

## REINSCH TO WHITE HOUSE

On Tuesday, April 17, President Harry S. Truman announced the appointment of James Leonard Reinsch to the position of Administrative Assistant to the President, serving as Press and Radio Secretary for the White House.

Leonard Reinsch needs no introduction to broadcasters. Widely known throughout the industry, and held in high esteem, he comes to Washington from Atlanta, relinquishing the duties of Managing Director of WSB, Atlanta, WHIO, Dayton, and WIOD, Miami, stations comprising the radio interests of former Governor James M. Cox, who made him available at Truman's request.

At the February meeting of the NAB Board of Directors (NAB REPORTS, Vol. 13, page 83), Reinsch was elected Director-at-Large for Large Stations to serve the unexpired term of Hugh Feltis who resigned to head up the newly organized BMB. Reinsch was also nominated as a candidate for the new term beginning July 1. He is also a Director of Broadcast Music, Inc., and a member of the NAB Legislative Committee.

Mr. Reinsch has advised NAB that his new duties will require his full attention, and his resignation from all industry affiliations will soon be offered.

Born in Streator, Illinois, in 1908, Leonard Reinsch's first professional contact with radio was with WLS, Chicago, in 1924 where he went on the air as interlocutor in a minstrel show.

Attending school at the time, he found radio to his liking and in 1928 accepted a full time job with the same station as announcer, later to become a salesman. Attending Northwestern University concurrently, he was graduated with a B.S. Degree in Commerce. He was a winner of the D. F. Kellar award with a thesis on radio merchandising. This resulted in a request that he prepare a suggested curriculum for radio to be submitted to the Medill School of Journalism at Northwestern.

Agency work and station activities occupied his time until 1934 when WHIO was acquired by the Cox interests; he served as general manager at this station, later being assigned to WSB and full supervision of all Cox radio interests.

President Truman first became acquainted with Reinsch in November 1943, when he appeared as a witness before the Senate Interstate Commerce Committee.

Former Democratic Press Director Paul A. Porter, now Chairman of the Federal Communications Commission, chose Reinsch to head the radio department of the Democratic National Committee last June. He handled all technical radio arrangements for both Roosevelt and Truman during the campaign.

Reinsch was married in 1936 to Phyllis McGeough, of Chicago. They have two children, Penelope Lu, 6½, and James Leonard, Jr., 5.

## "GREATEST RADIO PERSONALITY"

Paul A. Porter, Chairman of the Federal Communications Commission, in an address delivered on the occasion of the inauguration of the first television multiple relay linking Washington, D. C., and Philadelphia, on Tuesday (17) characterized the late Franklin D. Roosevelt as "the greatest radio personality we have ever known." Chairman Porter's address follows:

"The inauguration of this first television multiple relay, the linking of the nation's capital with our third largest city, is a historic milestone in our progress towards a nationwide system of television. It is a historic advance towards the realization of the American dream of bringing the people and their government closer together.

"This achievement comes at a time when our hearts are still heavy over the passing of him who blazed the trail and demonstrated the superior ability of radio to further this noble aim, who was indeed the greatest radio personality we have ever known.

"We cannot help regretting that national television was not available in time to enhance his efforts to bring Washington closer to the people. We rejoice, however, that demonstrations like this one assure us that sooner or later such a system will be available to the American people and their presidents.

"In any era and circumstance the character and talents of Franklin D. Roosevelt would have loomed large in the affairs of mankind. But in radio broadcasting they found their greatest medium of expression—a momentous meeting of man and mechanism.

"It is difficult to estimate how much more radio could have added to America's understanding and appreciation of this personality if television had been widely available to give us a new dimension to sound broadcasting. Then, to that golden voice coming out of the darkness of the loud-speaker, there would have been added the glowing, moving, living image of the man himself. All Americans everywhere could have seen his eager, animated, expressive face, his buoyant smile, his whole-souled chuckle when especially pleased, his deadly seriousness when deeply moved, the little mannerisms which were so much a part of his personality. That Franklin Roosevelt, even without this new miracle of sight wedded to sound, was able to transmit so much of his personality through the blackness of the night, is a testimony to his peculiar affinity for the broadcasting art and to his dynamic spirit.

"Although he had talked over the radio often before, the first demonstration of his unique power to rally a nation in time of crisis came on the occasion of his first inaugural address. Radio history was made that day. In that dark, fear-ridden hour in 1933 when Franklin Roosevelt first took office—when we were on the brink of chaos, when faith in the eternal rightness of our democratic way burned low in many hearts—in that fateful hour, Franklin Roosevelt's courageous, confident words ended retreat and we started on the road back.

"How often since then, in times of great emergency, have we turned, almost instinctively, to our radio to listen to that beloved voice, to have our inspiration renewed, our conviction reconfirmed.

"As the President came to grips with his tasks, he continued to talk directly and frankly to the people. Radio became established as the most potent force in revivifying



J. H. Ryan, *President*

C. E. Arney, Jr., *Secretary-Treasurer*

Lewis H. Avery, *Director of Broadcast Advertising*; Robert T. Bartley, *Director of Government Relations*; Helen A. Cornelius, *Asst. Director of Broadcast Advertising*; John Morgan Davis, *General Counsel*; Willard D. Egoft, *Director of Public Relations*; Howard S. Frazier, *Director of Engineering*; Dorothy Lewis, *Coordinator of Listener Activity*; Paul F. Peter, *Director of Research*; Harlan Bruce Starkey, *Chief, News Bureau*; Arthur C. Stringer, *Director of Promotion*.

our democracy. The business of government was brought to the firesides. Intricate problems of statecraft were taken out of the heavily dignified granite office buildings of Washington and translated by the chief executive into simple, understandable terms, and conveyed by a sincere, warm, vibrant, friendly voice.

"By his example, others were encouraged to turn to the microphone to reach the people and the radio quickly became a national forum, an institution so necessary under a system of government, of, by and for the people.

"Now we look forward to a great new force in our democracy—television. There are today only six commercial television stations in operation, but the intense interest in future development is indicated by the fact that more than 100 license applications for new stations have already been filed with the Federal Communications Commission; this despite the fact that no new construction can be undertaken until materials and manpower are again available.

