SATURDAY? why, that’s a day, too!
(but what a day for radio advertisers!)

SATURDAY AFTERNOON — on WOR, we mean —
is a dollar-doubling delight for advertisers and
their agents. It’s a sales safety deposit box that
hasn’t been touched.
Why? Here’s why . . .
a. GREATEST AFTERNOON AUDIENCE—
More people listen to their radios on Saturday
afternoon between 1:30 and 5:00 PM than
during any weekday afternoon. And they
listen to WOR. (The sports season doesn’t
enter this picture; we mean, Saturdays be-
tween December and March.)
b. MORE MEN LISTEN ON SATURDAY—
170% more men — that’s ⅔rds of the total

audience — listen to the radio on Saturday
afternoon.
c. AS MANY WOMEN LISTEN, TOO—
Just as many women listen on Saturday after-
noon as listen during any other weekday after-
noon. Women, in fact, comprise 52% of the
total audience.
d. NIGHT-TIME AUDIENCE AT DAYTIME
COST — This means, very briefly, that a WOR
advertiser has a magnificent opportunity to
reach a night-time audience at daytime cost.

Gentlemen, and ladies, may we suggest that
you contact . . .

WOR — that power-full station
at 1440 Broadway, in New York

coming!

TWO GREAT TELEVISION STATIONS—
WOR-TV, NEW YORK . . . CHANNEL 9 . . . WOIC, WASHINGTON, D. C.

mutual
Where else in America?

Not the north — not the south! Not the busy industrial east nor the farm-rich middle west can really mirror our land in all its varied aspects. But there is one area, embracing parts of all these places, which does. It's WLW-Land—a true cross section of the country.

Where else in America could you hope to find so perfect a proving ground for new products and new ideas?

In WLW's Merchandise-Able Area are 330 counties comprising parts of seven states. Nearly 14 million people live here. Some are wealthy, some are poor. Some live in great cities, some in tiny villages. Some work in factories, some own farms. When you know how these people will react to your product, your package, your selling appeal — you'll have a good idea how consumers everywhere will respond.

And you CAN know through WLW, for this great radio station covers the area as a network covers the nation. It dominates most cities but not every city. It reaches most farms but not every farm. You'll face this same condition else-

where throughout the country, no matter what medium or combination of media you choose. But by using WLW first, you can learn the answers in advance.

WLW is particularly well equipped to help you get the answers. Besides one of the nation's largest and most loyal listening audiences, WLW offers facilities not equalled by any other station. It can help you study the market—get distribution—win dealer cooperation. It can help you learn what consumers really think about your product — your price — your package. With manpower to do the job, and a "know-how" peculiar to its territory, The Nation's Station stands ready to serve you in the proving ground for America!
60.2% of Iowa women and 57.9% of Iowa men listen to the radio before 8 a.m. on weekday mornings!

Source: The 1948 Iowa Radio Audience Survey *

Before 7 a.m., an impressive 35.6% of the women in Iowa, and 37.1% of the men, tune in their radios. Even before 6:30 a.m., 16.4% of the women and 18.7% of the men are up—and listening!

This Iowa habit of early-rising and early-listening is only one of many interesting facts discussed in the Iowa Radio Audience Survey's Eleventh Annual Study. All the facts confirm the Survey's policy of keeping standard information up-to-date and of "bringing to light new information not previously gathered."

Send for your complimentary copy of this vital Survey today. Ask us or Free & Peters.

* The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the eleventh annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interviews of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising, and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the subjects covered.
Closed Circuit

IF YOU'RE wondering what has happened to the final ruling on legality of giveaways, you might as well forget them until after New Year's. FCC is loaded down with other pressing matters and individuals haven't yet made up their minds whether or not the court has jurisdiction.

Navy's project to utilize substantial portion of UHF band earmarked for upstair TV [which now may be nipped] evasions also use of color. Both FCC and Navy still are noncommittal but military's designs on UHF are well-established.

STATE DEPT. may dig into Peron-activated campaign against Coates Mestre and other Cuban broadcasters. NAB board made request for investigation of Peron-financed time purchases on some island stations.

RIVALRY between TV networks and stations and newsreel companies reared during meetings on Presidential Inaugural coverage.

(Continued on page 91)

Upcoming


Bulletin


Frank M. Folsom and Wilson Are Given RCA Promotions

Mr. Folsom, RCA executive vice president in charge of Victor Division, elected president of Radio Corp. of America Friday on recommendation of Brig. Gen. David Sarnoff who relinquishes presidency but retains chairmanship of board and continues as chief executive officer as well as chairman of NBC board and of RCA Communications Inc.

At same time RCA directors elected John G. Wilson, vice president and general manager of RCA Victor, successor to Mr. Folsom as executive vice president.

Gen. Sarnoff held both presidency and board chairmanship since retirement in 1947 of late Gen. James C. Harbord.

Mr. Folsom assumes presidency Jan. 1 and will headquarter in New York. He joined RCA as director and vice president in charge of Victor Jan. 1, 1944 after 30 years in merchandising and two years as chief of Procurement Branch of U.S. Navy. Born May 14, 1894, in Sprague, Wash., attended public schools in Washington and Oregon, began business career at 16 with Lipman Wolfe Department Store, Portland.

In July 1940 he entered government on National Defense Advisory Commission as Assistant Coordinator of Purchases. In 1941 he was named special assistant to Under Secretary of Navy and Chief of Procurement. He also was Chairman of Procurement Policy Board of War Production Board.

Mr. Wilson, who will continue to headquarter in Camden, joined RCA as administrator of accounts and finance for Victor Division in June 1944 and year later was elected operating vice president and in 1947 became vice president and general manager.

BUSINESS BRIEFLY

SHOW GOING NATIONAL • National Biscuit Co. planning transcontinental broadcas-

ting on MBS three half hours weekly of Straight Arrow program currently heard on regional Don Lee Network. Agency, McCann-Erickson, Hollywood.

NLRB SEES NO VIOLATION IN AFM TRANSCRIPTION BAN

NATIONAL Labor Relations Board notified AFM Friday it had failed to find cause of action in complaints brought several months ago by transcription companies charging union with violating Taft-Hartley Act in its record and transcription ban.

Charles T. Douds, director of New York Labor Board, told James C. Petrillo, AFM president, "It does not appear that there is sufficient evidence to warrant the conclusion at this time that the recording ban ... has as its purpose the accomplishment of any of the unlawful objects prohibited by ... National Labor Relations Act as amended."

Standard Radio Transcription Service and Lang-Worth Feature Programs asked NLRB investigation last May.

Folsom and Wilson Are Given RCA Promotions

Born in Alma, Ill., Aug. 17, 1900, he was captain in Coast Artillery in World War I. He entered business with Price Waterhouse, Chicago, in 1920. In 1943 he became vice president and general manager of United Wallpaper Co., resigning to join RCA. He is also director of RCA Victor Co. Ltd., of Montreal.

Announcing elections, Gen. Sarnoff said RCA board "is gratified in being able to find the men within its own organization who, by the record of their achievements in the service of the company, have proved themselves worthy of promotion and able to share in the highest management responsibilities."

Mr. Folsom, said Gen. Sarnoff, has "background and experience to function also on policy levels demanded by many problems resulting from healthy growth of RCA's business in rapidly expanding art and industry."

Mr. Wilson, he said, "has proved ... his capacity to head up the growing and extensive manufacturing and merchandising activities of RCA."

Page 4 • December 6, 1948
Here in the prosperous corn-and-wheat belt, Mid-America's grocery bill last year was well over a billion dollars. In Kansas City alone, the average KCMO listener-buyer spent $793 in food stores for her family.

Naturally, most of this food spending is done by women... and Mid-America women listen to KCMO... because they like KCMO's daytime schedule of woman-interest programs. Careful attention to woman-appeal programming means your food product advertising on KCMO gets an extra chance to increase your share of the Mid-America grocery bill.

To sell Mid-America's women... center your selling on KCMO.

50,000 WATTS DAYTIME—Non-Directional
10,000 WATTS NIGHT—810 kc.

KCMO and KCFM...94.9 Megacycles
KANSAS CITY, MISSOURI
Basic ABC for Mid-America

One station • One set of call letters
One rate card • One spot on the dial
THE EXECUTIVES
HAIR TONIC*

Now—you could call WHHM the radio executives station.

For what executive doesn't enjoy seeing results come in thru a program or spot campaign. And WHHM does bring in results.

WHHM makes time buying easier in the Memphis Market.

No wonder more and more radio executives are choosing the station that . . .

DELIVERS MORE LISTENERS
PER DOLLAR
IN MEMPHIS

WHHM

Music, News, Sports 24 hours Daily

Memphis, Tennessee

Patt McDonald, manager FORJOE & CO., representatives

Member
Association of Independent
Metropolitan Stations

*Kreml uses this topper
Your business is different? Good! Your product needs special program-treatment to stimulate sales? Fine! You want more volume in the Philadelphia market-area? Excellent! Let's get together. We have what you're looking for.

At KYW, we specialize in program building. We have the writers, directors, producers, and announcers to fashion a program that will suit your product, your sales policies, and your customers... particularly your customers.

You'd like to see proof? You'd like to hear samples? Just say the word to NBC Spot Sales.

KYW
Philadelphia's 50,000 Watt NBC Affiliate

WESTINGHOUSE
RADIO STATIONS Inc
WBZ - WBZA - KDKA - WOWO - KEX - KYW - WBZ-TV
National Representatives, NBC Spot Sales—Except for KEX
For KEX, Free & Peters
You too can put your confidence in—

GENERAL ELECTRIC
BROADCAST STATION EQUIPMENT FOR FM—AM—TV
TRANSMITTERS ★ ANTENNAS ★ AUDIO FACILITIES
PERFORMANCE ENGINEERED AT G-E ELECTRONICS PARK—THE NEW
WORLD CENTER FOR PROGRESS THROUGH ELECTRONICS

GENERAL ELECTRIC
ELECTRONICS PARK, SYRACUSE, N. Y.
TO KEEP PACE with television broadcasters' ever increasing demand for intercity network facilities, American Telephone & Telegraph Co. has announced that its facilities will triple within the next two years.

During this period 21 cities will be added to the present 13 linked by the company's facilities. When the construction program is completed there will be over 10,000 miles of video network channels in operation by AT&T.

One of the biggest steps in the expansion of network telecasting will take place January 12 when AT&T will link its East Coast and Midwest facilities. At that time network programming over AT&T coaxial cables or radio relay facilities is expected to reach an area with a total population of over 11.5 million families.

Two other cities, connected to networks by privately operated relays--Schenectady and New Haven--are placing the total number of families in metropolitan areas to be served by interconnected television stations after Jan. 12 to approximately 12.5 million.

Five TV Channels

By the end of 1950 additions along present Bell System video network channels will increase facilities so that a total of five television channels will be in service between New York and Boston; between New York and Washington; Philadelphia and Cleveland; Cleveland and Chicago, and Detroit and Toledo.

This addition of channels will make television network programming on more of a par with that of the AM networks. Instead of sharing time, it is probable that each network will have exclusive use of one channel.

Although some of the channels in these cables will be devoted to telephone service, the majority will go to television.

The largest new area scheduled to be linked with present Bell System intercity network facilities lies south of Toledo, Ohio. Under the present expansion program it is planned to install three channels between Toledo and Cincinnati, via Dayton.

A new circuit also will be installed between Dayton and Columbus and three video channels will be available in that link. In another circuit, to be installed by AT&T from Dayton, two channels will be available to Louisville. This line will go by way of Indianapolis.

Present plans do not include interconnecting this Midwest network with facilities on the West Coast. However, there are two television channels that can be placed in service between Los Angeles and San Francisco.

Commercial Factor

The provision of facilities for transcontinental video service will depend on the future development of the television industry to a point where it will require such facilities on a commercial basis. When such a stage of development is reached, it is probable that coast-to-coast television network service would be made available.

Coaxial cable equipped for long distance telephone service is expected to extend across the country from New York to Los Angeles in the spring of 1949. Television service would be carried from the East as far as St. Louis.

It is also expected, if there is a demand for service, that extensions from the present network will include a new channel from Boston to Providence, R. I., and from New York to New Haven. Service from Philadelphia to Wilmington is also contemplated as well as a channel from Buffalo to Rochester, N. Y., and from Milwaukee to Madison, Wis.

At present New York, Boston, Philadelphia, Baltimore, Washington and Richmond are included in the East Coast interconnection facilities of AT&T. In the Midwest the cities are: Chicago, Cleveland, Toledo, Detroit, St. Louis, Buffalo and Milwaukee.

A new cable between Philadelphia and Pittsburgh was put into telephone service Nov. 4 and is expected to be ready for television service around the first of the year when terminal facilities are installed.

East-Midwest Link

Work is proceeding as scheduled on the Pittsburgh-Cleveland cable, which will be the connecting link between the East and Midwest.

Since there is no television station on the air in Pittsburgh it is not included in the AT&T service list. However, Allen B. DuMont Labs expects to have WDTV (TV) on the air in that city before the two networks are connected, which would add Pittsburgh to the list of cities in the AT&T roster.

Additional cities lying along the path of main video channels scheduled by AT&T are expected to receive service if requested. These locations include: Hartford, Conn.; Reading, York, Harrisburg, Johnstown, and Erie, Pa.; Akron and Youngstown, Ohio, and Ft. Wayne, Ind.

Both coaxial telephone cable and radio relay facilities are used in the transmission of intercity television programs. A majority of the facilities to be placed in service within the next two years are expected to be through the use of micro-wave relays.

The longest relay system will run between Boston and Milwaukee, by way of New York and Chicago.

Use of the new facilities presumably will be provided on the basis of rates for present facilities. At present the whole question of rates and intercity television interconnection policy is tied up in FCC hearings.

The Commission has ruled that it will pass first on the interconnected service. AT&T before it decides whether the network video rates for the company and Western Union are reasonable and lawful (Broadcasting, Oct. 2). Under the present AT&T policy the company will not connect its own intercity facilities to those of others or in other areas where it has no facilities of its own.

When the coaxial cables were first installed by AT&T, the company provided intercity channels on a "pro rata" basis, without charge. Last May 1 the company placed the service on a commercial basis and filed its rates with the Commission.

Channel Costs

Under these rates a television channel between two cities costs the broadcaster $35 a month per airline mile for eight consecutive hours each day, and $2 per month per additional hour. The first install of channels were $350.

For occasional or part time service the rate is $1 per airline mile for the first hour of use and one quarter per mile for each additional consecutive 15 minutes.

For use of terminal equipment there is a charge of $300 a month for renting stations to the television networks for eight consecutive hours daily. For stations which require only occasional service, the charge is $200 per month, plus $10 per hour for each additional hour.

Under the rates which are now in use pending a final FCC decision, a special schedule applies in the event that two or more stations share the available intercity channels.

This schedule provides a charge of $25 per airline mile per month for four hours of service daily and a connection charge of $350. If desired, the four hours may be accumulated by 15-minute intervals, which may or may not be consecutive.

The regular rates for sound and "audio" broadcasting apply for a separate sound channel needed for the complete television program.

The web of coaxial cable spreads across the country and micro wave relay towers spring up, the networks are going all out to develop new program techniques. These two factions are making rapid strides to bring network telecasting to the nation.
WHIO-TV promotes TELEVISION

in Dayton, Ohio and the Miami Valley

• When ten Dayton, Ohio, television set distributors held a show in November in The Dayton Power and Light Company lobby, WHIO-TV had its mobile unit and cameras on hand pre-selling TELEVISION to thousands of interested prospective television set owners living in Dayton and the Miami Valley. We're building programs now. We'll be on the air soon. Watch for our opening announcement.

WHIO TV

BROADCASTING • Telecasting

December 6, 1948 • Page 11
**ON THE WASHINGTON SCREEN**

For Variety - WMAL-TV is FIRST

WMAL-TV displays its lobby by way of simulated television receivers and the "cad-lux" process the local shows that are top variety entertainment in Washington. Ruth Crane's "Modern Woman" show, "The Dick Mansfield Show," "On Wings of Thought" with the noted messianist Robert L. Friend, combined with "Club Seven," and other outstanding network shows makes WMAL-TV an undisputed leader.

**For Sports - WMAL-TV is FIRST**

Jim Gibbons, already famous for his color descriptions of the ABC "Game of the Week" with Harry Wismer, is at ringside on Mondays for the boxing matches and on Wednesday Jim is again on hand to cover the popular wrestling matches. His show "Sports Cartoon-A-Quot" is also a favorite with TV enthusiasts. All this, AND the Washington Redskins football games on Sunday are brought to the public through the WMAL-TV cameras!

**Agencies**

FRANK DOWD, formerly with Young & Rubicam, New York, and WILLIAM D. MAGNES, previously with Guinan-Tahan & Co., New York, join Doherty, Clifford & Shenfield, same city, as assistant account executives.

ROBERT W. READER joins Dubin Adv., Pittsburgh, as account executive.

DAVID N. JONES, former advertising manager for Coca-Cola Corp., New York, joins Grant Adv., same city, as a vice president and account executive. He will handle Coca-Cola export account.

RALPH D. KANNA joins Julian Gross Adv., Hartford, Conn., as vice president in charge of radio and television. He was formerly manager of WONS Hartford and has also been with ABC, WOBT Rhinelander, Wis., and WMW and WMMW-FM Meriden, Conn.


CLYDE E. RAPP joins Campbell-Mithun, Chicago, in an executive capacity. He will handle the F. W. Fitch Co. account. Mr. Rapp was formerly with J. Walter Thompson Co., New York.

Mr. Kanna

PALMER A. BRINK appointed vice president and general manager of Morris & Cain, Los Angeles. Mr. Brink has been with agency as production manager since its inception a year ago. Assisting him is SCOTT HUNT. ROBERT CAIN takes over as promotion director and account executive. Other appointments include CLARK ROSS as talent director; DICK ALLEN as account executive. Agency plans to expand present offices at 1211 N. Highland Ave. after first of January to include art department and additional production unit.


