board granted AFM's plea for a hearing.

In mid-June NLRB ordered AFM to withdraw its recording ban, at the same time approving the AFM fee plan for creation of an employment fund. AFM didn't comply so President Roosevelt asked President James C. Petrillo to obey the order. The AFM president refused. Finally, RCA-NBC and Columbia capitulated in mid-November to the Petrillo royalty demands, ending a strike that had lasted more than a year. AFM was loser, however, in an effort to force NBC and Blue stations in Chicago to use AFM musicians as turntable operators, NLRB awarding the decision to NABET.

Through the winter and spring months networks and stations were refining plans for coverage of the anticipated D-Day invasion of Europe. Shortly after midnight June 6 (12:37 a.m.) came the first flash tip from a Nazi source and almost immediately the broadcast coverage plans were in operation. Official announcement came in the early morning hours and broadcasting started its biggest job of spot news reporting.

Few who heard the broadcasts, or took part in them, will forget the early days of the invasion as broadcasting brought the roar of guns right into the living room. History was made in heavy chunks, and rapidly, in those tense days and every American with a radio had a front seat at the proceedings.

The government's wartime machine in Washington moved along smoothly, with a few personnel changes. George P. Ludlam succeeded Phil Cohen as director of OWI's Domestic Radio Bureau in April and Neville Miller was named deputy UNRRA chief in Cairo, Egypt.

While networks kept large staffs operating on the European front, Howard L. Chernoff, news director of West Virginia Network, was the first independent broadcaster accredited as a war correspondent. He left in mid-summer for the front, bring-

ing the voices and messages of West Virginia soldiers to the folks at home. Aside from its war coverage and service, the broadcasting industry entered the year with the knowledge that net time sales in 1943 had totaled \$233.9 million, 21.8% over 1942, according to BROADCASTING. Surveys showed listening was increasing.

NBC announced in January its programs would be available to FM adjuncts of affiliate stations at no cost. CBS followed suit in a fortnight. FM Broadcasters Inc. held a convention in New York Jan. 26-27, laying plans for postwar expansion. FCC Chairman James Lawrence Fly said, "FM is of age and has come to stay." This set in motion an active FCC campaign to boost FM.

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Walter Damm Elected President of FMBI

All manufacturers promised to make sets, the FMBI delegates were told. Walter J. Damm, WTMJ Milwaukee, was elected FMBI president.

At the same time television interests were looking toward the postwar period. Television Broadcasters Assn. was formed Jan. 12 at a Chicago meeting. A fortnight later Dr. Allen B. DuMont, president of Allen B. DuMont Labs, was elected president.

Sale of WQXR New York to the New York Times in early February for \$1.1 million was first of many 1944 station transfers. O. L. (Ted) Taylor sold minority interest in four outlets and bought KTOK Oklahoma City. KFAB Lincoln, Neb., WBBM Chicago (CBS) and WBT Charlotte, N. C., made a three-way contract in which KFAB acquired control of WBT but the deal fell through and WBT was sold to Jefferson Standard Life Insurance Co. John J. Louis, agency man, bought control of KTAR Phoenix and interest in other Arizona stations. Indianapolis News bought WIBC Indianapolis.

In March Marshall Field bought WJJD Chicago for \$700,000. The Washington Post acquired WINX Washington for \$500,000 in May and the Philadelphia Bulletin bought WPEN from the Bulova interests. Westinghouse Radio Stations bought KEX Portland from the Portland Oregonian and the Cowles interests acquired WHOM Jersey City. Cowles also bought WCOP Boston from Bulova and named Comr. T. A. M. Craven as vice president of the stations. Finally, Cowles swapped WMT (Continued on page 140)



Mr. Ludlam

(Continued from page 139)

Cedar Rapids, Iowa, for WOL Washington.

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

An early 1944 event was February appointment of Paul Porter, assistant to the economic stabilizer, to be public relations director of the Democratic National Committee.

Niles Trammell, NBC president, announced in March that NBC's affiliation policy would apply to its television stations. Mutual network decided to tighten its rules governing commercial religious programs.

Blue network was reorganized in September into ABC network, with Chester J. LaRoche, chairman of the executive committee, becoming vice chairman of the board and operating head. Edgar Kobak resigned Oct. 21 as executive vice president to become president of Mutual. A few weeks later he named Robert D. Swezey, Blue general counsel, as vice president of Mutual and Phillips Carlin, Blue program vice president, as MBS program vice president.

Paul Porter, after a few months

with the Democratic committee, was named FCC Chairman in November. He succeeded Chairman Fly, who had resigned to enter private practice of law. Mr. Porter took office Dec. 21 after Senate confirmation.

Final personnel changes of the year were appointment of John F. Royal, of NBC, to a vice presidency in charge of television, and naming of Theodore C. Streibert to presidency of WOR New York as Alfred J. McCosker moved up to board chairmanship.

In line with oft-heard criticism of station break policies, WWJ Detroit in late November placed a ban on transcribed announcements. A few days later WJZ New York ruled out chain break spots 8-10 p.m., except time signals.

Television Broadcasters Assn. held its first convention in mid-December, calling on the industry for united TV effort. Some 750 were registered. Jack R. Poppele, WOR New York, was elected president.

The Broadcast Measurement Bureau board held its first meeting Dec. 15, approving corporate articles and laying preliminary plans for a cooperative industry coverage service.

NAB, as industry trade association, in January culminated months of internal dissension by naming J. Harold Ryan, assistant censorship director, as president to succeed Neville Miller. In the promotion field the NAB Sales Managers Committee recommended production of an industry movie film for school and civic showings.

NAB Run by Networks, Ed Craney Charges

E. B. Craney, of Z-Bar Network, enlivened the winter scene with a charge that NAB was run by the networks and did not truly represent the industry. Mr. Craney was "unofficial attache" to the Senate Interstate Commerce Committee, writing new radio legislation.

Lewis H. Avery, NAB broadcast advertising director, announced in April that a clinic test of radio would be made at Joske's department store, San Antonio.

Mr. Ryan formally assumed the NAB presidency April 15, calling for cooperation between NAB and FCC. John Morgan Davis joined NAB during the summer as general counsel in charge of labor relations.

NAB War Conference was held Aug. 28-31 in Chicago. Creation of a radio circulation bureau was approved, with Assn. of National Advertisers and American Assn. of Advertising Agencies adding their approval in October.

In November the NAB board appropriated \$75,000 to launch BMB. Final NAB action of the year was

a call by President Ryan for the industry to observe radio's 25th anniversary in 1945.

FCC experienced an exciting year in 1944, dealing with such topics as multiple and newspaper ownership, allocations and programming. Starting out the year the Commission issued a tentative ruling in which it said it "tolerates" newspaper ownership of stations. Then a fortnight later the Commission did an about face, leaving the way open for newspapers to own stations and have their applications considered on individual merits. That ended a state of uncertainty that had existed since March 1941.

Ewell K. Jett, chief engineer, was nominated and confirmed as Commissioner to fill the vacancy created in mid-1943 when nomination of George Henry Payne for another term was withdrawn.

FCC announced in January that total 1942 time sales were \$190,147,052. BROADCASTING'S 1942 YEARBOOK had estimated in January 1943 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.

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 as hearings began 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 \$154,050,661. This covered stations only, and not networks.

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

The House 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. Eugene Garey quit as committee counsel in February, charging the investigation had become a whitewash of the FCC. John Sirica, Washington attorney, was named his successor in April.

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. This occurred in Detroit when a county court denied petition of a Polish group to enjoin WJBK Detroit from terminating its contract with the group and taking 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 report. 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 early June when Sol Taishoff, editor and general manager, bought the 50% interest of Martin Codel, publisher, becoming with Mrs. Taishoff owner of all outstanding capital 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. Daniel J. Danker, West Coast vice president of J. Walter Thompson Co., died July 5 of a heart attack. Three days later William A. Winterbottom, vice president and general manager of RCA Communications, died of a heart attack.

D. E. (Plug) Kendrick, president of WINN Louisville, died suddenly July 20. Richard M. Fairbanks, president of WIBC Indianapolis, died July 26 after an operation. W. E. Macfarlane, vice president of WGN Chicago, died suddenly Oct. 9 of a heart attack. Samuel W. Cook, president of WFBL Syra-

(Continued on page 142)

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Certainly 1945 was to be a year of superlatives, surpassing even the D-Day and other highspots of 1944. Of special significance was the fact that commercial broadcasting was 25 years old during the year, an event observed all during the 12 months and culminating in the first National Radio Week Nov. 4-10. That week found set makers, broadcasters, dealers and all related industries bound together in a celebration worthy of the occasion.

January 1945 was barely under way when the government banned gatherings of more than 50 persons, forcing cancellation of NAB's May convention. The broadcasting industry was operating on a war-time basis, with 30% of station personnel in uniform by early spring.

MacArthur Broadcasts Return of Philippines to Filipinos

First major U. S. victory was brought to the nation in March when Gen. MacArthur was heard in a broadcast turning over the Philippine government to Filipinos. By April peace rumors were flying and radio was alerted for the expected event. Before it could occur, the industry was saddened by the death of President Roosevelt April 12. All commercials were cancelled as the industry and nation mourned. An estimated \$3 million in advertising was thrown aside in honor of the President.

One of Harry Truman's first Presidential acts was to appoint J. Leonard Reinsch, head of the Cox stations, as radio-press secretary but after newspapers protested, the post was given to Charles G. Ross, of the *St. Louis Post Dispatch*, and Mr. Reinsch returned to his business affairs with a parttime role of Presidential radio advisor.

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

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 staged 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. Office of Price Administration issued its first postwar price ceilings for radio sets in September.

The broadcasting industry, with commercial business at record levels, faced the year confidently. The BROADCASTING YEARBOOK estimated 1944 net time sales at \$285 million, 25% above the \$228 million in 1943.

With the industry immersed in plans to set up a system of uniform coverage measurement, Hugh Feltis, of KFAB 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 kw at 300 mc.

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 days later WQAM Miami was sold to the *Miami News* and WBYN Brooklyn to the *Newark News*.

Jefferson Standard Buys WBT, Strauss & Blosser Get KHQ

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

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

Robert D. Swezey was moved up to the general managership of Mutual network. CBS named Vice President Frank Stanton general manager and director; Joseph H. 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, WINS New York), was sold to Aviation Corp. for \$22 million in

late June. CBS acquired KQW San Francisco for \$950,000.

Paul F. Peter, NAB research director, joined BMB as executive secretary and John Churchill, CBS research director, took a similar BMB post. Art King resigned from Office of Censorship to become managing editor of BROADCASTING.

The *Washington Post* (WINX) bought the experimental FM station operated in Washington by Jansky & Bailey, consultants. A fall business roundup by BROADCASTING indicated time sales would set new records.

In late July Howard Lane was named general manager of the Field Enterprises' radio division. A new development in broadcast transmission was first disclosed in early August by BROADCASTING. It was Stratovision, developed by Westinghouse to provide radio networking through use of high-flying airplanes.

An historic event of mid-summer was a statement of confidence in the U.S. broadcasting industry by President Truman. In a letter to Sol Taishoff, editor and publisher of BROADCASTING, the President said radio was in good hands and must be maintained as free as the press.

It marked the President's first radio expression since assuming office in April.

Kirby Leads Tour Of European Radio Facilities

A group of 10 broadcasting and four trade paper executives took off by plane Aug. 11 for an inspection of European broadcast facilities. Col. E. M. Kirby led the expedition.

Mark Woods, as ABC president, assumed active direction of the network in September. When William Benton became Assistant Secretary of State, Subscription Radio folded. Mr. Benton had headed that branch of Muzak.

First station sale of the autumn was that of WFIL Philadelphia, transferred by Lit Brothers to Philadelphia *Inquirer* for \$1 million. The Boston *Herald Traveler* bought WHDH Boston for \$850,000 from Matheson Radio Co. The Spokane *Chronicle* bought KHQ for \$1.3 million.

National Radio Week observance in November directed the nation's attention to the industry's quarter-century of achievements. During the week BROADCASTING unveiled a series of four mural paintings by W. B. McGill, advertising manager of Westinghouse Radio

(Continued on page 144)

1944

(Continued from page 140)

cuse, died Nov. 8. Ernest H. Gager, chief engineer of KYW Philadelphia, died Nov. 19.

Through 12 months of turmoil arising out of regulatory and legislative developments the broadcasting industry achieved an outstanding record of public service as it covered the major domestic and international events. The autumn weeks were spiced by bitter Presidential campaigning, in which candidates used the radio medium heavily and successfully. And when President Roosevelt was renominated for a fourth term, the entire nation heard the returns as networks and stations put them on the air.

The dark days of December brought the Battle of the Bulge as American troops fought their way out of the war's last serious European crisis. Again the nation followed the fighting by radio, finally hearing the cheering news as Nazi foes were driven back.

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Sterling 3426

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26 Years' Experience in Radio
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There is no substitute for experience

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Radio Engineering Consultant
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WALTER F. KEAN

AM-TV BROADCAST ALLOCATION,
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1 Riverside Road — Riverside 7-2153
Riverside, Ill.
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ADLER ENGINEERING CO.

TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1620



Member AFCCE*

1945

(Continued from page 142)

Stations Inc., depicting progress of the broadcasting art.

Just before Christmas the industry received a gift from AFM President Petrillo in the form of a demand that all network affiliates employ musicians.

Lt. Col. John S. Hayes left the Army in December to accept appointment as manager of WQXR and WQXQ (FM) New York.



Mr. Hayes

The regulatory year 1945 also was 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 few weeks later by setting May 9 as date to start a clear-channel hearing, later deferred to September. That issue, incidentally, hasn't yet been decided.

Charles R. Denny, general counsel, was nominated in March to succeed Comr. T. A. M. Craven on the FCC. In June William Henry Wills, ex-governor of Vermont, was nominated to succeed Norman S. Case, 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 May 17, and in July FM was moved to the 88-106 mc band. A July proceeding that drew wide attention was the citing of WKHC Columbus for refusal to sell CIO time for controversial issue discussions.

Sale of Crosley stations to Avco was approved in August by a 4-3 vote. A few days later FCC announced the freeze on station construction would end in October and the rules covering station financial reports were strengthened.

Station assignments for the 92-108 mc commercial FM band were adopted in mid-September, followed by a 13-channel TV allocation plan. Through the autumn FCC issued AM and FM permits in large numbers. FCC's accounting department found 865 broadcast stations had \$194,228,101 in broadcast revenues during 1944.

Technical standards for FM were announced in October and Stratovision tests were sanctioned. A new TV allocation scheme was announced in late November.

An FCC survey of farm areas showed that rural people like U.S. radio. Rules for commercial TV stations were finally adopted in early December. Number of au-

THE WHITE HOUSE WASHINGTON

July 3, 1945

Dear Mr. Taishoff:

In my opinion, the free voice of radio never has faced a more important challenge in its 25-year history than that which lies before it now as Allied weapons are turned upon the last enemy of liberty. Broadcasters 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 limitation of facilities. That this system has worked is demonstrated by radio's remarkable strides as a public service medium. The wisdom of that original policy, moreover, is reflected in radio's quick transition to full-fledged war service -- a task yet unfinished. Since Pearl Harbor, American radio has written its own Magna Charta. But beyond the day of final victory there lie myriad problems.

Radio, with the press, must give inspired leadership and lend its facilities to making more intimate and workable the relationship between the people 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 possible by virtue of the 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 solicit their continued zeal in the cause of freedom and decency.

Very sincerely yours,

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

thorized AM stations reached the 1,000 mark in December.

For NAB the year was highly eventful, starting with cancellation of the annual convention. District meetings were held, as usual, during the early months of the year, featuring endorsement of BMB as well as pledging of financial support. The NAB board at a March meeting urged abolition of hitch-hiker and cow-catcher announcements.



Mr. Willard

Two months later the board named a new committee with broad powers to select a permanent president. This committee on July 14 named Justin 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 issues, a code clause that had drawn harsh comments from FCC.

Westinghouse Radio Stations Inc. withdrew from NAB in late summer, dissatisfied with conduct of association affairs and irked because it felt an NAB broadcasting chronology had not given proper recognition to the 1920 broadcast of KDKA Pittsburgh.

Frank E. Pellegrin returned from the Army to his broadcast advertising directorship at NAB. His wartime successor, Lewis H.

Avery, entered the national representative field, forming Avery-Knodel Inc.

Official Washington joined industry leaders at the Oct. 1-2 induction of Judge Miller as NAB president. The NAB board took part in the ceremonies. The board arranged for absorption of FM Broadcasters Inc. into NAB. Later Robert T. Bartley was named to head the NAB FM Dept.

Industry leaders met with Judge Miller in November to consider the increasingly serious music situation. NAB set up the Small Market Stations Division in mid-November under J. Allen Brown, of WFOY St. Augustine, Fla. Winding up the NAB year was approval of a standard agency contract form.

After the active 1944 series of hearings and charges and counter-charges, 1945 was relatively quiet on Capitol Hill. The House Select Committee closed two years of hearings in January with a series of sweeping charges that added up to proposed changes in the Communications Act.

Senate Radio Gallery Opened by President

President Truman formally opened the new Senate Radio Gallery Nov. 7, taking an active part in the ceremonies.

The judicial year had several high spots. In January Cecil B. DeMille lost his court fight to prevent AFRA from suspending him for failure to pay a \$1 election assessment.

In June the U.S. Supreme Court ruled that the FCC must decide the ownership case involving WOW Inc., Omaha, and Woodmen of the World Life Insurance Co. The U.S. Court of Appeals, 2d District, ruled in July that networks must recognize certification by the National Labor Relations Board of NABET as bargaining agent for platter turners.

The Supreme Court held in December that FCC must hold hearings where applications are mutually exclusive.

A number of leading industry figures died in 1945. George Henry Payne, former FCC Commissioner, died March 3. Victor H. Hanson, owner of WSGN Birmingham, died March 13. Joseph V. Connolly, president of King Features Syndicate, died April 23. Dr. George W. Young, founder of WDGY Minneapolis, died April 27. A member of the original Federal Radio Commission, Judge Eugene O. Sykes, died June 21 of a heart condition, and James H. Hanley, who served two years on FRC, died July 9. Walter J. Neff, partner in the advertising agency of Neff-Rogow and at one time WOR New York sales manager, died Dec. 9.