"There will be obstacles—obstacles of a technical and an economic nature—which must be overcome before television can be made available on the same widespread scale as sound broadcasting. But the manner in which obstacles have been conquered one by one by the imagination and boldness of the sound broadcasting industry gives us every hope that the same qualities will win out in television.

"The opening of this new Multiple-Relay tonight is an example of the vigor with which the problems of television are being attacked. The creation of networks is the heart of the problem of how to expand television into a nationwide service.

"The Philco Corporation is to be congratulated on pioneering in this vital aspect of the television art. Its vision and enthusiasm thus give it a distinguished 'first.' This demonstration is a harbinger of exciting things to come.

"In due time, thanks to this spirit of enterprise, television will grow into a giant capable of serving us in many ways which we do not now even comprehend. Television will turn on the light. The illumination will go far, we hope, to drive out the ghosts that haunt the dark corners of our minds—ignorance, bigotry, fear. It will be able to inform, educate and entertain an entire nation with a magical speed and vividness. It can hasten the process of reconstruction. It can be democracy's greatest handmaiden by bringing the whole picture of our political, social, economic and cultural life to the eyes as well as the ears.

"That that democracy is the best way of life yet discovered is attested by the somber drama of this very time. The greatest leader and statesman of his age is taken from us in the midst of a tragic war, with staggering problems of peace ahead. Without interruption, the second in command takes over. The ship of state plows on without a moment's swerving from the course. The people of every party mourn the pilot who is lost and rally behind the new man at the wheel. All else is thrust aside for the greater welfare of the nation. A striking demonstration of unity in a war-torn, shell-shocked world."

## BROADCASTERS PERFORMANCE RECOGNIZED

Universal recognition has been given to the quiet and efficient manner in which the broadcasting industry interrupted its normal operations on the afternoon of Thursday, April 12, and carried to the people of the nation word of the loss of the man who had served them as President through twelve troubled years.

During the short span of its existence radio broadcasting has served through two great world catastrophes—its most severe depression and its deadliest war. Fulfilling their obligations of public interest, convenience and necessity, broadcasters have many times responded promptly and effectively to the challenge of fire, flood, tornado and other calamities which have threatened large segments of the nation's people. This has brought to broadcasters experience in handling emergencies and the public has instinctively turned to radio for its information and guidance.

Radio in this latest and most sudden emergency demonstrated its impressive stature. Tributes in appreciation and gratitude have been widely expressed on the floors of Congress, in the editorial columns of newspapers, large and small, in the "Letters-to-the-editors" columns and in private communications addressed to leaders in the industry. In all radio has been commended for a task well done. Limitations of space make it impossible to reprint but a small portion of these expressions. Here are a few:

### On the Floors of Congress

On the floor of the Senate on Monday (16) Senator Carl A. Hatch (D-N. M.) spoke as follows:

"Mr. President, the press of the Nation, the radio, through its programs and by its commentators, leaders in Congress, officials of the Nation, men and women in every walk of life—in fact, all the people of America—without regard to politics or other selfish consideration, have responded in our Nation's hour of sorrow, sadness, and tragedy in a manner such as the world has never before seen. Not as a public official but as an American citizen, I rise today to express my gratitude for the superbly wonderful way in which these tremendous forces have met what to a less courageous people might have meant disaster.

"Press and radio—friend and foe of the previous administration alike—through editorial comment, through the news services, and in every possible way, rose to the occasion with a patriotism never before witnessed in any country. Had the communications systems been directed and controlled, as they are in many countries of the world, the tributes to the departed Commander in Chief and the good will expressed for the incoming President could not have shown a more united spirit than was demonstrated here in free America by concerted, purely voluntary, and wholly cooperative effort inspired only by patriotic devotion to the Nation's welfare."

On the following day (Tuesday, 17) in the House, Honorable Emanuel Celler (D-N. Y.) had the following to say:

"Mr. Speaker, a word of praise and commendation might well be spoken concerning the broadcasting companies for their exemplary handling of the news of the late President Roosevelt's death and the ceremonies attendant upon his funeral. The dignity and seriousness of the programs were in keeping with the solemnity of the occasion. From the moment the news of his death was flashed at 5:49 p. m. Thursday to the close of Sunday broadcasting, there was not a so-called commercial plug over the airways. Such commercial programs as were retained were carefully examined to see that they would not violate the spirit of mourning which gripped the Nation. Therefore, I acclaim these national networks and local stations."

Still another member of Congress, the Honorable A. S. Mike Monroney (D-Okla.) on Wednesday (18) made the following remarks:

"Mr. Speaker, I cannot let the opportunity go by without paying a well-earned tribute to the radio industry for the appropriate way they handled the most important story of the death of our beloved President over the week end.



## FCC PROPOSES RULES REVISION

### Affecting Stock-Contract Reporting

The Federal Communications Commission on Tuesday (17) adopted a resolution to the effect that public interest, convenience, and necessity may be served by deletion of rules 1.361 and 43.1 and the substitution of other rules relating to financial, ownership and other reports of broadcast licensees. The complete text of the Commission's order will be published in a special bulletin.

The Commission's order states that oral argument will be held before the Commission on May 21 at 10:30 a. m. It further states that any person desiring to participate in the oral argument shall so notify the Commission before May 9, and all persons desiring to appear must also file a brief.

"The entire industry rose magnificently to the occasion in handling this national tragedy with appropriate feeling and with an appreciation of the deep sense of loss that the Nation had suffered.

"Within seconds after the fateful news of President Roosevelt's death had been flashed to the world they dispensed with all commercialization of their programs and dedicated the next few days to complete and appropriate coverage of America's deep mourning.

"With great speed announcers, commentators, program directors, and file men assembled, wrote and edited radio programs that set a new high in that field.

"This is a splendid example of responsibility of public service and their highly appropriate and intelligent operation showed an understanding and an appreciation of the power of their medium by both the stations and the national networks.

"All this was done at a great financial sacrifice to both, as almost all stations killed all commercialization of their programs to more appropriately observe the occasion. The sacrifice ran into millions of dollars, which was gladly yielded without question because the occasion was of national importance to warrant it.