RAYMOND PERRY, former head of his own Los Angeles agency, and L. SCOTT, former account executive with McCarty Co., that city, form Perry-Scott Inc. Offices at 1906 W. 6th St., Los Angeles. Phone: Dunkerque 8-3119.

LOCKWOOD-SHACKELFORD Adv., Los Angeles radio department, moves from its Hollywood office to agency's Los Angeles headquarters at 2001 Beverley Blvd.

PAUL R. JORDAN purchases interest of former co-partner JOHN LO BUONO in Jordan & Lo Buono, Los Angeles, with agency name being changed to The Jordan Co. Mr. Lo Buono remains with firm as account executive.

GLASSER-GAILEY, Los Angeles, moved to new offices at 301 S. Harvard St. Phone is Flitzroy 2141.

BEULAH ZACHARY resigns as executive producer at WWKB (TV) Chicago to join J. Walter Thompson Co., same city, as producer of Kukla, Fran and Ollie show, which is being aired over NBC's midwestern TV network.

SAMUEL D. FUSON, vice president of Kudner Agency, New York, appointed chairman of public information committee for Red Cross 1949 fund of greater New York.

JACK KERR, former advertising director of Kerr Class Co., Los Angeles, joins Raymond R. Morgan Co., Hollywood, as account executive.

THOMAS L. GREER rejoins J. Walter Thompson Co., New York, as a copy group head. He was originally a member of agency's copy department 12 years ago.


JOHN C. STROUSE, former account executive with Young & Rubicam, New York, joins Doherty, Clifford & Shenfield, same city, in same capacity.

JOHN HANSEN, manager of Los Angeles office of Knollin Adv., transferred to agency's San Francisco office as art director. RICHARD K. MILLISON replaces him as manager of Los Angeles office.

HAL WOLFF and NORMA RATHNER join Adolphine Wenland & Assoc., Hollywood, as account executives. Mr. Wolff was formerly with NBC Hollywood, continuity acceptance department; Miss Rathner was former assistant to Albert Lewin, MGM executive producer.

(Continued on page 60)
RETAIL FLORISTS Assn. of Colorado switches from predominately newspaper schedule to 39 quarter hours on KFEL Denver with transcribed Singin' Sam show. Agency: Ball & Davidson, Denver.

CONKLIN PEN Co., Chicago, appoints H. M. Gross agency, same city, to handle advertising. Radio will be used.

STANLEY DRUG Products, Portland, Ore. (Crystaline Liniment), appointed Heims & Holzman, same city, to handle advertising. Radio will be used.


GENERAL ELECTRIC SUPPLY Corp., Los Angeles (Hotpoint dealer), Nov. 29, started sponsorship of half-hour broadcast in Hollywood on KFRM San Diego. Other western stations may be used. Agency: Ross, Gardner & White, Los Angeles.


KERR GLASS Co., Los Angeles, appoints Dan B. Miner Co., same city, to handle advertising. Radio will be used.

PHIL KALECH SALES Corp., Chicago, appoints David S. Hillman Inc., Los Angeles and New York, to handle advertising for Korvo. Radio will be used.


GENERAL APPLIANCE Co., Oakland, Calif., through Ad Fried Adv., same city, is negotiating for half-hour television program, featuring Don Santo's Television Tryouts scheduled for early next year. TV station has not been decided upon.

CHICAGO, ROCK ISLAND and PACIFIC Railroad, Chicago, appoints The Caples Co., same city, to handle advertising. Radio will be used.

MOREY MERCANTILE Co., Denver (wholesale distributor of Solitaire Foods), appoints Ball & Davidson, same city, to handle increased radio advertising campaign. Appointment effective Jan. 1, 1948.

AMERICAN STORES, Philadelphia (food retailer), sponsoring new show, Modern Living—American Plan, on WCAU-TV Philadelphia. Show is aired Tuesdays and Thursdays, 3:30-3:56 p.m. Food stores also sponsor across-the-board Asco Rings Your Bell from 10:15-10:30 a.m. on WCAU-TV.

E & B BREWING Co., Detroit, appoints W. B. Doner & Co., that city, to handle advertising. Radio will be used.

WTMJ-TV Milwaukee, announces three new TV sponsors. They are: Consolidated Apparel Inc. (Rosenbergs), placed by Gustav Marx agency, Milwaukee; P. J. Kaufman Co. (Studebaker and used cars), no agency; and Pioneer Scientific Corp. (polaroid sheets for TV sets), placed by Cayton Inc., New York. All firms are in Milwaukee, and all are advertising for first time on WTMJ-TV.

NORTH EASTERN SUPPLY Co., Ipswich, Mass. (farm equipment and supplies), appoints Peck Adv., New York, to handle advertising. Radio will be used, with possible addition of Boston to its present WJZ New York farm program co-sponsorship.

Network Accounts • • •

JULIUS KAYSER & Co., New York, effective last Thursday (Dec. 2), dropped its television series, Girl of the Week, Thursdays, 7:45-7:50 p.m., on NBC-TV network because of few cities that have channels available. New advertising plans do not currently include radio or TV.

Adpeople • • •

RAY CORMIER resigns as general manager and account executive of Hunter Adv., Los Angeles, to become sales promotion head of Central Chevrolet Co., same city.

BROADCASTING  •  Telecasting
'Handy Reference'
EDITOR, BROADCASTING:
Mr. Foote has passed along to me the copy of your new monthly feature, the "Telecasting Showsheet." It is a very novel idea and certainly makes the most handy reference sheet I have seen to date. I'll look forward to receiving it each month.
Roger Pryor
Director of Television
Foote, Cone & Belding
New York

To the Point
EDITOR, BROADCASTING:
Telecasting Showsheet. Would like to receive it every month.
Charles R. Denny
Executive Vice President
NBC
New York

Open Mike
Editor, Broadcasting:
(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

WDXB Poll
Editor, Broadcasting:
Far be it from me to write a "me too" letter, but I want the record
set straight in Chattanooga. . . . The Only Thing "WDOD Gal-
luped Ahead" of was trying to get free publicity [Broadcasting, Nov.
22]. To the second paragraph in which Mr. Carr starts "Aha, Mr.
Taishoff, you don't know, etc...." I can only reply maybe. . . . Mr.
Carr doesn't keep up with what's going on right here under his nose!
The WDOD poll gave Truman an overwhelming majority, whereas
the WDXB poll was much more accurate in percentages!
As I say, I hope you won't feel this is a "me too" letter ... we're not a "me too" station, but we did
get out and dig on the poll, failing to notify you because we felt every-
one had had enough of pollsters so why mention same again!
Walter H. Stamper Jr.
Program Manager
WDXB Chattanooga

Editor's Note: The WDXB poll gave
Harry Truman 1,718 votes; Thomas
Dewey, 1,608; Thurmond, 691 and Wal-
lace, 114.

SURE,
some Chicago stations
can be heard in South Bend
... but the audience
LISTENS
to WSBT!

There's a whale of a big difference between
"reaching" a market and covering it. Some
Chicago stations send a signal into South Bend—but the audience listens to WSBT. No
other station—Chicago, local, or elsewhere —
even comes close in Share of Audience. Hooper proves it.

WSBT
SOUTH BEND
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Page 14 • December 6, 1948

WBLK—Looking Up
EDITOR, BROADCASTING:
Being an engineer at NBC's affiliate in Clarksburg [W. Va.],
WBLK (350 watt plug) and a current subscriber to your on the beam
mag, BROADCASTING, I wonder if you'd be interested in the enclosed
shots of my "home" during working hours. Is it a spider web, jail bars,
a painter's ladder, a bird, Superman, etc, etc? Nosiree! It's a

On Radio Schools
EDITOR, BROADCASTING:
This is to advise that certain statements made in an article on
the Kentucky Broadcasters Assn.
meeting in your Nov. 22 issue regard-
ing radio training at the U. of
Kentucky were incorrect, misleading and incomplete. Criticism of
radio courses was not directed primarily at the U. of Kentucky but
at schools of radio in general.
Further this criticism was not of
the radio courses offered as such
but rather of the fact that the
courses trained students for broad-
er operation than the 250 w sta-
tions need.
The Kentucky Broadcasters
Assn. passed a resolution in No-
vember 1947 approving the U. of
Kentucky curriculum which was
then but one year old. We know
that you will want to correct the
slur on our radio department which
we feel was not intended by the
Kentucky Broadcasters Assn.

L. Robinson
Acting Head
WBKY
U. of Kentucky
Lexington

TV Effectiveness
EDITOR, BROADCASTING:
. . . . I believe that I have at
last found a measure of the effec-
(Continued on page 76)
Blue Earth County is part of MINNESOTA
So is BIG AGGIE

Miss America, 2,500 4-H club youngsters and their parents, civic officials and agricultural leaders joined WNAX in Mankato, November 6, to honor the Ben Ludtke family, Minnesota winners in the WNAX 5-state Farmstead Improvement Program.

Blue Earth County is proud of the Good Thunder, Minnesota farm family that won WNAX’s $1000.00 merchandise award over entries from 52 Minnesota counties.

WNAX is proud, too—proud of all 1,043 families participating in this WNAX-inspired 3-year improvement program; proud of its newest contribution to—serving the Midwest Farmer!

Top left: Robert R. Tincher, WNAX General Manager, presents $1000.00 award to Mr. and Mrs. B. G. Ludtke. Bottom left: BeBe Shopp, Miss America of 1948, expresses appreciation at being made honorary 4-H member by Leonard Harkness, Blue Earth County Agent.

Top right: The capacity audience applauded loudly the WNAX Missouri Valley Barn Dance broadcast from Mankato’s Armory.
This 250-watt

From 250 watts to 1 KW in one easy step

Use the BTA-250L as your 250-watt Transmitter now...

Type BTA-250L includes all of the latest developments in low-power AM broadcast transmitters. It provides economical, reliable, high-fidelity operation and is completely self-contained. The BTA-250L includes a harmonic filter and antenna matching circuit built right into the final stage. No trouble here with dust in the tuning circuits—because this transmitter uses no air capacitors.

READY TO SHIP—America's favorite 250-watt AM transmitter, type BTA-250L

With operating features as familiar to broadcast engineers as station calls, RCA 250-watt AM transmitters—more than 500 of them—have been making friends with station men since 1940.
America's Model Television Station

**WTMJ-TV**

Reports on one year of programming

**LOCAL PROGRAMMING**

WTMJ-TV has built its programming on the premise that local and national spot programs are as important as network programs. As a result, many of the most popular WTMJ-TV programs originate in the television studios of Milwaukee's Radio City. They include . . .

**THE GRENADESERS**

Milwaukee's most popular radio program, skillfully adapted to television, occupies the Wednesday night 8:00 to 9:00 P.M. slot. Complete with a 16-piece orchestra, vocalists, and comedy, it captures the Milwaukee television audience with a format built to the City's tastes. Participating sponsorship.

**"PLAY 'EM OR PAY 'EM"**

This 15-minute Friday night musicale feature challenges the television audience to submit song titles which cannot be played by the Radio City Quintette. This heavy mail pull program is under participating sponsorship.

**VIDEO VARIETIES**

Top mid-western talent is featured on this Sunday night 7:30 to 8:00 P.M. feature, one of Milwaukee's favorite television programs. Participating sponsorship.

**T.V. TRYOUTS**

The proved pulling power of amateur programs is combined with skillful production to make top flight television entertainment out of this Saturday night 7:15 to 7:45 feature. Participating sponsorship.

**OTHER LOCAL FAVORITE PROGRAMS**

The same skill and production facilities that have built WTMJ TV participating programs are also available to national and spot advertisers for the presentation of programs ideally suited to individual needs.

**QUALITY OF PICTURE**

WTMJ-TV is a complete RCA Victor installation. Because studio remote and transmission facilities are designed for one another, WTMJ-TV is transmitting a picture that results in quality reproductions of programs and commercials.

The WTMJ-TV dial position on Channel 3 assures good reception with any standard type antenna.

---

Sales of television sets in the Milwaukee area have exceeded even the most optimistic predictions. As of November 1, there were over 9,000 sets in Milwaukee and total installations are expected to exceed 12,000 units by January 1. Combined with the high listenership in the Milwaukee area, this means an audience of in excess of 100,000, or 10% of Greater Milwaukee's total population for most evening programs. Little wonder then that television has grown far beyond the experimental stage in Milwaukee and is now recognized as an effective, economical hard-hitting sales medium.

Over two-thirds of the sixty national, spot and local sponsors who have tried WTMJ-TV today remain as successful television advertisers. All three of Milwaukee's leading department stores have been on WTMJ-TV since its inception and all have dramatic success stories using the station. Local and network advertisers selling everything from automobiles to food products are obtaining results from WTMJ-TV. With the bulk of installations being in middle income homes, WTMJ-TV is delivering a valuable and growing list of reception homes to its advertisers.

**NETWORK AFFILIATIONS**

WTMJ-TV is affiliated with NBC, CBS and ABC. As the link between the mid-west and eastern network cores, the facilities of WTMJ-TV will be available to the users of these three networks.

**WORTH REMEMBERING**

When making your plans for television, remember this . . . WTMJ-TV, Wisconsin's only television station delivers a large receptive audience to the network, spot and local advertiser.

---

Advertising and television men have called WTMJ-TV, "America's Model Television Station," because of:

1. The rapid growth of successful local programming.
2. High quality of picture transmission.
3. Fast climbing set sales in the one station Milwaukee Market.
4. The long list of successful television advertisers using WTMJ-TV.

On December 3, 1948, WTMJ-TV completed a full year of television service to the rich Milwaukee market. Examine for a moment the record that has made WTMJ-TV one of America's most successful, fast growing, television stations.
Feature of the Week

BELIEVING that truth may be stranger than fiction, KONO San Antonio, Tex., decided that real criminals make a better show than those out of a script. To prove this point the station produces a half-hour, public service show on Sunday night with tape recorded, on-the-spot interviews and descriptions of crimes.

Each Saturday night an engineer, Rocky Rhodes, a photographer, R. J. Smith, and Jack Shoemaker, public service director of the station, load their equipment into a specially equipped police car. In this they answer all police calls which they feel may prove of interest, and many which are not so fruitful.

The equipment consists of a tape recorder, two twelve volt batteries, a rotary converter, seventy-five feet of mike cable and two microphones.

The car, which is furnished by the police department complete with driver, is equipped with red lights and a siren. However it has no police identification and is plain in color to keep from scaring off prospects for the program.

The KONO staffs leave police headquarters at about 7:30 on Saturday night and attempt to record approximately an hour of material. This is edited into the half-hour show by George Ing, KONO chief engineer.

The crew answers all police radio

(Continued on page 84)

10-Year-Old 'Ham'

THE PARENTS of 10-year-old Jane Bieberman are mighty proud of an achievement which isn’t reflected in the fifth-grader’s report card. When FCC issued the call letters W300V to identify her amateur station at Balas-Cywyd, Pa., Miss Bieberman gained the distinction of being the youngest licensed radio operator in the world, according to the American Radio Relay League.

A petite brunette whose clipped curls match her new look, Jane was born in Columbus, O. After multiple moves to keep up with her father’s real estate business, the family settled in Chicago. At Sullivan High School she combined “bloomer girl activities”—volley and basketball—with contrasting interests like sewing and dancing.

After graduation, she worked as a secretary at the Bell & Howell camera manufacturing plant, Chicago, and then moved to Needham, Louis & Brorby. In 1926 she was surprised her husband survived, for during their month-long trip she (1) collided with George while bicycling on Mackinac Island, knocking him to the ground, and (2) shared his ear instead of a perch while learning to fish. George, still defying the whims of fate, now is teaching Jane—at a safe distance—to shoot a rifle.

On All Accounts

BREAKING a path from maid’s room to pantry in Marshall Field’s former apartment in Chicago’s Field Bldg. is daily routine for Jane McKendry, timebuyer at Needham, Louis & Brorby.

Early this year the agency, out-growing its spacious quarters on the 20th, 37th, 38th and 39th floors, expanded into Mr. Field’s 10-room apartment on the 44th floor. Mrs. Maurice H. Needham, wife of the president, redecorated the elaborate mansion, converting pantry shelves into book shelves, a maid’s room into Miss McKendry’s sleek office, and a lavish powder room into secretarial space.

A believer in career-plus-marriage, Jane was wed in early September to George Jacobsbeyer, assistant credit manager at Chicago’s American National Bank. On their honeymoon, Jane was surprised her husband survived, for during their month-long trip she (1) collided with George while bicycling on Mackinac Island, knocking him to the ground, and (2) shared his ear instead of a perch while learning to fish. George, still defying the whims of fate, now is teaching Jane—at a safe distance—to shoot a rifle.

A petite brunette whose clipped curls match her new look, Jane was born in Columbus, O. After multiple moves to keep up with her father’s real estate business, the family settled in Chicago. At Sullivan High School she combined “bloomer girl activities”—volley and basketball—with contrasting interests like sewing and dancing.

After graduation, she worked as a secretary at the Bell & Howell camera manufacturing plant, Chicago, and then moved to Needham, Louis & Brorby as secretary to Max D. Anwyl, secretary-treasurer. That was seven years ago, and Jane hasn’t budged since, although she has been promoted from figure work in Mr. Anwyl’s office to accounting work under vice president and media director Otto R. Stadelman.

After two months as his secretary, he was given five visual accounts for which she bought space: Macwhyte Co., Kenosha, Wis., (wire rope); Rand McNally & Co., Chicago (maps); John Marshall Law School, Chicago; A. C. Becker and Co., Chicago (investments and securities), and the dairy and poultry products of Swift & Co., Chicago. When the agency took on more

(Continued on page 84)
AM transmitter can be stepped up to 1 KW

simply

With this 250-watt AM transmitter you can go to 500 or 1000 watts—simply by adding on an RCA 1-kw r-f power amplifier. Your BTA-250L then becomes your driver. Not a penny of your original transmitter investment is lost... because in this conversion there are no power tubes to discard or obsolete equipment left on your hands.