As the year came to a close the industry was fast returning to normal operations. FCC was swamped with AM, FM and TV applications after disposing of the

(Continued on page 146)

GREATER NEW YORK'S
FAVORITE STATION FOR
MUSIC AND NEWS

WNEW

1130 on your dial

ON THE AIR 24 HOURS A DAY



AT DEDICATION of WLEE Richmond, Va., in 1945, timebuyers turned the tables by presenting President Thomas G. Tinsley (also president of WITH Baltimore), their host, with a desk set. Mr. Tinsley had chartered a plane to fly the group from New York to Richmond. Present were, front row (l to r) Roland Van Nostrand, Benton & Bowles; R. C. (Jake) Embry, vice president, WLEE; Mr. Tinsley; Irvin G. Abeloff, WLEE general manager; Frank Silvernail, BBDO; Frank Haas, Erwin, Wasey

& Co.; Carlos Franco, Young & Rubicam. Back row: Fritz Snyder, Betty Powell, Biow Co.; Gordon Mills, Arthur Kudner Inc.; Vera Brennan, Duane Jones Co.; Jack Allison, Headley-Reed Co., WITH-WLEE representative; Mary Dunlavy, Pedlar & Ryan; Chester Slaybaugh, Morse International; Gertrude Scanlan, BBDO; Frank Hayes, Headley-Reed; Linnea Nelson, J. Walter Thompson; William C. Dekker, McCann-Erickson; Bea Gumbinner, Lawrence C. Gumbinner Adv. Agency; Frank Headley, Headley-Reed; Betty Barrett, Donahue & Coe.

1946

THE FIRST full peacetime 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 mc band.

Television—especially with color—was to be a 12-month worry. James C. Petrillo and the AFM, irked by legislation, 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.



Mr. Gammons



Mr. Kesten

NBC 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 Esterly Page were named to MBS 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 33,998,000 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, 87.4% of rural non-farm homes and 76.2% 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-

1945

(Continued from page 144)

basic frequency allocation task. NAB was running smoothly with the aid of a new administration.

Never before had broadcasting lived through a war. The industry's record had commanded widespread recognition as networks and stations supported the war effort loyally and enthusiastically. The war over, broadcasting looked ahead to 12 months in which the noise of guns and shackling rules of wartime operation would be lacking for the first time in several years.

The second blast four weeks 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 behalf showed that three out of five listeners prefer programs with advertising. The finding came out of an extensive study conducted by National Opinion Research Center.

Despite criticism of the BMB coverage figures, BMB's board voted in the autumn to conduct a second study in 1948.

The year provided broadcasting with one of its alltime headaches—FCC's "Public Service Responsibilities of Broadcast Licensees," better known as the "Blue Book." In this 139-page document, issued March 7, the Commission put broadcasters on the spot by asserting and suggesting vast powers over broadcast programs.

Industry Joins in Opposition To FCC 'Blue Book'

Reaction was violent from industry circles, starting a series of battles whose reverberations are still heard from time to time. NAB shouted its anger, joined by broadcasters everywhere. BROADCASTING ran a series of articles and editorials dissecting the document.

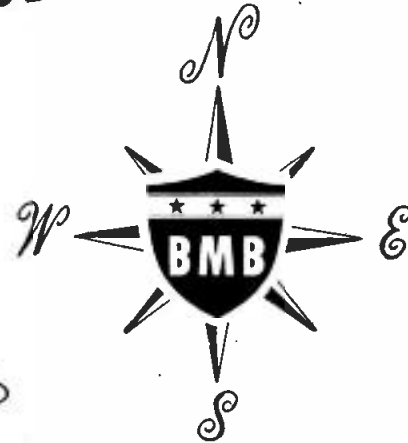
The "Blue Book" was a cruel blow at industry freedom but it was met by an expression of confidence in the industry by President Truman, who received NAB's board at the White House May 9. The President reiterated his belief that radio must be kept as free as the press and added "there must be complete freedom of radio."

FCC held hearings in January, originally slated the previous May 9, on the clear channel question but the matter dragged through the year without decision. The Zenith protest against shift of FM to 88-108 mc 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. Rosel Hyde, general counsel, was nominated for the post and Bene-

(Continued on page 148)

IS YOUR RADIO BUDGET FLYING BLIND?



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,

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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.

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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

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Chicago

Newark

St. Louis

1946

(Continued from page 146)

dict P. Cottone became general counsel.

Only charter member of the FCC, Comr. Paul A. Walker, was renominated 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 CCBS drafted a plan to provide 20 clear stations having 750 kw power. The Commission announced in mid-summer it was revising hearing procedure under the Administrative Procedure Act.

Flooded with applications, the Commission by July had granted 221 standard broadcast stations, augmented by 456 FM and 30 TV grants. Many applications remained so the Commission set up a "processing line."

In mid-summer FCC announced it would not issue an "advisory opinion" on legality 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 revocation of licenses of three San Fran-

cisco stations but said "freedom of religious belief necessarily carries with it freedom to disbelieve."

Sen. Charles W. Tobey (R-N.H.) on July 26 introduced a resolution proposing investigation of the FCC's FM allocations.

A "Blue Book" reaction developed when Drew Pearson and Robert S. Allen, newspapermen, applied for the facility of WBAL Baltimore.

As the regulatory year closed, FCC eased the rule governing recordings to permit one-minute-or-less spots without identifying announcement. Last act of 1946 was to order networks to report on sustaining programs, under "Blue Book" specifications.

Besides regulatory headaches, the broadcasting industry was constantly badgered during the year by AFM jockeying. NAB's board in the opening days of the year ordered President Justin Miller to ask President Petrillo, of the AFM, for a conference. Judge 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 February when the House voted the Lea Act 222-43. This bill was aimed directly at AFM featherbedding. The bill passed the Senate and became law April 16. Less than a month later Mr. Petrillo

ordered musicians not to play for FM and AM simultaneously unless they received double pay. At the AFM convention in June he demanded a court test of the Lea Act and carried through by ordering WAAF Chicago to double its music staff and then calling a strike.

Judge Miller in late May called on Mr. Petrillo to quit stalling and live up to his promise to negotiate. The union head was placed under \$1,000 bond June 17 on charges of violating the Lea Act. The government charged in Federal court that



Rep. Lea

Mr. Petrillo had violated the Lea Act as well as other laws, in calling the WAAF strike.

Within a month Mr. Petrillo demanded increases up to 500% from transcription companies, giving only 24 hours to comply. The transcribers agreed to pay a substantial wage increase.

Judge Walter LaBuy held Dec. 2 that the Lea Act was unconstitutional, a decision that was later to go to the U. S. Supreme Court. The highest court, incidentally, Dec. 9 upheld FCC's denial of the WOKO Albany license renewal.

An important development on Capitol Hill was the defeat of Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee, in the Montana primaries. His successor was to be Sen. Edwin C. Johnson (D-Col.).

Technical progress in the electronic arts, and removal of wartime restrictions, combined to enliven 1946. Spectacular development of late January was the achievement of Lt. Col. John H. DeWitt, WSM Nashville, in shooting the moon via radar. The event commanded worldwide attention.

CBS Sees Color TV Within One Year

CBS declared in early February that color television would be feasible within a year. By September the network had successfully transmitted live color television programs and it asked FCC to authorize UHF commercial color. FCC started hearings late in the year.

First New York-Washington telecast was carried by coaxial cable in February. A few days later Westinghouse announced that it had transmitted usable Stratovision signals 225 miles. RCA in March demonstrated airborne television around Washington and predicted military and commercial advantages. W. G. H. Finch and Radio Inventions each demonstrated high-speed facsimile.

Television had one of its bigger moments June 19 when the Louisville fight was telecast and carried 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 1951.

RCA joined the color parade Oct. 30 by demonstrating electronic color at its Princeton laboratory, in contrast to the rotating-disc scanning system shown by CBS. DuMont showed a trick of its own by transmitting television over a light beam.

NAB had music troubles during the year as well as legal and regulatory crises, but it went ahead with the job of rebuilding the association under Judge Miller. Don Petty was named general counsel, Lee Hart assistant director of broadcast advertising and Dr. Kenneth H. Baker research director. A large new building was acquired in May as Washington headquarters. The board voted to set up a program department.

Edward J. Heffron became public relations head and James L. Middlebrook was named engineering director. Mr. Middlebrook resigned late in the year to join ABC. Richard P. Doherty was appointed employee-employer relations 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 proposed 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, 1947.

On the international side, broadcasters met a reverse early in 1946 when the North American Regional Broadcasting Agreement, expiring March 29, was renewed. Industry sources provided many protests over concessions to other North American nations, particularly Cuba. The renewal was for three years.

An innovation in industry affairs was the first BROADCASTING TRENDS poll in which station, network, agency advertiser and other groups were asked their opinions on current industry problems. The first poll, released in November, showed that listeners do more to improve agencies than those who buy time, that program service was adequate and that four out of five station managers felt their stations needed improvement.

All during the year AFRA had 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 efforts were suspended.

The obituary column for the year included W. H. Cowles, KHQ Spokane and *Spokane Chronicle*, Jan. 15; George W. Smith, Fort (Continued on page 152)

SUNSHINE LAUNDRY SAINT LOUIS

Mr. L. A. Benson, President,
Radio Station WIL,
St. Louis, Mo.

My Dear Mr. Benson:

A crew of five men whom we have had out interrogating housewives concerning their radio listening habits have reported such an interesting situation as regards Radio Station WIL, that I feel I should inform you of it.

To our very great surprise, we found that approximately 90 per cent of these households know of our musical program on your station and listen to it. We would not believe this to be true, unless it had been reported to us by our own men, after a very careful survey of some 10,000 homes.

This, we feel, is one of the reasons why the Sunshine Laundry has not been affected by the financial interlude, as have other firms in our line. In fact, our business is maintaining the same volume today as we were experiencing during the "boom" days.....certainly one of the few instances of its kind among the laundry businesses of the Middle West.

Thanking you very kindly for the friendly, cooperative spirit you have always shown, I am,

Sincerely yours,
Charles W. Wal
Pres.

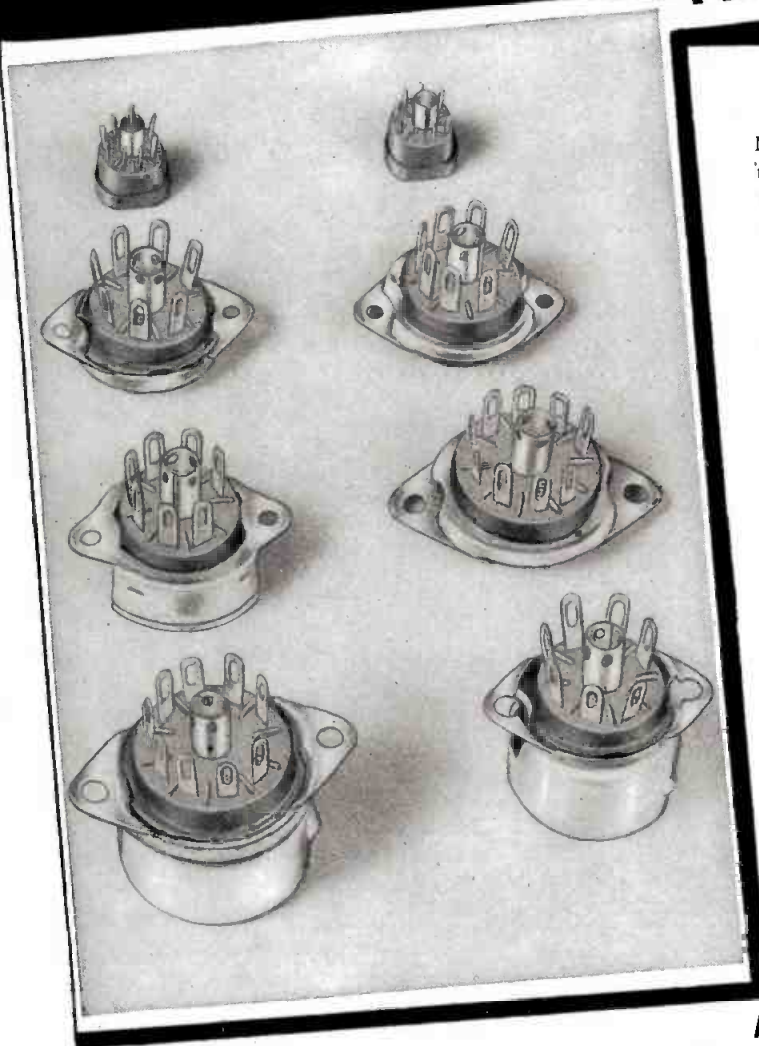
... your clients, too, will be
Just as Happy with W-I-L

MYCALEX

MINIATURE TUBE SOCKETS

7-PIN and 9-PIN...and SUBMINIATURES

**PREMIUM INSULATION
PRICED COMPETITIVELY**



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.



MYCALEX CORP. OF AMERICA

"Owners of 'MYCALEX' Patents"

Executive Offices: 30 Rockefeller Plaza, New York 20, N. Y.

Plant and General Offices: Clifton, N. J.

KMOX

ST. LOUIS •

KEY STATION OF THE MISSISSIPPI VALLEY

50,000 watts

• 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.

KMOX • is located at the most strategic point in the United States. KMOX broadcasts from the center—not the rim.

KMOX • 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).

KMOX • 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.

KMOX • 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

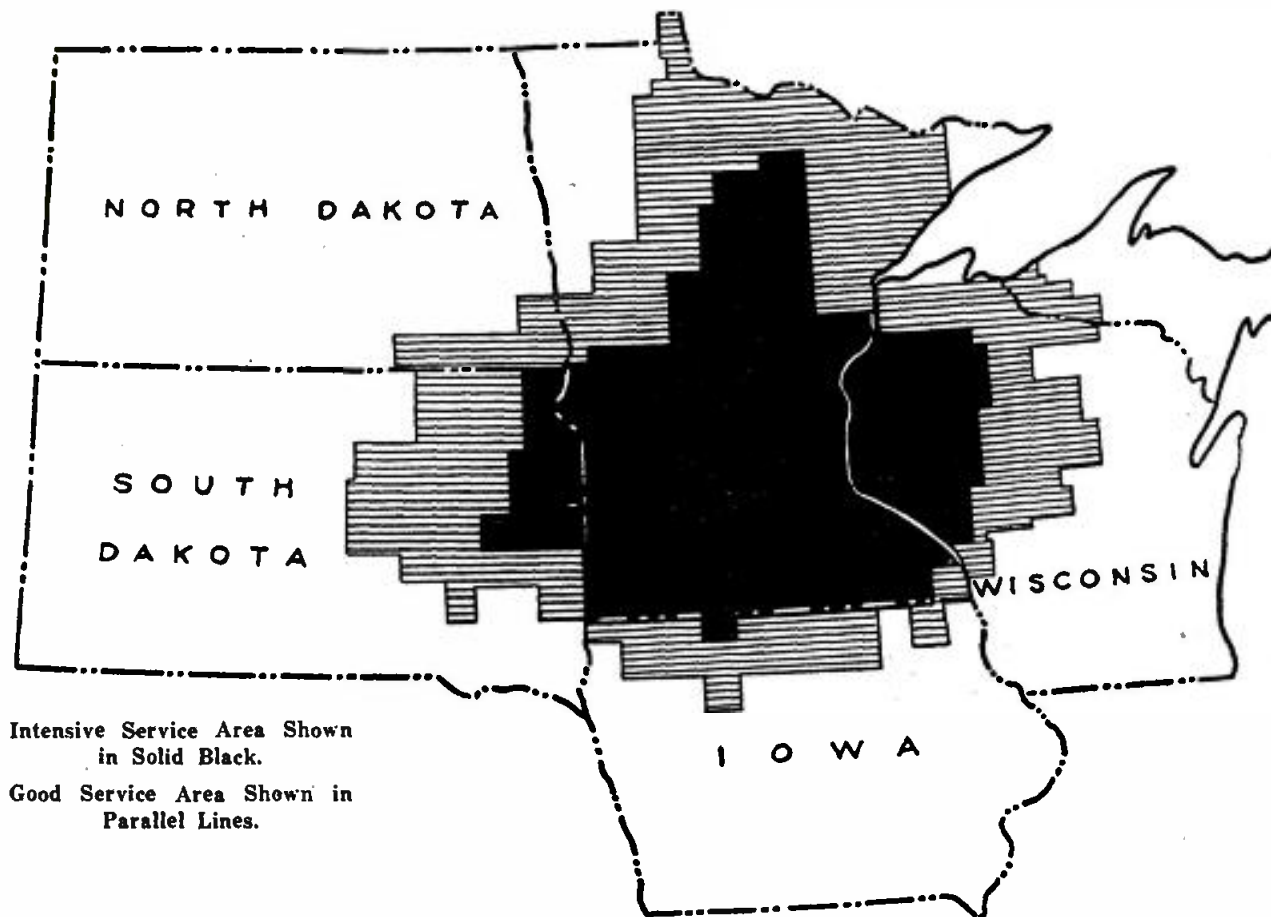
50,000 Watts • 1090 Kilocycles • 275.1 Meters

Studios and Offices: Mart Building, St. Louis, Mo.
Transmitter: Baumgartner Road, St. Louis County

BASIC STATION OF THE COLUMBIA
BROADCASTING SYSTEM

MINNEAPOLIS **WCCO** SAINT PAUL

Cleared Channel -- 810 Kilocycles



\$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.

(Continued from page 148)

Industry Co. vice president, May 9; Harry Tennyson, FCC Accounting Dept. assistant director, July 11; George B. Porter, radio attorney, Aug. 11; William C. Alcorn, WBNX New York vice president, Aug. 28; Jack Powers,

co-owner of KUTA Salt Lake City, Aug. 31; George Washington Hill, president of American Tobacco Co., Sept. 13; C. Marion Dobyns, owner of KGER Long Beach, Calif., Oct. 15; Julian Price, board chairman, Jefferson Standard Life Insurance Co., Oct. 25; Earl E. May, owner of KMA Shenandoah, Iowa, Dec. 18.

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 left OPA Nov. 29 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 gross revenues would continue upward but net income might drop.

1947

RADIO's second post war year, 1947, found the medium continuing the healthy growth that characterizes its entire history. Net time sales in 1947 were estimated by BROADCASTING at \$356,690,000, 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, only a few stations short of the record 516 stations which had gone on 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 167.

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 150 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 local sales of \$135,750,000 exceeded national network sales which totaled \$125,450,000 for the year. The network figure was a loss of 1.1% from the total in 1946.

FCC Announces Freeze On Filing New Applications

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 AM 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 the FCC had 250 FM and 13 TV applications on file. At the time the war-time freeze was lifted in 1945 there were 1,300 AM, FM and TV applications on hand.

The Commission had set the freeze for a three-month period and although there were serious doubts that it would be able to finish its work by the announced date of May 1, it finished up the

marathon with a burst of speed seldom equalled 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-to-2 vote with Chairman Charles R. Denny and Comrs. Ray C. Wakefield and Rosel H. Hyde voting against extension while Comrs. E. K. Jett and C. J. Durr favored such a move.

New Hearing Division Formed by Commission

In an effort to further expedite Commission action, on May 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.