"If any occasion were needed to demonstrate that the radio has come of age, this certainly marked that occasion."

### From the Newspapers

The Washington, D. C., *Star*, under the caption "An Impressive Performance" editorialized as follows:

"It seems to *The Star* that the Nation's radio networks and individual stations deserve high commendation for a display of good taste in their manner of presenting to the Nation the tragic news of President Roosevelt's death and his journey through Washington back to his final resting place at Hyde Park.

"By spontaneous agreement and over a period of more than seventy-two hours, hundreds of advertising programs, carefully rehearsed and scheduled long in advance, were either dropped or revised to eliminate distasteful commercialism and to bring them in tune with the spirit of the occasion.

"As a result, the radio news and the accompany tributes to the late President were delivered on a plane befitting the dignity of a Nation in mourning. The simple beauty of many of the programs and the admirable restraint of the reporters and commentators established a mark, in the performance of a public service, which is the source of as much satisfaction to the public as it must be to the radio industry."

An editorial "Radio Demonstrates Its Worth," appears in the April 16 issue of the *Sheboygan (Wisconsin) Press*:

"Radio throughout the country established a new high in service to the nation, when all of the networks joined in tributes to the late President.

"From the hour of Mr. Roosevelt's death, all commercial programs were cancelled and the facilities made available for covering the funeral arrangements, and tributes from the entire world. The combined networks furnished a wreath in words that brought forth solace in a nation's gloom. Programs came from every state in the Union, and one was more beautiful than the other. Men of all religious beliefs went on their local stations, nation wide, and the great heart of America responded. From Hollywood came programs carrying the voice of some star or commentator well known in the radio world.

"It was the first time that a President had died since radio had reached the point of world coverage, and it justified all that has been claimed for it.

"All through Thursday afternoon from the hour of Mr. Roosevelt's sudden death and until the final services at Hyde Park Sunday morning, the facilities were made available for memorial programs. The entire world is indebted to radio in a service that this generation will never forget."

Norman Siegel, veteran radio editor of the *Cleveland Press*, had this to say in his column of April 17:

"A Noble Achievement: Radio reached its peak as an instrument of public expression in bringing to the world the full impact of the tragedy that befell mankind in the passing of Franklin D. Roosevelt. Never in the 25 years of American broadcasting has radio made itself so felt as it did during the sad hours which brought the past week to a close.

"Ignoring cost and its set pattern of programming, radio met the challenge that the President's death presented and for three and one-half days devoted its full energies and time to the memory of a "Man of Radio," its greatest voice, which had been silenced by the master of all men.

"The tragic words that brought news of Roosevelt's death were still being teletyped into that first shocking sentence when radio went into action. Within 10 minutes after the initial flash had been broadcast, network chiefs cleared the airwaves of everything but news and tributes to the late President. All programs were cancelled indefinitely. Those regular shows, sustaining and commercial, which were not in keeping with the solemnity of the occasion, were revised or dropped entirely.

"From 4:49 p.m. Thursday until yesterday morning radio, which once brought the masterful voice of Franklin D. Roosevelt to the world, transmitted tributes to his memory from leaders in every walk of life. Eulogies, music, news of global reactions, and descriptions of personal contacts with the President were substituted for the regularly scheduled programs.

"The technical and news staffs which were on alert duty to cover the events of the impending 'V-E Day' instead assumed the burden of bringing to the world the highlights of this great tragedy. In the first seven hours following Roosevelt's death NBC put on 72 special programs. Columbia, Mutual and the Blue Network of the American Broadcasting System established similar records.

"The cost to the networks in the loss of commercial revenue and added expense of substitute musical programs ran in the neighborhood of \$4,000,000. It far exceeded the service performed by radio on 'D-Day' and such other momentous historical events of recent war years as 'Pearl Harbor Sunday' and the nation's entry into the conflict to preserve democracy. It was the crowning achievement of the 20th Century wonder of communications.

"The number of outstanding programs that were broadcast are too numerous to tabulate in the short space of a newspaper column. Among the most inspiring was the two-hour tribute that emanated from Hollywood Sunday night, on which the great names of the entertainment world humbly paid their respects to the memory of a friend. In this hour of international sadness radio came closer to the hearts of the public it serves than it ever has in the quarter-century of its existence."



## Listener Writes

Signed by Charlotte F. Degen of Upper Montclair, N. J., the following letter appeared in the "Letters to the Editor" column of the New York Times of April 17:

"At this time it seems proper that some public mention be made of the fitting tributes all national networks and local stations made during the three days of national mourning for our great deceased leader.

"Radio set the keynote for a reverent public to express its devotion and thanks to our and the world's outstanding statesman. His spirit lives on now, stronger than ever, to inspire us to make certain his peace aims are fulfilled.

"It is gratifying to know at what heights radio can extend its tremendous facilities and wealth of talent."

## News Columns Pay Tribute

The New York Times of April 16, under the heading "Air Commercials Resume Today" contains the following:

"The greatest coverage radio ever gave to a news story ends this morning for the broadcasting stations and networks of the nation when they resume regular commercial programs that were dropped for almost eighty hours to give an eager public an up-to-the-minute account of the passing of Franklin Delano Roosevelt.

"From the moment news of his death was first flashed at 5:49 p.m. Thursday, through the close of Sunday broadcasting, there was not a 'commercial plug' over the airwaves. Such commercial programs as were retained were carefully examined to see that they would not violate the spirit of mourning that gripped the nation and these were introduced solely with a sponsor identification.

"A survey of the major networks and of typical smaller metropolitan stations showed that all had adhered rigidly to this voluntary rule. All are resuming regular broadcasting in a group.

"In addition to straight news, piped into the broadcasting stations by the nation's great news services and newspapers, the radio did an extensive job of 'spot coverage' that kept the listening public in close touch with developments.

"The stations and networks also picked up the tribute of the great, the reactions of the people themselves, the memorial services and the proclamations. This they put on the air together with the commentary of noted news analysts on the effects of the death of this leading world figure.

"When the news slowed, the great music of the ages was heard—symphonies, spirituals, hymns, folk music—much of it beloved by the late President.