How quick and easy is it to convert? You can make the change to higher power between "sign-off" and "sign-on"!

This is one reason why the BTA-250L is a "natural" for stations planning a future power increase... or replacement of old equipment.

And there are many other reasons, too. Here is a transmitter that is busied for quiet operation—uses no fans, blowers, or noisy a-c contact controls. It is designed with all controls and switches grouped on one central panel—and within handy reach. It provides an accurate means for logging... because it uses precision-type vernier tuning indicators. And all meters are located at eye-level for convenience of the operator.

For complete information about the BTA-250L... and how you can add an RCA 1-kw power amplifier to it inexpensively... call your RCA Broadcast Sales Engineer. Or write Dept. 19LA, RCA Engineering Products, Camden, New Jersey.

...add on this 1-kw Power Amplifier type BTA-1L for high power later

Completely self-contained, this businesslike r-f power amplifier makes it practical to go to 500 or 1000 watts—using a BTA-250L as the driver. The center section houses the power equipment. The right section houses the modulator and r-f power amplifier. Ample space makes it easy to reach all components. Type BTA-1L features fewer r-f stages and simpler operations—your assurance of maximum on-air time.

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
South Florida is about to launch one of the biggest tourist seasons in its history. Thousands of new hotel rooms, hundreds of new apartment units and private homes have been built this year and are ready now to accommodate Greater Miami's ever-increasing number of tourists and seasonal residents, who last year spent an estimated $100,000,000 in this year-round resort capital.

Yes, Greater Miami is still America's No. 1 tourist attraction. But—as all surveys and indices point out—it's a great year-round market as well. Most advertisers agree, you can bank on results in the Greater Miami market. And the most effective way to get them—at lowest cost per listener*—is WQAM, Miami’s First Station, whose clear signal stands out in Greater Miami and delivers an important bonus audience in 15 additional counties of Miami’s trading area.

* Ask the John Blair man.
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### EXPLANATORY NOTES

**LICENSE IN FOLLOWING ORDE**

**SPOON** NAME OF AGENCY, NUMBER OF LICENSES, LOCATION, DATE OF APPLICATION, DATE OF ISSUANCE, CO-FIRMS AND ADDRESSES.

**ABC**

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**BROADCASTING**

*The Weekly Newsmagazine of Radio*
Sure he can.
But Mr. Claus does it only once a year for his clients, whereas CBS helps lift the sales curves of its advertisers week in and week out the year round*—by delivering from 8 to 57% more listeners per dollar invested than any other network in radio.

*For details, write CBS, New York.

CBS—where 99 million people gather every week!
Yeah, but can he lift a sales curve?
### SUNDAY

<table>
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<tr>
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<td>Lou Holtz Presents Dr Pepper</td>
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<td>Sun Break</td>
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<td>7:00</td>
<td>The Honeymooners</td>
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MR. KLETZ IS HOST

By ED JAMES

TOOTS SHORE'S celebrated eatery was the antic scene last Wednesday of a distinctive if somewhat anti-climatic gathering at which it was announced that CBS was going into the sports promoting game.

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(Continued on page 54)

PRINCIPALS in expanded Tournament of Champions Inc., jointly and equally owned by CBS, Music Corp. of America, Allied Syndicates and George Kletz, T. of C., president. L to r, seated—Lawrence Lowman, CBS vice president and general executive, vice president of new corporation; Mr. Kletz; Charles Miller, MCA vice president and T. of C. treasurer; standing—David Chernay, of Allied Syndicates, and Andy Neiderreiter, promoter for T. of C.

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MR. KLETZ IS HOST

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(Continued on page 62)

CBS' Story Told

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(Continued on page 54)
LEVER POST

CREATION of a new position, that of vice president in charge of affiliated companies, and the appointment of Robert F. Elder to the post were announced last week by Charles Luckman, president of Lever Bros., Cambridge, Mass.

Mr. Elder, present vice president in charge of consumer research, will assume his new duties on Dec. 15.

"During the past two years," said Mr. Luckman, "Lever has acquired so many new companies and new products that it now becomes necessary to have one top executive devoted his entire time and effort to these operations."

Mr. Luckman said that the long service of Mr. Elder, backed by his diversified experience, fits him ideally for the new post. "He has worked for some time with our affiliated companies and is thoroughly familiar with their operations, plans and opportunities," Mr. Luckman said.

Affiliated Companies

Lever Bros. affiliated companies are: Harriet Hubbard Ayer, New York; the John F. Jelke Co., Chicago; PepsiCo Division, Chicago, and the Philippine Refining Corp., New York.

The Ayer and Jelke concerns, manufacturers of cosmetics and margarine respectively, were acquired by Lever Bros. within the past 18 months.

Mr. Elder joined Lever Bros. in 1937 as director of market research. He was formerly professor of marketing at Massachusetts Institute of Technology. In 1944 he was appointed assistant to the president and two years later was named vice president of consumer research.

Graduated cum laude from Harvard, he began his business career as research chemist for the organization which controlled the technicolor process for motion pictures. Spending several years in research and production on technicolor, he later pioneered in the development of stereoscopic motion pictures.

Elder Fills New Vice Presidency

Mr. Elder

Cost of Distribution," the following year, Mr. Elder won the Alvin Simonds award, granted in a nation-wide competition. This distinction led to an invitation from MIT to become its professor of marketing.

Throughout his MIT association, from 1929 to 1937, Mr. Elder acted as consultant for many industrial organizations, mostly in radio research, a field in which he achieved national prominence.

BATES CHANGE

Partnership Is Formed

EFFECTIVE Nov. 30 the corporation of Ted Bates Inc., New York, was dissolved and a partnership formed to do business under the name of Ted Bates & Co.

Members of the newly formed partnership are Theodore L. Bates, Joseph R. Busk, Thomas J. Carnese, Walker G. Everett, Clinton S. Ferris, Thomas F. Harrington, Edward F. Hudson, William H. Kearns, John M. Lyden, D. Robert Parman, Clifford N. Parsells, Austin Peterson, T. Rossier Reeves, Edgar P. Small. All former vice presidents of the firm except Mr. Bates who was president and treasurer, Evelyn T. Bates, is a limited partner.

Originally formed in 1940 the agency was originally formed as a corporation on Dec. 1, 1940. Its current billing is said to be more than $20 million.

SPOT PROBE

By RUFUS CRATER

WILL THE FCC assume jurisdiction over the white-hot question of networks’ rights to serve affiliates as spot advertising representatives? That appeared to be the major immediate question last Friday as the Commission completed the first week of exploring the subject.

After five days of hard-fought sessions the hearing was adjourned late Friday afternoon to Jan. 30. At least two more days are expected to be needed to complete testimony. But there was some belief that the magnitude of the problem would discourage efforts to resolve it immediately.

Visually the same problem is raised in a complaint pending before the Justice Dept.’s Anti-Trust Division, and some observers felt FCC might decide this is the more appropriate vehicle for settling the issue. It was pointed out, however, that the Justice Dept. is withholding action pending outcome of the FCC proceeding.

The case originated on petition of the National Assn. of Radio Station Representatives charging that the networks, through their representation of affiliates in the sale of national spot advertising, are violating the Commission’s Network Regulations on network operation time and stations’ non-network rates [BROADCASTING, July 26]. If the practices do not violate the Network Regulations they are at least contrary to the spirit of those rules and to the public interest, NARSR contends. The complaint to the Justice Dept. also was filed by NARSR.

Fly and Rosenman

The hearing pitted two erstwhile New Deal stalwarts against each other: Former FCC Chairman James Lawrence Fly as counsel for NARSR, and Samuel I. Rosenman, former New York State Supreme Court judge and later special counsel for Presidents Roosevelt and Truman, as attorney for CBS. They tangled frequently in hot and acrimonious legal disputes.

In addition to their owned stations, CBS represents WAPI Birmingham, WBT Charlotte, WYRA Richmond, WCAU Philadelphia, and KSL Salt Lake City. NBC represents WGY Schenectady and five Westinghouse stations whose representation moves to Free & Peters on Jan. 1. ABC represents WMAL Washington. The five Westinghouse stations are WOWO Fort Wayne, WBO Boston, WBZA Springfield, KYW Philadelphia, and KDKA Pittsburgh.

It appeared obvious, however, that the fears of network domination were not aroused by the networks’ AM representation alone, but particularly by the development of television and network interest in that field.

Mr. Fly made clear that NARSR’s charges do not include Mutual, and other spokesmen seemed virtually to exclude the Dumont Television Network.

CBS, the only network which offered testimony in the first phase of the proceeding, was supported by witnesses from affiliates which CBS Radio Sales—its national spot advertising organization—represents.

Responding to NARSR charges that networks dominate the rates and program hours of affiliates which they represent on spot advertising, CBS spokesmen contended that their company is experienced in representation but is “very, very small fry” in this field; that FCC has no authority to eject networks from the representation business; that spot sales and network sales are “completely divorced” in the CBS operations; that greater in television than AM, NARSR maintained.

The hearing was before Comrs. Paul A. Walker, who presided; Rosel H. Hyde, E. M. Webster, Robert F. Jones, and Frieda B. Henock.

The Commission has several theses. It can refuse jurisdiction. It can exercise jurisdiction and find the NARSR charges either warranted or unwarranted. Ifit finds there have been violations of the Network Regulations further hearings will be necessary before disciplinary action may be taken against the stations involved. If it finds no violations but concludes that the practices are against public interest, separate rule-making proceedings will be required.

Other Participants

In addition to Mr. Fly and William C. Fits for NARSR and Judge Rosenman and Richard Salant for CBS, participating counsel included: General Counsel Benedict P. Cottone for FCC; William R. Purdue and Thomas E. Ervin for NBC; Joseph A. McDonald and Andrew G. Haley for ABC; Thad H. Brown Jr. for DuMont; Paul D. P. Spearman for Edward Petry & Co., a member of NARSR; W. Theodore Pierson for WCAU; Glen A. Wilkin for KSL; Ben S. Fisher for

(Continued on page 22)

Network Representation Rights Argued

A HEARING that may decide the fate of network organizations’ activities in the national spot advertising representation field commanded the attention of independent representation firms, networks, station operators, and the FCC last week. The hearing, unfinished after five days of testimony and heated dispute among counsel, was recessed to Jan. 3.

HOOVER COMMISSION

“THE FCC will roll along the way it always did,” an authoritative source at the Hoover commission told BROADCASTING Thursday. What happens to the “Voice of America” is another and more disturbing matter.

The commission, formally known as the Commission on Organization of the Executive Branch of the Government, is nearing the end of its long study of U. S. agencies, and will submit its first report to Congress Jan. 13. Right now its members are studying mountain-high stacks of reports and recommendations submitted by 24 task forces, some of which have been working more than a year.

At stake in the effort to draw up a new operational pattern for the cumbersome maze of federal departments and commissions is the fate of several agencies affecting the broadcasting and advertising industries.

‘Voice’ to Change

The FCC and Federal Trade Commission, as independent regulatory agencies reporting to Congress, are not likely to be absorbed by any new agencies, according to sources at the Hoover commission.

The State Dept., however, is slated for drastic changes which will affect the “Voice of America.” This is the trend of present Hoover commission thinking. Some internal changes in the

‘Voice’ May Change

FCC’s method of operating are suggested in a report to the task force under whose wing FCC comes [BROADCASTING, Nov. 1]. As in all such reports, efficiency and economy are the goal. These reports are secret, but leaks have occurred in a number of cases.

The Hoover commission points out that task force reports are in no way final, but merely are recommendations to the full commission. In turn the commission will reach its own decisions, and then submit them to Congress. Finally, the whole matter will be worked over by Congress.

At this point in the long-range project FCC is due for a business-

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Spot Probe
(Continued from page 21)

WRVA: Duke M. Patrick for WAPI; E. D. Johnston for WBT.

Highlights of the sessions included:

MONDAY

H. Preston Peters, president of Free & Peters and chairman of NARSR’s executive committee, emphasized that national spot and network advertising are “highly competitive” and therefore cannot be properly handled by the same entity.

He cited alleged instances to support his contention that a network which represents affiliates for national spot sales exerts an influence on the affiliates’ operations far beyond the field of spot sales itself.

Mr. Peters emphasized the importance of the representative’s role as advisor on virtually all phases of client-stations’ affairs.

“When networks function as representatives,” he said, “their influence on non-network station matters is increased.”

Mr. Peters noted that the volume of national spot advertising grew from $13.8 million in 1934 to an estimated $99 million in 1948. In 1946, the last year for which exact figures are available, the 24 NARSR members handled $31.4 million, or 62.1% of the year’s total. The 24 members, he said, represent 968 AM stations, or about half of the total in operation.

The 29 stations represented by the three networks, he testified, are less than 3% of the AM stations of 1946 but accounted for 32% of the non-network national spot business. By taking on the representation of “12 or 15” large stations in large markets, he said, the networks “could control in excess of 50% of non-network national income.”

If network control over spot reaches “40 or 50%” of the total, he asserted, “national spot will then cease to provide a separate, self-sufficient and competitive approach by the station to the advertiser.”

Affiliates, he said, get more net income from spot sales than from network time sales.

Testimony ‘Hearsay’

In reply to opposing attorney’s frequent protests that much of Mr. Peters’ testimony was “hearsay,” Mr. Fly repeatedly insisted that NARSR is not seeking to “penalize” either networks or stations. NARSR’s objective, he said, is to help FCC establish policies for regulation of this field.

Mr. Peters presented minutes of a meeting of the ABC Station Planning & Advisory Committee, secured from ABC by subpena in which ABC President Mark Woods was quoted as telling the committee that either the network is the most important thing in your shop, or it isn’t.”

Mr. McDonald, as ABC counsel, said he didn’t question the general accuracy of the minutes but that he thought the full report showed ABC is trying to improve its service through cooperation with its affiliates.

Detailing alleged examples of the “pressures” felt by affiliates, Mr. Peters said in one case KHQ Spokane accepted three quarter-hours of sponsorship representing $2,925 per year of net income in place of eight quarter-hours of national spot advertising which would have meant $14,877 net income per year.

On cross-examination NBC counsel brought out that KHQ did not have a “firm order” for the eight quarter-hours at the time the contract was signed. KHQ President R. 0. Dunning sent a telegram to this effect and it appeared likely that he would be summoned for personal testimony when the Commission refused to admit the telegram on grounds that its sender was not available for cross-examination. Mr. Spearman questioned how Mr. Dunning was “influenced” to send the telegram.

Eugene Katz, executive vice president of The Katz Agency and NARSR executive committee member, testifying primarily on television aspects, charged that network representation organizations have an even greater control over TV operations than in AM. The same network rules apply in both AM and TV, he said. But since television stations operate fewer hours, he said, the nine hours which networks may option amount to 66 to nearly 100% of the broadcast day.

Mr. Katz said NARSR’s contracts permit the network “effectively to control periods in station time in addition to the time already under option.”

Explains Rates

He claimed that under NBC-WNBT (TV) New York’s previous rate card a spot advertiser would have to pay at least $950 for a one-hour film show ($750 transmitter rate, plus $200 program facilities charge). But, he said, the same time for the same film show on an affiliate with the same rate card would cost the advertiser only $750 if purchased on a “network basis.” The $200 program facilities charge, he explained, would not be applicable to a network time purchase.

Yet, he said, the advertiser would net “less than $225” from the sale of this hour on a network basis, “whereas the spot sale of the same one-hour film show would net the station approximately $753.41.”

Mr. Katz told the Commission that all of the networks are “endeavoring to sign contracts for network affiliation with stations in cities where there are no facilities for network operation and hence where the ‘network’ programming would consist entirely of recorded (film) shows.”

Therefore, he said, the networks “are in effect placing spot business

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Radio Increases Sales

By MARIE FORD

IS RADIO a successful advertising medium for shoe retailers? Well, yes, according to the 18 shoe stores that agreed when the Sport Center, Washington, D. C., first went on the air over WOL Washington with Walter Campbell's Newsboys series a week ago at 6:30 p.m., the sponsor had some doubt about the direct sales returns that could be anticipated. That doubt was quickly dissipated. Sales results in all of the stores where mention was made of a sale of off-size women's sport shoes (sizes 2½ to 5), and the next day, as a direct result of that single announcement, over 300 pairs of shoes were sold.

In Portsmouth, Ohio, the Fairtrace Shoe Store, located out of the main business district, broadcast five spot announcements over a three-day period on WFA Y Portsmouth. Within a week after the first announcement was aired, Fairtrace had free and fair credit to radio for selling over 500 pairs of shoes.

As far back as 1940 the Arenz Shoe Co., Winona, Minn., made use of the broadcast medium. At that time its man-on-the-street program was almost its sole means of advertising a summer shoe sale. The store showed a 30% sales increase over the same month and with more than six years on the air the program still produces merchanidising results.

When H. J. Justin & Son, Fort Worth, Tex., took on sponsorship of a Sunday afternoon program on KGKO Fort Worth, it checked listener interest in its run-off as the same time it merchandised its product. Listeners were offered a white plastic replica of a Justin Cowboy Boot to be worn as a tie or lapel pin, and listeners who exhausted an offer for 5,000 of the miniature boots. Without question merchandising effort of this kind was part responsible for the increased boot and shoe sales, and it certainly contributed to dealer goodwill.

Mary Jane Experience

In Philadelphia, Pa., the Mary Jane Stores gave whole-hearted promotional and merchandising support to its Mary Jane Jamboree, a half-hour series for teen-agers broadcast over WPEN Philadelphia. Purely promotional in effect were the newspaper advertisements in behalf of the series. Window displays, gift certificates for each high school graduate, as well as shoe certificates for winners in the audience participation events.

Children's programs in particular lend themselves to merchandising effort. When Karl's Shoe Stores offered free master detective pistols to listeners to its Dick Tracy series over KECA Los Angeles, it found just how effective such offers are in stimulating store traffic. The firm had planned 500 pistols for each of its 55 Los Angeles stores, and after three brief announcements of alternate days, practically every store had exhausted its supply. As a conservative estimate, 27,500 people and shop displays in all participate in the program as a result of the three announcements.