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 resumed Oct. 20.

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 changeovers to the new channels.

One of the more noteworthy hearings of the year was the WBAL case in which the point at issue was the FCC Blue Book. WBAL was put on temporary license and a hearing date set when Drew Pearson, commentator and columnist, and his former colleague, Robert S. Allen, applied for the WBAL facility. In February WBAL took its case to the courts asking for a stay against the FCC's Blue Book charges. On Feb. 19 an injunction was granted and the hearing was postponed pending the court decision.

Supporting a motion denying the court's jurisdiction in the case, the FCC on April 4 said that the Blue Book did not attempt to con-

trol station programming and was "not an order" and therefore was not reviewable by the court. In July the court dismissed the complaint until the FCC made its final decision in the case. In November the hearing got underway and lasted for three weeks. At the beginning of 1948 the case had not been decided. [It is still pending, with the FCC reportedly deadlocked 3-3 with Comr. Robert F. Jones not participating.]

In February a final decision was announced in the long-fought *New York News FM* case which was decided against the newspaper. The newspaper in turn brought charges against Chairman Denny's part in the decision saying that at the time the decision was made Mr. Denny had already become an NBC vice president and his participation in the case was illegal. They also charged that some Commissioners who voted had not heard all of the arguments. 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. Gibson Broadcasting Co. had offered \$250,000 in cash and \$20,900 in stock for the station. Medford Broadcasting 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 to 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



Dr. Goldmark

at the invitation of the FCC, Dr. Peter C. 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 Labs, criticized the CBS color, pointing out that the size of the screen had not been increased from the 6x8-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.

Poppele Is Re-named TBA President

Early in January, at the annual meeting of the Television Broadcasters Assn., J. R. Poppele, vice president and chief engineer of WOR New York and its video associate then under construction in Washington, was re-named president. Plans were made for a TV program code, a counterpart of the NAB code in use by radio stations.

Early in February Westinghouse Electric Corp. completed its test of Stratovision, reporting that the system was feasible.

In March NBC and DuMont announced their experiments with the Zoomar lens which promised to solve many of the problems of telecasting outdoor events. AT&T announced proposed coaxial rates which the television networks classed as too high. As a counter proposal DuMont announced a plan for microwave video relays which would serve eight stations 28 hours a week for \$5.15 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 which allowed

(Continued on page 154)

if your programs
reach
Canadian listeners
and use music
in any form

then, you should be fully
cognizant of the services
we offer . . .

it is generally agreed that to
effectively hold and sell an
audience you must give them what
they want and like . . .

for example, Canadians are proud
of their Canadian heritage—they
like Canadian music . . .

which would indicate the use of
Canadian music to please the largest
possible Canadian audience . . .

allow us to help you, since we
control a vast repertoire of music
by leading Canadian authors,
composers and publishers . . .

in addition, we maintain a complete
station service (program continuities,
phono. records, sheet music and
orchestrations) in French and English
specially selected for programming in
Canada . . .

BMI CANADA, LIMITED

MONTREAL
TORONTO

IN THE U. S., CONSULT BROADCAST MUSIC, INC.:

NEW YORK, CHICAGO, HOLLYWOOD

(Continued from page 152)

radio stations to go ahead with expansion and rebuilding plans.

In August RCA made an offer to help other manufacturers get started in the production of television sets and on Oct. 5 the first 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 WNBZ (TV) and WABD (TV) New York, WPTZ (TV) and WFIL-TV Philadelphia, WMAR (TV) Baltimore, WRGB (TV) Schenectady, WNBW (TV) WMAL-TV and WTTG (TV) Washington, with NBC facilities used in the multiple hookups.

Personnel-wise 1947 saw a number of changes at the Commission. On Feb. 7 President Truman nominated Commodore Edward M. Webster to fill the post left vacant when Chairman Paul A. Porter left the FCC to become OPA administrator. The nomination was approved by the Senate.

Wakefield Name Withdrawn, Jones 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

\$35,000 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 commissionership to succeed veteran E. K. Jett, who resigned as of Jan. 1, 1948, to become vice president and director of radio of the *Baltimore Sunpapers*. 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 \$6,240,000 was eventually granted. 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 already owned 25% of the stock, bought the remaining 75% for a reported \$825,000.

Two events late in June did much to relieve the labor troubles which had beset radio for many months. One was the enactment of the Taft-Hartley Act, which put management on an equal footing with labor in negotiations. The same week the Supreme Court upheld the Lea Act as constitutional. Both the Lea Act and the Taft-Hartley Act made feather-bedding unlawful and appeared to make unlawful Mr. Petrillo's proposed rule that music broadcast on AM could not be duplicated on FM.

Upholding of the Lea Act started the wheels turning again in the 1946 WAAF Chicago suit against the AFM leader for calling a strike against the station. Both



AFM PRESIDENT James Caesar Petrillo (right), listens to some legal points from Joseph A. Padway, AFM chief counsel.

sides began to prepare for trial which was set for Dec. 15.

In direct answer to the double blow of the Lea Act and the Taft-Hartley Act, Mr. Petrillo ordered the networks to stop use of live music on FM which was used on AM.

Negotiations dragged on for weeks and the AFM head refused arbitration efforts. On Sept. 15 Mr. Petrillo ordered Continental, an FM network originated through WHFM (FM) Rochester and WASH (FM) Washington, to stop use of live music.

Negotiations continued and on Oct. 18 Mr. Petrillo announced a ban on recording to begin Dec. 31. All recording companies began to build up a backlog of records. Meanwhile, following up NAB 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 crystalize on all fronts. A Chicago theatre owner refused to pay AFM stand-by fees. The CIO 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 recording strike.

Other activities on the labor front included a six-and-a-half year contract signed Oct. 30 by the

Radio Writers Guild with the four networks. The pact marked the first time that ownership and control of scripts by freelance writers had been established. It covered authors' rights and credits, minimum fees and establishment of a joint adjustment board representing both networks and writers.

The Broadcast Measurement Bureau enjoyed an active year with Hugh Feltis, BMB director, making the rounds of NAB district meetings. First copies of the area audience report were issued in March.



Mr. Feltis

Many top-flight agency and advertising executives spoke in support of the service but there were complaints from subscribers as to the accuracy of the figures and the methods used.

A BROADCASTING TRENDS survey immediately after the report was issued found that 74% of subscribers found methods effective.

On July 24 the BMB board set up a 15-point plan to assure continuous operation of the service with ANA and AAAA 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 being billed for 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 25th convention Sept. 15 in Atlantic City and adopted new Standards of Practice to become effective Feb. 1, 1948.

Other pressing problems and the actions taken on them included: The preliminary draft of legislation designed to take the FCC out of the program and business fields; invitation to other organizations to join the effort to solve problems posed by Mr. Petrillo's demands; a resolution proposing appropriate NAB action to secure reversal of the FCC Mayflower decision withholding from broadcasters rights to present their own opinions on the air.



Mr. Raymer

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 Petry in New York. Mr. Raymer was elected chairman, H. Preston Peters, of Free &

Joseph
Hershey
McGillvra

INC.

**for
SALES GETTING
REPRESENTATION**

Contact our nearest office

Chicago	185 N. Wabash Avenue
Atlanta	Rhodes-Haverty Building
Baltimore	2104 N. Charles Street
San Francisco	68 Post Street
Los Angeles	684 S. Lafayette Park Pl.
New York	366 Madison Avenue

Executive Office

RADIO STATION REPRESENTATIVES • AM • FM • TV

Peters, vice chairman; Joseph Weed of Weed & Co., secretary, and Lewis Avery of Avery-Knodel, treasurer. There were originally 22 member firms.

Early in October NARSR filed a complaint with the U. S. Attorney General and the FCC against CBS, charging the network had illegally encroached on their business by taking over non-network time sales of several CBS affiliates formerly represented by members of the association.

On May 23 the long heralded "radio bill" was introduced by Senate Majority Leader Wallace H. White Jr. (R-Me.) to revise the Communications Act of 1934, which, too, had been framed largely by Sen. White. The new bill proposed to split the Commission into two autonomous divisions of three members each, one to handle broadcast matters, the other to be in charge of common carrier problems. Each division was to have its own chairman with the FCC Chairman to serve as executive officer.



Sen. White

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. Wolverton). 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 solid opposition from several committee members.

As a result of the hearing several revisions were made in the bill which was submitted to the seven-man Senate committee and given its approval to be taken up at the regular session of Congress to meet early in 1948. Among other provisions of the redrafted 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.



Mr. Dillard

Bailey (former associate editor of BROADCASTING) was named execu-

tive 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. 12 in New York, Everett Dillard, president of Continental FM Network, was elected president.

One of the most important radio transfers of the year was the purchase on Feb. 1 by the *Philadelphia Bulletin* and its president, Robert McLean, of WCAU Philadelphia and the then strike-bound *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. Purchase of WCAU made it necessary for the *Bulletin* to sell its WPEN Philadelphia which was sold in June to Sun Ray Drug Co. for approximately \$800,000. Both transfers were approved by the FCC in December.

The conclusion that without exception every type of broadcast program can be adapted to the retail advertiser was reached with publication of the second part of the Joske report on Feb. 5. This continuing study by the NAB of the uses to which the big Texas department store could put radio techniques showed the store had broadened its trading area, found new customers and enhanced its reputation through the use of radio.

On March 31 it was announced that Victor Sholis, director of the

Clear Channel Broadcasting Service, would resign to become general manager of WHAS Louisville, replacing W. Lee Coulson who was retiring because of ill health.

On April 4 Carl Haverlin, vice president in charge of station relations for Mutual, was elected as the first paid president of BMI. In making the announcement the board anticipated a more vigorous competition in the radio music field.



Mr. Haverlin

The International 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.

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 in-

crease their contribution to better understanding among our citizens and among the nations of the world."

Several widely known radio personalities died during the year. Arthur L. Bright, 54, president and general manager of KHQ Spokane and prominent in radio for two decades, died on March 8. On April 23 John Gregg Paine, 57, general manager of the Society of Composers, Authors and Publishers, died. Also in April, on the 29th, Sherwood Brunton, secretary-treasurer of the Pacific Agricultural Foundation, owner of KQW San Francisco, passed away. The same week death claimed F. C. Eighmey, secretary-treasurer of the Lee stations, KGLO Mason City, Iowa, and WTAD Quincy, Ill.

On May 30 Norman MacKay, 47, commercial manager of WBAY 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 WKNE Keene, N. H. During the same week in August Joe Maland, 59, 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.

1948

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's musicians out of work, the strike had little immediate effect on broadcasting. All recording companies had been busy building a backlog of numbers and new releases continued to be issued.

As the AFM started its strike, Mr. Petrillo sank deeper into hot water. He faced Judge Walter LaBuy of the U. S. District Court in Chicago, charged with violating the Lea Act. This case stemmed from earlier charges by WAAF Chicago that the union had coerced the station into hiring unneeded musicians. On Jan. 7, however, the union czar was cleared when Judge LaBuy found that there was "no evidence whatever 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 the "extra-judicial operations" of the "Petrillo music monopoly." Com-

mittee Chairman Fred A. Hartley (R-N.J.) said there was little possibility of adding a clause to the Taft-Hartley Act to apply anti-trust laws to labor unions.

On Jan. 31 the AFM contract with the networks expired. A 60-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 their contract terms despite 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)

SALESMEN!
For **BIG** Results
In This **BIG** Market
Use The **BIG** Station!

POPULATION: Over 4 Million
RETAIL SALES: Over 2 Billion

1110 KC.

KFAZ

50,000 WATTS OMAHA BASIC CBS

FREE and PETERS Representatives

HARRY BURKE Gen'l. Mgr.

(Continued from page 154)

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) Gosden 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 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 Fred Allen 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"



Sen. Bridges

for tax reduction purposes.

Aimed at getting coverage rights to the cream of sports, CBS in December bought into the Tournament of Champions, a sports promotion group composed of Music Corp. of America and Allied Syndicates Inc., in addition to CBS.

At ABC some of the biggest talk of 1948 was the proposed sale of the network to 20th Century-Fox. This plan, however, was shortlived and within a week ABC said negotiations had been terminated.

For four of the network's executives the year had a happy start when they were elected vice presidents. Effective Jan. 1 ABC named Ivor 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 Velotta, vice president in charge of news and special events.

ABC Makes Changes In Executive Staff

In May Paul Whiteman and Murray B. Grabhorn were named ABC vice presidents. Owen D. Young, educator, lawyer and radio pioneer, was named to ABC's board in August. When Edwin R. Borroff 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.

ABC 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 car-

ried "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—placed in 37 newspapers in 18 cities—NBC announced that its television network was "open for business." At that time there were 19 television stations on the air and an estimated 175,000 receivers in operation. Carleton D. Smith, general manager of NBC's WRC and WNBW (TV)



Mr. Smith

Washington, was named manager of the TV department, with headquarters in New York. The announcement was made in early February by Noran Kersta, NBC television director. A plan for integrating AM and TV operations was instituted by NBC in April.

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

Charles Denny Becomes NBC Executive Vice President

As the year started its second half, Charles R. Denny, who had left the FCC 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. Swezey, vice president and general manager, submitted his resignation in November following a major change in network policy.

At World Series time MBS carried the games under Gillette sponsorship. WFSC 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; S. 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 were realigned. A new policy on recorded programs—permitting use of recordings before 6 p.m.—was announced by CBS in November.

For the radio and television industry 1948 was a good year. On

Jan. 1 there were 1,518 AM stations licensed and 450 construction permits outstanding. There were only 84 licensed FM stations but 222 conditional grants and 745 construction permits had been issued. Six TV stations were licensed and 66 construction permits were out. There were 17 TV stations on the air.

By year end 1,852 AM stations were licensed and 1,908 were on the air. FM licenses had jumped to 198—there were 697 operating. In TV only one station was licensed during the year—WNBW (TV) Washington which received the first post-war license. Stations on the air, however, jumped to 50.

Radio income increased by over \$6.5 million between 1947 and 1948, reaching an all-time high of \$144,948,054 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 50 stations.

The gross network radio billings, reported by PIB, were shown as \$198,995,742 for the year. NBC was the leading network with gross billings of \$69,697,590. The top network time user, Procter & Gamble, had gross billings of over \$18 million in 1948.

PIB did not keep comparable TV figures in 1948. The *Rorabach 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 the Commission dropped behind on its processing. Late in the year the freeze was placed on television applications when it became obvious that the spectrum space allocated to TV would not supply the needs of nation-wide television service.

In addition to the problem of allocations, FCC also was faced with a congressional probe, the Clear Channel case; Mayflower, Scott and Port Huron decisions; problems of the Avco Rule; repercussions of the Blue Book, and many other cases which required more than routine handling.

At the end of January FCC closed the record in the Clear Channel case, which had then been before it for three years, and expected to announce its decision



WILS of LANSING, Mich. will stand on its head if necessary to give you clever program promotion and merchandising service tailored to drive!



Why buy 2 or more...
do 1 big sales job

on "RADIO BALTIMORE"

Contact
EDWARD
PETRY CO

WBAL

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 FCC. 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 upsetting to the industry.

Conflicts with local laws were pointed up as Texas and New Jersey jurists held that local libel laws would be enforced despite FCC's tentative ruling that stations could not be held accountable for statements by politicians.

Hedging slightly from its original stand, FCC adopted the decision in early July. The new version said "it would appear" that broadcasters would be relieved of responsibility for comments in political statements.

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 started its probe of FCC. In testimony by FCC Chairman Wayne Coy, he said the decision was not intended as a rule or regulation and common sense processing of material would provide safety. Fairness will be the yardstick, he said.

Another election year issue, the Mayflower Decision against editorializing by stations, also drew fire. In March FCC opened hearings on the seven-year-old decision. At the end of April the proceeding ended, after a long recess 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 Avco 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 Medford Radio Corp. rather than Gibson Broadcasting, the firm which originally had "purchased" the station. Mrs. W. J. Virgin, KMED owner, told FCC in January that she would not sell the station to Medford Radio Corp., a competing bidder under the Avco Rule. In September Medford withdrew and Mrs. Virgin 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, filing as Hope Productions Inc., had entered the competitive bidding and a hearing appeared certain.

Earlier in the year FCC rejected a request that AM and FM properties be sold separately under Avco.

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 against lotteries with its *Dollar for Answers* program, continued throughout the year against the background of growing complexity.

In August FCC proposed rules which would forbid most giveaways with the exception of a few which used only studio audiences. As the basis for its action 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 to issue rules and after a slight 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 February and May. A proposed decision of denial was made final in July and the Commission said 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 WGAR



Mr. Richards

Cleveland, came under FCC surveillance in March, following a complaint filed by the Radio News Club of Hollywood. A hearing into the charges was ordered by FCC late in November.

The U. S. Court of Appeals for the District of Columbia dealt FCC a blow when, in April, it ruled that FCC must grant existing stations the right to be heard when it is alleged that they will be adversely affected by the grant of a pending application. The ruling followed a petition by WCKY Cincinnati to reverse FCC's non-hearing grant for a 10 kw daytime station in Philadelphia on WCKY's 1-B clear channel of 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. At that time the Appeals Court said even a claim of interference outside the protected contour requires a hearing.

Competitive hearings on the license renewal bid of WBAL Baltimore and the request for the facilities by Public Service Radio Corp. were held during the first part of the year. The record was closed April 15 in the case which had started in 1945. No definite action was taken by the Commission during the year.

Ban Set on Station Sales Which Reserve Time for Seller

Rules banning station-sale contracts which reserve time for the seller's use 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 horserace information will not be frowned upon 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 for contempt of court under the "Baltimore Gag Rule" which forbade publication of certain information about persons accused of crimes. NAB and other interested parties came to the defense of the stations, charging censorship, and trial was postponed until 1949.

Paul M. Titus, Rudolph J. Fjellstrom and Charles J. Husband, principals in a proposed "fifth network," were sentenced Aug. 23 to serve prison terms of from one to five years for violating California's Corporate Securities Act. They had pleaded

guilty June 10 to selling stock without a permit from the state corporation commissioner.

Mildred Gillars, "Axis Sally," was indicted in September by a federal grand jury in Washington on charges of treason in connection with radio broadcasts for the Nazi's during the war. Conviction of Douglas Chandler, former U. S. broadcaster 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 postponed until 1949. At the High-Frequency Broadcasting Conference held in Mexico City no definite action was announced before the end of 1948 and conferences continued into the next year.

The Assn. of Independent Metropolitan Stations was formed with 18 members during a meeting at KSTL St. Louis on July 10.

New or reorganized agencies announced during the year included: W. Wallace Orr Adv. Agency, offices in New York, Baltimore and Philadelphia; Fletcher D. Richards Agency, New York, replacing Campbell-Ewald; Taggart

(Continued on page 158)



RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

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A Service of Radio Corporation of America
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Available!

Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite



morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymaline Time is a musical-comedy program that pulls more mail than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmaceutical Corp.

Contact us, or any Free & Peters "Colonel" for availabilities!

KMBC
of Kansas City
KFRM
for Rural Kansas

(Continued from page 157)

& 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 two events, along with the convention of Henry Wallace's third party. Election returns also came in for heavy broadcast coverage.

In NAB circles the big topic was the code. This and television were two of the top subjects at district meetings which opened in late September with District 4. Plans for the All-Radio Presentation film were formulated and in December Victor M. Ratner, CBS, was authorized to spend funds to bring material to the script stage by early January 1949. Gordon Gray, WIP Philadelphia, headed the overall committee for the film.

Discussion of the code dominated the March board meeting and a revised version was released late in the month. At the Los Angeles NAB convention in May the code was adopted, effective July 1.

Frank E. Pellegrin, NAB director of broadcast advertising, quit March 1 for station work in St.



Mr. Pellegrin

Louis. In August, Maurice B. Mitchell, general manager of CBS' WTOP Washington, joined NAB as director of the Broadcast Advertising Dept., a post vacant since Mr. Pellegrin left for KSTL St. Louis.

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. Forest 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. A Senate 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 Committee 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 suc-

cessful test in Cincinnati during February and plans were developed to expand the service to other cities. Five stations in as many cities were carrying the service by yearend and proposed rates and standards were announced during a meeting with agency executives held in New York during December. At that time General Manager Frank Pellegrin also announced expansion plans.

Stratovision, the airborne TV relay system developed by Westinghouse, was shown and tested on many occasions during the year. FCC, however, failed to take any definite action toward authorizing its extended use.

As the result of allegedly "slandorous" broadcasts, the Voice of America came in for Congressional investigation. In July NBC and CBS withdrew from programming activities which they had performed for the Voice but continued service for three months to give the State Dept.'s International Broadcast Division time to take over the work which the networks had done.

FM was moved from its original 44 mc band to its new place in the radio spectrum despite protests by the FMA, which during the year developed into a full-fledged trade association; Prof. Edwin H. Armstrong, FM inventor, and proposed legislation to prevent the move.

The Hoover Commission, known formally as the Commission on Organization of the Executive Branch of the Government, studied FCC along with all other government agencies but did not make its formal reports until early in 1949.

Coy, Sterling Appointments Approved by Senate

Presidential appointments of Wayne Coy and George E. Sterling to the FCC were sent to the Senate for confirmation early in January. Following hearings by the Senate Interstate & Foreign Commerce Committee both men 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." Later in the month Comr. Robert F. Jones, speaking in Columbus, Ohio, said about color: "I have viewed two systems in the laboratory stage. One of them takes more space than the (6 mc) black-and-white system, but the other is now able to give a bright picture as sharp, as beautiful and as accurate 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 Radio Station Representatives, giving the group full trade association status. Paul H. Raymer, NARSR president, made the announcement in early August.



Mr. Flanagan

Effective Sept. 1, O. L. (Ted) Taylor and Edward R. Borroff announced the formation of Taylor-Borroff & Co., succeeding Taylor-Howe-Snowden Radio Sales, radio representative.

Radio Representatives Inc. started operation Sept. 20. It was headed by Harry S. Goodman, president of the program packaging house bearing his name, and had among its officers Peggy Stone and John North.

In December Blair TV Inc. was formed as "the first independent company to engage exclusively in the representation of television stations."

Everett-McKinney Forms To Represent Stations

Everett-McKinney Inc., former radio department of J. P. McKinney & Son, newspaper representative, broke from the parent company to represent radio stations.

Sen. Wallace H. White Jr. (R-Me.), chairman of the Senate Interstate and Foreign Commerce Committee, retired after 31 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 Burrig D. Butler, 80, owner of WLS Chicago, KOY Phoenix and KTUC Tucson, died in Phoenix. Frank S. Megargee, 47, WGBT Scranton, succumbed to pneumonia March 30.

In June, Louis H. Brush, 76, board chairman of Brush-Moore Newspapers Inc. (WHBC-AM-FM Canton, WPAY-AM-FM Portsmouth, Ohio), died. The founder of D'Arcy Advertising Agency, William C. D'Arcy, 74, died in St. Louis July 21. Col. H. C. Greer, 71, president of West Virginia Radio Corp. (WAJR-AM-FM Morgantown, WDNE Elkins, WKJF-FM Pittsburgh), passed away early in August. The manager and editor of American Radio Relay League, Kenneth B. Warner, 53, died following a heart attack in September. Edmund M. Stoer, 60, vice president, director and general manager of Hearst Radio Inc., succumbed to a heart condition on Nov. 7.

Frank B. Noyes, 85, chairman of the board of the Washington Evening Star (WMAL-AM-FM-TV Washington), passed away Dec. 1. At the end of December, John Shepard Jr., founder of the Yankee Network, died.

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 business endeavor.

Broadcasters and advertisers were warned that each medium had to pull its own weight. While approaches for tapping new advertising sources were sounded by radiomen, 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 woe was the rising threat of television inroads in radio markets. That few TV stations were making money didn't help his outlook.

But the second half of 1949 found the economy steadying with signs of a general upswing. At summer's end, spot and local business were brisk; broadcasters found TV hadn't cut so deeply in 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 1,911 AM, 698 FM and 51 TV stations; by yearend the totals were 2,087 AM, 744 FM and 97 TV stations in 57 markets.

A radio-TV set record output by manufacturers was reported for fall months in 1949 with the year's totals at AM, 6,391,371; AM-FM and FM only, 875,505; TV, 2,413,897. While total production was below 1948's output, average dollar value had increased as TV output comprised the large share of the total.

An unabated spiral of operating costs in 1949 plagued broadcasters. While gross broadcast revenues from time sales shot up an estimated 4.5% to \$435 million in 1949, operating costs correspondingly rose 4% in the year. National spot business continued upward in the year, 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 5.6% from 1948 which had an all-time record volume.

Mixed feelings clouded the issue of whether radio could withstand the TV boom. In any case, video was chalking up an impressive record. In the first quarter of 1949 alone, 14 more TV outlets made appearances. Set owners had increased some 450,000. Time sales surpassed the \$5 million level. Sponsors increased from 680 to 1,027 with the number of hours doubled. TV families had grown an estimated 500% 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, eyeing choice Sunday nighttime audiences, boiled over before the year was a month old. CBS, with its Jack Benny, Bing Crosby, signed in January, and *Amos 'n' Andy* acquisitions, had NBC against the ropes Hooper-wise. Chief negotiator for CBS was William S. Paley, board chairman.

The talent transactions came under study of government tax experts who ruled Mr. Benny subject to personal income levies, excepting *Amos 'n' Andy* package as capital gains (a difference of as much as 50% in Uncle Sam's take). The Bureau of Internal Revenue in May closed the door on inclusion of capital gains in contracts in the case of Fibber McGee & Molly and NBC.

In late January CBS signed Edgar Bergen, who did not return to the air until fall, Red Skelton, Ozzie & Harriet and others. NBC prepared to review its program aims following the CBS talent-path blazing, by presenting to affiliates in the spring plans to revitalize 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 operation.

NBC's revamp started in October with a new president, Joseph

H. McConnell.



Mr. McConnell

Three months earlier, Mr. McConnell had been elevated from vice president in charge of RCA finance to vice president of the firm, third in command to Brig. Gen. 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, Sylvester L. (Pat) Weaver, formerly vice president and radio-TV director of Young & Rubicam, became vice president in charge of television. Frederic W. Wile Jr., agency's supervisor of radio-TV operations, accompanied Mr. Weaver to NBC as the latter's assistant.

Dr. Stanton, of CBS, signed a \$1 million contract to continue as president at a base salary of \$100,000 a year for 10 years. CBS lumped news and public affairs for radio and TV under a single command late in June. In September Howard S. Meighan, CBS vice president and general executive, was made chief CBS officer on the West Coast.

Among first executive changes was ABC's reassigning Charles C. Barry, vice president in charge of western operations, to head up all TV operations; Ernest Lee Jahneke 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 a 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 \$75,000 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.



Mr. White
radio operations

Fort Industry Co., on New Year's Day, simplified its corporate structure by dissolving four wholly owned subsidiaries and placing their ra-

dio 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 BROADCASTING early in May to have re-

(Continued on page 160)



KROD carries more spot advertising than any other El Paso station. The reason is simply that KROD, being the favorite with more responsive listeners in this area, does a better job for advertisers. That's why spots on KROD have more pulling power—actually cost you less per dollar of sales volume in this vital market.

KROD
CBS, EL PASO

KEY STATION, SOUTHWEST NETWORK
5000 WATTS
600 TOP O' THE DIAL

RODERICK BROADCASTING CORP.

DORRANCE D. RODERICK, President
VAL LAWRENCE, Vice Pres. & Gen. Mgr.

REPRESENTED NATIONALLY BY
THE O. L. TAYLOR COMPANY

(Continued from page 159)

quested an NBS report on the color status. Two months later, NBS announced membership of a group, headed by its director, E. U. Condon.

RMA's 11-man group had Max Balcom, Sylvania Electric Products and past RMA president, chairmaning 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 with a color system for the 16 mc 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—where it was picked up by modified TV sets. Service also



Mr. Balcom

was picked up off-the-air in Washington and rebroadcast.

RCA, a week before the scheduled hearings, announced a regular schedule of live and film color programs over WNBW (TV) Washington.

The hearings, off to a brisk start, settled down to long technical argument. Main antagonists were RCA and CBS. A third main party was Color Television Inc., San Francisco, also boasting an all-electronic, compatible system. Six of the seven Commissioners sat at the hearings, Comr. Rosel H. Hyde being in attendance at NARBA conferences in Montreal.

Fireworks Erupt At Opening Sessions

Opening rounds saw tempers flare. Industry spokesmen were gruelled principally by Comrs. Robert F. Jones and Frieda B. Hennock who attacked pleas for the cautious approach. Opposition to immediate color standards voiced earlier in the year by Allen B. DuMont, president, Allen B. DuMont Labs, was heard again at the Commission sessions.

RCA showed its system on Oct. 10 over WNBW-NBC in the Wardman Park Hotel, Washington, picking up the signals on color sets in the Washington Hotel, same city. Two weeks later, FCC okayed comparative color demonstrations of CBS and RCA systems which were expected to run well into 1950. Denied was an RCA request for postponement of scheduled Nov. 14 comparative showings. FCC also decided to delay cross-examination until all comparisons were made, and set the CTI showing for Feb. 6, 1950, in Washington.

Color sessions were recessed with the holding of comparative tests on Nov. 21.

As early as January broadcasters were hearing predictions the TV freeze would thaw in the summer; meanwhile, FCC warned TV permittees they must go ahead with construction or take the consequences, and shrugged off such excuses as "uncertainty" over the freeze and related problems.

In February, RCA-NBC asked FCC for authority to build a satellite high-band TV station at Bridgeport, Conn., for its low-band WNBW (TV) New York.

On June 2 FCC reversed an eight-year-old Mayflower doctrine against a licensee's right 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. On Aug. 19, 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 \$650,000 worth of air time per week—with offerings at a dizzy height conservatively estimated at some \$185,000 in money and merchandise every seven days. BROADCASTING's giveaway survey found ABC with 13; CBS with eight; NBC with seven; Mutual with 10.

Within a week ABC, 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 overstepped its authority, though themselves critical of the giveaway program. Sen. Johnson congratulated the Commission on its action. By October, 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 cleared by Congress later in the year.

The Hoover proposal would re-empower FCC while retaining it as an independent agency. It would have streamlined FCC's functions for efficiency. Highpoint was the suggestion that administration responsibility be vested in the chairman who also would have the services of an executive director.

Crosley's WHAS Bid Denied by FCC

FCC ruled in September on the long-pending WHAS Louisville case, by denying its sale to Avco's Crosley Broadcasting Corp. WHAS, a 50 kw clear channel outlet owned by Louisville Courier & Journal Times, was bid by Crosley (also owner WLW Cincinnati) for \$1,925,000. Overlapping signal of the clear channel stations was described as the principal reason.

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

Rattling a 13-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 1936 and wiping away the last of the Commission's original duopoly case. It cleared the way for the sale of WOV.

The much protested Avco Rule on station sales was repealed outright June 9. The rule, growing out of a 1945 decision on Avco Mfg. Corp.'s acquisition of WLW Cincinnati, required submission of competing bids on transfer and assignment applications.

A planned revision of procedure on handling of nearly all major broadcast applications, embracing advertising of most applications, even sales, was placed on the Commission docket, but received strong industry opposition.

Also in June, FCC took a step to speed up its hearing procedure

by creating a five-man separate staff responsible directly to the Commission.

Its proposal to place limitations on the new 540 kc 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 leave 540 kc 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. 1 when a \$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 staffs busy. The U. S. Court of Appeals for the District of Columbia early in January flatly upheld FCC's right to examine percentages of commercial and sustaining time proposed by applicants.

The same court in March upheld the Commission's right to call off a competitive hearing and grant one or more of the competing 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 so-called WJR Detroit daytime-skywave case. FCC, it found, has the right to use its discretion in granting or denying oral argument on the legal sufficiency of a licensee's claim of potential interference from pending applications. The unanimous decision reversed a lower court's ruling.

Appeals Court Reverses Gag Rule

Also in June, the Maryland Court of Appeals reversed a lower court ruling on the notorious "Baltimore Gag" on free speech. The appellate court's action reversed contempt citations against WCBM, WITH and WFBR Baltimore, along with James P. Connolly, former news editor of WITH. WBAL that city had filed a separate appeal and also was 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 criminal on the basis of statements from police officials. An appeal to the Supreme Court was promised.

Hearings were held in Federal

W E R D Atlanta

860 Kcs 1,000 Watts

THE shortest route to the hearts and ears of 200,000 Negroes in the Greater Atlanta Trading Area .

According to the Hooper Radio Audience Index for June, 8 A.M. to 12 Noon . . .

Network Station A	26.0%
INDEPENDENT WERD	17.5%
Network Station B	16.0%
Network Station C	13.0%

WERD, America's first and only Negro owned radio station, offers YOU the lowest "cost per thousand" in the ATLANTA AREA . . .

NATIONAL REPRESENTATIVE:

Interstate United Newspapers, Inc.

NEW YORK • CHICAGO • DETROIT

District Court in Cleveland involving Government accusations against the *Lorain* (Ohio) *Journal* of anti-trust law violations in the treatment of advertisers who used WEOL-AM-FM Elyria-Lorain or the weekly *Lorain 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, first of its kind, 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 on its decision not to 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, a Colorado Democrat. In a fiery attack in April on the Senate floor, he denounced the Commission for "prostituting" democratic principles by "scandalous, shocking, and disgusting" practices.

As the key legislator concerned with radio's business, Sen. Johnson eyed clear channel problems, color TV, TV allocations, realignment of FCC's procedural methods and liquor advertising on radio and TV.

An original Johnson Bill (S 1626) included cease-and-desist orders, elimination of FCC's discretionary power to modify licenses and construction permits and incorporated a fraud section. Later in the year, it was watered-down to a reorganizational bill (S 1973) introduced in June by Sen. Ernest W. McFarland (D-Ariz.), which comprised some of the features of the old White Bill and certain parts of the Johnson measure.

The McFarland Bill, including provisions for deadlines on FCC's workload, was given a two-day hearing by the Senate Commerce unit soon after introduction. Industry sentiment in general was favorable although the Commissioners displayed a sharp conflict among themselves. FCC felt many of the suggested changes cumbersome and restrictive.

Bill Languishes In House Committee

Passing the Senate in August, the bill bogged down before the House Commerce Committee where it had silent opposition.

President Truman's inaugural on Jan. 20 was covered by an array of TV's cameras and microphones as well as the omnipresent AM-FM radio. Telecasts were pooled among all networks.

President Truman made two appointments of interest to the in-

dustry. Gordon Gray was named Secretary of the Army. Mr. Gray, president and publisher of the Piedmont Publishing Co., Winston-Salem, N. C. (WSJS Winston-Salem, the *Winston-Salem Journal* and *Twin City Sentinel* and head of WMIT (FM)



Mr. Gray

Winston-Salem), took office June 20.

The President early in May nominated FCC Comr. Edward M. Webster for reappointment to a seven-year 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 Rep. Harry R. Sheppard's (D-Calif.) bill to prohibit station ownership by either networks 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 ceiling at 50 kw for stations in the AM band, introduced such a bill (S 491). It resembled a proposal he had made during the 80th Congress. It also was put on the committee shelf.

NAB in 1949 concerned itself with streamlining its broadcast services. Plans for an overhaul of BMB, a broadcaster-financed unit, came in January as BMB disclosed it had signed a total of 802 subscribers with 1,000 its goal.

First forward step was loan of NBC's research director, Dr. Kenneth H. Baker, to supervise its second nation-wide survey of station and network audiences. A second was to begin an intensive drive for new subscribers. Hugh Feltis resigned as BMB's president during the winter and Dr. Baker became chief. Mr. Feltis assumed



Dr. Baker

general managership of KING Seattle on April 15.

During its annual convention in April, the NAB board came up with proposals to batten its hatches and prepare for the battle of advertising media. One of the board actions was a loan of \$75,000 and a vote of confidence for BMB.

Another was creation of BAB, Broadcast Advertising Bureau, to begin June 1. It voted a formidable sum for BAB and named Maurice B. Mitchell, director of NAB's Broadcast Advertising

Dept., to head the new unit.

Other matters which came up for NAB study were recording standards, its TV operation and overall reorganization.

A new BMB drive was launched in late April and by November received an endorsement from the Assn. of National Advertisers and the American Assn. of Advertising Agencies, two of three organizations governing the bureau. On Nov. 18, the BMB board voted to work with ANA, AAAA and NAB to continue its research under the plan proposed by the NAB board. Deadline for BMB's dissolution, set for the yearend, was put off until 1950.

Compliance with the NAB code, which was promulgated in 1948, became formal in May after a year for new contracts to be drawn. The networks also approved. NAB also was instrumental in circulating a U. of Chicago study which showed American listeners in favor of privately operated broadcasting.

Assn. of National Advertisers gave notice in late February that radio's rate structure would get top billing by a newly created radio and television committee.

A BROADCASTING survey in June found broadcasters generally had faith in NAB, particularly in President Justin Miller, who also had been lauded at the Chicago convention in April.

Radio Success Script Approved

The All-Radio Presentation Committee gave final approval on Aug. 25 to the shooting script of the industry-wide promotion film to dramatize radio result stories. Script was authored by Victor M. Ratner, CBS vice president in charge of advertising and sales promotion, who left the network in September to join Macy's.