"London, Paris, Moscow, Rome, Chungking, Guam, Honolulu, the Western Front and even Okinawa were brought in on specially prepared programs."

## RYAN WIRES PRESIDENT TRUMAN

Harold Ryan, President, National Association of Broadcasters, dispatched the following telegram to President Harry S. Truman soon after word had been received of death of late President Franklin Delano Roosevelt.

"AT THIS CRITICAL TIME WHEN YOU TAKE UP THE GREAT BURDEN LAID DOWN BY YOUR MAGNIFICENT PREDECESSOR, THE BROADCASTERS OF AMERICA JOIN WITH YOU AND THE NATION IN BEREAVEMENT. LOOKING TO THE MASSIVE PROBLEMS BEFORE YOU, BROADCASTERS PLACE AT YOUR INSTANT COMMAND THE FACILITIES OF THEIR STATIONS WHICH FRANKLIN D. ROOSEVELT USED SO EFFECTIVELY."

## PATT MAKES SUGGESTION

John Patt, WGAR, Chairman of the NAB Public Relations Committee, in a telephone message to headquarters this week, suggested that all stations make individual expressions of loyalty and cooperation to President Harry S. Truman by means of telegrams and personal letters.

## RADIO CARRIES SERVICES FROM TRUMAN'S CHURCH

Grandview, Missouri, was suddenly thrust into the national spotlight last Sunday (15) when special religious services were held at President Harry S. Truman's church, the Grandview Baptist, by the Rev. Wilbern Bowman, pastor and friend of Mr. Truman.

Radio Station KXOK in a special arrangement with KCMO broadcast the services to the people of St. Louis and its environs. The President, a member of the church congregation for the past 29 years, was represented at the services by his mother who is also a member of Rev. Bowman's church.

## MEMORIAL SOLICITING NOT AUTHORIZED

Attention of broadcasters is directed to a statement issued on behalf of the Roosevelt family by Basil O'Connor, friend and former law partner of the late President Franklin D. Roosevelt, in which Mr. O'Connor announces that no one has been authorized to solicit "funds in the name of the former President at this time, regardless of the purpose to which the proceeds are to be utilized."

"It has come to our attention," said Mr. O'Connor, "That funds are being solicited in the name of the late President."

It is suggested that broadcasters explain this to any well meaning organizations or groups that may approach them on this subject.

Mr. O'Connor later issued a statement saying that Mrs. Franklin D. Roosevelt has approved plans to create a suitable memorial, and had asked him to form a committee for the purpose of selecting the memorial.

It has not been revealed whether funds will be solicited or accepted.



## KIWANIS RADIO WEEK PLANS ARE PROGRESSING RAPIDLY

### Harold Ryan to Address Omaha Kiwanis May 16

The wires were busy between Chicago and Washington this week as Kiwanis headquarters reported mushrooming developments in Kiwanis Radio Week, scheduled for May 13-19 throughout the United States and Canada.

NAB's Special Twenty-Fifth Anniversary Bulletin No. 7 also brought response from broadcasters who are participating as guests of honor and as speakers and program chairmen at local Kiwanis Club meetings between those dates.

Harold Ryan, NAB President, will address a combined meeting of the Kiwanis Club and other civic organizations of Omaha, Nebraska, on May 16, the Kiwanis meeting having been changed from Friday to Wednesday of that week in order to extend hospitality and recognition to the NAB Board of Directors, meeting in Omaha May 16-17. Active in this planning is John J. Gillin, Jr., WOW, NAB Board member and host Director for this meeting.



## Advance Publicity

Kiwanis International did not embark on Kiwanis Radio Week as a "publicity stunt" but to pay sincere homage to the broadcasters of America. Therefore it remains with the stations themselves to give this event the news coverage it deserves in their communities, both prior to and during the actual presentation of Certificates of Citation. Items in station news broadcasts, interviews with Kiwanis officials prior to the week of May 13-19 and previews of any special program productions should furnish material for advance publicity, programmed in proper relation to the news of the day.

## Speakers, Programs for the Occasion

Due to the fact that Kiwanis Radio Week is the occasion for recognizing local station management, local broadcasters are the logical selection as speakers for the meetings. An abundance of material will be found in Special Twenty-Fifth Anniversary Bulletins 1 to 6, together with Harold Ryan's speech, "Radio's Public Service in Time of War."

The Citations cover radio's service during the period of its past history, including its enviable war record, therefore a resume of its quarter century of operation in the public interest is more suitable than remarks limited to prophecy of the future.

Some stations have elected to combine their talent facilities and produce a dramatization of radio's history by means of a news and special events round-up covering the period of 1920 to 1945. This may be accomplished in at least three ways: 1. Live, and broadcast from the Kiwanis Club meeting, or transcribed for delayed broadcast. 2. Transcribed and played back at the meeting and broadcast later in the day with portions of the ceremony transcribed during the presentation. 3. Broadcast from studio and "beamed" to Kiwanis Club meeting, following or preceding broadcast of presentation ceremonies from the meeting.

In such productions stations should include the highlights of their own local public service, particularly as necessitated by local emergencies, floods or other disasters.

## Display This Symbol



A large illustration of the 25th Anniversary symbol, an artist's drawing at least five feet in height, with silver mike and black trim, dark purple banner and silver fringe and lettering, will be most acceptable behind the head table at your Kiwanis Club meeting.

## HOLLYWOOD REPORTER SALUTES RADIO IN SPECIAL EDITION

The *Hollywood Reporter*, using the XXV symbol and a silver motif throughout, tendered a one hundred page salute to radio in its twenty-fifth year from the motion picture capital on April 6.

Radio and screen stars are profuse with congratulations to the broadcasters on the silver anniversary of their industry. Headliners include Bing Crosby, Fred Allen, Frank Sinatra, Nelson Eddy, Dinah Shore, Fibber McGee and Molly, Ginny Simms, Jack Benny and several score names well known to movies and the ether, including music publishers, set and equipment manufacturers, agents and producers.

The cover portrays a symbolic figure holding aloft the XXV banner, with radio towers in the lower foreground.

A Foreword by Dr. Lee De Forest, followed by a statement from Harold Ryan, NAB President, precedes a Table of Contents heralding the literary contributions of leading broadcasters and "cinemair" figures.