To maintain a constant flow of store traffic, the Junior Booterie, Nashville, Tenn., organized a Red Goose Club in connection with its WSIX Nashville program for children. Each child received a membership card, a pin and a pencil, as well as a comic book. Since there was a new comic book each month, listeners to the weekly radio program continued to return to the store.

When Hanover Shoe Stores took on sponsorship of scholastic basketball, using the facilities of WIBG Philadelphia and WATT Newark, it offered listeners football forecast sheets available at Hanover stores. What made the forecast sheets good merchandising was the fact that a shoe featured in the back of each forecast sheet was also plugged in the radio commercials.

A basic consideration is the purpose of the campaign. With that determined the retailer knows the audience group to which his message can be most effectively directed. Once this problem is settled, the other elements that stories for school age children. This series was aired over KTKO Oklahoma City, originating from Nissen's Green Room, with baloons and whistles for youthful visitors who could listen on broadcast.

In Portland, Ore., Schowe's Shoe Store was heard on KALE Portland every week-day with a transistorized juvenile series, The Air Adventures of Jimmie Allen. For the teen-age group, Dawson's Shoe Store found that Dawson's Spelling Bee, aired over WQMC, to be a good sales builder. Sixteen high schools in the area were represented on the weekly half-hour series which featured Sponsor Earl Dawson, as question master, and his assistant, a newsman for his own commercials.

Music is another way to attract the high school crowd, and in Washington, D. C., Crosby's Ladies Shoe Store successfully appealed to the boys and girls with a Band of the Day program on W D C Washington. Listeners were invited to show up three of the four records to be played each day, and winners received air mention and a prize of three records from a local music store. According to the sponsor, there was an immediate increase in the demand for brown and white saddle oxfords.

It was to college students that Neil White & Co., Fresno, Calif., directed its Campus Reporters. This weekly quarter-hour series, which featured campus personalities, college news and local music was broadcast over KMJ Fresno.

To reach the feminine audience, Peter Bros. Shoe Co., Oakland, Calif., took on sponsorship of a midmorning news program for women aired six times weekly. While the original contract with K ROW Oakland was for 13 weeks, at year's end the firm renewed for another 52 weeks. The firm reported the greatest sales increase of any retail shoe store in the San Francisco Bay Area for the year.

News represents a good program, too, for the general audience. For over five consecutive years Neil C. Booterie, Shenandoah, Iowa, has broadcast an evening news series over KFNF Shenandoah. Each year net shoe sales have increased over the preceding year, and sales and profits reported above those of other Shenandoah shoe stores. In the opinion of the store manager, news is the best advertising medium, and practically its entire advertising budget is with KFNF.

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PARTY HARMONY

WITH THEIR discordant labor relations on key at least temporarily, U. S. President Truman and AFM President Petrillo will again strive for harmony—this time as the featured duet at Inaugural ceremonies in Washington on Jan. 19.

The musical ear will appear once again on the Washington scene, this time as music master for Mr. Truman's Inaugural ceremonies.

Mrs. Petrillo, chairman of the 1949 Inaugural Committee, announced Nov. 28 that Mr. Petrillo has been appointed music chairman of the National Participation Committee for the Inaugural.

Capital observers construed the inaugural appointment as a reward to the AFM dictator for his outspoken support of the Truman candidacy.

The Washington appearance will by no means be a new one for the doughy little union ruler. Twice in the last two years he has been under klieg lights in Capitol Hill committee rooms, with movie, TV and still cameras capturing his dramatic gestures as he wowed entrenched legislators with wiseracaking parries.

Possibly Petrillo's outstanding Washington triumph but one which Truman advisers seem to have forgotten was his flat spurning of the late President Roosevelt's plea that he place the nation's welfare in wartime above his dictatorial desires. During the war he forbade participation of his musicians in countless patriotic celebrations and similar events, incurring the cautious wrath of high military officials.

For years he blocked broadcasts of programs by student-amateur and military bands and had insisted that stations hire musicians in excess of those they needed. His demands also stalled progress in the FM and television fields.

A concert, under the auspices of the AFM, will be held at Washington's National Guard Armory the night of Jan. 19. Featured artists and units of the music world and top-flight entertainers of radio, stage and screen will be presented in a show which is expected to run continuously for three hours or more.

The committee believes it can present the show in three hours through the alternate use of two stages in a continuous presentation.

A Presidential box, flanked by other distinguished guests' boxes, will occupy a portion of the armory gallery.

Mr. Petrillo sounded the first note of the overture after the election when he wired President Truman his offer to "make your inauguration a day of harmony in music as it will most certainly be in our nation's history."

With no announced discussion on union scale, a factor which has always been much more prominent in Petrillo negotiations, the Committee accepted the bid and suggested the AFM sponsor the evening show.

The music dictator then started the verse:

"The affection of our Federation members for a fellow musician and a great President, as well as the esteem which Harry S. Truman has earned for all Americans, will be expressed in the pre-Inaugural celebration which we plan as the gift of the American Federation of Musicians to this historic occasion," he wired.

James Sauter of New York City was appointed last Wednesday by the Committee as head of the talent committee for the Inaugural ceremonies.

**March 1 New ASCAP Deadline**

**MUSIC FOR TV**

TELEVISION is assured of ASCAP music at least until March 1, 1949. Action of the ASCAP board, meeting in New York on Tuesday, terminated the present blanket licenses for use of ASCAP music as of Dec. 31, 1948, but allowed for a two-month period for negotiations of a contract with the television broadcasters.

If a contract is completed in that time, new terms are to be retroactive to Jan. 1. If no agreement is reached on suitable payment for the video musical rights, ASCAP will make no charges for music use on television during January and February.

ASCAP will be ready to begin negotiation for the video rights as soon as it has secured the control of these rights, which are currently held to account for 80% of the society's annual revenue. The writer members have already passed this mark and that goal for publisher members is expected to be reached this month.

With the imminence of the Christmas holiday season, however, it is doubtful that negotiations will start before the first of the year.

The day following its board meeting, ASCAP sent letters to all television broadcasters notifying them of the termination of their present licenses at the end of the year and of the two-month grace period.

**Streibert Statement**

The same day, Dec. 1, Theodore C. Streibert, president of WOR New York and chairman of the NAB music advisory committee, sent the following statement to all members of the committee:

"ASCAP has just mailed notice to all television licensees cancelling its existing gratuitous license effective 30 days after receipt. Copy is enclosed.

"You will notice that provision is made for a negotiating period of 60 days after Jan. 1, 1949, with terms to be retroactive to Jan. 1, 1949. If no agreement is reached by the end of the 60 day period, it will be considered that the stations were licensed during the period on a gratuitous basis.

"Your television subcommittee has been kept fully informed of the ASCAP television situation and has been providing ASCAP with information to help formulate a basis for television licensing.

"Robert P. Myers, chairman of the subcommittee, will undertake to explore and formulate the uses of music in television to be included in such possible licenses.

"After the basis of ASCAP's proposed licenses has been clarified a meeting of the full committee will be called to review any and all the proposals and discuss the situation.

"It does not now appear probable that such a meeting will be held before the first of the year."

Will Petrillo Sound Note for Truman?

"Of course," Mr. Hildreth added, "we are making suitable arrangements to provide this added coverage, since this enables Washington to be the host to the millions of Americans who will visit our Inaugural, not in person but through the radio, press, newsreel and television coverage of the event."

Meanwhile, plans for coverage were taking shape in Washington as committee officials met with representatives of aural and TV networks and local stations.

Kenneth Fry, committee radio director on loan from the Democratic National Committee, indicated last Thursday that plans are progressing well and several meetings on coverage have been held.

Mr. Fry had previously an- nounced that television networks would provide coverage of the pre- and ceremonies at the White House through a pooled arrangement [Broadcasting, Nov. 29]. He is currently assembling material on the expected timing of events to enable the industry to adjust its programming accordingly.

**RGW CONTRACT**

Negotiations Resume Today NEGOTIATIONS between the Radio Writers Guild and agencies, package producers and sponsors are to be resumed today (Dec. 6) in New York after a recess called Nov. 18 to permit representatives to the parlays a chance to go home for the Thanksgiving holidays.

Announcement of the resumption of talks was made in a joint statement by Roy Langham, national executive secretary of the RGW, and Austin M. Fisher, spokesman for the agency and sponsor group.

It also was announced that ne- gotiations held on the West Coast between the RGW's western re- gion and independent program produc- ers would be merged in the New York meeting.
By J. FRANK BEATTY

NATION-WIDE attempt by cities and towns to slap local taxes on radio stations was started last week.

Use of a subterfuge to evade constitutional provisions was suggested Thursday at the 13th annual conference of the National Institute of Municipal Law Officers. The conference held a three-day meeting at the Mayflower Hotel, Washington.

The device by which municipalities hope to dodge court and constitutional principles is the assessment of a tax on the generation of electro-magnetic waves out of a microphone. It was suggested to the conference by T. J. Gentry, city attorney of White Rock.

NAB will combat the municipal officers' threat, it was learned at association headquarters Friday. A. D. Willard Jr., executive vice president, told Broadcasting: "The theory advanced at the National Institute of Municipal Law Officers conference presents a new problem. It's simply another attempt by state and municipal officers to tax radio stations improperly. The NAB will, as it has in the past, employ every legitimate means to protect the broadcasters from any improper tax."

Launching of a tax campaign against radio by cities and towns had been forecast by Don Petty, NAB general counsel, in addressing NAB district meetings last summer. He said that the National Association has termed it "one of the most important problems facing broadcasters." The NAB legal staff has prepared a brief for guidance of station attorneys representing broadcasters in state and municipal tax cases.

This new city campaign is one of a series of state and city efforts to impose franchise and gross sales taxes on radio despite its accepted interstate character. Broadcasters have not generally contested income or property taxes, but license and occupational levies by local governments on interstate business are generally held to be improper.

"The Gentry technique, according to attorneys, is an attempt to separate a single function out of the "solid package deal" under which broadcasting is protected as an operation in interstate commerce.

Broadcasters are paying various forms of local taxes in some cities, according to NAB records, but the assessment takes the position they actually don't have to submit to these levies in most cases.

Basic court decision protecting broadcasting as a business in interstate commerce is the Fishers Blend case decided by the U. S. Supreme Court. Under this ruling, the whole broadcasting operation is adjudged ineradicable.

It is this point, attorneys noted, at which the newest subterfuge is aimed. The attempt, apparently, is to pluck the generation of electro-magnetic waves out of the whole broadcast operation and place a tax tag on it.

The principle is expected to meet station opposition, should cities follow custom and slap at any possible means of adding to their tax revenues. Even a nominal tax will be opposed, since a $1 a year levy, for example, could easily be multiplied a thousandfold once it became established.

A number of cases involving some at least principles has been defeated in the courts. Federal courts in Florida and Kentucky and the Supreme Court of Georgia, records show, have followed the Fishers Blend case.

CRAVEN MOVES

COMMDR. T. A. M. CRAVEN, vice president of Cowles Broadcasting Co. and former member of the FCC, has resigned effective Jan. 1 to become a partner in the Washington firm of Lohnes & Culver. Firm will become Craven, Lohnes & Culver.

An important figure in radio engineering and allocations policy since World War I, Commdr. Craven joined Broadcasting in 1944 as vice president in charge of eastern activities and of engineering. At that time he had completed a full seven-year term on FCC commission, preceded by several years as FCC chief engineer.

Lohnes & Culver was formed in June 1944 by George M. Lohnes and Ronald H. Culver. Both formerly had been for a number of years with Jansky & Bailey, Washington consulting engineering firm.

LaVerne B. Pettit is currently consulting engineer in partnership with Worthington C. Lent, Washington, and also at one time with Jansky & Bailey, has been associated with Lohnes & Culver since April 1947 and will remain with the new firm.

Commdr. Craven has been associated with the engineering aspects of radio regulation from the beginning. He was loaned by the Navy to the Federal Radio Commission, FCC predecessor, in 1927. Prior to that, during his Navy career, he served on various governmental radio advisory committees and participated in national engineering and international communications conferences. He resigned from active Navy duty in 1930 to enter private practice as consulting engineer.

At the behest of President Roosevelt, he left this practice in 1935 to become chief engineer of FCC.

Presently member-at-large of the NAB board of directors, representing medium power stations, Commdr. Craven in 1946 was named to represent NAB at the technical conferences and negotiations to remain and revise the North American Regional Broadcasting Agreement (NARBA).

Graduated in 1913

Commdr. Craven graduated from the U. S. Naval Academy in the class of 1913.

Mr. Lohnes received his B.S. in electrical engineering from George Washington U. and Mr. Culver received the same degree from the U. of Michigan.

Gen. Luther L. Hill, executive vice president, Cowles Broadcasting Co., and general manager of Des Moines Register-Tribune, issued the following statement on the resignation of Commdr. Craven:

"While we accept with regret the resignation of Commdr. Craven as vice president in charge of engineering, we are happy that he will continue to serve our organization in the capacity of consulting engineer. Commdr. Craven is in our judgment one of the country's foremost radio engineers and has made many notable contributions to his chosen field.

"As senior member of an independent engineering firm he will be in an excellent position to continue his work which has been of enormous benefit not alone to the radio broadcasting industry but, to all the American people as well."

December 6, 1948 • Page 27
Having rebuffed an attempt to scuttle the Mexico City High-Frequency Broadcasting Conference, delegations representing 69 nations are working toward a successful windup of proceedings by Feb. 1.

According to several conference attempted to break up the project by forcing a Dec. 15 adjournment. This attempt failed, and delegates are emphasizing a theme of harmony and optimism.

The Soviet delegation joined in this harmonious movement by issuing a statement praising technical achievements of the U.S. delegation. In the Nov. 29 issue of the conference's daily paper, The Morning Electron, this statement was published:

"The Soviet delegation caused a congratulatory message to be sent to the United States delegation as recognition for the latter's wholehearted technical cooperation which has proven so useful to the conference. This gesture may have been made in order to achieve increased harmony among delegates, an important feature in the meeting so far. The U.S. delegation has served as an example of a truly international friendship and atmosphere, which, unlike other international conferences, is a real example of cordiality and mutual cooperation and understanding.

Members of the U.S. delegation, in turn, spoke highly of the work of the Canadian delegation. Among those singled out for praise were W. G. Richardson and J. P. Johnson, Canadian Broadcasting Corp. engineers. Mr. Richardson is chairman of Working Group 4-A of the Technical Committee. Like Mr. Johnson, Mr. Richardson has taken an active part in technical progress at the conference.

Senate Observers Return

The two U.S. Senate observers-Senators Edwin C. Johnson (D-Colo.) and Ernest W. McFarland (D-N.M.)—returned to the United States. They commented informally on the long hours and hard work of the delegation. They left Edward Co., a telecommunications expert of the Senate Interstate & Foreign Commerce Committee, to serve as their representative.

Joining the U.S. delegation last week to aid in speeding up the standards of the NAB recording & reproducing standards committee.

Extension of the conference closing date to Feb. 1 is expected to bring about postponement to March 15 of the Inter-American Telecommunications Conference, now scheduled to be held in the United States. Favored cities are New Orleans and San Francisco.

CIVIL DEFENSE

Mellinger Named Director

The director's post of the Office of Civil Defense Planning has been accepted by Aubrey H. Mellinger, former president of the Illinois Bell Telephone Co.'s Chicago area. Defense Secretary James Forrestal announced last Thursday.

Mr. Mellinger was offered the position during a visit with President Truman on Dec. 29. He will assume his new duties Dec. 7. The former telephone official succeeds Russell H. Hopley, who resigned, as had he previously announced he would do, upon completion of a proposed civil defense plan now in the hands of the Department of Defense. The plan recognized communications as its "nervous system. Mr. Hopley will return to his duties as president of Northwestern Bell Telephone Co.

Signs Orr

FEDERAL Security Administration's U.S. Employment Service, Farm Placement Service, and who now signed W. Wallace Orr Inc., Philadelphia and New York, to produce a kit of advertising and public relations tools for use in recruiting seasonal and year-round harvest and process the 1949 crops. The 1949 kit will include scripts for radio programs, suggested newspaper press releases and other promotional-public relations items. It will be distributed to over 1800 State Employment Service offices, creative Arts Studio Inc. Washington, also will participate in preparation of the kit.

NIELSEN INDEX

Findings on the<br>6 New Clients

Four advertisers and two agencies signed with the A. C. Nielsen Co., Chicago, last week for the new Nielsen National rating index service. Toni, Armour & Co., and Hall Bros. have three-year agreements, with Toni getting additional features—extra-week ratings, television reports, special research and consumer index reports. Carter Products, on a two-year contract, will receive the non-network feature and consumer index services.

The agencies are Biow Co., on a two-year basis, and Ward Wheelock Co., with a three-year agreement. The latter provides for extra-week ratings, non-network service, special research and the New York station area reports.

FCC PROBE

Chairman Forest A. Harness (R-Ind.), defeated in the election, called the session after a previous meeting slated for Dec. 1 was postponed for lack of a quorum of members.

Francis E. Bow, general counsel of the committee, explained the meeting had been called to consider several staff reports and to decide upon the committee's further course of action. One of the reports concerned the investigation of communications in Puerto Rico [Broadcasting, Nov. 8]. An out-

House Group Ponders Fate Of Investigation

The feasibility of continuing an active investigation of FCC policies, procedures and decisions before the advent of a reshuffled Communications Bureau is an object of interest to members of the House Select Committee to Investigate the FCC, at an executive session scheduled a line on the examination of the Commission's controversial Blue Book, licensing practices and other committee matters, were also slated for discussion.