During the year, NAB absorbed the Assn. of Women Broadcasters in March and the FM Assn. 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 WGAC Augusta, Ga., as president and general manager.

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

A new and more compact NAB appeared in August following a touching up of its internal components. In staff changes, G. Emerson Markham, station director, WGY Schenectady, became director of a newly formed NAB Video Division, and Forney A. Rankin, Judge Miller's international adviser, became director of the new Dept. of Government Relations.

NAB's Executive FM Committee

studied Transit Radio and came up with findings in September that the FM broadcasting system was approaching the profit stage and attracting national advertisers in increasing numbers.

NAB also took an active part in international affairs. Announcing it would take careful view of NARBA negotiations, NAB protested the FCC's 540 kc proposal. At the same time, strong protests were voiced against Cuban and Mexican channel jumping and their failure to come to an understanding at the NARBA Montreal meeting.

Industry Cooperates In National Planning

Industry cooperated throughout the year with a communications advisory committee which worked hand-in-hand with the National Security Resources Board on national defense and tentative plans for mobilization.

On the labor scene, Television Authority, a new union made up of video talent, was formed Nov. 16 and immediately found itself in a jurisdictional fight with Screen Actors Guild and Screen Extras Guild over television films. George Heller, executive secretary of AFRA, was named president on Dec. 7.

In March, a rift broke out between IATSE (AFL) and NABET over television technicians. The jurisdictional squabble dealt with the question of which union had

(Continued on page 162)

Joseph Field
Compton Advertising, Inc.
New York City

Dear Joe:

Hit certainly is a honor ter be carryin' Lowell Thomas in his 21st year wv broadcastin', an' I tho't y'd like ter know thet yuh got 'im on th' best possible radio station in this here part uv th' country! Yessir, Joe, Charleston, West Virginny, is jest about tops in any way yuh want ter take it, an' hit really pays t-er advertise in a place where people's got money in their pockets. An' hit pays doubly well when yuh advertises on WCHS, cause this here station gives yuh more lisseners fer oney half as much money as effen y'd bought all th' other four stations in town! Now thet's worth knowin', ain't it, Joe?

Yrs.
Algy

WCHS
Charleston, W. Va.

(Continued from page 161)

the right to acquire TV technicians for membership.

CBS and IBEW signed a pact in August; NBC and ABC signed contracts on May 11 with NABET covering approximately 1,000 engineers. 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 defied the order of AFM President James C. Petrillo that no member of the union be permitted to join or remain a member of American Guild of Variety Artists, a 4-A 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 recessed.

Also on the international front, Argentina's Peron slapped a ban on broadcasts by foreign news correspondents; Voice of America was given a larger budget as it opened new plush penthouse studios atop the Interior Dept. Bldg. in Washington. Voice boosted its Russian language broadcasts in late April amid 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 the end of the year. Late in March, the company filed with FCC for 20 microwave radio relay links between Pittsburgh and Chicago to complete its New York-Chicago TV relay sys-

tem scheduled for mid-1950. Cable and relay expansion started a network scramble for time allocations.

A brief but healthy fight which extended through spring and early summer was engaged in 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 industrialist and broadcaster, for a gross in excess of \$2 million, radio's biggest independent station deal.

Newell-Emmett Co., New York advertising agency with a \$26 mil-

lion annual billing and radio-TV user, re-formed at yearend as Cunningham & Walsh Inc. John P. 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 WBIG Greensboro, on Jan. 13; Benjamin A. McDonald, general sales manager, Westinghouse Radio Stations Inc., on March 2; Morgan H. Sexton, general manager, KROS Clinton, Iowa, on March 27; Elmer J. Boos, vice president and treasurer, Crosley 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, WGWC Selma and WGWD Gadsden, Ala.; Ray C. Wakefield, 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.

FEW SALES STEM FROM VINEYARD (Ky.)!

Vineyard is a "gen-u-wine" Kentucky town—sweet, perhaps, but awfully low proof, and just too small for WAVE to cultivate. . . .

In fact, WAVE Bellows to just one Regal market—the Five Star, 27-county Louisville Trading Area. Here we really X-cell with a big market in which purchasing power is 41% above the State's average outside our Trading Zone!

So why not keep Mumm about Vineyard and squeeze your Gold Coin out of Louisville? Ask us or Free & Peters for the full case!

**LOUISVILLE'S
WAVE**
NBC AFFILIATE . . . 5000 WATTS . . . 970 KC
FREE & PETERS, INC.
National Representatives

1950

THE FIRST 9 1/2 months of 1950 saw broadcasting once again moving with the nation toward a semi-wartime preparedness footing, with radio and television officially designated "the nerve system of civil defense" in the emergency security program which followed the Korean outbreak on June 25.

Radio time sales continued at a high level. Television kept 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. A million-dollar "super-BAB" was projected to intensify radio's business-getting campaign.

Congress received bills to license networks, to forbid the broadcast of horse-race information, to ban alcoholic beverage advertising from the air—and enacted none. Efforts to negotiate a new NARBA to promote North American AM harmony have been and are still in progress. The decennial census was taken, preliminary reports showing a U. S. population of 150,520,000, with radio and TV set-ownership findings awaited. And FCC finally wound up the color television hearings—but not the color TV issue.

The Korean outbreak spurred radio and TV into action—and incidentally aroused some healthy fears of radio silence and TV blackouts, and of freezes, shortages and other restrictions reminiscent of World War II.

NAB won White House approbation for its steps to organize a Broadcasters Advisory Council, currently in the final phases of for-

mation. 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 Dept. placed radio 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 expelled Jean Muir from the *Aldrich Family* TV cast because of complaints that her name had been linked with Communist-front groups. In the ensuing controversy the American Federation of Radio Artists called for formation of a committee—probably including representatives of the networks and NAB, AAAA, AFRA, TV Authority and Assn. of National Advertisers—"to assure full security" against Communists and their sympathizers, and "at the same time preserve individual liberties."

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 on the networks remained steady, and broadcasters generally—both AM and TV—looked forward to new fall sales records. Receiver production has moved substantially ahead of 1949's, with 8,750,000 radio sets turned out in the first eight months while TV output in the same period, estimated at 4,146,000, was already 1,100,000 above the full 1949 total.

Looking back, BROADCASTING-TELECASTING YEARBOOK in January estimated 1949 AM-FM-TV time sales at \$460 million—an estimate later borne out by FCC's 1949 report, released in April, placing the overall total at \$459.8 million, a 10.3% gain over 1948. The breakdown: AM-FM \$426 million; TV \$33.8 million. There was no sign of TV inroads on AM sales.

Fearing TV's future effect, however, the Assn. of National Advertisers' powerful Radio and TV Steering 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 AM stations in TV markets. But the four networks rejected ANA's invitation to confer, and the question was touched only lightly at ANA's late-September convention, with indications that the steering committee would continue its studies but that each ANA member would handle his rate negotiations as he sees 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 network facilities, which already reached 28 cities, were extended to an additional 14 on Sept. 30, and the telephone company was at work on a \$20 million construction project approved by FCC in June to make coast-to-coast TV program service available by Jan. 1, 1952.

The number of TV stations on the air increased from 97 to 107, in 63 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 experiment in home study on the university level, via TV.

Video's Effect Covered In Jordan Report

The debate over TV's effect on other attractions intensified as the medium expanded. Final results of an exhaustive study conducted by Jerry N. Jordan were released in May, showing that television does not hurt sports attendance after the first-year novelty wears off. Yet several football conferences "experimentally" banned live telecasts of this fall's games. Further research was slated, under the joint sponsorship of the networks and the National Collegiate Athletic Assn.

The pace of television's development was clearly evidenced when Gillette paid \$800,000 for TV rights to the 1950 World Series—four times the 1949 figure—plus \$175,000 for radio rights.

In the radio network field, Liberty Broadcasting System climaxed three years of expansion by initiating fulltime service as the nation's fifth network on Oct. 2. Progressive Broadcasting System, a new organization offering daytime shows to local stations only, announced the same week that it has completed arrangements with about 250 stations and will start full operation on Nov. 26.

NAB Board Meeting Sets Organization Changes

NAB has had its share of headaches and organizational changes.

In a February meeting at Chandler, Ariz., the board gave President Justin Miller far-reaching powers; authorized the appointment of a general manager as No. 2 executive; revoked an existing 12½% discount in dues and increased small station dues; abolished its Radio Division; authorized appointment of a station relations director; raised NAB's budget \$100,000 to a total of \$798,000, and voted to proceed with plans for a million-dollar audience measurement successor to BMB.

At the NAB Convention in Chi-



Mr. Ryan

cago in mid-April—a convention attended by almost 1,500 member delegates and stressing broadcasters' responsibilities—the board named William B. Ryan, KFI Los Angeles, to the general managership effective May 1 under a three-year contract. Broadcast Audience Measurement Inc. was incorporated that same week.

A month after the convention, CBS resigned from the association, and two weeks later ABC followed suit, leaving NAB to face the problem of maintaining normal operations without the benefit of approximately \$65,000 in dues from the two networks. At the June board meeting, the \$798,000 budget was cut back to \$706,000.

In the June meeting the board also reaffirmed its desire to separate BAB from NAB, with April 1951 as target date.

Maurice B. Mitchell, first director of BAB, resigned effective Aug. 15 to join the executive sales staff of NBC in charge of new AM business development—a post he left in September to become general manager of Associated Program Service. Hugh M. P. Higgins, of WMOA Marietta, Ohio, was named interim director of BAB.

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

B. Walter Huffington, WSAP Portsmouth, Va., was named NAB station relations director in May. He died suddenly on July 13, and was succeeded in October by John F. Hardesty, of the Public Affairs Dept.

A feeling of harmony and confidence with the association management was evidenced 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 fulltime paid president under a reorganization plan approved at its annual convention in Chicago in June.

R. C. Sprague, Sprague Electric Co., was named chairman of the RTMA board and also succeeded R. C. Cosgrove as president pending selection of a paid chief executive. Bond Geddes, executive vice president and secretary for 23 years, retired to an advisory post Aug. 1 in line with plans announced earlier. James D. Secrest was promoted to secretary and general manager.

J. R. Poppele, WOR New York, was re-elected president of Tele-



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

vision Broadcasters Assn. in February when TBA held its annual television clinic in New York, and in June the association launched a nationwide membership drive.

No. 1 on FCC's 1950 agenda was the color television case. Hearings were completed in May and the Commission began its deliberations in early July. FCC's report came out Sept. 1, favoring the CBS system over those of RCA and Color Television Inc.

The Commission said it would hold up a pro-CBS decision on one condition—that manufacturers signify by Sept. 29 that they would build "bracket sets" capable of tuning CBS standards as well as present black-and-white. The set makers replied—some in sharp language—that they couldn't conceivably meet FCC's early November manufacturing deadline. The next move is FCC's.

Phonevision, Theatre TV Among FCC Problems

In other television fields, FCC in January announced plans for a hearing on theatre TV, and, in February, approved Zenith Radio Corp.'s request for a 90-day Phonevision test. This was to have started Oct. 1 but has been at least temporarily snarled 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 appli-

cants who violate anti-trust and other non-radio laws.

An all-out battle appears certain to develop over the Commission's Oct. 6 proposal posing the question of "temporary" rules to govern the amount of time TV stations may accept from any one network.

More favorably received by the industry 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 the one involving news-slant charges against G. A. Richards (KMPC Los Angeles, WJR Detroit, WGAR Cleveland), in progress since June.

Petitions filed against transit radio service, coupled with a Muzak 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 its staff on a functional foot-

(Continued on page 168)

Promotion Panorama of

A montage of display advertisements which appeared in the semi-monthly issues of **BROADCASTING—Broadcast Advertising*** during its first year—Oct. 15, 1931-Oct. 1, 1932.

*still copyrighted

Radio's Most Powerful Voice!

W S M

NASHVILLE, TENNESSEE

50,000 WATTS

NATIONAL CLEARED CHANNEL
650 KILOCYCLES

To the advertiser W S M guarantees intelligent and efficient sales and merchandising cooperation.

In the interest of the listener W S M continues the same friendly, high-class program which has made it "The Favorite Station of the South."

W S M

50,000 Watts 650 Kilocycles N. B. C. Network

Owned and Operated by
The National Life and Accident Insurance Company
INC.

BROADCASTING • September 15, 1931

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.

during the Convention and Mr. William G. Rambeau will be glad to give you complete information.

October 15, 1931 • BROADCASTING



STATION MANAGERS **
This **FREQUENCY MONITOR** is the answer to General Order 116

which requires you to install an accurate and approved frequency standard independent of your transmitter. The General Radio frequency monitor meets all requirements of accuracy, convenience, and price. Here are six good reasons for installing General Radio equipment:

1. **CONTINUOUS MONITORING** — Both the precision crystal oscillator and the deviation indicator operate continuously so that the transmitter frequency can be checked at any instant without changing switches or making an adjustment of any kind.
2. **VISUAL INDICATION** — The large meter shows frequency drift. Simply read the dial.
3. **ACCURACY GUARANTEED** — An accuracy much more than sufficient to meet government requirements is guaranteed.
4. **NEW CRYSTAL CIRCUIT** — A new circuit, which we believe to be more stable than any other, reduces frequency variations to ± 3 cycles even when tubes are changed.
5. **ALL ELECTRIC SYSTEM** — No moving parts except the battery to be more stable than any other, reduces frequency variations to ± 3 cycles even when tubes are changed.
6. **QUANTITY MEASURING EQUIPMENT** — The United States and the governments of Great Britain, Canada, Holland, Russia, and Japan are among our customers for precision frequency standards.

ASK YOUR CHIEF ENGINEER
We have and have complete details. We'll send you a "frequency monitor bulletin" at no cost to you. Address: Department C.

WE CAN SHIP FROM STOCK
everything but the made-to-order crystal
Order Now!

GENERAL RADIO COMPANY
CAMBRIDGE 4, MASSACHUSETTS

PRICE
\$550
COMPLETE
Less 9 Tubes

Reproduced from November 1, 1931 BROADCASTING

IF YOU ARE INTERESTED IN
The Iowa Market

We Are in Position to Give You

Certified Facts

regarding the coverage of

WMT

Write for detailed information

The Waterloo Broadcasting Co.
WATERLOO, IOWA

**PROFESSIONAL
DIRECTORY**

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineers
National Press Building
WASHINGTON, D. C.

CARL H. BUTMAN
Radio Consultant
National Press Building
WASHINGTON, D. C.

Page 25

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 first in strictly local listener interest in San Francisco. KYA is a regional station, and its programs are built by people who understand the program desires of the listener. That is why it has gained and retains listener preference in this area.

The listener preference of KYA is your assurance of advertising results. The sales messages from this station are accepted in the homes of our listeners who have learned to depend on this station for programs that are sincere. This listener preference means immediate profitable results for your product. Let this station deliver your message throughout this responsive territory. Our program department will be pleased to assist you. Write or wire for rates, coverage data, etc.

Electrical Transcriptions

We are equipped to handle programs by electrical transcription using WESTERN ELECTRIC single or double turntables, 33, 45 and 78 c.p.m.

PACIFIC BROADCASTING CORPORATION

988 MARKET STREET

1000 Watts .. 1230 Kilocycles

EDWARD McCALLUM, Manager

SAN FRANCISCO, CAL.

Page 22

BROADCASTING - June 1, 1932

IN THE FIRST ISSUE OF BROADCASTING

Oct.
15
1931

"On a Stream of Ether Floating"

[illegible]

World Broadcasting System, Inc.

World Broadcasting Building, 30 W. 17th St., New York City
SOUND STUDIOS OF NEW YORK, INC. (Subsidiary World Broadcasting System, Inc.)
179 King Street, West, Toronto
WESTERN ELECTRIC LICENSES
1 North Michigan Ave., Chicago
S-242 General 60

Western Electric
NOISELESS RECORDING

Pittsburgh, Pa.

Reproduced from December 12, 1949
BRO 45C 45FIRC

We don't claim
the World—
BUT

WPTF
at Raleigh
the capital of North
Carolina, is the only sta-
tion within a radius of 90
miles.

National, Local and NBC
Chain Clients have been
using this station with
profit—Why not investi-
gate?

1000 WATTS
Western Electric Radio
and Reproducing
Equipment

WJR

THE GOOD WILL
WJR
STATION

G. A. RICHARDS
President

LEO FITZPATRICK
Gen. Manager

Announcing

an increase in
Power to
10,000
WATTS

There is preference that alert advertisers are quick to use to widen markets for their goods and services. The technique is simple enough—closely parallel, in fact, to your procedure in other mediums of advertising.

And WJLB has a wealth of advantages. More power than all Michigan stations combined. More exclusive frequency channel in Michigan. Only one station operating 19 hours a day. Reaching a potential of 3,000,000 listeners in an area of 150 miles. Primary territory. At a lower cost than any other medium.

Only Exclusive Cleared Channel in Michigan

THE GOODWILL STATION, Inc.

Page 23

Place Your SPOT PROGRAMS

Where they will Produce Results

Electrical Transcriptions

WIP-WFAN

300 WATTS—610 KILOCYCLES

PHILADELPHIA'S PREMIER STATION
reach a potential audience spending 2 Billion Dollars Annually
WIP.WFAN uses the most modern Western Electric Apparatus
100% Modulation

33 1/3 and 78 R.P.M. Turn Tables

SEVERAL VERY DESIRABLE PERIODS ARE NOW OPEN
RATES ARE ATTRACTIVE

Write us wire immediately
for reservation.
WIP-WFAN Broadcasting Co.
Philadelphia, Pa.

BROADCASTING • October 15, 1935

*still copyrighted

PURCHASING & MARKETING
of
MONTRÉAL



Montreal and its immediate suburbs have a population of over a million and a quarter people. At the head of tidewater on the St. Lawrence River, Montreal is commercial and industrial metropolis of Canada and presents a concentrated market of unusually responsive purchasing power.

Montreal has 104,705 English families and in addition has 125,646 French families of whom

it is conservatively estimated that 65% speak and understand English... the predominant and essential language of trade and commerce.

The real wealth of the Montreal markets is in these English and English speaking families. They have money to spend, have many and varied needs. Tell them about *your* products over CFCF and VESDR.

SEND FOR
BOOKLET

CFCF

MONTREAL CANADA
and short wave station
VE9DR

OWNED AND OPERATED BY
N.Y.

VE9DR
OWNED AND OPERATED BY
CANADIAN MARCONI COMPANY, MONTREAL, CANADA
BROADCASTING

CANADA
May 1, 1932 • BROADCASTING

Reproduced from October 15, 1931 BROADCASTING

first
in North Carolina
and South Carolina

in power

WBT's 5000 watts makes it the most powerful station in the Carolinas; 100% modulation, full time and clear channel give fullest audience assurance.