Colorful border and page decorations depict milestones in radio's twenty-five year career, using numerous photographs.

The Special Edition, originally scheduled for the last week in December, 1944, was postponed to the April publication date.

It is hoped that each station and network library will have a copy as a valuable memento of Radio's Twenty-Fifth Anniversary.

## KWKH USES XXV SYMBOL

A letter has been received by Bruce Starkey, Chief, NAB News Bureau, from Fred Ohl, Manager KWKH, Shreveport, in which Mr. Ohl states:

"We have your letter of April 11 suggesting that we use the 'XXV' symbol on page one of *On the Level*.

"We shall certainly be glad to do this. It is a splendid suggestion."

*On the Level* is KWKH's house organ.

All station managers are urged to re-examine their publicity with a view to incorporating the XXV symbol in logotypes, etc. This is important in view of the accelerated tempo that will attend observance of 25th Anniversary during 1945.

## FCC RULE 2.41 AMENDED

The FCC has revised Rule 2.41 insofar as it affects radio stations other than broadcast stations, by the addition of a new section (b). For broadcast stations the requirement remains that construction shall commence within sixty (60) days from the grant of the CP, allowing an additional six (6) months for completion. In case of a radio station other than broadcast the date of commencement is not to be specified. In order that your set of Rules and Regulations may be up to date the complete new Rule 2.41 is reproduced below:

"2.41 Period of construction.<sup>5</sup> (a) Each construction permit for a radio station in the broadcast service will specify a maximum of 60 days from the date of granting thereof as the time within which the construction of the station shall begin, and a maximum of six months thereafter as the time within which construction shall be completed and the station ready for operation, unless otherwise determined by the Commission upon proper showing in any particular case.

"(b) Each construction permit for a radio station other than broadcast will specify the date of grant as the earliest date of commencement of construction and a maximum of eight months thereafter as the time within which construction shall be completed and the station ready for operation, unless otherwise determined by the Commission upon proper showing in any particular case."

The Government Printing Office has recently issued Part 2 of the Rules and Regulations, revised to December 19, 1944. Copies are available through Superintendent of Documents, GPO.

<sup>5</sup> See section 1.356 Rules of Practice and Procedure.



## FCC COMMITTEE MEETS

As a preliminary to the proposed radio listening survey contemplated by FCC in connection with the clear channel hearing, a sub-committee headed by Dalas Smythe, FCC Chief Economist, met in Washington on Wednesday (18). In addition to representatives of the Commission, industry research men were also present. Rosel Hyde, FCC General Counsel, and Clure Owen, Assistant Chief of the Broadcast Division of the Engineering Department, also participated.

Some differences of opinion were voiced by industry representatives to the FCC proposal. The industry view was that the survey should be broadened to include listeners outside of primary listening areas. It was specifically emphasized that the proposed survey in no way overlaps the project to be conducted by Broadcast Measurement Bureau. Incidentally, BMB was represented at the meeting by President Hugh Feltis. It is stated that the Commission hopes to complete the survey by mid-summer.

## "NOTHING LIKE NEWS FROM HOME" IS REACTION TO GLOBAL SHOWS

Mail from members of the armed forces to relatives, friends and radio stations continue to bring messages of thanks for "Let's Go to Town" programs produced in this country.

Today we quote from letters received in St. Paul and Schenectady, where Kenneth M. Hance, vice-president KSTP, and Earl J. Pudney, WGY, were Task Force Commanders.

### Schenectady

A navy Chief Pharmacist wrote his parents in Schenectady that he heard the program while the fleet was steaming into action and that it was a most welcome breath of the home town.

"Spec" Fowler, who appeared on the Schenectady show, conducts a column, "Seen and Heard," in the "Union Star"; and he has printed many of the letters. To show how news gets around he printed one letter received by Otis Clements, male member of "Otis and Eleanor", radio musical team, written them by a Keene, N. H., private. He heard the show under battle conditions as he neared the German border March 7.

"Surprised?", wrote the soldier—"I was amazed and it was grand to hear all the gang."

Douglas McMullen, formerly producer of television programs at WRGB, GE television station, heard the program in England.

"I closed my eyes as the familiar sights were described and marvelled at the magic of radio . . ." wrote an Army captain from "somewhere in France."

### St. Paul

An Ensign wrote while on duty on a mine sweeper in the Pacific area:

"Yesterday I got quite a surprise. We were all sitting around having dinner and the radio was on. I wasn't paying much attention until a familiar voice said, 'Does this sound familiar to any you? Snelling—Selby Lake—Kellogg Boulevard—and High Bridge Station.' Sure enough, it was a half-hour broadcast from St. Paul. . . . Gosh! I was never happier in my life . . . there isn't anything like news from home."

A Corporal wrote from Dutch New Guinea and a Major from the Philippines.

"Was I surprised," wrote the Corporal, "when it (the radio) started off talking about High Bridge, West Side, Robert and Seventh and University Avenue. Well, of

course, it was St. Paul and Brooks Henderson was the announcer."

Another Corporal wrote from Germany: "Being interested in my letters I paid little attention (to the radio). As the piece was being played it seemed to me that I had heard some mention of KSTP, so I jumped to my feet and went to listen and verify what I thought I had heard. It did not take me long to realize that it was Carl Karnstedt whom I had heard many times prior to my entrance into the army three years ago."

## More Show Completed

The following "Let's Go to Town" program has been received by Armed Forces Radio Service:

### DISTRICT XVI

Albuquerque. . . . . Frank Quinn, KOB, \*TFC

## HOME FRONT BOND-VICTORY NEEDED

"This nation needs a VICTORY on the home front to go along with victories on the fighting fronts in Germany, in Italy, in the Pacific. We need it for our peace of mind and to prove to our enemies that we stand united and determined behind our men at the front and our new Commander-in-Chief."

That's the first paragraph of a War Bulletin signed by Harold Ryan, NAB president, which is being distributed to all stations today.

Final section of the Bulletin deals with a plan for reporting to the nation, through radio and the press, a weekly story on radio's public service put back of the Mighty Seventh. Details will reach stations the first week in May.