Opposition was expected to any proposal that public hearings be held in Puerto Rico, Rep. J. Percy Priest (D Tenn.), slated to take the reins of the committee if it is perpetuated against his wishes in the 81st Congress, was expected to cast a dissenting vote on this matter [Broadcasting, Nov. 22].
ARMY SHOW'S TALENT

THE ARMY has no comment on the radio programs shown for the Army, who purportedly have been affiliated with Communist front organizations.

A story widely published in Scripps-Howard and other papers had pointed out that three people in Theatre, U.S.A., used by the Army, were "among the most active supporters of Communist front causes in the entertainment industry." Subsequently the story quoted a source as saying that "some kind of action will be taken."

Gen. J. A. Hartley, di-

Case Before FCC

WOUNDED last week of General Broadcasting Corp. for the purchase of WOV New York left Victory Broadcasting Corp. as sole contender for the station.

FCC presumably could proceed at once to act on the proposed transfer to Victory. But it seemed unlikely to do so, pending outcome of its recently reactivated investigation of the radio operations of Arde Bulova, owner of both WOV and WNEW New York [BROADCASTING, Sept. 6]. A decision on the Bulova probe may be forthcoming within a few weeks.

Victory Broadcasting Corp. is composed of Ralph Weil, general manager; Arnold B. Hartley, program director, and N. Joseph Leigh, New York industrialist. It filed a competitive bid for the station after General Broadcasting Corp. had signed a conditional sales contract with Mr. Bulova for $300,000 plus the price of 10% of WNEW's stock now owned by Richard E. O'Dea, who is also part owner of WOV [BROADCASTING, March 16, May 24]. A formal contract for sale to Victory reportedly was in preparation; late last week.

Transfer of WOV would terminate the last of FCC's original duopoly cases. Mr. Bulова's previous efforts to sell the station have been balked by litigation. Announcing General Broadcasting's withdrawal from the competition, Herman Bess, director of WLIB New York and president of General, said that since entering into the conditional sales contract General had changed its mind. He said the battle in the radio field had changed substan-

CBS CLINIC

Rooms With TV Reserved

TO INSURE monitoring facilities to all CBS executives attending the network's three-day television clinic beginning Jan. 21, every Manhat-

Army House's Talent

No Comment on Stars' 'Pink' Tendencies

The Army in Theatre, U.S.A., used by the Army, were "among the most active supporters of Communist front causes in the entertainment industry." Subsequently the story quoted a source as saying that "some kind of action will be taken."

The article pointed a finger at Alfred Drake, m.c.; John Houseman, producer-director, and Howard Teichmann, writer-producer, of the show. Mr. Bess was listed as an initiator of the New York State Wallace Party and the article said he had been in such fronts as the Progressive Committee of Artists, the Council on African Affairs and the Voice of Freedom Committee. He has left the Army show for another role on the stage.

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THE WHOLE PROBLEM of twilight time and the need to clarify the difference between "day" and "night" on BMB ballots was thrashed out Nov. 26 at a meeting of BMB's research committee in New York. In taking up the problem, the research committee acted on instructions from the board of directors of the group. The board, in its turn, had the matter referred to it at its own session by recommendation by the NAB [BROADCASTING, Nov. 29]. Four members of the NAB technical committee and of the BMB board attended the research committee meeting as guests and participated in the discussions.

The research committee felt that the problem of nighttime audiences realized itself in two parts: (1) Making as certain as possible that the listener knows what the BMB ballot means by "day" and "night." (2) Helping users of BMB reports understand the audience figures in the light of nighttime signal availability.

Ballot Rewarded
To aid the listener in appreciating the difference between "day" and "night" in the BMB ballots, the committee approved a rewarding of the ballot as recommended by the report forms subcommittee.

The rewarding is not being made public until field tests pre-testing the wording have been completed. It is known, however, that the new emphasis is on "light" rather than on "dark.

Whereas previous wording emphasized before dark and after dark, present wording will tend to associate daytime with daylight. Under such an approach, pre-dawn listening (which BMB's research shows takes place before daylight, will be classified as nighttime listening. At present for example, a farmer is apt to classify such listening as daytime. To help users of BMB reports better understand significance of audience figures in light of twilight problems, an engineering advisory committee is being appointed. The research committee announced it is anxious to adopt any procedure that would make the engineering advisory committee for helping advertisers, agencies and broadcasters to interpret the BMB findings in light of nighttime signed availability.

Not Yet Appointed
At press time, members of the engineering advisory committee had not yet been appointed.

The research committee itself felt that the influence of twilight listening on daytime and nighttime audiences could not, as a practical matter, be eliminated short of maintaining hundreds of thousands of dollars in homes throughout a full year.

It was felt that seasonal differences in twilight and the difference between electronic and twilight electronic, which affects radio signals, make it impractical to seek information on twilight listening as such.

Furthermore, it was pointed out, many stations have sizable audiences during the approximately three hours of electronic twilight, and to exclude them from BMB reports would do these stations an injustice.

Nevertheless, the committee agreed with BMB that the proper evaluation of BMB data calls for a distinction between areas in which a station's nighttime audience reflects continuing listening until sign-off, and areas in which its nighttime audience is more likely to reflect only on or prepon- derantly twilight listening due to the lack of a dependable signal later at night.

Since the listener cannot provide accurate information on his twilight listening, and since twilight audiences cannot be disregarded or discarded from a station's audience, the research committee agreed that this problem would best be met by seeking to assure a better understanding of the significance of the BMB audience figures.

The committee also reviewed and approved the manner in which the number of radio families in every county of the United States and approximately 1,300 cities is being re-estimated in the light of revised Census Bureau figures and local information.

On the Nov. 1 recommendation of the technical subcommittee, all radio stations, including non-subscribers, have been asked to send BMB reports to their local offices. BMB itself will prepare a classification which might help census determine the number of families in individual counties and cities. Consideration of this information is already in progress.

BROADCASTING CLINIC ADVANCE REGISTRATION


Daniel Ehrlich, WOB, New York; Walter Engelhard, New York; Browning & Hershey, New York; Ken- neth Edwards, Eastman Kodak, Rochester, N. Y.


TBA TELEVISION CLINIC ADVANCE REGISTRATION

Group Mulls Twilight Terms

More than 100 television executives from all parts of the United States will attend the Television Clinic of the Television Broadcast Assns., Wednesday at the Waldorf-Astoria, New York.

Starting at 9:45 a.m., video stations in the New York area will radiate special programs to the clinic all day. At 12 a.m., a panel session devoted to station representation, sales policies and affiliation agreements will be held.

Participating in this discussion will be: George Moskovich, CBS- TV New York; Klaus Landsberg, KTLA Hollywood; Tony Esposito, agency representative, and Eugene Katz, station representative. Myron Kirk of the Kudner Agency will deliver an illustrated talk on "Television Advertising Showmanship.

At a luncheon meeting, Wayne Coy, FCC chairman, will outline what the Commission is doing to "defrost" the current "freeze" on new stations.

At an afternoon session, speakers will include: George M. Burbach, KSB-TV St. Louis, on "station Management Do's and Don'ts"; Robert P. Myers, NBC, on "Legal Problems of Television"; Leonard H. Hole, WABD New York, "Report on DuMont's Daytime TV Development"; Robert L. Coo, WPX New York, on "Television Station Recepton Problems"; Hugh M. Beville, NBC, on "Finding the Facts for TV Selling."

Show Film
Walter Dann, manager of WTMJ-TV Milwaukee, will show a five-minute film demonstrating the operation of an animated center device developed and used successfully at WTMJ-TV.

To insure that the clinic program will run on schedule, TBA Presi- dent Jack Poppele has rigged up an electric timing device which will begin to ring at the moment each speech is supposed to end. Device will continue to ring until the speaker stops talking.

BROADCASTING • Telecasting
Teddy Bear or Panda?

Is this strange looking thing a real, live animal, or is it just a big teddy bear, made to amuse the kiddies? It's hard to tell from the picture. Let's get down to the facts. It is actually a living panda, taking a walk in the Bronx Zoo, New York City.

We like to print facts in our advertising. We believe that time buyers want facts about radio stations. So here are a few hard, cold facts about W·I·T·H in Baltimore:

W·I·T·H is the BIG independent station with the BIG audience.

W·I·T·H delivers more loyal listeners-per-dollar than any other station in town.

W·I·T·H covers 92.3% of all the radio homes in the Baltimore trading area.

On the basis of these facts, W·I·T·H deserves a place on your schedule. Get the full story from your Headley-Reed man today.
The United Press pivots fast as news interests shift from continent to continent, from one big story to another. U. P. goes after the big breaks with energy and enterprise. It delivers the extras that your listeners remember.

For example, U. P.'s election coverage gave stations the competitive edge they all strive for. Here are a few other recent beats.. and exclusives.. by the service that constantly and successfully aims at more than the routine.
October 22—Decisive beat on the Federal Grand Jury’s investigation of Representative J. Parnell Thomas on the kickback charges which led to his indictment.

October 25—More than 24 hours ahead with the news that China was preparing to withdraw from Manchuria.

October 27—Exclusive disclosure by Lt. Gen. Leslie R. Groves of Russia’s efforts to get the secret of the atom bomb.

November 9—First by many hours with rent director Tighe Woods’ plan for a tighter rent law by the new Congress.

November 14—Exclusive interview with Dr. Edward U. Condon, of the Bureau of Standards, former target of the committee on Un-American Activities, in which he upheld the committee’s value and urged its continuance.

November 17—First report from inside beleaguered Suchow by an American news service correspondent since fighting began there, giving an eye-witness account of scenes in and around the city.

November 21—Admiral C. M. Cooke, Jr., wartime American Naval Chief of Staff, tells U. P. exclusively how control of the Western Pacific is passing to the Communists.

November 22—First with the news of King George’s illness.

November 25—Clean-cut beat on settlement of the longshoremen’s strike on the West Coast.

November 26—First again with word of Mme. Chiang Kai-Shek’s plan to visit the U. S. to plead for help for China.

November 27—Exclusive with Chinese Premier Dr. Sun Fo’s call for an outstanding American military figure, such as Gen. Douglas MacArthur, to come to China’s rescue.

December 1—Generalissimo Chiang Kai-Shek’s declaration, in conversation with a United Press correspondent, that China, despite its desperate plight, still can turn back the Reds with American aid. An exclusive story.

...By UNITED PRESS

The World’s Best Coverage of the World’s Biggest News
Dec. 11 is "T" Day in Memphis and the Mid-South!

With all the explosive power of the Atom Bomb, Television is making its debut in Memphis and Mid-South! Talk about a new medium with sales impact! This is it.

A new medium in a new market
For over a year, this event has been aggressively promoted among folks throughout this area. For more than five years, the people in Memphis and the Mid-South have been hearing about the wonders of Television; now it becomes a reality. WMCT, the first Television outlet in the Mid-South goes on the air this month. Yes, this will be the biggest day in Memphis since the inception of radio!

What about sets?
Are people buying television sets? You bet they are! The big question is: how can suppliers continue to meet the demand? Sets are being installed throughout this area right now. Hundreds of homes are already equipped to enjoy WMCT's first telecast.

It's later than you think
Maybe you haven't given too much serious thought to the tremendous sales impact of Television in a new market. Well, a lot of agency people and advertisers have, because our cream availabilities are going fast. You say the word, and we'll give you all the dope on what we have to offer.
ENGINEERING CONFERENCES

By LARRY CHRISTOPHER

FCC-INDUSTRY informal engineering conferences, held last week in Washington preparatory to revision of TV and FM standards and video allocations, resulted in:

- General agreement as to propagation factors which should be considered in redrafting technical standards for the very high frequency (VHF) broadcast services, i.e., effects of troposphere, terrain, antennas, etc.
- Much disagreement as to the methods by which these factors should be evaluated and then expressed in standards which would not be arbitrary in practical application.
- Formation of a committee which will meet during December to resolve the differences into concrete proposals for consideration in early January.
- Recommendation by RCA-NBC that FCC lift "promptly" its present freeze on processing of television applications, highlighting series of specific proposals put before commission.

RCA-NBC indicated it believes on the whole that "the principles upon which the Commission has proceeded in making its television allocations have sound and that the Commission is now in a position to make an allocation of channels in the VHF band upon the basis of general adherence to those principles."

Among other recommendations advanced at the proceeding were proposals for "phase-synchronization" of the carrier frequencies of co-channel stations to permit closer spacing of TV stations; increased power for video outlets because of the generally expressed need for higher field strengths; use of directional antennas for TV transmission where practical, and careful review of the present FCC regulation concerning effective radiated power as it relates to antenna height.

Some of these suggestions, especially the last named, received multiple support. There appeared to be wide agreement that the signal level propagated to a distance by the troposphere is nearly independent of antenna height and that tropospheric interfering signals are primarily a function of power.

The engineering conferences, held Tuesday through Friday under the chairmanship of Edward W. Allen, chief of FCC's Technical Information Division, were three in number [Broadcasting, Oct. 18]. The first concerned VHF propagation standards in general while the second was devoted to VHF television broadcasting standards and the third to FM standards. The conferences overlapped with one another into a single general proceeding as various considerations concerned all three phases.

When the Commission subsequently scheduled the present engineering conferences it included the consideration of FM since it involves similar VHF properties. In preparation for the session, the Commission issued several technical compilations and studies. These included a summary of tropospheric propagation measurements and development of empirical VHF propagation charts, a study of log-normal distribution for application to tropospheric propagation, East Coast tropospheric and sporadic E field intensity measurements and a study of terrain effects [Broadcasting, Oct. 25].

This was followed during November with studies of effects of tropospheric interference on FM coverage and TV coverage. Observers indicated the latter study, if made a basis of allocations, would call for drastic reduction in channel availabilities [Broadcasting, Nov. 22]. All of these reports served as basis for the discussions of the engineering conferences and were supplemented by reports and studies submitted by industry participants.

More than a score of industry (Continued on page 65)

TELECASTING

A Magazine Within a Magazine

The Telecasting* bonnet which heads this page will be used in all future issues to segregate major news and features related to television. In the first three (or four) issues each month, the masthead will appear at this approximate position. Pages immediately following will be devoted to TV.

In the last issue of the month a special Telecasting insert, with the familiar red cover, will be published—devoted entirely to TV news and features and to the Telecasting Show Sheet, which has received wide and favorable advertiser-agency acceptance since its inauguration two months ago.

Thus, every issue of Broadcasting-Telecasting will have basic TV news set apart—a magazine within a magazine. This does not mean that TV news will not appear elsewhere in each issue. As always, news will be displayed on the basis of news value. A TV story that transcends all other news of the week may be the lead of the issue. News too late for the Telecasting section or insert will be used elsewhere in that issue. At Deadline matter will appear on the late news pages just inside the front and back covers.

The Editors believe that this treatment—departmentalization, but with a degree of editorial flexibility—will make reading of Broadcasting-Telecasting easier. Readers' comment, as always, is invited.

*Registered U. S. Patent Office

TELECASTING BROADCASTING

WASHINGTON, D. C., DECEMBER 6, 1948

SESSIONS HELD IN WASHINGTON

BLAIR TV INC. To Represent Video Exclusively

BLAIR TV INC. is being formed under the laws of Delaware as “the first independent company to engage exclusively in the representation of television stations,” John Blair of the radio station representative firm announced Monday in Chicago. William H. Weldon, Blair executive in New York who joined the firm shortly after it was founded in 1933, will be president of the new company.

“We have long recognized that sound broadcasting and television are basically competitive media,” said Mr. Blair. “We feel a keen responsibility to the AM stations; we represent to continue with our present personnel a sound and aggressive sales job with no diversion of interest.

“Similarly, we feel the same keen responsibility to television facilities, to provide them with a national sales staff of their own, which will represent them aggressively, again with no diversion of interest, but with the guidance and supervision of men who have been with our company for many years.”

Present at an executive committee meeting in Chicago, when the decision to form the new unit was reached, were Richard D. Buckley, Gale Block Jr., and Lindsey H. Spight, of Blair’s New York, Chicago, and San Francisco offices, respectively, as well as Mr. Blair and Mr. Weldon. The TV rep company is expected to begin formal operations Jan. 1.

Three of Blair’s AM stations already have TV affiliates in operation, a fourth is scheduled to take the air this month, and four others have CPs. On the air are KTSN Los Angeles, Don Lee station which began video experiments 17 years ago; WTVB Richmond, Va., and KDYL-TV Salt Lake City, which put on store demonstrations in 1939. WDSU-TV in New Orleans will inaugurate service Dec. 18. CPs are held by WOW Omaha; WJAX Jacksonville, Fla.; and WBNZ Columbus, Ohio; and KGDM Stockton, Calif.

Mr. WELDON December 6, 1948 • Page 35
WMCT (TV) OPENS First TV in Tenn. Starts Dec. 11

WMCT (TV) Memphis, the Commercial Appeal television station, will go on the air Saturday, Dec. 11. This is the first video station in Tennessee. Henry W. Stavick, WMCT general manager, has signed contracts with NBC (Broadcasting, Nov. 22), CBS and DuMont. Station will operate six nights a week from 7 to 10 p.m., with the off night on Thursdays.

Formal opening will begin at 6:30 p.m. Saturday with a film tour of the entire facilities of the station. E. C. Frase, junior chief engineer, will conduct the tour.

Features of the opening night will be a visit from Santa Claus; a variety hour including cooking.

WPIX SHIFT

Pollak Succeeds Marlowe

JAMES S. POLLAK, film manager of WPIX (TV) New York, has been named acting program manager of the station, following the resignation of Harvey M arlowe from that post. Edward Stashkeff, director of educational and religious programs, will assist Mr. Pollak.

Mr. Marlowe attributed his resignation to finding it "impossible to work under conditions imposed upon him and to conflicting views as to what constitute good programming." He decided to resign in what he felt to be the best interests of the organization, he said. Mr. Marlowe has not announced any specific future plans, but is contemplating the re-establishment of Harvey Marlowe Television Asscociates, video program firm he headed before joining WPIX early this year.