... prestige
Pioneer radio, broadcaster of the South. WBT has
grown to its commanding position with a loyal
audience constantly increased in its varied and
colorful program schedule.

market

Here is a market well worth conquering! Rich, responsive, compact, it offers tremendous possibilities to manufacturer and advertising agency. Larking only in the razor-edged competition of metropolitan markets, the Piedmont Carolinas offer large rewards to aggressive invaders of commerce!

WBT's equipment and staff is competent to effectively promote any commodity; its executive are capable in executing broadcast advertising plans and programs productive of gratifying sales records. Get the details...

NOW!

WBT, Inc.

Station **WBT, Inc.**
Key Station of the Columbia Broadcasting System
Wilder Building Charlotte North Carolina

BROADCASTING • Broadcast Advertising

Page 54 • October 15, 1940

QUALITY is our keynote—NO one-minute announcements; NO phonograph record commercials; NO long-winded advertising plugs; but a Daily Parade of Quality Features.

That is why

THE WMAQ AUDIENCE IS A BUYING AUDIENCE

For rates and particulars, write or wire

WMAQ

Daily News Plaza, 400 W. Madison St., Chicago, Ill.

February 15, 1932 • BROADCASTING

A Million Dollar Market For Advertising— At 500 Watt Rates

Population 671,044 — \$284,955,000 Bank Deposits

Basic Outlet
of the
Columbia
Broadcasting System

Consistently Covered By

WOKO

Full Time Operation
W. E. Transcription
Equipment

**A Dozen Cities Concentrated in a 25 Mile Area—At 500 Watt Rates
And Remember, the State of New York's payrolls have not been cut.
The Capitol District of The Empire State can still spend!**

Page 21

BROADCASTING • March 15, 1932

A UNIQUE
RADIO SITUATION
IN
OMAHA

In the Omaha-Cornell Bluffs area KOHL is the favorite station of 61% of the total listeners. Few are the stations that can boast of such leadership.

A large market with money to spend is Omaha-Council Bluffs. Figures show retail trade now 90.4% normal. It's only full-time station of 1000 watts or over is KOIL. Write for new low rates.

Affiliated with NBC's Blue Network



THE TEST STATION
*"Voice of Barnsdall—
 the World's First Refiner"*
COMMERCIAL DIST. • OMAHA, NEB.

IS YOURS
a "drygoods" studio?

These are a few of the stations which have combined Acoustics and Sound Insulation with beautiful interiors:

W.B.C. W.N.A.C. W.B.N. W.D.O.D. K.Y.W. W.J.K.S. W.B.B.M.
W.M.Q.A. W.E.N.R. N.B.C. (Chicago & New York). W.H.K.
W.C.F.L. W.H.C. W.C.H.I. K.M.B.C. W.I.B.A. W.C.C.O.
W.M.C.A. K.Q.V. K.W.K. K.M.O.X. K.L.X. W.B.Z. W.W.V.A.
W.T.A.G. W.G.A.O.

USG Specializes in Studio Design

Sound Absorption	Sound Insulation
Acoustone	Floors
Acousteel	Ceilings
Sabnite "A"	Walls
Sabnite 38	Doors
Machinery Isolation	

Send for Complete Information

UNITED STATES GYPSUM COMPANY
302 W. ADAMS STREET
Chicago, Illinois.

BROADCASTING'S Early Thirties...

Reproduced from October 15, 1931 BROADCASTING

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 WCSH 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 — — —

WCSH

Portland,
Maine

Affiliated with the NBC
Basic Red Network

1000 Watts .. Full Time .. 940 Kilocycles

Owned and Operated by the CONGRESS SQUARE HOTEL CO.

Page 72 • October 15, 1940

BROADCASTING • Broadcast Advertising

Reproduced from November 1, 1931 BROADCASTING

The only chain-affiliated station in Washington taking electrical transcriptions.
SPOT YOUR SPOT
BROADCASTING OVER
WMAL
Washington, D. C.
500 Watts .. 630 K.C.
The station that completely covers that area of the United States that rates 4th in radio population percentage (U. S. Census).



EQUIPPED FOR THE ROAD

FIELD CAR EQUIPMENT AND PERSONNEL

READY TO DETERMINE THE COVERAGE of YOUR STATION

SCIENTIFIC methods for accurately measuring the coverage and "potential audience" of broadcasting stations are now available. These involve surveys in the field which determine both reception conditions as well as the strength of signal produced throughout the area served.

Our work is based on field experience with the problems of broadcast coverage, which dates back to the beginnings of broadcasting itself. The uniformity and impartiality with which we conduct our studies and computations result in a degree of accuracy never before obtainable and not capable of approach by other methods.

From field studies on your station we prepare a "CERTIFIED COVERAGE REPORT" analyzing both primary and secondary coverage data on the basis of United States Census Bureau population and receiving set figures.

THE NET RESULT IS ACCURATE COVERAGE DATA WHICH WILL COMMAND THE CONFIDENCE OF THE ADVERTISER.

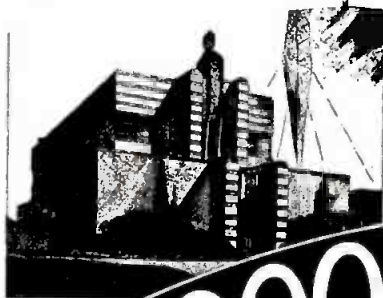
We will be glad to supply further information together with copies of coverage reports based on surveys we have already made.

Uniform Standardized Methods of Measurement
Impartially Applied to all Broadcasting Stations

JANSKY & BAILEY
NATIONAL PRESS BUILDING.
WASHINGTON, D. C.

Page 46 • October 15, 1940

BROADCASTING • Broadcast Advertising



50,000 WATTS

WCAU

PHILADELPHIA

announces the

OPERATION

of its

**NEW 50,000 WATT
TRANSMITTER**

NEW RATES EFFECTIVE
OCTOBER 1, 1932

SEPTEMBER 15, 1932

Rate Card Upon Request

NOW MORE THAN EVER

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

A. T. Sears & Son, Inc., make it possible for agencies to offer their clients efficient, effective service on radio accounts, without a dollar additional cost and without adding to their personnel. We maintain up-to-the-minute information on radio stations all over the country on markets and listener habits.

Use this information. Take advantage of Sears' Service; which, for many years, has been recognized as the last word in radio station representation. It includes, if you wish, the complete preparation and production of electrical transcription programs.

A. T. SEARS & SON, Inc.
Radio Station Representatives
520 N. Michigan Ave. Chicago, Ill.
Offices in Principal Cities

Page 26

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

WCLO's southern Wisconsin-northern Illinois

MARKET SURVEY

ENDORSED BY EDGAR H. FELLIX—SEE PAGE 44 OF JUNE 9 ADVERTISING AND SELLING

Now... a new scientific way to buy advertising... proven coverage with radio's conclusive pointing grounds... the listener. Write for your free copy. See how well WCLO covers the active southern Wisconsin-northern Illinois market with outstanding listener preference. Thousands WCLO programs via far beyond the best drive five most popular programs listened to in this area. This honest survey tells the whole story and tells it honestly. Write for your copy.

HAVE YOU INVESTIGATED THE NABC?

NATIONAL ADVERTISER'S PROVING GROUND

WCLO is affiliated with the Janesville Daily Gazette and has facilities to offer complete merchandise service and coverage. Audiences will be gladly given for thorough substantiation of your product or service.

WCLO RADIO CORPORATION

1000 Watts Janesville, Wisconsin 1200 KHz.
LATEST WESTERN ELECTRIC TRANSMITTER

BROADCASTING • July 1, 1932



1950

(Continued from page 163)

ing. The Common Carrier Bureau was set up in March; the Safety & Special Services Bureau in July. Yet to come: Broadcast Bureau, and Field Engineering & Monitoring Bureau.

Comr. George E. Sterling, whose term expired June 30, sailed through a Senate commerce committee hearing and won unanimous confirmation for a full seven-year term.

A number of major station sales have occurred. A new firm headed by William S. Cherry Jr., chief owner of WPRO-

AM-FM Providence, acquired WNEW New York from Arde Bulova and associates for \$2 million in a transfer approved in January. The *Dallas News'* WFAA bought KBTB (TV) Dallas for \$575,000-plus in March, and KLEE-TV Houston was sold by W. Albert Lee to the *Houston Post's* KPRC-AM-FM for \$740,000 June 1.

Atlanta Newspapers Merge Radio Properties

In Atlanta, merger of the powerful *Atlanta Journal* (WSB-AM-FM-TV) and *Constitution* (WCON-AM-FM-TV) was announced in March. WOIC (TV) Washington was bought by the *Washington Post's* WTOP (45% owned by CBS) from General Teleradio, operator of WOR-AM-FM-TV New York, for \$1,400,000 in July. General Manager Harry Maizlish became chief owner of KFWB Los Angeles in late September when he and Lansing Foundation bought the station from Warner Bros. for \$350,000.

What presumably would be the year's biggest money transaction, however, involved the Don Lee Network, a part of the estimated \$9 million estate of Thomas S. Lee, who died in a fall in January. The estate was offered for sale, and when bids were filed Oct. 6 there were two—one by General Tire & Rubber Co., which owns Yankee Network, and one by a syndicate including Industrialist

HEADS of delegations to NARBA Conference pose at opening plenary session Sept. 6 (l to r): Kenneth R. Ingraham 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 Pereyra and Arturo Melgar, Mexico; G. C. W. Browne, Canada, and Conference Secretary Jean Millot.

Edwin W. Pauley, Hoffman Radio Corp., a group of West Coast businessmen and bankers, and WOR New York.

Internationally, NARBA was in the limelight in February and March, when U.S. and Cuban delegations met in Havana in an unsuccessful attempt to smooth out their AM allocations differences, and again starting Sept. 6 when the overall NARBA sessions which convened in Montreal in 1949 were resumed in Washington.

On the national level, a board review of the government's communications policies and government and industry frequency uses—with a hopeful eye toward saving spectrum space and effecting economies in the communications field—was initiated by President Truman in February by creation of the President's Temporary Communications Policy Board, headed by former FCC Comr. Irvin Stewart.

'Lorain Journal' Hit In Anti-Trust Suit

In the courts, the U.S. Supreme Court upheld the generally established American standard of free speech in reporting crime news when it refused, in January, to review a 1949 Maryland court ruling against the so-called "Baltimore Gag Rule."

In the first case of its kind, a federal court in Cleveland ruled in August that the *Lorain* (Ohio) *Journal* was guilty of anti-trust actions against WEOL-AM-FM Elyria-Lorain, and the Justice Dept. came back with a proposed decree containing far-reaching terms almost certain to be appealed if the Cleveland court accepts them.

In Pennsylvania, the State Board of Censors lost—and television stations won—another round in the battle over censorship of TV films when the Third U.S. Circuit Court of Appeals ruled in September that states have no such censorship rights.

Another Federal court in Phila-

delphia dismissed a political libel suit against KYW Philadelphia in March, holding that a broadcaster is not liable for libel contained in an uncensored political speech.

Chief radio legislation enacted in 1950 stemmed from the increasing security mood of Congress.

To help carry the U. S. story abroad, the State Dept.'s Voice of America received a record appropriation of nearly \$60 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



PERHAPS the oldest active time salesman in radio today, Ben Wolff (r), 83, still gets his share of contracts at WFOK Milwaukee. Charles Lanphier, president and general manager, extends warm congratulations.

FCC opposed the measure.

The President's plan to reorganize FCC in line with the Hoover Commission proposals, vesting 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.); one by Sen. William Langer (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 WDBO 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 KENI Anchorage, on July 26; G. A. C. Halff, 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 authentic reporting of industry affairs throughout the years. We owe even more to you for your fearless editorializing on many problems that have beset our industry. Never stop!

My very best personal wishes for the next twenty years.

Clair R. 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 BROADCASTING will celebrate its 20th anniversary this October. Twenty years is a relatively short period of time in most industries but it almost covers the entire period of commercial broadcasting as we know it, and the history of com-

mercial broadcasting is splendidly recounted within the pages of BROADCASTING.

BROADCASTING under your guidance has served the industry well. It has given complete and accurate information and I take pleasure in joining with your many friends in wishing you and your staff continued success.

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

* * *

EDITOR, BROADCASTING:

As president of Radio Pioneers, I am delighted to welcome BROADCASTING into the twenty-year group of pioneers. All of us who have survived the pioneering era of broadcasting are familiar with the many fine contributions to the progress of our industry made by the publisher and editors of BROADCASTING.

Sol Taishoff individually deserves our praise and our appreciation for his stalwart defense of the industry and a free radio. His publication has kept full pace with the technical, economic and social advances of radio in the last twenty years.

I am sure everyone joins me in extending our best wishes for the future to him and to the entire editorial staff with every confidence in their continued service and success.

Frank E. Mullen
President
Radio Pioneers
New York

* * *

EDITOR, BROADCASTING:

BROADCASTING in a very real sense has grown up with the radio

COLUMBIA BROADCASTING SYSTEM, INC.

485 MADISON AVENUE, NEW YORK 22, N.Y.

PLAZA 5-2000

FRANK STANTON
PRESIDENT

September 29, 1950

Dear Sol:

Congratulations from CBS on BROADCASTING's twentieth birthday.

It occurs to me that we've grown up together in radio, for CBS was a youngster of only three when you arrived on the scene. And we've seen some wonders together; the headlong growth of an industry that is not only an impressive business enterprise, but an enormous social force.

Together we have watched radio penetrate the country, and in this penetration link the American people in a common community of interest.

And we have watched radio move beyond our national boundaries to become an international medium of exchange, offering great hope for better understanding between nations throughout the world.

I think you have every reason to be proud of the part BROADCASTING has played in charting and reporting this great American adventure.

And now we're watching another young giant, television, take its first seven-league strides. I'm confident that all of us can continue to look to BROADCASTING for the important news, information and opinion in television as in radio; and that the next twenty years will be even more useful and rewarding ones for both of us.

Sincerely yours,

Frank Stanton

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



THE SECRETARY OF COMMERCE
WASHINGTON 25

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

Dear Mr. Taishoff:

As your news magazine Broadcasting goes into its twentieth year, the radio industry continues to increase its importance in the lives of our citizens. During the past two decades many amazing improvements have been made in radio transmission and reception.

Today it is more important than ever before to satisfy the public thirst for news, entertainment, culture, and especially for enlightenment on topics which affect the destinies of all of us. I know that the radio and the relatively new television industry will work hard at the job of furnishing our citizens with facts and informed opinion. Democracy thrives in the bright light of truth. By furnishing the truth the radio industry can help keep us free.

Sincerely yours,

Mark E. Sawyer
Secretary of Commerce

industry during the past two decades. It has faithfully chronicled this growth and now is just as accurately covering an era which historians may call the Age of Television.

BROADCASTING as a trade magazine of the industry has not been only a trusted reporter of developments in the field; it has been more than that. Through its editorial columns it has served both as the staunchest friend of the radio and television industry and as its severest critic. If it had not successfully served in this capacity, I would not have this opportunity to salute BROADCASTING with a "well done" on its 20th Anniversary.

I know I speak for the entire industry when I say that the courage and purpose you have shown in the past two decades are the ideal guides to your continued success in the years ahead. Good luck and best wishes.

Edward J. Noble
Chairman of the Board
ABC

* * *

EDITOR, BROADCASTING:

Of all the various enterprises with which I have been engaged in my business career, I believe I have found more continuous in-

terest and satisfaction in my associations in the broadcasting industry. I believe that radio makes a substantial contribution to the life of the cities and states in which it operates by bringing its citizens many constructive entertainment and educational features.

My first association with radio began very shortly after BROADCASTING's founding, and I have watched with interest and approval your efforts toward the sound development of the industry by your coverage of its week-to-week activities. I wish for you the greatest continued success as we go forward into the new era of television.

Edward Lee Norton
Member, Board of Gov-
ernors
Federal Reserve Board
(Chmn. of Board, Voice
of Ala. Inc. and Florida
Broadcasting Co.)

* * *

EDITOR, BROADCASTING:

It is a particular delight for me to salute BROADCASTING on its 20th anniversary. I recall reading your first issue from cover to cover—and I never abandoned the practice during the past two decades.

BROADCASTING, like the industry
(Continued on page 172)

● CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. **Situation Wanted 10c per word—\$1 minimum. Help Wanted 20c per word—\$2 minimum.** All other classifications 25c per word—\$4 minimum. No charge for blind box number. One inch ads, acceptable, \$12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to **Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.** **BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.**

Help Wanted

Managerial

Opportunity for sales organization manager, WNEW type operation, independent station experience, car, necessary. 1000 watt fulltime up-state New York station going 5000. Write full qualifications. Box 576F, BROADCASTING.

Station manager, newspaper owned MBS outlet, 15,000 Nebraska town. Prefer good commercial man, fully experienced. Will share profits with man who proves himself. Permanent. Box 601G, BROADCASTING.

Experienced radio man to take charge production, programming, etc., do some selling, local fulltime station in growing east coast community of 15,000. Opportunity to buy interest requiring 5-6 thousand. Will stand full investigation. Reply fully in confidence. Box 603G, BROADCASTING.

Opportunity to invest in and manage 250 watt station midwest town 15,000. Present owner has other business interests. Good deal for right man. Box 625G, BROADCASTING.

Help wanted. Commercial manager, capable of acting as general manager. Outstanding opportunity, with brilliant future in large major eastern market for man who can give references as to selling ability. Box 695G, BROADCASTING.

Salesmen

Progressive local station wants aggressive salesman. Permanent to right man. Must have car. Salary and commission. East coast. Immediate. Give full details and picture. Box 604G, BROADCASTING.

Experienced, reliable, effective salesman for California network station in medium sized market. Lucrative proposition for producer. Minimum competition. Box 715G, BROADCASTING.

Salesman capable of writing own copy. Permanent. Leading station eastern city 70,000. Salary plus incentive arrangement. Give full particulars, references. Box 720G, BROADCASTING.

Southern salesman, a man currently employed in a southern station is wanted for a responsible sales position with a growing, aggressive organization. Must be experienced, friendly, able to overcome being "out-of-town," able to travel to southern city for interview at own expense. Salary, car allowance, plus commission. Send photo and full particulars with reply to Box 730G, BROADCASTING.

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

Salesman, experienced. Starting salary \$125.00 per week plus commission. Do not apply unless you can produce billing records of present or previous employment. 5000 watt ABC affiliate, WMAW, Milwaukee, Wisconsin.

Announcers

Network affiliate Rocky Mountain area has opening for announcer-copywriter. Send transcription and full details with first letter. Box 909F, BROADCASTING.

Announcer, first class ticket, small town, southwest. Must be good. Experienced. We want quality. Box 675G, BROADCASTING.