## Extra Push in Lagging Areas

With a new high goal set for individual sales and for E Bonds, it's going to be necessary for Treasury territory sales officials to keep close watch on quotas. It is natural in the normal course of every war loan drive that there is considerable variation from city to city or area to area, in the speed with which quotas are being met. So that extra selling pressure may be applied in lagging areas as soon as a lag is detected, state chairmen of the war loan drive will notify regional OWI radio directors where support is needed. OWI regional offices in turn will notify stations of the situation and submit war bond announcements to station management in areas involved.

It is anticipated that this arrangement will go far toward quickly bringing lagging communities up to their quotas.

## "Sing for the Seventh" Is New ET Series

"I Know the Enemy," 4-minute transcribed Treasury series, has been killed. In its place stations will receive ETs of an entirely new series entitled "Sing for the Seventh". Like "I Know the Enemy", the new series consists of 21 programs of 4 minutes' duration, providing time at the opening and close for local sponsor messages.

Each program features a new war song by a well-known composer. Talent: Mark Warnow's orchestra, popular singers of radio and screen; Ralph Bellamy, master of ceremonies.

## OFFICE FORMS AND PRACTICES COMMITTEE MEETS

The NAB Office Forms and Practices Committee met in Washington on Monday and Tuesday (16-17). It was the first meeting of the committee since the NAB Board of Directors expanded its functions and gave it its new

\* Task Force Commander.



name—dropping the former designation of Accounting Committee.

Those attending were: John B. Conley, KEX, Portland, Oregon, Chairman; Kenneth Church, WCKY, Cincinnati; Harry F. McKeon, NBC, New York; Lloyd C. Thomas, KGFV, Kearney, Nebraska; Earl W. Winger, WDOD, Chattanooga, Tennessee; and Paul F. Peter, NAB, Washington, Secretary. Committee members Gene L. Cagle, KFJZ, Fort Worth, Texas, and S. R. Dean, CBS, New York, were unable to attend. Others of the NAB staff attending portions of the meeting were Harold Ryan, President; C. E. Arney, Jr., Secretary-Treasurer; Robert Bartley, Director of Government Relations; Howard Frasier, Director of Engineering; and Helen H. Schaefer, Assistant Director of Research.

The committee discussed its new assignment and established a plan for carrying it out.

Immediate efforts are directed to a study of station forms and their uses; the preparation of a revised recommended program log procedure, and a revised accounting manual.

Rosel H. Hyde, General Counsel and William J. Norfleet, Chief Accountant of the FCC, had lunch with the committee. The FCC program log requirements and the annual financial report required of stations were discussed. Both the FCC staff members and the committee expressed a desire to work together on these matters.

A request will be sent to a selected group of stations to send all forms used in the station for committee review. This will get the committee under way in the preparation of a manual of recommended forms and procedure for station use. Several station forms were examined at the meeting and the committee is confident that it can make a real contribution to the industry in this work.

The committee will meet again in June.

## CAPEHART INTRODUCES RESOLUTION TO INVESTIGATE FOREIGN RADIO PATENTS

Senator Homer E. Capehart (R), Indiana, has introduced for himself and Senator Wheeler S. Res. 118 to authorize a Senate investigation of Foreign Ownership or Control of Radio Patents. The resolution which has been referred to the Senate Committee on Interstate Commerce, reads as follows:

79TH CONGRESS, 1ST SESSION

### S. Res. 118

IN THE SENATE OF THE UNITED STATES

April 12 (legislative day, March 16), 1945

Mr. CAPEHART (for himself and Mr. WHEELER) submitted the following resolution, which was referred to the Committee on Interstate Commerce.

### Resolution

*“Resolved, That the Committee on Interstate Commerce, or any duly authorized subcommittee thereof, is authorized and directed to make a full and complete study and investigation with respect to the relationship of foreign companies and persons to radio and other communication in the United States and the effect of such relationship upon the national economy and safety of the United States, with particular reference to patents owned or controlled by such foreign companies or persons and arrangements or agreements made by such foreign companies or persons concerning radio and other communication. The committee shall report to the Senate at the earliest practicable date the results of its study and investigation together with such recommendations as it may deem desirable.*

*“For the purposes of this resolution, the committee, or*

*any duly authorized subcommittee thereof, is authorized to hold such hearings, to sit and act at such times and places during the sessions, recesses, and adjourned periods of the Seventy-ninth Congress, to employ such clerical and other assistants, to require by subpoena or otherwise the attendance of such witnesses and the production of such correspondence, books, papers, and documents, to administer such oaths, to take such testimony, and to make such expenditures, as it deems advisable. The cost of stenographic services to report such hearings shall not be in excess of 25 cents per hundred words. The expenses of the committee under this resolution, which shall not exceed \$10,000, shall be paid from the contingent fund of the Senate upon vouchers approved by the chairman of the committee.”*

## NATIONAL AND INTER-AMERICAN MUSIC WEEK MAY 6-13

National and Inter-American Music Week will be celebrated this year May 6-13, NAB has been advised by the Music War Council of America and the National Association of Music Merchants.

Howard C. Fischer, Executive Secretary of the Music War Council of America, writes as follows:

“Music Week is of greater significance than ever before, because of the added importance of music in wartime and in these days preceding the coming of a peace which we hope will be just and lasting. We believe that music can contribute to the shaping of such a peace, and are therefore anxious to bring this potentiality of music as a force for good to the attention of as many people as possible during Music Week.”

William A. Mills, Executive Secretary of the National Association of Music Merchants, says that Music Week this year will “promote greater interest in music.” He further states that members are being urged to use time on their local radio stations to promote the sale of phonograph records as gifts.

Material of sustaining and commercial character is being provided radio stations and music merchants by the Music War Council of America and the National Association of Music Merchants.

## KELA ASSISTS MERCHANTS WITH OPA DATA

When Manager Joe Chytil, KELA, Centralia-Chehalis, Wash., learned that most retailers were having difficulty in establishing pricing charts, necessitated by a new OPA order, he came to their assistance by setting up a special department for that purpose.