PAUL ADANTI (L), newly-appointed general manager of WHEN (TV) Syracuse, and W. C. Eddy, Television Assoc. head and TV consultant, examine GE transmitter for new Meredith-Syracuse TV Corp. outlet. Station launched two-hour program and test patterns Wednesday on interim basis pending FCC approval of 500-ft. tower. WHEN, operating on Channel 8 (180-186 mc), plans full-scale activity early next year. (See earlier story page 44).

SWANK VIDEO

Using Xmas Drive as Test

SWANK INC., New York, has signed its first television contracts.

"The television program," J. C. Bagnall Sr., executive vice president of Swank, said, "is Swank's initial venture into this field, and is being made not only to decide the company's future plans for this medium, but as a definite merchandising effort for the concentrated Christmas selling season."

Contracts have been signed for one-minute film strips with WCBW W-AD WPFB WJZ-TV WBNT New York, WCAU-TV WFIL-TV Philadelphia, WBAL-TV Baltimore and WTTG Washington. Approximately 13 spots will be used on each station starting Dec. 2 through Dec. 24.

The spots will feature Swank looped in the Swank pin kirk, each one shown in a stop-motion technique and a demonstration. Dress sets will be featured in the spots just before the holiday. The strips will also be offered to retailers throughout the country free of charge to be used locally by them.

Kudner Agency, New York, handles the Swank Inc. account.

WDSU-TV DEBUT

Buys Telenews-INS Show

WDSU-TV New Orleans has purchased the complete Telenews-INS newsmagazine package of daily and weekly video newreels for its Dec. 18 debut.

Direct negotiations between WDSU-TV and the Fitzgerald Advertising Agency, New Orleans, resulted in the agreement to sponsor the complete package a month before the station bows.

The Hill Stores, New Orleans retail chain, will sponsor the weekly newsmagazine, while the daily film sponsorship will be by the Dixie Brewery Co., also New Orleans.

**Note: The image contains a page from a publication with text that appears to be discussing television programming, specifically mentioning the inauguration of a new television station in Memphis, the resignation of a former manager, and the signing of new contracts. The page also includes advertisements and notices related to television and film contracts.**
ABG BROADCASTING

WJZ offers you ready-made audiences for your sales story with these popular programs of New York's first station:

**CO-OP PROGRAMS**

You get the benefits of a big-time, coast-to-coast network show, yet you pay only the WJZ share of the total cost! The varied appeals of these shows give you almost pin-point selectivity.

**PIANO PLAYHOUSE** 12:30 pm Sunday—Sparkling piano music played by outstanding artists Cy Walter, Stan Freeman, Earl Wild and guest stars. Milton Cross, opera's distinguished commentator, emcees. Now in its fifth year, this brilliant show has a big and steady following.

**MY FAVORITE STORY** 3:30 pm Sunday—Ronald Colman is host and narrator, as well as star, in these dramatizations of literature's greatest stories, chosen as their favorites by famous folk of Hollywood. Mr. Colman has a supporting cast of outstanding screen and radio stars in this exciting, glamorous show.

**BREAKFAST IN HOLLYWOOD** 2:00 pm Monday - Friday — Almost 10,000,000 people, an audience built up in seven years on the air, are daily listeners to this fun-fest! Jovial 250-pound Jack McElroy is mc on a half-hour frolic. It's a program that assures your message a warm, friendly reception.

**BAUKHAGE TALKING** 1:00 pm Monday - Friday — Superb reporting skill, accuracy and listenable delivery have won this distinguished commentator his loyal following. 60 per cent of his sponsors are in their second, third or fourth year—because they've found how well this program sells for them.

**PARTICIPATING PROGRAMS**

You can link your product with exciting names and glamorous places — yet the cost is surprisingly low. And these popular WJZ shows produce results for you!

**LUNCHEON AT THE LATIN QUARTER** 1:35 pm Monday - Friday — Maggi McNellis and Herb Sheldon pack 'em in at the Latin Quarter—and they pack a terrific sales punch, too. They have a sincerity that puts your product across to their live and listening audience in a solid, convincing way.

**THE FITZGERALDS** 8:15 am Monday - Saturday — Ed and Pegan originated a bright and spontaneous style that weaves effective selling messages into interesting conversation. Their audience is not only large and loyal—but, what's most important, listeners go out and buy what the Fitzgeralds recommend!

Call the ABC spot sales office nearest you for information about any or all of these stations:

- WJZ — New York 50,000 watts 770 kc
- WENR — Chicago 50,000 watts 890 kc
- KGO — San Francisco 50,000 watts 810 kc
- KECA — Los Angeles 5,000 watts 790 kc
- WXYZ — Detroit 5,000 watts 1270 kc
- WMAL — Washington 5,000 watts 630 kc

ABC Pacific Network

American Broadcasting Company
RUBINOFF (center) is entertained by Les Biederman (r), Paul Bunyan Network president, during a visit to WTCM Traverse City, Mich. Joining in fun is R. E. Detwiler, WTCM manager.

EDGAR KOBAK (r), Mutual president, and Nelson Rockefeller, general chairman for 1949 Brotherhood Week, Feb. 20-27, discuss plans for its observance. Mr. Kobak is chairman of the radio committee.

AT ABC premier of Otello (see story, page 46) were (l to r) Gordon Fraser, Mark Woods and Edward Noble, ABC; W. S. Rodgers, Texas Co., and Milton Cross, commentator. Left picture shows George Hicks (center, next to camera) and video camera set-up used during interviews with distinguished guests.

BROCHURE promoting Revere Camera's sponsorship of ABC Jo Stafford Show is inspected by (l to r) Bob McKee, ABC sales; E. J. McGookin, Revere; Sam Britkin, Revere; Philip Stewart, Roche, Williams & Cleary, and Walt Holohan, ABC.

CHICAGO promotion for Elgin Thanksgiving program is prepared by (l to r) Hal Ronke, J. Walter Thompson; A. M. Douglas, Elgin; Buff Cobb, actress; L. E. Showman and Paul McCluer, NBC.

WILLIAM MILLARD (r), BBDO account executive, discusses sport radio campaign techniques with Bill Leonard during the This Is New York program on WCBS New York.

INSPECTING transmitters being built for ABC by GE are (l to r) E. H. Vogel, marketing manager, GE; C. A. Priest, manager of GE Transmitter Div.; Mark Woods, ABC president, and P. L. Chamberlain, Transmitter Div. sales manager.

EDDIE CONDON'S FLOOR SHOW... best in barroom; Beale Street and the blues... collector's item-combinations with Dixieland's biggest names—Maxine Sullivan, Jimmy Dorsey, Hot Lips Page, Sidney Bechet, Gene Krupa, Max Kaminsky... every Tuesday night at 9:05...

Small Sample!

Hockey, Madison Square Garden... Television Chapel... Drawing Game with Rube Goldberg... Pixie Playtime... Comics on Parade... Record Rendezvous... Inquiring Photographer, Jimmy Jemail... UN Carnival... Telepix Newsreel... Eddie Condon's Floor Show... Edgar's Teen Age School of Charm... Reel and Rifle... The Gloria Swanson Hour... Wrestling from Ridgewood Grove... Korda film, Things to Come, with Raymond Massey, Sir Cedric Hardwick... News on the Hour...

Small sample?... sure, but significant!... shows the wide range of WPIX remote pickups and studio presentations... variety enough to intrigue the interest of any viewer... and, not at all incidentally, any advertiser out to make more sales, more conversation among customers, build better business... in a new major market well worth the effort now—and from now on!

For full details, cost and rates on WPIX programs currently available for sponsorship or syndication... write or phone... today!...

WPIX - THE NEWS Television Station
220 E. 42nd St., N.Y. C. ... Murray Hill 2-1234
Represented outside New York City by FREE & PETERS, 444 Madison Ave., New York 22
HERE IS "PROGRAMASTER" CONTROL

WITH 6 IMPORTANT FEATURES FOR YOUR CONVENIENCE in the SA-50 DUAL-CHANNEL CONSOLE

More features, more convenience, better construction,— these all add up to the best operation in your station.

Obtain the advantages of remote override, built-in cueing for network, remote and turntable channels. Learn how much smoother your operation will be with a VU meter in each program channel.

Important keys are color coded too. Identification is instant and keeps errors to a new minimum.

Find out why the SA-50 "Programaster" is "better than". Write or wire for complete information.

Gates
Radio Company
Quincy
Illinois

IN '49 IT'S THE GATES LINE
BROADCASTING • Telecasting
NEW RATES

Effective at WTMJ-TV
Jan. 1, WBZ-TV Now

A NEW RATE card, increasing time and facilities charges, was placed in effect Dec. 1 by WBZ-TV Boston. The station has announced a new rate card effective Jan. 1.

Under WBZ-TV's new card, live studio rates range from $350 for one hour to $550 for five hours. Five or slide announcements are sold for $50 for 20 seconds or one minute.

Rehearsal charges for live studio facilities are $25 for a half hour or any part thereof; for film facilities $15 for the same time.

Those who were WBZ-TV sponsors before Dec. 1 are being pro-rated to the old rates until May 15, 1949, provided no lapse in schedule occurs.

Frequency discounts, based on a 12-month period, are: 20 times per year, 71-104; 30 times, 71-104, 155-156, 157-174%; and 260, 20%. No discount is given for 22 times a year or less.

WBZ-TV, a basic affiliate of the NBC network, took the air last May 22 after starting regular programming June 9. The station operates on Channel 4 (66 to 72 mc) with an effective radiated power of 14.3 kw visual and 7.15 kw audio.

C. Herbert Masse, the Westinghouse station's sales manager, also announced that WBZ-TV is now operating on a seven-day schedule from approximately 6 p.m. to 11 p.m. daily. Within those hours WBZ-TV is currently carrying each week approximately 18½ commercial hours via NBC and four and one-half hours of local commercial programming, not including announcements and chainbreaks, Mr. Masse said.

WTMJ-TV's Rates

New hourly base rate for WTMJ-TV, which operates with 16.1 kw visual and 10.2 kw audio on Channel 4 (66 mc), is $300. Base charges for shorter periods are: 40 minutes, $240; 30 minutes, $180; 20 minutes, $150; 15 minutes, $120; 10 minutes, $100; five minutes, $75; one minute (live), $60; one minute (slide, film or card), $50; 20 seconds (slide, film or card only), $40.

The base charges are for the following periods: Mon.-Fri., 7-11 p.m., and Sat.-Sun., 12-11 p.m. Three-fourths of the base charges will be effective at WTMJ-TV.

Official at WTMJ-TV to the veteran's group also announced that the rates include transmitter, studio and film facilities, including necessary set-up time but not rehearsal. Rehearsal time will cost $35 per half hour.

Rates for the use of film studio in conjunction with the program studio or vice versa, when available, will be furnished on request, WTMJ-TV said. The station makes a special charge of $50 for the use of its auditorium studio.

WTMJ-TV offers no cash discount but a commission of 15% to recognized advertising agencies on time service charges only. When 52 consecutive weeks of broadcasting are completed the station will allow a bonus discount of 10% on the lowest net weekly billing for time service only. Programs and announcements cannot be combined for the purpose of a bonus discount, the rate card specifies, and the bonus discount year and contract year must be concurrent.

TRAFFIC FILM

“LIFESTREAM of the City,” a 20-minute, 16mm film on traffic congestion, its causes and possible methods of elimination, has been shown before numerous civic and fraternal groups, and has had more than 15 video bookings, New York’s Trolley Coach Consulting Committee has announced.

The film was produced by Raphael Wolff of Hollywood for General Electric Co., Schenectady. Combining live action with animation, and backed by narration, it is available at no cost to video stations through many GE offices, or the Trolley Coach Consulting Committee, 670 Fifth Ave., New York. It has been shown on WCBS-TV New York, WPIX (TV) New York, WATV (TV) Newark, and on 12 other video stations across the country.

Baltimore TV Sets

TELEVISION sets owned in the Baltimore area as of Dec. 1 numbered 30,000, an increase of 4,000 from the Nov. 1 total, according to the Baltimore Television Circulation Committee. Figure was obtained from a survey of distributors in the area. Members of the committee are: Frederick Allen, vice president, WAAAM-TV; Harold P. See, director of television, WBAL-TV, and Robert Cochrane, program director of WMAR-TV.

THE NUNN STATIONS

Sponsor Unlimited

NOT: "Only" is Schuster's Department Store in Milwaukee a pioneer and constant user of both radio and television, but it also has shouted its praises of television to the public through a special eight-page television section of the Milwaukee Journal, licensee of WTMJ-TV, which advertises Schuster's items. The section, appearing Thanksgiving Day, contained new material and advertising, all sponsored by Schuster's. News copy was handled by the store's agency, the Cramer-Krasselt Co. of Milwaukee, and advertisements by Schuster's advertising department.

New Video High

C. E. HOOPER Inc. reported last week that on Thanksgiving afternoon 22% of the total New York radio-television audience was tuned to television stations, a new listenership record for video. The special survey, conducted from 4 to 6 p.m., covered the usual random telephone homes and was not based on any distribution of television sets.

ATS Classes Grow

REFLECTING the beansprout growth of television, the professional training program of the American Theatre Wing in New York, is expanding its video classes, according to Charles Vance, new director of the program. When the 11th session of the veterans' program begins on Dec. 8, television, which was formerly bracketed with radio, will be an independent division of the series of classes.

WFMIL-TV VOTE

NLRB Orders Ballot Count

The NATIONAL Labor Relations Board last Tuesday directed its Fourth Region director to open and count within ten days the votes of 14 of WFMIL-TV Philadelphia's technicians whose ballots had been challenged in a collective bargaining election held June 22.

The election will determine whether all of WFMIL-TV's technical employees wish to be represented by the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators.

Ten of the challenged ballots were cast by replacements hired by WFMIL-TV after the American Communications Assn. (CIO) called a strike of technicians employed there. All 23 of the technicians then employed by WFMIL-TV went out on strike May 1, but five later applied for re-employment at the invitation of the station. The other four challenged ballots were cast by technical employees whose names NLRB found had erroneously been omitted from the eligibility list.

ACAA, which met with WFMIL-TV before May 1, was not permitted to participate in the June 22 election. NLRB ruled it ineligible because of its non-compliance with Section 9 of the National Labor Relations Act, which requires among other things that a union's officers file affidavits stating that they are not Communists.

TRAFFIC FILM

Reel Offered Stations

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THE NUNN STATIONS

Offer the Advertiser the Sales Key To Thousands of Potential Buyers In The Markets They Serve. For Many Years These Stations Have Given Their Listeners Programs They Like.

WCMJ-ESTABLISHED 1922

Lindsey, Ky.

Huntington, W. Va.

Established 1934

WOBG-mobile, Ala.

Established 1939

WMOB-F. - VR

Amarillo, Tex.

Established 1939

WOBIR-MO

they are sold

KFDA-KW

The NUNN STATIONS ARE OWNED AND OPERATED BY GILMORE N. NUNN & J. LINDSAY NUNN

December 6, 1948 • Page 41
Albuquerque
Beaumont
Boise
Buffalo
Charleston, S. C.
Columbia, S. C.
Corpus Christi
Davenport
Des Moines
Denver
Duluth
Fargo
Ft. Worth-Dallas
Honolulu-Hilo
Houston
Indianapolis
Kansas City
Louisville
Milwaukee
Minneapolis-St. Paul
New York
Norfolk
Omaha
Peoria-Tuscola
Portland, Ore.
Raleigh
Roanoke
San Diego
St. Louis
Seattle
Syracuse
Terre Haute

Television

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ASK your Sales Manager (or any client’s Sales Manager) “how things are going” and you’ll probably find that there are (1) some markets where everything is perfect, (2) some on which he is dubious, and (3) some about which he is frankly worried.

If he had extra sales-personnel available, he would undoubtedly spot it, with greatest care, in those markets where the greatest sales effort is most urgently needed.

Why isn’t it possible to do the same with radio? It is. That kind of radio is called “national spot.” It is sales-minded radio, the kind in which Free & Peters has specialized since 1932. If you’d like to discuss national spot for any of the markets listed at the left, you’ll find that we are sales-minded, too—*for your sales.*
Facts about the Utah Market

How You Going to Reach That $95,000,000 Down on the Farm?

Utah is not primarily a farm state, but you can't ignore $95,000,000. And that was approximately the net income of Utah farmers last year. This year will top that. It's a market worth cultivating.

Are you getting your "seeds" into this productive sales soil? A lot of market-wise advertisers are—with rural appeal programs over KDL—Utah's popular station. And they're not forgetting the city market that's so easy to reach on KDL, and also on television over KDL-W6XIS. Ask for details.

5-Minute TV Packs

Called Better Buy Than 1-Minute Spot

PROPERLY tailored five-minute television packages yield bigger returns per dollar spent than one-minute video spots, according to William D'Arcy Cayton, president of Cayton Inc., New York advertising agency.

Calling the five-minute show "a terrific buy," he pointed out that such a time purchase can also be used as a substitute for spots, which are scarce on networks.

He claims great success for his own agency's two five-minute network productions for E. L. Courland Co., creator of the Walco Tele-vue-lens.

These shows each have the same title Greatest Fights of the Century. One features outstanding ring battles and is telecast over the NBC-TV network. The other features battles between animals and is seen on CBS-TV. Since start of the shows, Walco sales have mounted several times, said Mr. Cayton.

Planning Needs

Although the programs are produced on a relatively low budget—approximately $500 each for films, editing and narration costs—the same degree of agency planning goes into their production as for a 15-minute show, according to Mr. Cayton.

"From the standpoint of budget," he said, "this type of complete show, package and time, costs somewhat less than two one-minute announcements. Actual cost of five-minute network time is only about 10% more than the one-minute spot. This makes it a terrific buy from both a selling and merchandising viewpoint.

"Moreover there are few, if any, one-minute spots available. And, while 20-second station break commercials are useful for 'reminder' advertising, they don't allow enough time in which to do the educational, demonstration, and hard-selling job necessary to create sales for the Walco Tele-vue-lens, or any other appliance."