50,000 watt southern station need a No. 1 newscaster, able to gather and write for top rated periods. Our newscasters are tops so we need a top man. You must write and broadcast. Send all details first letter, including disc, picture and samples of writing to Box 686G, BROADCASTING.

Experienced announcer, handle news and straight shift with ability to run tables and console. Midwest NBC affiliate. Box 733G, BROADCASTING.

Help Wanted (Cont'd)

Combination announcer-engineer. Good working conditions. Top salary. Housing no question. Wire Box 704G, BROADCASTING.

Announcer-engineer, top quality experience announcers. Box 724G, BROADCASTING.

Announcer with ticket. One year experience announcing. Start \$225 raise in six months. Phone or wire J. B. McNutt, KBUD, Athens, Texas.

Announcer-engineer needed immediately. Must have had two or more years experience announcing and handling all types programs. Average-to good-combo men not wanted, as this job is open only to top talent. Pay is in full accord. Must show stability and a good record of service which will stand inspection from the station where you are now employed. Air mail qualifications including draft or reserve status to KNCM, Moberly, Missouri.

Wanted. Combination announcer-engineer. Send all details and disc to WBHF, Cartersville, Georgia.

Combination announcer-engineer, send history, picture, disc, minimum starting salary, references, draft status. H. R. Winsor, WBYS, Canton, Illinois.

WGCM, Gulfport, Mississippi, has opening for experienced announcer, send complete information and audition disc.

Hill Billy DJ, engineer, will pay high salary if you have first phone and the personality to run a top hill billy DJ show, in one of south's richest rural markets. Rush disc, tape or wire; background details; WKUL, Cullman, Ala.

Combination announcer-engineer, first class ticket, Virginia daytimer independent. Living accommodations available. Send disc and letter giving reserve or draft status. WNNT, Warsaw, Virginia.

Wanted: Announcer, south Georgia independent wants experienced announcer, one that can write copy. Write or call WVOP, Vidalia, Georgia. Telephone 327.

Wanted immediately. Announcer, combination man, program director. Jobs waiting. Bert Arnold, Keene Road, Clearwater, Florida.

Technical

Men with at least 8 years combined electrician and radio experience to install and maintain custom built audio devices. Must want to travel throughout any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of experiences and references. Box 764D, BROADCASTING.

Combination man or straight engineer interested some sales work. Good salary, station, city. Box 680G, BROADCASTING.

Wanted, chief engineer for 1000 watt network affiliate, with previous experience as chief. Work includes full shift on transmitter. Box 696G, BROADCASTING.

Electronic engineers. Graduates with broadcast experience preferred for development and field work with good future. Send resume, photo, advise salary desired and availability. Box 718G, BROADCASTING.

Engineer, first phone. Experience not necessary. State qualifications. Box 725G, BROADCASTING.

Applications invited from engineers residing in New England area for permanent employment with an established regional station. Starting pay \$75.00 for 40-hour week, paid vacation and sick leave. Box 728G, BROADCASTING.

Immediate opening for first class engineer, car necessary, no announcing. Salary open, apply in person, KXJK, Forrest City, Ark.

Help Wanted (Cont'd)

Wanted: Engineer-announcer, combination man. Must have first class ticket. Call Lyle Motley, Chief Engineer, WBTM-FM, Danville, Virginia.

Transmitter operator. No experience necessary. Good working conditions. Conveniently located. Write for details. Chief Engineer, Radio Station WCNC, Elizabeth City, North Carolina.

Production-Programming, others

Wanted—Program director 1000 watt southern independent. Program director also handles early morning show directed rural audience. State salary desired and reference first letter. Box 661G, BROADCASTING.

Young man or young lady to take over writing, copy work at successful, progressive southern station. Box 679G, BROADCASTING.

Capable young woman to handle book-keeping, billing and air daily woman's show. Small livewire NBC affiliate midwest. Air mail photo and complete details. Box 681G, BROADCASTING.

California small market network station needs versatile experienced program director. Excellent opportunity for right man. Send full details Box 714G, BROADCASTING.

Copywriter-salesman, salary and commission, unusual opportunity. New York State NBC station. Submit background, copy samples, availability. Box 719G, BROADCASTING.

Woman continuity editor, some air work. Prefer experience but consider all applicants. Air mail photo, details. J. B. McNutt, KBUD, Athens, Texas.

Opening now for copy man. Some announcing. Small station, congenial staff, WAYB, Waynesboro, Virginia.

Punch writer. Well paying position open for young man who can make commercial copy stand up and sell! Send sample copy, qualifications, photo and salary expected to Program Director, Station WFDF, Flint, Michigan.

Wanted: Young lady to direct traffic, write some copy, along with other station details. State age, salary desired, experience and photo. Radio station WJXN, Box 786, Jackson, Mississippi.

Situations Wanted

Managerial

Managing director, long experience, available for revitalizing station operations not now profitable. Knows every phase of station management from A to Z. Good judge of personnel. Will accept remuneration on percentage of increased profits, a straight fee, or a combination of both. Only interested in 1 kw, or more, fulltime. Box 132G, BROADCASTING.

Manager, program director, salesman. Highest industry references and requisites. Can cover all phases station operations and produce going concern. College degrees; average age, 30. Can assume control of new CP or turn losing station into profitable operation. Sound, long range policy. Large and small market experience. Expert low cost operation. Desire to relinquish control of present station. No fly-by-night investors need apply. We are reliable, sound radio businessmen. Box 497G, BROADCASTING.

Manager over 18 years experience net and independent stations. Box 560G, BROADCASTING.

Manager, emphasis on sales, desires contact with owner whose station is operating in the red. Owner must be willing to pay a percentage of profits. Highest quality references, proven background of developing money making community service stations. Box 612G, BROADCASTING.

All in one from manager to DJ, including first phone license. 4½ years experience, specialize in special events. Have copyrighted giveaway show. Southwest preferred for \$50.00 a week. For details dial Box 620G, BROADCASTING.

Sales manager, not a desk executive. Does most of the selling himself. Many years selling experience with independent and network stations. Family man well over draft age. Now in Ohio. Available at once. Box 627G, BROADCASTING.

Situations Wanted (Cont'd)

Now employed manager. Strong on management, sales, publicity. All phases radio, public relations, newspaper. Writer. Young, proven record, educated, top references. Good man for net, agency, station, private firm. Capable making more money, want it. Box 664G, BROADCASTING.

Manager-commercial manager. Solid radio man, 4 years newspaper display. 12 years radio management and sales. Large and small markets, strong on sales and sales promotion. Can keep overhead down. Prefer midwest. Box 691G, BROADCASTING.

Manager, understands all phases for profitable operation. Program and sales expert. Licensed engineer. Full experience. Box 692G, BROADCASTING.

Manager. Record of 14 years successful management small stations, desires to locate in south or west. Box 699G, BROADCASTING.

Manager, bottom to top background, all phases of radio. Extensive experience independent and network affiliates. Proven efficient low budget operator. Box 700G, BROADCASTING.

Manager—Sales, programming. 25 years with metropolitan network stations every phases operations. Desire locate east or midwest metropolitan areas. Excellent industry references. College. Box 713G, BROADCASTING.

Salesmen

Salesman—Extensive background includes announcing, copy, programming, production, selling. Desire permanent opportunity in good station, friendly community. Box 667G, BROADCASTING.

Announcer-salesman. Early bird or midnight show. Experienced. Excellent references. Over draft age. Box 674G, BROADCASTING.

Ambitious young lady. College graduate, journalism, three years radio work, selling, announcing, continuity. References. Prefer California, northwest. Prefer "selling" job. Box 687G, BROADCASTING.

Manpower shortage? Maybe. Newspaper shortage? Maybe. I too, am looking for "security"! Also looking for advancement. However, if you're daytime operation, FM, or independent, please do not answer. Otherwise, will forward complete resume of my salesability. Box 722G, BROADCASTING.

Announcers

Sportscaster, currently working baseball and football in the southeast. Three years experience in calling college basketball and hockey. Looking for basketball and/or hockey work. Preferably in the northeast. College graduate and draft exempt. Box 563G, BROADCASTING.

Draft exempt announcer, newscaster. Long on training and talent. Short on experience. Hard worker. Family man. Age 31. Now on west coast. Prefer west coast or Ohio. Disc, pictures available. Box 596G, BROADCASTING.

Experienced combination man available immediately. Desire permanent position. Married, car. Box 610G, BROADCASTING.

After October 15th this experience can be yours: Three years every phase top station announcing: newscaster three years model center; over a year news editor, plus a year directing programs. Family man, conscientious, congenial. A solid bulwark your staff awaiting right proposition. References, details on request. Box 624G, BROADCASTING.

Sports announcer, experienced play-by-play baseball, boxing, basketball. All replies considered. First class license. Box 638G, BROADCASTING.

Aggressive young man with training wants announcing position. Good diction, specialize in disc, news. Disc or personal audition will prove. Box 641G, BROADCASTING.

At liberty. Experienced announcer who prefers a midwest location. Box 642G, BROADCASTING.

Network play-by-play man and sports commentator. Available soon. Now employed. Money secondary, year-round play-by-play essential. Midwest or far west preferred. College graduate. Ex-athlete. Box 646G, BROADCASTING.

Married vet with family. Net voice, programming, copy, accountant, 4F. Three years radio. \$60.00. Box 660G, BROADCASTING.

Morning man, 29, veteran, single, two years experienced, DJ—can operate console, news and sports. Will travel. Box 662G, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, thoroughly trained in all phases of radio including operation of console. DJ. News, sports. Draft exempt. Travel anywhere. Box 663G, BROADCASTING.

Announcer. DJ news four years experience. Employed only indie serving metropolitan area of 500,000. Disc available. Box 665G, BROADCASTING.

Interested southwest—Available two weeks notice. No bragging build up of self, just good hard worker. Experience, sales, remote interviews, announcing, kiddie quiz shows. General all-round man. Married. Salary must be good. Come well recommended from present job. Box 666G, BROADCASTING.

Experienced announcer. Young, ambitious. DJ, news, remotes, etc. Box 673G, BROADCASTING.

I can't get a job without experience and I can't get experience without a job. Therefore I will work four weeks for you without pay and then leave you. You have no obligation whatever. I'm good! Box 677G, BROADCASTING.

Attention station managers. Your station in the red? Your Hooper down? You need a personality man. Am averaging over 300 letters per month on a 250 watt. Have highest Hooper in five radio station towns. Doing hillbilly, pop, sports, desire change. Present management knows of desired change. No floater. Married. two children. Box 678G, BROADCASTING.

Announcer with flair for programming wants job with alert station. Married, 32, 6 years experience, college grad, non-reserve status. Dependable, capable, permanent. Box 684G, BROADCASTING.

Staff announcer, 28, single, 1 year experience, desire to hook up with progressive outfit, disc, references. Box 706G, BROADCASTING.

Sports. Looking for permanent location. 4 years experience play-by-play all sports. 25, married, no children. Have handled major network sport interviews. Now employed. Available with two weeks notice. Can apply top references and play-by-play discs. Write Box 707G, BROADCASTING.

Job wanted as disc jockey. Special kind of show, "Latin American Show." Age 22. Single. New York experience, will travel. Box 709G, BROADCASTING.

Announcer, experienced all sports, news, topflight basketball play-by-play, college grad, veteran, disc available. Box 710G, BROADCASTING.

Announcer-NBC trained. Three years general experience, knowledge of music, college. Family, draft exempt. Box 712G, BROADCASTING.

Recent graduate of Stanford-NBC Radio Institute desires position in western states, announcer, producer, programming. Expect modest salary, married. Disc sent on request. Box 716G, BROADCASTING.

Announcer. Single, 26. Medically discharged veteran. Metropolitan 5 kw experience. College education. Sober, industrious staff man. References, disc, photo on request. Box 721G, BROADCASTING.

Announcer-disc jockey. Two years experience, draft exempt, single, relaxed style, east. Can write, produce, program. Box 723G, BROADCASTING.

Need a top newsmen? Bright disc jockey? Ace sportscaster? I'm your man! 12 years proving it. Transcription, available. Box 726G, BROADCASTING.

Experienced announcer, work console, late twenties, draft exempt, available immediately. Box 727G, BROADCASTING.

Newlywed, draft exempt vet. Age 31, 6 foot two, 172 lbs., neat, good mixer. College education plus NBC Radio Institute. Can handle farm programs. Anthony A. Krancunas, 3822 N. Troy, Chicago 18, Illinois.

Announcer, 7 years experience, family, desires position as staff announcer. Exceptionally capable, sports, disc jockeying. John Mackin, 552 W. 183rd St., N. Y. 33, N. Y.

Staff sports announcer. 3 years play-by-play and commercial announcing, college grad. Contact Mike Wynn, 370 Columbus Avenue, NYC. Phone TR 7-2617.

Technical

Engineer, 32 months transmitter, remotes, tape recordings. Army radar experience. Graduate RCA Institute, N. Y. C. Presently employed. Box 473G, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, license, degree, 12 years experience. Box 528G, BROADCASTING.

Young man with 1st phone, seeking engineering position, no experience but ambitious, willing to learn. Northeast preferred. Box 533G, BROADCASTING. Chief engineer invites correspondence with established broadcaster. Long creditable experience in all phases engineering includes multi element directionals. Draft proof. Ready for TV. Top references. Box 545G, BROADCASTING.

Engineer, experienced, first phone. FM trans and control remotes, recording, own car. Box 585G, BROADCASTING. Am 4F, single and over 25. Want chance to become first class engineer. Have had some practical experience. am taking correspondence course from Capitol Radio Engineering Institute. Am willing to start on low salary. Will go anywhere. Box 648G, BROADCASTING.

Chief engineer, management-minded, non-union. Available after November First. Best references, good character. Veteran, age 28, married, one child. Box 670G, BROADCASTING.

Operator-announcer, dependable, industrious, college graduate, no local accent. 2½ years in small eastern station wants to locate in the west. Box 671G, BROADCASTING.

Graduate of School of Radio Technique wants first job, trained in all phases of broadcasting, including operation of console. Vet, married, draft exempt, prefer south. Box 676G, BROADCASTING.

Engineer, 1-year experience, trans. control room, remotes. Graduate leading school. First phone. Box 694G, BROADCASTING.

Engineer, 3 years 5 kw, 1 kw directional station. Transmitter, control, remotes, recording, all other phases. Graduate leading school. Trained for TV. Married, veteran, 28 years old, one child, have car. Box 698G, BROADCASTING.

Girl, holder of first phone license, desires position in radio. Will travel anywhere. Money no object. Write Box 701G, BROADCASTING.

Transmitter operator, reliable, capable, 3½ years experience in 250 watt, wants position in a larger station. Will go anywhere. Box 672G, BROADCASTING.

18 years 1st telegraph. 1st phone license, last five years 1 kw broadcast, looking for something better, anywhere U.S. Box 702G, BROADCASTING.

Engineer, licensed. Three years experience transmitter operation, maintenance. Studio controls, remotes. Car, will travel. Box 705G, BROADCASTING.

Engineer, 7 years experience, all phases of broadcasting. Draft proof. Desire middlewest. Box 708G, BROADCASTING.

Combination man. 1st phone license, vet, 23, single, sober, looking for future in radio, desires to settle in small New England community. Box 711G, BROADCASTING.

Engineer-announcer 3 years. Ditto college. 27, married, car, veteran. Amateur, employed. Offers? Box 717G, BROADCASTING.

First phone license. Recent graduate of top radio school. Will accept job anywhere. Inexperienced but full of ambition. Norris Buehler, Wilson, Kansas.

First class ticket. Tech school grad. Want experience, vet, V. Daley, 280 E. Burnside Ave., NYC.

Broadcast position wanted: Young man, 26, ex Navy radio operator. Hold first phone and telegraph license. Active ham. Travel anywhere U. S. Charles Glock, 137-35 Springfield Blvd., Springfield Gardens, New York.

Veteran, first phone license, leading school graduate, experience wanted. Robert Gori, 2158 Crotona Avenue, Bronx, N. Y.

Chief engineer, 15 years in radio, 6 as chief, powers to 5 kw, complete construction experience, personnel supervision, age 36, family. Prefer southwest coast, consider other than chief if power high and chances of advancement good. Excellent references. Available approximately 30 days. Quintin Prochaska, KDIX, Dickinson, N. Dak. Phone 172.

Vet, 1st phone. Graduate 2 leading schools desires experience. William Rogel, 1275 Grant Ave., New York, N. Y.

Situations Wanted (Cont'd)

Veteran with first phone, experience in radio, television repair. Single, will travel, desires permanent position. Mike Torruella, 546 W. 180th St., N. Y. 33, N. Y.

Production-Programming, others
PR man, experienced copywriter. News analyst. Also announcing. Draft exempt. Box 406G, BROADCASTING.

Woman's program director; formerly with northwest CBS affiliate, available immediately. Proven sales-building personality. Background, more than ten years radio, major networks, vocalist, actress, script writer. Scrapbook, transcription available. Box 595G, BROADCASTING.

Good copywriter, 8 months experience daytimers northeast. No announcing, but traffic, console. Male, 20. Mature and responsible. Box 668G, BROADCASTING.

News-caster-editor—Experienced in writing news and commercial copy; journalism training; MA Degree. 24. Single, draft exempt. Presently employed, but seeking betterment, preferably with conservative eastern metropolitan station; references, copy, audition disc furnished. Box 669G, BROADCASTING.

News editor. Thoroughly experienced at getting and writing fast paced news show. Top emphasis on local news and features. Veteran. 29. Write Box 688G, BROADCASTING.

PD, newsmen, A.P. experience, 27, married, military exempt. Got rebuilding job? Box 689G, BROADCASTING.

Program director-announcer. In two years reached top at local N.Y. market indie. Seek similar program position, or announcing job at larger outlet, if advancement possible. Excellent idea man and administrator. Know sales, promotion. Tops on play-by-play. Married. B.F.A. Cum Laude, radio N.E. preferred, will consider and answer fully all inquiries. Disc and references on request. Box 690G, BROADCASTING.

Program director, fine announcer, first class license, plenty of common sense and experience. Box 693G, BROADCASTING.

Perhaps I'm the man you've been looking for in your news department. Chief qualifications: honesty, industriousness, accuracy. Experienced, veteran, married. Highest references. Desire far west location. Box 731G, BROADCASTING.

Program director-announcer. Head complete programming department (music, announcing staff, continuity, production). Hard worker, dependable, draft exempt. Excellent references. Available immediately. Minimum salary \$60. Sam McLaughry, 8521 S. Loomis Blvd., Chicago. Phone Triangle 4-1459.

Television

Technical

Attention TV chief-engineers: If you prefer to train your own personnel, try me. 26, single, 3 years all phases AM-FM studio and transmitters. Willing and able to learn from bottom up. Box 633G, BROADCASTING • TELECASTING.