Mrs. Dudley Gaylord, staff member, who is also in charge of the local price panel, headed the department. She called on or gave telephone advice to nearly all of the 150 concerns in the area selling men's, women's and children's or infants' apparel items and accessories, as well as other specific articles covered by the order.

As a result of the station's operation, OPA officials reported that inquiries from the area were sharply reduced. Merchants were profuse in their thanks.

## BROADCASTERS TOUR NAVY YARD

According to a press release from WPTF a group of 40 radio executives from Georgia, North and South Carolina and Jacksonville, Florida, recently toured the Naval installations at Charleston, S. C., Navy Yard.

During their tour they lived in Navy barracks, ate Navy chow and observed Navy hours.

Highlight of the tour was a trip to sea on a fighting ship, in order to witness life aboard a ship preparing for action. Object of the tour was to enable these men to take home first hand information about how the Navy is preparing for the long Pacific War . . . and how our men in the Navy live.



## WHBQ ISSUES BROCHURE

Sixteen advertisements run in "Broadcasting" by WHBQ, Memphis, between October 9, 1944, and January 22, 1945, inclusively, have been grouped together in a brochure just distributed by Bob Alburty, general manager. It reflects the idea that WHBQ, its listeners and its sponsors are members of a closely knit team.

## 945 STANDARD BROADCAST STATIONS

During the month of March 1945, the FCC licensed one station to operate. A comparative table of the number of standard broadcast stations by months, follows:

|                    | 1944   |       |        |        |        |         |        |        |        |        |        |        | 1945   |       |        |        |
|--------------------|--------|-------|--------|--------|--------|---------|--------|--------|--------|--------|--------|--------|--------|-------|--------|--------|
|                    | Apr. 1 | May 1 | June 1 | July 1 | Aug. 1 | Sept. 1 | Oct. 1 | Nov. 1 | Dec. 1 | Jan. 1 | Feb. 1 | Mar. 1 | Apr. 1 | May 1 | June 1 | July 1 |
| Operating .....    | 909    | 909   | 910    | 912    | 913    | 912     | 914    | 916    | 919    | 919    | 921    | 923    | 924    | 924   | 924    | 924    |
| Construction ..... | 9      | 11    | 13     | 12     | 13     | 16      | 15     | 15     | 18     | 24     | 24     | 22     | 21     | 21    | 21     | 21     |
|                    | 918    | 920   | 923    | 924    | 926    | 928     | 929    | 931    | 937    | 943    | 945    | 945    | 945    | 945   | 945    | 945    |

## Federal Communications Commission Docket

### HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, April 23. They are subject to change.

#### Monday, April 23

##### Further Hearing

KFVD—Standard Broadcasting Co., Los Angeles, Calif.—Renewal of license, 1020 kc., 1 KW, limited.

KPAS—Pacific Coast Broadcasting Co., Pasadena, Calif.—Renewal of license, 1110 kc., 10 KW, unlimited, DA-night and day.

#### Friday, April 27

NEW—The Brockway Company, Massena, N. Y.—C. P., 1340 kc., 250 watts, unlimited.

## Federal Communications Commission Action

### APPLICATIONS GRANTED

WFEA—New Hampshire Broadcasting Co. (assignor), H. M. Bitner (assignee), Manchester, N. H.—Granted consent to voluntary assignment of license of station WFEA from the New Hampshire Broadcasting Co. to H. M. Bitner; no monetary consideration is involved, transfer is from licensee corporation to its sole stockholder. (B1-AL-477)

WRLD—L. J. Duncan, et al. (assignor); WDAK, L. J. Duncan, et al., d/b as Valley Broadcasting Co. (assignee), West Point, Ga., Columbus, Ga.—Granted consent to voluntary assignment of license of station WRLD, West Point and WDAK, Columbus, Ga., from L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, d/b as Valley Broadcasting Co., to: L. J. Duncan, Leila A. Duncan, Josephine Rawls, Effie H. Allen, Allen M. Woodall and Margaret A. Pill, d/b as Valley Broadcasting Co., for a consideration of \$15,300 for an 18 percent interest in the assignee partnership, newly formed, composed of the four members of the licensee partnership and two new members. (B3-AL-478)

KFAR—Midnight Sun Broadcasting Co., Fairbanks, Alaska—Granted extension of special service authorization to operate on 660 kc., 10 KW, unlimited time for the period ending May 1, 1946, providing that if objectionable interference is caused to the FCC monitoring station, the CAS Radio System, Alaska Communications System, Army, Navy, Coast Guard, or other communication systems, and is not promptly eliminated, KFAR will return to its regular operating assignment (610 kc., 5 KW).

W3XL—Everett L. Dillard, tr/as Commercial Radio Eqpt. Co., Washington, D. C.—Granted modification of construction permit authorizing new developmental station, for move of transmitter location to the International Building, 1319 F St., N. W., Washington, and extension of commencement and completion dates to 30 days from date of grant and September 15, 1945. (B1-MPEX-12)

### LICENSE RENEWALS

The following stations were granted renewal of licenses for the period ending August 1, 1946:

KAVE, Carlsbad, New Mexico; KFJI, Klamath Falls, Ore.; WKOK, Sunbury, Pa.; KGY, Olympia, Wash.; KICA, Clovis, N. M.; KYUM, Yuma, Ariz.

Licenses for the following stations were renewed for the period ending May 1, 1948:

WMEX, Boston, Mass., WNOX, Knoxville, Tenn., KFBK, Sacramento, Calif.

### MISCELLANEOUS

KVAN—Vancouver Radio Corp., Vancouver, Wash.—Denied petition (without prejudice to consideration of the application as a whole, on its merits), for grant in part of its application for construction permit to change frequency, increase hours of operation, change transmitter site and install directional antenna.

Placed in the pending files in accordance with policy adopted February 23, 1943; the following applications for FM broadcast stations:

United Broadcasting Co., Akron, Ohio; Radio Broadcasting Corp., Twin Falls, Idaho; Larus & Bros. Co., Inc., Richmond, Va.; Pinellas Broadcasting Co., St. Petersburg, Fla.

The following applications for commercial television stations were placed in the pending files in accordance with policy adopted February 23, 1943:

United Broadcasting Co., Columbus, Ohio; United Broadcasting Co., Akron, Ohio.