When Progress

Goal Is Christmas Start

Construction work on WHEN (TV) Syracuse is progressing faster than had been expected and the station now hopes to begin regular programming by Christmas.

Announcement was made last week by E. T. Meredith, general manager of Meredith Publishing Co., whose subsidiary Meredith Syracuse Television Corp., is WHEN permittee [Broadcasting, Nov. 29].

Cloud Wampler, president of Carrier Corp., has been elected to the television firm's board of directors. Other directors are: Mr. Meredith, Fred Bohen, president of Meredith Publishing, and Frank Furbush and Payson Hall, also of the publishing firm.

Paul Adanti, formerly supervisor of technical operations at WRGB (TV) Schenectady, has joined WHEN as general manager. William Bell, previously with Meredith Publishing, has been named WHEN's commercial manager.

Station will be on Channel 8 (180-186 mc).

KPIX Preview

Video Demonstration Held

In Anticipation of its expected mid-December opening date, KPIX (TV) San Francisco has been holding a series of television demonstrations for dealers and the general public. The most widely seen preview took place at Macy's department store in cooperation with RCA. Each day two, hour-long programs were telecast via coaxial cable to receivers on all floors of the store.

Leo J. Meyberg Co., RCA distributor, and demonstration conducted a two-night preview of video for dealers of northern California. Farnsworth - Capehart dealers viewed a special demonstration during a banquet at the Hotel Mark Hopkins, site of the KPIX studios. J. N. Cezan Co., local distributor, provided the receivers.
Houston is more than just the biggest city in the biggest state. Within its hundreds of square miles of environs lies the world's number one market for oil, and the South's FIRST market for farm products, cattle, and chemicals. Houston is also the third largest port in the United States.

If you're aiming your product at the vast gulf coast market that centers on Houston, remember that KPRC delivers the most listeners... sales... results! Hooper ratings put us FIRST in this better-than-a-billion dollar market. So does BMB!

Take up the slack in your client's dollar by putting his message where it will sell more listeners in this fabulously wealthy market. Pick KPRC. Call Petry and we'll oblige with availabilities immediately.

KPRC HOUSTON
950 KILOCYCLES * 5000 WATTS

National Representatives: Edward Petry & Company, Affiliated with NBC and TON * Jack Harris, Manager
'Otello' Makes TV History

By BRUCE ROBERTSON
See pictures, page 38; editorial, page 50

TELEVISION history was made last Monday when ABC, with the cooperation of the Texas Co., and the Metropolitan Opera Assn., successfully brought off television’s most ambitious experiment—a full length telecast of Verdi’s “Otello” direct from the stage of the Metropolitan Opera House in New York.

To this televiser, at least, the experiment proved opera to be good television entertainment. A program that can hold an audience for over three hours doesn’t have to argue about its acceptability. The close-up camera work probably should get most credit for the sustained view interest. The long-ranges, full, stage views, dramatic as they are to the audience in the auditorium, lose all their impact and most of their meaning when reduced to the confines of a home-viewing screen.

When the telescopic lens apparently brings the singers to within five feet of the viewing screen, the home audience has the advantage over that in the theatre.

Fourth Act High Spot

Because of this close-up technique, televisers found the fourth and final act of the opera the high spot of the performance. Beginning with Desdemona’s haunting “Willow Song” and continuing through her murder and Otello’s suicide, the close and medium shots made this act memorable viewing for even the most critical opera addict. The effect was particularly striking in contrast to the preceding act, seen largely in full stage scope, and so less impressive to the home viewer.

What the television audience did not know, however, was that the continued long shot of the third act was dictated not by the TV director but by stern necessity and that it was only by good fortune that they saw anything at all.

In its insistence that the first-night ticket-holders not be disturbed by the telecast, the opera management refused to allow ABC to use its mechanical cooling devices with their low humming sound.

When the temperature in the control room passed 130 degrees well above the critical point for a TV tube, the dry ice packings were not sufficient and three of the cameras blacked out, leaving only one in operation for the remainder of the act.

This was only one of the technical difficulties besetting the ABC video crew. Arrangements for the telecast were completed only at the last minute, too late for any camera rehearsal so that the actual broadcast went on cold.

The locations of the four cameras covering the opera itself—in the A.M booth on the second tier of boxes, in the standing room at the right-hand side of the house looking toward the stage, at the back in the center and in the mezzanine at the left almost at the prosenium arch—were determined not because those were best for the television pickups but because they would not interfere with the view of any patron in the house.

No dollying was possible but the close-ups were created by adroit use of telescopic lenses.

The camera men could hear through their head-phones the directions of Burke Crotty, executive producer of ABC television, who personally directed the telecast, but they could not talk back to him because of another noise-prevention ruling of the opera management.

Plans Go Awry

The camera chain in the entrance lobby went dead just as the telecast began, killing the planned views and interviews with celebrities as they entered.

Other difficulties prevented the use of Sherry’s Lounge for between-the-act interviews, necessitating shifts to the smoking room and to backstage, where frequent passage of scenery shifters between the interviews and the camera caused far more annoyance to interviewer, interviewee and viewer alike than the added realism was worth.

In coping with these and other unscheduled hazards the ABC operators almost forgot to be thankful in their success at surmounting what had appeared in advance to be their major problem—bringing to the home audience the opening storm scene of “Otello” from an almost completely darkened stage.

The solutions—low of infra-red “black lights” installed in the footlights and suspended overhead—provided a clear view for the home audience without altering the scene for those in the auditorium. In the early scenes this infra-red lighting blended unhappily with the makeup worn by Licia Albanese, singing the role of Desdemona, but the conflict, which did not affect the male singers, was eliminated before the final scenes of the opera.

As an experiment, and every speaker for network, sponsor or the opera stressed the event’s experimental nature, the telecast was an indisputable success.

The excitement of “being on television” permeated singers, executives bringing notables alike almost erasing the traditional excitement of opening night at the Met.

Practically every interviewee (Continued on page 60)
There's a lot more to it than this...

The real question is — where and to whom is that commercial message going? ... and what is it going to do when it gets there? Radio waves travel indiscriminately in all directions. So do a lot of sponsors' sales stories. In advertising this means waste circulation, a very expensive luxury.

If your aim is to reach exactly the people you want in exactly the markets you want ... if you appreciate being able to concentrate your sales effort in one area and go easy in another ... if the flexibility of short-term contracts appeals to you ... if you like to select your own program times regardless of zone differentials ... if you want to make every advertising penny count (and who doesn't!) ... then — the place for a large share of your advertising budget is National Spot Radio ... and the place to get all the information, guidance, facts and figures about Spot Radio is...

Weed and Company
radio and television station representatives

New York - Boston - Chicago - Detroit
San Francisco - Atlanta - Hollywood
HERE IS THE LATEST WCKY STORY

CINCINNATI'S TOP PROGRAM
TO REACH THE WOMAN'S AUDIENCE

THE WCKY "MAKEBELIEVE BALLROOM"

BILL DAWES, M. C.
10.05 to 12 Noon
3.05 to 5.00 PM
Monday thru Saturday

AUDIENCE APPEAL plus RATINGS mean SALES!

RATINGS AS HIGH AS 7.0*

The "Makebelieve Ballroom," for the 96 quarter-hours
it is on the air each week, has an average rating of 5.7
for all quarter-hours.

INVEST YOUR AD DOLLAR WCKY'S-LY
LOOK AT THE RECORD of the "MAKEBELIEVE BALLROOM"

RATINGS HIGHER THAN NETWORK COMPETITION

The "Makebelieve Ballroom" consistently beats its network competition with higher ratings in Cincinnati than such network shows as Hilltop House, Galen Drake, Second Honeymoon, Rosemary, Lora Laughton, Ted Malone, Grand Slam, and David Harum.

HERE'S A SHOW TO SELL YOUR PRODUCTS TO CINCINNATI HOUSEWIVES

Look at some of the advertisers now selling their products on the "Makebelieve Ballroom":

PURITY BAKERIES
CHURNGOLD MARGARINE
METRO-GOLDWYN-MAYER PICTURES
TINTEX
CHEF BOY-AR-DEE SPAGHETTI
CONTINENTAL BAKING CO.
4 WAY COLD TABLETS
WELCH CANDY CO.

COLGATE DENTAL CREAM
AJAX CLEANER
GUARD'S COLD TABLETS
ROMAN CLEANSER
STILLE & DUHLMIEIER FURNITURE
K-WOOD FARMS
ED BRENDAMOUR, TOYS

Call Tom Welstead, collect, in New York, Eldorado 5-1127
or Charles H. "TOP" Topmiller in Cincinnati, Cherry 6565
for further details.

("-Pulse, Sept.-Oct. 1948)
Editorial

Otello-cast

TELEVISION passed its toughest test with high honors last Monday with the first telecast of a full-length opera direct from the stage of New York's Metropolitan Opera House. Adding extra excitement to the normal flurry of a Met first night, ABC's TV cameras took the whole show—audience and stage hands as well as the opera itself—to an estimated half-million viewers in New York, Boston, Philadelphia and Baltimore.

Frankly an experiment, the telecast was not perfect. But it was exciting and, surprisingly to many viewers who had expected boredom to set in early in the evening, good entertainment.

To the average viewer the telecast was a cameraman's triumph, with close-ups and medium shots giving the television audience a better view than that enjoyed by many of the ermine-and-tails set in the opera house.

Babe Crotty, ABC executive television producer, who directed the camera work, however, states that the real credit should go to the engineers. To us there seems more than enough to go around, to everyone concerned, not forgering the fact that Was Co.'s contribution in picking up the check.

ABC's video staff merits a special accolade that it not only got a signal on the air but also a genuinely interesting program.

Great (Radio) Life

RADIO LIFE is becoming more complicated. You hear that on every side. Broadcasters, broadcast advertisers and agencies find it so. The station representative is in a quandary. The theatre is wondering about their future. The FCC is in an allocations turmoil.

The reason: Television.

When an important organization like the Baltimore Sunpapers turns in an AM construction permit, it is because that paper feels that it can concentrate on TV and FM, folks take notice. When the motion picture companies try to break into radio by sheer force of dollars, they are careful receivers.

There are 41 TV stations on the air in less than two dozen cities. There are less than 700,000 TV receivers in use. It would seem, then, that TV is merely on the threshold, when you contrast those simple statistics with 3,000 sound broadcasting stations on the air and more than 60,000,000 sound receivers in use.

TV is moving faster than the present physical capacity of the spectrum can absorb it. There's a freeze on TV allocations. In addition to those stations on the air, another 89-odd hulking construction permits, and are not necessarily tied up by the freeze. if all should build there would be a maximum of 125 stations.

Others may be held up a year or longer.

The present situation is far different from that which prevailed when AM broadcasting began to take hold in the middle '20's. But that earlier situation is in large measure responsible for conditions today. When AM was born, most newspapers were disposed to regard it as an upstart. Clear channel facilities blandly were rejected, because licensees insisted on a risk a few thousand dollars and a 5 kw installation.

Then the table model set gave radio the circulation it needed. Newspapers and other scoffers realized that broadcasting was the new banana. Station prices skyrocketed. The war effort ensued, and allocations were frozen. As soon as the freeze was thawed, following Y-E Day, the land-rush resumed. FM, apple of the eye of the FCC, was given the green light.

Literally hundreds of newcomers joined the AM'er's race not to miss the boat.

And then TV. At first many looked upon TV as a blue dream. Then came the realization that it was potentially the most potent of all media. The new boom started. You can get opinions galore. TV will end sound broadcasting. TV won't hurt sound broadcasting. TV will reduce radio tune-in and box office. And TV will whet box office appeal and multiply the audience.

The one certain fact is that, where TV is available, the public likes it and wants it. What the public wants it usually gets. So TV, as it grows, will prove novel for readjustments. It will introduce a new standard of living just as surely as did radio in the tempestuous '20's.

Despite the dire forebodings of many, newspapers and magazines didn't go to hell in a hack because of sound radio. Nor did the phonograph or phonograph records.

It's all good. It will make sound radio and all of the other media better. It if doesn't, you might as well throw away history books.

AFRA Objects

(See Open Mike, page 76)

AFRA objects to our editorial of a couple of weeks ago in which we criticized the unions for overextending on the make-work issue used with such abandon (and with concomitant disastrous legislative results) by older unions.

George Heller, the aggressive national executive secretary of AFRA, answered our editorial with an effusion of his own, which we publish gladly elsewhere in this issue.

He says we are "vituperative and biased." We not so much, since we felt the condition called for strong medicine.

He says also that we protest whenever labor does anything counter to the wishes of the N.A.B. It's obvious on that point that Mr. Heller has been doing a job of selective reading.

Mr. Heller makes two points in his rebuttal:

(1) There is serious unemployment among radio artists, and (2) AFRA won't stand still and watch while hundreds of stations accept recordings from government agencies which are played without any cost inured by the station.

To which we re-rebut:

(1) Directs that the purported unemployment among radio artists, any more than radio created alleged unemployment among musicians, when the theatres threw them out of the pits with the introduction of the talkies? And if there's serious unemployment among AFRA members, why does AFRA boost the scales higher and higher?

(2) AFRA talent performs valiantly and willingly during the war and those artists deserve highest praise for their voluntary appearances at home and overseas. The Navy recruiting series, on which AFRA demands full scale in each city in which the Eddie Duchin transcriptions are performed, certainly still falls in the patriotic sphere. Mr. Heller forgets that stations give of their time for these government programs; that they still pay the officers during the war (members in many instances) and their engineers (mostly union) and their general operating overheads.

The answer appears to be that a union must do things to keep going—demand more and more for less and less. We suggest the way to spread employment is to make it easy for sponsors and stations to hire AFRA members.

If the present trend continues, more and more performers are going to be priced out of more and more radio markets.

Our Respects to—

GEORGE ARTHUR BOLAS

WHEN FOLKS fawn over George Bolas because he quarterbacked Michigan's championship 1933 team, he hastens to remind them how he also yielded in 1941 when the "Champions of the West" had their worst season.

Had the unassuming radio-televisio director of Tatham-Laird, Chicago, liked the limelight, he could have entered professional football. And he certainly could have been a most successful politician. At Chicago's Austin High School he was voted "most popular" and "most athletic" ("they were analogous in my days," he says). But, since his graduation, George Arthur Bolas has plunged toward one goal—a successful advertising career.

At Austin, Mr. Bolas won letters in football, baseball and track. He served as president of his junior and senior classes and of the student council. A $100 surplus, after working his way through Michigan, was the result of such miscellaneous duties as waiter at his Delta Upsilon fraternity house, Ann Arbor correspondent for the Daily Illini, student director of the National Youth Administration and watchman at a lithograph plant.

Mr. Bolas balanced these odd jobs and a stiff schedule of athletics with service on the student governing board and "a normal amount of social life wherever I was lucky enough to scrape up a few spare dollars."

After graduating from Michigan in 1936, Mr. Bolas met Kenneth Laird, then vice president of Weko Products Co., Chicago (Mr. West's tooth products). On Mr. Laird's advice, he became a salesman to gain experience before invading the agency field. A year on the road with Swift and Co. gave him enough self-confidence to apply at NBC Chicago in 1937 for the job of assistant advertising and sales promotion manager. He won out over 113 other applicants on the strength of a presentation, prepared overnight and offered to a gentleman named Niles Trammell, then NBC's Central Division vice president.

In 1941 he went to the former Blackett-Sample-Hummert agency as assistant radio director, handling such accounts as General Mills, Procter & Gamble, American Home Products, Falstaff Brewing Co. and the Wunder Co. To allow him more flexibility in his work, agency officials appointed him assistant accounting executive on General Mills and American Home Products in 1943. He served as

(Continued on page 58)
TAKE THE GUESS OUT OF BUYING
WITH WOV’S 5 Audited Audiences

IF FIGURES INTEREST YOU—figures like how many of your listeners have telephones, where they live, what they like and don’t like, how much they earn, how much they spend—figures that make it possible for you to key your advertising message to known individuals rather than trying to reach an unknown mass audience, then this is for you.

We want you to be a WOV sponsor with specific knowledge of 5 AUDITED AUDIENCES, each a definitely different group of purchasers, each at a different time of day or night, each the result of a penetrating accurate listener survey.

Get the facts on these 5 AUDITED AUDIENCES. A WOV representative will give you a specific market information that will help you...“TAKE THE GUESS OUT OF BUYING!”

Ralph W. Weil, General Manager • The Bolling Co., National Representative
Respects

(Continued from page 50)

client-radio contact man.

In 1944 Mr. Bolas entered the Navy as a Lt. Comdr. He worked as a destroyer gunnery officer in the Atlantic, and later was transferred to fire control school at San Diego. In a few months Arthur Tatham, who had been working in a navigation section, called him to Washington as his assistant. He left the Navy as a lieutenant after two years of service.

He returned to the agency, which meanwhile had become Dancer-Fitzgerald-Sample, as head of the radio time department. Progressing from assistant to account executive on Falstaff, he resigned in 1947 to join Foote, Cone & Belding as account executive on Toni Creme Shampoo and assistant account executive on Toni Home Permanent. In May of this year he joined Art Tatham and Ken Laird, both of whom had formed their own agency in 1946, as supervisor of radio and television activities and account executive.

When General Mills transferred its radio account to K BLF-Red Bluff, Calif., in June, Mr. Bolas was named account manager. Kix is advertised on a 15-minute segment of Don McGregor's Breakfast Club on ABC, Monday through Friday. Bear Brand Hosiery, Chicago, his second account, and Bendix Home Appliances (washers), also under his supervision, use radio spots nationally.

Mr. Bolas is working with Mr. Tatham and Mr. Laird in broadening and intensifying activity in the radio and video department. Extensive experiments are being conducted in television, for both commercials and programs, and General Mills and Bendix are expected to enter that medium.

No Premature Commitments

"We are definitely sold on television, but we don't want to take it on so early that we commit our clients too far in advance of the program time," he said.