Production-Programming, others
Former production head, TV packager. Background production, direction, theatre, TV, radio, seeks assistant TV production position with station, agency, packager. Box 685G, BROADCASTING • TELECASTING.

For Sale

Stations

Complete studio building available, complete with wiring and air conditioning-heating system. Control room, studio, three offices, news. Can be moved anywhere. Box 729G, BROADCASTING.

Equipment, etc.

Never used, original factory wrapped model 210-A Hewlett Packard square wave generator. \$117.50 Box 683G, BROADCASTING.

RCA 1050-B transmitter 50 kw modified with factory built overall feedback and A.C. on all tube filaments. \$18,000 will buy it FOB Des Moines, which includes \$7200 worth of tubes and spare parts. Also Blaw-Knox diamond 530 foot guyed tower at \$10,000 FOB transmitter site including lighting fixtures. This is a proven structure and a buy. WHO, Des Moines 7, Iowa.

For Sale (Cont'd)

Two Federal field strength meters. Bureau of Standards certificates. Current use. Good condition. Box 732G, BROADCASTING.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never unrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

One Western Electric type 451-A1 250 watt AM transmitter with 3 sets of tubes and crystals for 1450 kc. United Broadcasting Co., 1143 Conn. Ave., N.W., Washington, D. C.

Wanted to Buy

Equipment, etc.

Wanted to purchase console, turntables, microphones and 1000 watt transmitter. Box 703G, BROADCASTING.

Wanted: Used 5000 watt AM transmitter. State condition and price in first letter. Al Tedesco, WKLK, Cloquet, Minnesota.

Help Wanted

Announcers

NEWSWRITER-ANNOUNCER

Experienced combination news-writer-announcer needed by 50,000 watt midwest radio station. Excellent opportunity. Send background, picture and disc to

BOX 544G, BROADCASTING

WSTA, St. Thomas, Virgin Islands

needs a combination man with first phone; emphasis announcing. Won't get-rich-quick during initial stages; but the right man will find opportunity in this year-round resort area comparable to that afforded in States. Disc, photograph, salary requirements, first letter please.

Technical

National Broadcasting Co.

Needs . . .

Experienced Engineers

Expanding television technical operations requires engineers with commercial television operating experience or standard broadcasting control room experience. Apply Room 505, 30 Rockefeller Plaza, New York, N. Y.

Situations Wanted

Announcers

Progressive stations and agencies. After two-year absence Stanley Vainrib, former star NBC coast-to-coast network program "Dr. I.Q." announces return to radio-TV. Subject nationwide publicity campaign can add prestige, business to your organization. Ten years all phases: announcer, newscaster, DJ, MC, PD. Desire permanent association stable organization in talent and/or executive capacity. Prefer New York, California; consider other localities. 31, married, two children, vet, service exempt. College. Best references. Personal interview call or write Stan Vainrib, 2820 Avenue "S", Ensley Highlands, Birmingham 8, Alabama. Telephone: 6-5310.

(Continued on next page)

For Sale
Stations

only station in rich lowa market

AAAAA

Realistically priced by absentee management. No brokers.

Box 682G
BROADCASTING

RADIO STATION FOR SALE

250 watt independent, New England. Only station in city. Small, but important market. Write Box 605G, BROADCASTING.

Equipment, etc.

MOBIL TV UNIT

Attention TV stations: Here's your chance to buy an ACF-Brill bus, completely equipped for use as a mobil TV unit, at a reasonable price. Unit adapted from 1946 32-passenger, air-conditioned, cross-country bus. Roof platform reached by trap door. Excellent tires and mechanical condition. Driven less than 25,000 miles since completed in April, 1948, by WLW-Television. Have two other mobil units so this one is no longer needed. No technical equipment included. Call or write J. R. McDonald, WLW, Cincinnati 2. Phone CHerry 1822.

Anniversary Open Mike

(Continued from page 169)

it services so well, has gone through quite a transition in its laudable years as a trade journal. The appearance of the word TELECASTING in its mast-head is a case in point.

Whether it be aural or visual, broadcasting has become a vital force on the American scene. By the same token, BROADCASTING, being a visual delight at all times—and extremely "vocal" when the occasion demands—has established itself as a vital force in our industry.

My sincerest well-wishes for many more decades of service to the broadcasters of America.

J. R. Poppele
President
Television Broadcasters Assn.

Midwest \$85,000.00

Fulltime network property located in excellent farm market. Business is good and station is profitable, but does not have fulltime management. Cash and net quick assets of \$15,000.00 included in purchase price.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
360 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

Southeast \$39,500.00

A fulltime independent in one of Carolina's booming markets. This facility is making some money, but needs one or two resident-owner-operators to take full advantage of real opportunity for profits.

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 personal and professional interest requires knowledge of radio developments.

Paul A. Porter
(Former Chairman, FCC)

* * *

EDITOR, BROADCASTING:

In the engineering vernacular, we salute BROADCASTING-TELECASTING for optimum service to the broadcasting and telecasting professions during the last two decades.

Throughout those years, we consulting engineering practitioners have learned to rely upon your 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 the forefront of its field, chronicling all of the radio-TV news that's worthy of print in the same honest, forthright and courageous fashion that has animated your wholesome progress since those chewing-gum and haywire days of 1931.

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

Andrew D. Ring
President
Assn. of Federal Communications Consulting Engineers

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

RCA Building, Radio City, New York 20, N.Y.

CIRCLE 7-3300

NILES TRAMMELL
CHAIRMAN OF THE BOARD

September 19, 1950

Mr. Sol Taishoff
Editor and Publisher
Broadcasting Magazine
870 National Press Building
Washington, D. C.

Dear Sol:

On behalf of the National Broadcasting Company I want to extend to you our heartiest congratulations as you begin your twentieth year of publication of Broadcasting and Telecasting Magazine.

The past twenty years during which Broadcasting Magazine was founded and flourished and expanded have, indeed, been the most significant in the history of the world.

During the past two decades sound broadcasting grew into a communications medium which reaches virtually every home in America. In a much shorter span of time television was born and outstripped the predictions of its most optimistic prophets by so quickly capturing the heart and imagination of the people.

And, during the same two decades Broadcasting Magazine, which now includes Telecasting Magazine, has on its intrinsic merits won for itself the affectionate support of the broadcasting industry and a permanent place in the hearts and minds of all of us. The extensive and complete news reports to which we have become accustomed in reading Broadcasting, its penetrating, brilliant and witty editorials, the well researched trend and statistical articles, the attractive typography and format and your continuing ability to meet and break impossible deadlines with last minute news bulletins are assurance that in the many years to come Broadcasting will always be of indispensable value to those of us in radio and television advertising and related industries.

Again, heartiest congratulations from all of us in NBC.

Cordially,
Niles Trammell

Niles Trammell

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

James D. Secrest
General Manager
Radio-Television Mfrs. Assn.

* * *

EDITOR, BROADCASTING:

As one who has the pleasant recollection of having stood by during the founding of your magazine;

ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS

Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer-Operator. Includes announcing, writing, selling, drama, news editing, production programming, disc jockey.

100% placement of Combination men
Veteran Approved, Housing Arranged
Write for free catalogue

NORTHWEST BROADCASTING SCHOOL

531 S. W. 12th • PORTLAND, OREGON

and of having watched its day-to-day growth over a 20-year period, I am most gratified to be able to congratulate you on your accomplishments. I have an even stronger wish that the future development of BROADCASTING will continue in the same fine tradition.

The position of BROADCASTING as the spokesman and one of the great actuating 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 freely. One such comment would be that sometimes you act your age. Take that in whatever way you like.

As one, too, who has been a continuous advertiser in BROADCASTING throughout 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.

Glenn 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

American Broadcasting Company, Inc.

30 ROCKEFELLER PLAZA • CIRCLE 7-5700

NEW YORK 20, N. Y.

MARK WOODS, our guest

September 25 1950

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

Dear Sol:

Here is my short note for inclusion in your 20th anniversary issue if it meets with your approval:

"For the past two decades BROADCASTING has played a triply important role for the radio industry. First, as an outstanding compendium of news and information. Second, as a spokesman for the industry and as an important link between it and government. Third, as a stern guardian watchful of broadcasting, prompt to point out shortcomings and shortsightedness, eager to espouse the highest aims and aspirations of radio.

"Now, with television emerging into full stature and with AM broadcasting continuing its vigorous part in the national economy, the part played by BROADCASTING-TELECASTING will live up to the fullest implications of the obligation laid upon it to continue in its triple role. At the start of its third decade of service to the industry, I am happy to salute it and to wish it well."

Sincerely yours

Mark Woods

MUTUAL BROADCASTING SYSTEM • INC

WORLD'S LARGEST NETWORK

1440 Broadway, New York 18, N.Y. Telephone: Pennsylvania 6-9600

FRANK WHITE
PRESIDENT

October 3, 1950

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

Dear Sol:

BROADCASTING has turned a big milestone, and now stands just one year short of voting age. This surely calls for congratulations, and I am sure that my greetings are echoed by the Mutual personnel here at headquarters and by all of the 536 stations which comprise this largest of broadcasting networks.

But I happen to feel that anniversary celebrations can be over-emphasized in this business of ours. Radio itself has always been measured in terms of its specific results at 8:30 Tuesday night, say, or at 11 A.M. across the board. So, while radio's decades of longevity are, of course, significant, perhaps even more important is the day-to-day and week-to-week service which radio renders both to its listening audience and to its sponsors.

That is why my honest respect for BROADCASTING is based on the constructive job it does for the industry every Monday morning -- rather than on the twenty candles which happen to decorate its cake today.

Cordially,

Frank White

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



PINNED for 20-years' service with Westinghouse is W. C. (Bill) Swartley (r), WBZ Boston station manager. Doing the honors is Walter E. Benoit, vice president of Westinghouse Radio Stations Inc., himself marking 35 years with the firm.

Keel Appointed

APPOINTMENT of John J. Keel, consulting radio engineer, Wash-



Mr. Keel

ington, 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.

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 on its 20½-hour schedule.

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



On the dotted line . .

GREATER New York fans are assured of play-by-play broadcasts of all Notre Dame football games over WMCA, sponsored by General Electric Supply Corp. for GE Black-Daylite Television and Hotpoint Appliances. Setting deal are (l to r): Seated, Charles Roberts, adv. mgr., GE Supply Corp.; Norman Boggs, WMCA exec. v. p.; standing, Richard W. Brohm, WMCA account exec.; John S. Hicok, Hotpoint's eastern dist. mgr.; James H. Sheils, pres., Notre Dame Club of New York, and James G. McGoldrick, 1938 captain of Fighting Irish.



CLOSING purchase of 52 weeks of *Tomorrow's News Tonight* on KOOL Phoenix by Wolf & Burke Beverages (Blatz beer distributor) are (l to r): Seated, Frank Wolf, pres., Wolf & Burke; George Agnew, KOOL sales mgr.; standing, "Oddie" Burke, W&B; Charles H. Garland, KOOL.

PLANS for current football season are discussed at WHLI Hempstead, L. I., by (l to r) Bob Zellner, sports editor of *Newsday*, who is giving play-by-play descriptions of the nine high school games scheduled; Art Paterson, WHLI and Paul Godofsky, WHLI manager.



ARRANGING for Red Nichols (r), novelty music group leader, to make transcriptions for Dept. of Defense series, are Will Voeler (l), president, Universal Records Inc., Hollywood, and Lt. Jack Sorenson, USMC officer in charge of radio.

THE situation is well in hand as Major Anthony Caputo (seated) inks the contract making Uncle Sam sponsor of the Quantico Marines football games on WEAM Washington. Looking on with approval are (l to r) Nat Albright, WEAM sports director; Capt. J. M. Jefferson, USMC, and Howard Stanley, WEAM manager.



SMILING broadly is John S. Phillips (l), gen. mgr., WCAW Charleston, W.Va., as Tommy Woodrum of Woodrum's (retail furniture store), contracts for some 800 sports events on WCAW.

COOPERATIVE sponsorship of all San Jose State College grid games on KSJO San Jose, Calif., is set by (l to r): Seated, Charles F. Mallory, KSJO v. p.-gen. mgr.; Glen Hartranft, San Jose physical education dir.; Don Gilbert, Hoffman Radio & TV Corp.; standing, Ralph Shafor, Accent table shakers; Don Langendorf and Irving Langendorf, Langendorf Bakery.

SMILING broadly is John S. Phillips (l), gen. mgr., WCAW Charleston, W.Va., as Tommy Woodrum of Woodrum's (retail furniture store), contracts for some 800 sports events on WCAW.

District 3

(Continued from page 58)

York; Kendrick, Mr. & Mrs. Herbert, WHGB Harrisburg, Pa.; Levi, Win. BROADCASTING, Washington.

MacCosbe, E. E., WRYO Rochester, Pa.; MacKenzie, Grace, WGBI Scranton, Pa.; Mahoney, James T., program consultant, New York; Marcoux, Rudy, WCMB Lemoyne, Pa.; Martin, Thomas E., WEEU Reading, Pa.; Matta, William G., WLOR Braddock, Pa.; Mattiot, J. E., and McCollough, Clair, WGAL Lancaster, Pa.; McFarland, C. H., WEIR Weirton, W. Va.; McKibben, Bill, WACB Kittanning, Pa.; Meeker, Robert, Robt. Meeker Assoc., New York; Megargee, Madge A., WGBI Scranton, Pa.; Merrill, Mr. & Mrs. Glacus G., WHAR Clarksburg, W. Va.; Metzger, T. W., WMRF Lewiston, Pa.; Midlen, John H., attorney, Washington, D. C.; Milbourne, L. Waters, WCAO Baltimore; Miller, Clare I., WORK York, Pa.; Miller, Harold E., WGAL Lancaster, Pa.; Miller, Mr. & Mrs. Justin, NAB, Washington; Miller, Paul J., WWVA Wheeling, W. Va.; Moore, Louis, Robt. Meeker Assoc., New York; Morse, Otis, WJBA York, Pa.; Moren, James E., WJSW Altoona, Pa.; Murray, Louis H., WPAM Pottsville, Pa.; Myers, W. F., SESAC, New York.

Nelson, Robert R., WARD Johnstown, Pa.; Newburg, David, RCA, Cleveland; Nicely, Lloyd O., WEST Easton, Pa.; Patch, Campbell E., Johnstown, Pa.; Pelletier, Joe, WACB Kittanning, Pa.; Petrie, Charles R., WISL Shamokin, Pa.; Pontius, Don, Robt. Meeker Assoc., Chicago; Potter, David, and Potter, Jim, WNAE Warren, Pa.; Purvis, J. W., N. W. Ayer & Son, New York; Reilly, Philip J., WLBR Lebanon, Pa.; Richmond, Robert M., WCAO Baltimore; Rine, William E., WWVA Wheeling, W. Va.; Rosene, Marshall, WSAZ Huntington, W. Va.; Rothensies, Walter J., WBSA York, Pa.; Rounsley, Mr. & Mrs. N. S., WEEK Easton, Pa.; Sambrook, A. B., RCA Thesaurus, New York; Sanders, Robert E., WFIR Weirton, W. Va.; Scheue, John D. Jr., WFIL Philadelphia; Scott, Herbert, and Seifick, Bob, WARD Johnstown, Pa.; Shannon, Jayne M., J. Walter Thompson Co., New York; Shein, Alice, WETH Williamstown, W. Va.; Skinnell, Julian, WLBR Lebanon, Pa.; Smith, Charles E., WMMN Fairmont, W. Va.; Smith, Ed K., WCMB Lemoyne, Pa.; Smith, Frank R., WBVP Beaver Falls, Pa.; Smith, Homer R., WKOK Sunbury, Pa.; Smith, Jos. L. Jr., WJLS Beckley, W. Va.; Snyder, Jack, WFBG Altoona, Pa.; Sonis, Berton, WTIP Charleston, W. Va.; Stearns, Frank M., AP, Washington; Stoner, George L., Johnstown, Pa.; Strine, Leroy K., WORK York, Pa.; Surrick, John E., WFBR Baltimore.

Thompson, Mr. & Mrs. Roy F., WRTA Altoona, Pa.; Tidmore, A. V., WPPA Pottsville, Pa.; Tito, Thomas A., WLTR Bloomsburg, Pa.; Trace, Bob, WMEW Meadville, Pa.; Traugh, Henry M., WKBO Harrisburg, Pa.; Tuhy, Stephen, Jr., attorney, Washington, D. C.; Union, Will, WVAM Altoona, Pa.; Walsh, J. Gorman, WDEL Wilmington, Del.; Walter, Robert G., WYAM Altoona, Pa.; Wells, Mr. & Mrs. Pierre, Lang-Worth, New York; White, Paul G., WEIR Weirton, W. Va.; Williams, David R., Standard Radio, New York; Young, Mr. & Mrs. Bill, Lang-Worth, New York; Zaharis, N. C. (Nick), WTIP Charleston, W. Va.; Zimmerman, Fred, WPAR Parkersburg, W. Va.

Canada Training

WITH TELEVISION still to come as a Canadian medium, there is an increasing interest being shown in Canada in training TV technicians, program producers, actors and other personnel. The Ontario government's Ryerson Institute of Technology at Toronto has started its second fall course in television broadcasting procedure. Also at Toronto, the Academy of Radio Arts has started a TV department, and this fall and winter will give 18 twice-weekly, two-hour lectures at Toronto, Vancouver and Montreal, with short term courses at Calgary, Winnipeg, Windsor, Ottawa and Halifax, under the direction of Andrew N. McLellan.

SPORTS FEES

Pa. Group Seeks 'Yardstick'

YARDSTICK of fees for coverage of high school athletic events, to remove discrimination and exorbitant charges, will be sought by the Pennsylvania Assn. of Broadcasters in conference with educational officials.

Meeting Oct. 5 at Bedford, Pa., just before the NAB District 3 session, the PAB board named a committee to meet Oct. 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 tell college officials the type of training needed in radio courses. Annual PAB meeting will be held the first weekend in June 1951, at Galen Hall, Wernersville.

Attending the PAB board meeting were:

Mr. Diehm; Frank R. Smith, WBVP Beaver Falls; David Bennett, WKBO Harrisburg; George Joy, WRAC Williamsport; Charles Denny, WERC Erie, Pa.; T. W. Metzger, WMRF Lewistown; Roger Clipp, WFIL Philadelphia; George D. Coleman, WGBI Scranton.

PAPAL AUDIENCE

Lamb Visits Pope

POPE PIUS XII is much more accessible than many other important men and talking with him is not difficult—he speaks a number of languages fluently—reports Edward Lamb, president of WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio, 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 broadcasters and editors. Mr. Lamb also stated that WICU was among the first, if not the first station, to show the Pope on television on film secured through the office of Bishop John Mark Gannon. He pointed out that WTVN also scored a scoop in this connection.

WQUA to CBS

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