Retained in the pending files amendment to application of The Travelers Broadcasting Service Corp., Hartford, Conn., for a commercial television station.

Midwestern Broadcasting Co., Cadillac, Mich.—Adopted memorandum opinion granting construction permit for a new station to operate on 1240 kc., with power of 250 watts, unlimited time, subject to procedural requirements of Commission's supplemental statement of policy of January 26, 1944.

### APPLICATIONS FILED AT FCC

#### 570 Kilocycles

WNAX—WNAX Broadcasting Co., Yankton, S. D.—Transfer of control of licensee corporation from South Dakota Broadcasting Corp. to Cowles Broadcasting Co.—50.6%.

#### 590 Kilocycles

KHQ—Louis Wasmer, Inc., Spokane, Wash.—Transfer of control of licensee corporation from Louis Wasmer to KHQ, Inc. (2500 shares common stock—100% outstanding).

#### 890 Kilocycles

WHNC—Henderson Radio Corp., Henderson, N. C.—Modification of construction permit (B3-P-3641, as modified, which authorized a new standard broadcast station) for changes in antenna, and extension of commencement and completion dates.



## 930 Kilocycles

WJAX—City of Jacksonville, Jacksonville, Fla.—License to cover construction permit (B3-P-3541) which authorized installation of an auxiliary transmitter.

## 1240 Kilocycles

- NEW—George H. Thomas, James J. Davidson, Jr., and Daniel H. Castille, a partnership, d/b as New Iberia Broadcasting Co., New Iberia, La.—Construction permit for a new standard broadcast station to be operated on 1240 kc., with power of 250 watts, and unlimited hours of operation.
- NEW—Louis N. Howard and Ellis H. Howard, d/b as Jacksonville Broadcasting Co., Jacksonville, N. C.—Construction permit for a new standard broadcast station to be operated on 1240 kc., with power of 250 watts, and unlimited hours of operation.

## 1450 Kilocycles

- WBBL—Grace Covenant Presbyterian Church, M. A. Sitton, agent, Richmond, Va.—Modification of construction permit (B2-P-3638, which authorized change in frequency increase in power, change hours of operation, move of transmitter, and change in antenna and equipment) for approval of transmitting equipment. AMENDED: to use presently licensed antenna and transmitter site.
- NEW—Augusta Broadcasting Co., Charleston, S. C.—Construction permit for a new standard broadcast station to be operated on 1450 kc., with power of 250 watts, and unlimited hours of operation. AMENDED: to reflect changes in stockholders.

## 1460 Kilocycles

- KINY—Edwin A. Kraft, Juneau, Alaska—License to cover construction permit (B-P-3089) as modified, which authorized increase in power, installation of new transmitter, and changes in equipment and antenna. AMENDED: to cover B-P-3622, as modified, which authorized reinstatement of B-P-3089, as modified.
- KINY—Edwin A. Kraft, Juneau, Alaska—Authority to determine operating power by direct measurement of antenna power. AMENDED: re engineering data.

## FM APPLICATIONS

- NEW—Lynchburg Broadcasting Corp., Lynchburg, Va.—Construction permit for a new high frequency (FM) broadcast station to be operated on 48700 kc., with coverage of 29,530 square miles.
- NEW—Roanoke Broadcasting Corp., Roanoke, Va.—Construction permit for a new high frequency (FM) broadcast station to be operated on 47100 kc., with coverage of 34,350 square miles.
- NEW—Review Publishing Co., Alliance, Ohio—Construction permit for a new high frequency (FM) broadcast station to be operated on 47100 kc., with coverage of 2,644 square miles.
- NEW—Jack M. Draughon and Louis R. Draughon, d/b as WSIX Broadcasting Station, Nashville, Tenn.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46100 kc., with coverage of 16,000 square miles.

## TELEVISION APPLICATION

- NEW—Twentieth Century-Fox Film Corp., Boston, Mass.—Construction permit for a new experimental television broad-

cast station to be operated on Channel #1 (50000-56000 kc.), A3 and A5 emission.

## MISCELLANEOUS APPLICATIONS

- NEW—A. H. Belo Corp., Dallas, Texas (area of)—Construction permit for a new developmental broadcast station to be operated on 99800 kc., or any other frequency assigned by the Commission, power of 1 KW or less, special emission for FM.
- NEW—State Teachers College at West Chester, Pa., West Chester, Pa.—Construction permit for a new non-commercial educational broadcast station to be operated on 42100 kc., with power of 1 KW, and special emission for FM.
- NEW—The Ohio State University, Area of Franklin Co., Ohio—Construction permit for a new relay broadcast station to be operated on 1622, 2058, 2150, 2790 kc., with power of 125 watts, and A3 emission.
- W7XTE—Temple V. Ehmsen, Portland, Ore.—Modification of construction permit (B5-PEX-50, which authorized construction of a new developmental broadcast station) for extension of completion date from 6-30-45 to 12-30-45.

# Federal Trade Commission Docket

## COMPLAINTS

The Federal Trade Commission issued no complaints this week.

## CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

**Charlotte Mercantile Co., et al.**—An order to cease and desist from violation of the brokerage section of the Robinson-Patman Act in connection with purchases of merchandise has been issued against Jasper W. Efird, 200 West 34th Street, New York; Charlotte Mercantile Co., Charlotte, N. C.; and 37 incorporated Efird Department Stores located in North Carolina, South Carolina and Virginia, for which Efird is purchasing agent. Charlotte Mercantile Co. operates one or more retail department stores in North and South Carolina and is also engaged in selling merchandise at wholesale chiefly to the Efird stores. (3955)

**L. R. Kallman & Co.,** 43 East Ohio Street, Chicago, has been ordered to discontinue disseminating false advertisements concerning two cosmetic preparations sold under the names "Digitite" and "Chin-Ep," the latter formerly called "Chin-Up." (4966)

**Joseph Sperling, Inc.,** furrier located at 709 13th Street, N. W., Washington, D. C., has been ordered to cease and desist from making misrepresentations in connection with the sale of fur garments. (5113)

## STIPULATIONS

During the past week the Commission announced no stipulations.