A friendly approach in business dealings has paid George Bolas big dividends. Several years ago Elmer Davis was scheduled by all networks to make a five-minute Saturday summary of Presidential activities. Commercialists could not be sold with the show, but Mr. Bolas conceived the idea of buying one-minute spots before and after the commentary. He had just completed issuing time contracts to 500 stations when the White House cancelled the broadcasts a few days before the contemplated start because newspapers claimed it would take the edge off Sunday morning.

By explaining to station officials just what had happened, and by offering to pay the short-rate to any station that had suffered interference, Bolas salvaged a good part of the last-minute cancellation, "we made more friends by a piece of business that never materialized than we ever made with our biggest order," Mr. Bolas recalls.

Only two of the 500 stations involved held the agency to its commitment, and dozens wrote thanking Mr. Bolas for the manner in which the matter was handled. "It was cancellation of contracts which could have been upwards of $15,000, amounted to only $39," he relates.

Social acumen comes natural to Mr. Bolas, who says, "I can feel myself in the other guy's position."

Born in Chicago, Nov. 22, 1913, Mr. Bolas is married to the former Kathryn Gowan of Chicago, "an attractive blond" he first knew in high school politics when she campaigned vigorously against him because, in her opinion, he didn't seem dignified enough for student office. He and Mrs. Bolas celebrated their tenth wedding anniversary Nov. 12. They have two sons, Bruce S. and Robert S.

Mr. Bolas drives to his office daily from Skokie, Chicago suburb. Although a member of the Chicago Federated Advertising Club, he belongs to few other business organizations "because of the time involved."

"Something I never miss, though, is the Thursday night Merchandise Mart Bowling League," he notes. Fishing for black bass takes him north at least once a year, not including summers when he joins his family occasionally at their cottage near Iron River, Mich.

FRANK NOYES

'Star' Chairman Dies

FRANK BRETT NOYES, 85, chairman of the board of the Washington Evening Star, which owns WMAL WMAL-FM and WMAL-TV, died Dec. 1 at his home in Bethesda, Md., following an illness of several months.

Mr. Noyes, along with Melville E. Stone and Victor Lawson of the Washington Herald, founded the Associated Press in 1895. Mr. Noyes was named president of AP in 1900, holding this post until he retired in 1931. He was recalled in 1943 as honorary president.

A native of Washington, D. C., Mr. Noyes was manager of the Star from 1881 to 1901. For the next seven years he was editor of the Chicago Record Herald, but returned to the Star in 1910 as president. He held this position continuously until shortly before his last illness.

Mr. Noyes is survived by six grandchildren and five great-grandchildren.

EDWIN Kohn
Manager of WMID Dies

EDWIN E. Kohn, 71, general manager of WMID Atlantic City, died Nov. 24 after an illness of three months. He had been in radio more than 25 years. First associated with WFG Atlantic City, Mr. Kohn joined WPW at the same city when WPW closed. In October 1947 he moved to WMID as general manager.

He is survived by his wife Jane E. Kohn, a son George H. and a daughter Mrs. Edith Hamme.

MARKET STUDY

N. Y. Conference Subject

A CONFERENCE on "The Future of the Market Research" will be held tonight (Dec. 6) in the auditorium of the School of Business and Civic Administration of New York's City College. The sponsors are Advertising Federation of America, National Assn. of Manufacturers and the New York chapters of American Marketing Assn., American Statistical Assn. and Society for the Advancement of Management.

Richard H. Moulton, director of market research, General Foods Corp., Wroe Alderson, president, AMA, and Lester R. Franklin, director of general research, Borst, will discuss market research from the viewpoints of the user, researcher and technician, respectively. A discussion period will follow.

GLAD HALL JONES, KRKD Los Angeles account executive, was one of 18 Southern California women to be awarded a "Woman's Voice" award certificate in recognition of outstanding achievement during the past year. Award was given by Jeanne Gary of Hollywood's Woman's Voice and her sponsor, Retail Drug Co., Los Angeles.
The Western Electric RD100 simplifies program switching for WIP

At WIP, Philadelphia, the Western Electric RD100 Program Dispatching System has provided an ideal solution to the ever-present problem of program switching.

By simply pushing one button, the operator simultaneously switches preset program connections between the seven studio program sources and the three output trunks to the AM transmitter, FM transmitter and Mutual Network. Circuit connections are preset at leisure in advance of station breaks.

Equipment is complete in WIP's unit for three additional inputs and three additional outputs whenever needed—a total of ten input and six output channels, which can be connected in any combination.

For further information on the RD100 Program Dispatching System, call your Graybar Broadcast Representative or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.
‘VIDEODEX’

Chicago TV Habits

MOTHERS “respect” the television industry because “their children profit from educational films,” and parents agree that children’s programs should begin earlier in the evening. This information was revealed in the first monthly Videodeox issued by Chicago’s Judy & Graham Research Organization to its subscribers: CBS, J. Walter Thompson Co., Foote, Cone & Belding and Roche, Williams & Cleary, all Chicago.

Although most of the response was tabbed for subscriber consumption only, Allen Jay and Edward Graham revealed that televiewers report (1) one Chicago channel blues when another is on the air; (2) “Russ Davis (WBKB) is the most popular TV descriptive announcer” and (3) “the one AM program they regret most is because of TV being broadcast at the same time is the Lux Radio Theatre.”

Response was calculated after analysis of diaries kept in 450 video homes throughout the Chicago area. Net weekly share of audience of the four Chicago stations shows: WBKB 36.7, WGN-TV 29.0, WENR-TV 24.0, WNBR 10.8. (Last figure influenced by fact that the station is still operating on an experimental basis.)

BREWERY’S SUCCESS

Radio Credited for Million-Dollar Sales

A SPORTS SHOW localized for home town consumption has been a big factor in a small brewher’s million-dollar sales. The Cold Spring Brewing Co., Cold Spring, Minn., uses radio as its only medium other than point of sale.

The company, headed by Myron C. Johnson, who took it over six years ago at the age of 29, has a Mon.-Sat. program, the Sports Review, over KFAM St. Cloud, Minn. Pointing out that the brewing company had increased its business more than 700% in the six-year span, Mr. Johnson said: “Radio has played a very important part in selling our product in the home market.”

St. Cloud (pop. 35,000) is the hub of the Cold Spring distribution and Cold Spring Sports Review features a personality well known in the community, Frank Farrington. Mr. Farrington, sports announcer and sports editor of the St. Cloud Times, has a homey voice that tells people about local athletes and what they are doing in various sports. His theme is names and personalities. Often more than 20 local athletes get mention. There are three commercials during the 15-minute show.

In addition to its six-weekly program, Cold Spring uses special broadcasts periodically. Planning to extend its market, it is now working out a show similar to Cold Spring Sports Review with KWLM Willmar, Minn. A Willmar sports announcer is being trained to follow Mr. Farrington’s technique.

COLORADO NET

Programming is Started

NEW state network in Colorado was slated to begin regular programming (daily except Saturday) yesterday. Named for the state flower, it is called the Columbine Network and its programming hours are 1:15-4 p.m.

Present members include KKMY Denver, KCOL Fort Collins, KBOL Boulder, KYOU Greeley and KRDO Colorado Springs.

KEXO Grand Junction plan to join as soon as network lines become available.

Network’s headquarters, including studios and production facilities, are at 1626 Stout St. Denver. General manager is Albert G. Meyer, a western radio executive long prominent in NAB affairs. Joseph C. McGrane, formerly of KOB Albuquerque, is program director.

Ben Bezoff, a partner in Ben Bezoff & Co., Denver advertising agency, has resigned to become Columbine’s commercial manager.

The network has been operating for the past 18 months on a temporary basis as a special events and sports chain. After telephone lines for permanent networking became available the participating stations decided on regular programming.

General Manager Meyer said last week that Columbine’s national representative will be announced soon.

TV FILMS

Film Arts Corp. Expands

FILM ARTS Corp., Milwaukee, has added a new section, to be devoted to television film production exclusively, according to A. K. Hadley, president of the film production organization.

With addition of new studios, the firm is now equipped to produce slide films and theatre shorts in addition to video motion pictures. All equipment is available at the plant for laboratory processing of film, sound recording and transcription work in addition to art and film printing.

WNJR presents

THE JOHNNY CLARKE SHOW

9:05 A.M. to 12:00 Noon Monday through Saturday

This outstanding selling team of Johnny Clarke and WNR will carry your message to a million North Jersey homes ... one of the richest markets in the country.

Represented by AVERY-KNODEL, Inc.

Chicago Los Angeles

$20 MILLION

Urged for America Drive

URGING that the Advertising Council budget a minimum $20 million for four years in its campaign to sell America to Americans, John Orr Young, New York public relations agency head, last Tuesday addressed an American Marketing Assn. luncheon at New York’s Sheraton Hotel.

Mr. Young, who, before heading his own firm was co-founder of Young & Rubicam, singled out the present council campaign as "one of the most potent events which has happened in advertising."

"A few hundred thousand dollars worth of advertising per year for a year or two cannot do the educational job needed," Mr. Young said. "Communism, cynicism, smugness and indifference are big rocks in the road. It will take a beehive bulldozer to move them," he said.

Pointing out that American advertisers should spend as much on selling our economic system to the country’s citizens as it spends on the advertising of such frivolities as whisky, gin, beer, cigarettes, lip sticks and such," Mr. Young estimated expenditures for advertising such products run about $118 million yearly.
By every measurement, WTIC dominates the prosperous Southern New England Market.

Paul W. Morency, Vice-Pres.—Gen. Mgr.

WTIC's 50,000 watts represented nationally by Weed & Co.
ELECTION BY RADIO

Medium's Effect Greatest, Says Summers

"PROBABLY broadcasts on the radio have greater effect on the outcome of a Presidential election than all other factors combined," says Prof. Harrison B. Summers of the Ohio State U. speech department. Mr. Summers was formerly director of public service for the Eastern Div. of NBC and public service manager of ABC.

An analysis of radio's part in the recent campaign is presented by Prof. Summers in an article to appear in the December issue of the Quarterly Journal of Speech.

The greater effect of radio during the 1948 election is apparent, writes Prof. Summers, for several reasons:

1. "For the most part, both men advocated identical governmental policies."

2. "Hardly more than two-thirds of the nation's voters are regular readers of a daily newspaper; in any case, at least 75% of the nation's daily newspapers openly advocated the cause of Gov. Dewey."

3. "... Combined audiences attending the rallies—or informal talks—totaled less than a million voters—and nearly 47 million votes were cast in the election in November."

The microphone technique of the two major candidates also was an important issue in the campaign, the professor holds. Gov. Dewey's radio delivery early in the campaign made a more favorable impression on the radio listeners than Mr. Truman's, he believes.

"But in the final phase of the campaign, the situation was partially, if not completely reversed," Prof. Summers continues.

"... Between May and October the Truman man who was brought to the radio listening public had undergone a tremendous change."

The "new look" in the Truman radio personality reached its zenith in the broadcast speeches made by the President in October, and probably never before in history has a man in public life made such strides forward in speaking effectiveness in a period of less than six months."

The major strength of President Truman's style was his "informality... and a homey, down-to-earth quality that was entirely lacking in the Dewey presentations."

OREGON RADIOMEN

KOAC's Morris Gets Post

OREGON STATE Broadcasters Assn. appointed M. Morris, program manager of KOAC Portland (state-owned station), executive secretary of the organization during its November meeting in Portland.

The appointment was made following a report of a special committee, which had studied a proposal to affiliate the association with the Oregon State System of Higher Education. The committee is headed by Lee Jacobs, president of KBKK Baker, KLBN LaGrande and KLBO Ontario. Mr. Jacobs was named by president Frank Loggan, KBND Bend.

CABLE LINK

Time Segments Offered

OFFICIALS of the American Telephone & Telegraph Co. will present suggested allocations of time segments on the westbound coaxial cable link between the East and Midwest television networks at a meeting today (Dec. 6) in New York.

The AT&T fell heir to the knotty allocation problem several weeks ago when broadcasters were unable to agree among themselves as to the distribution of use of the Philadelphia-Cleveland coaxial cable which is scheduled to open Jan. 12.

The telephone company will present its proposed allocations in the form of suggestions, it was understood, but if broadcasters disagree violently over the suggestions, as is anticipated, the AT&T schedule will probably be imposed anyway. Allocations to the taste of all applicants are impossible owing to the numerous conflicts in requests for time.

Until the problem of allocations on the East-Midwest cable arose, telecasters had managed by compromise among themselves to apportion time on the East and on the Midwest AT&T television network facilities.

HOME RADIO DIVISION, Westinghouse Electric Corp., Sunbury, Pa., announces production of a new table model television set featuring automatic frequency control of horizontal synchronization. Set is designated Model 196.
MONDAY THROUGH FRIDAY, PAT O'BRIEN will give your listeners 5 quarter-hours of sock laughs...deeply moving stories...behind the scenes information...guest stars—that will immediately make the series "must" listening. Pat's star friends, such as Bing Crosby, Dana Andrews, etc., are rushing to transcribe spots for you to use to plug the show. Sponsors will rush to grab this sock-sales series.

RADIO HAS LONG NEEDED A CLASS WESTERN dramatic action series—not a kid show—but one with the adult appeal of "Lux Radio Theatre."

THIS IS IT! A weekly half-hour that will set your listeners—and your advertisers—back on their heels. "Frontier Town" is network quality in every respect...worthy of your finest advertiser!

THAT WE MEAN BUSINESS is indisputably established with our announcement of Series #1 and #2..."PAT O'BRIEN—FROM INSIDE HOLLYWOOD," in the hands of subscriber stations starting December 15th; "FRONTIER TOWN" reaching them the middle of January latest. Already TWO PROGRAMS FOR THE PRICE OF ONE! Series #3 to be announced within 30 days. All a subscribing station ever pays for the Syndicate's entire output of network-quality shows is a fixed weekly fee equal to its national, one-time, Class A, quarter-hour rate. KFDA, Amarillo, for example, has a potential of more than $20,000 per week worth of programs like those above—for $40.00 per week! Fabulous [let's face it!] values that easily result when stations get in and pitch— TOGETHER!

The Syndicate invites 267 more stations to subscribe the exclusive for their markets...for fine programs they can price and sell as they see fit.

BROADCASTERS PROGRAM SYNDICATE
(Cooperative Program Syndication Plan)

BRUCE EELLS & ASSOCIATES
2217 Maravilla Drive • Hollywood 28, California • Phone: Hollywood 3869

BROADCASTING • Telecasting December 6, 1948 • Page 57
FARNSWORTH
Nicholas, Fortas Elected
E. A. NICHOLAS, president of
Farnsworth Television & Radio
Corp., was elected chairman of
the board last week and Abe Fortas
was named a di-
rector. Mr. Nicho-
las will continue
as president.

Mr. Nicholas

Farnsworth for the first six months
of the current fiscal year show a
net loss of $724,719, Mr. Nicholas
disclosed. The company has ap-
proved in an underwriting agreement
with First Guardian Securities
Corp. and other banking houses, he
said, for the purpose of selling its
authorized and unissued stock.

Other executive changes an-
nounced by Mr. Nicholas include
the election of Philip T. Farns-
worth, a director, as vice president,
and Chester W. Wiggins as secre-
tary, and, the resignations of J. B.
McCargar, Burton A. Howe and
Charles B. Buesching. Additional
new directors will be elected at a
future meeting, Mr. Nicholas said.

SUBSCRIPTION PLAN
Rolf Kaltenborn Drops It

Rolf Kaltenborn has discon-
tinued plans for subscription radio
for the time being, at least.

Mr. Kaltenborn revealed Nov. 28
that "certain patent and engine-
rating difficulties, plus the impact
of television on radio, have caused
me to cancel my plans for the pioneer
network of subscription stations
for the time being certain.

Mr. Kaltenborn left Nov. 28 for
England, where he will study the
effect of America's election on
British politics, particularly the
Conservative party. Material he
meets with on British radio and
television will be used in lectures and
articles next season.

Dot-Dash Origin
"IT IS not generally known
that Millard Fillmore, 13th
U. S. President, gave Samuel
Morse his earliest and most
potent support," according to an
item in the Nebraska Re-
tailer. "In gratitude, Morse
named the two Morse code
characters after Millard Fill-
more's children— for Dorothy,
dot; and for Dashiell, dash."

COURTNAY PITT
Made Philco Finance V.P.

DR. COURTNAY PITT, head of
economic research of Philco Corp.,
has been elected to the newly-
created office of vice president-
finance, accord-
ing to William
Balderton, presi-
dent.

Dr. Pitt, who will now be the
chief financial officer of Philco,
joined the corpo-
rate in 1941. He was gradu-
ated from Prince-
ton in 1929 and
received his Ph.D. in economics
from Princeton in 1935. During
the following year he was a mem-
er of the Princeton faculty. In
1936 he became a partner of Ivy
Lee & T. J. Ross, New York, where
he specialized in economic matters
and edited the economic review of
a leading New York Bank.

CBC Conference
GEORGE R. WILLIAMS, chair-
man of the board of governors of
the Broadcasting Corp. of New-
foundland and William F. Galgay,
general manager of the Newfound-
land system, have been in confer-
ence with officials of Canadian
Broadcasting Corp. at Ottawa and
Montreal, in regard to CBC's tak-
ing over Newfoundland system on
March 31 next, when Newfound-
land joins Canada as a tenth prov-
ince.
Here's the real answer!

the NEW
Collins 5kw FM transmitter

the right way to radiate 20 to 40 kilowatts of FM power

It's no longer necessary to spend money on a 10 kw FM transmitter in order to put 20 to 40 kw on the air.

You can do it economically with the new Collins 737A 5 kw transmitter and a 4 to 8 bay Collins 37M FM antenna. Consider these savings:

The Collins 737A costs four to five thousand dollars less than a 10 kw FM transmitter of comparable quality, to buy, ship and install.

It requires approximately one-third less floor space, and consumes but half as much line power.

Only 29 tubes are employed in the entire 737A transmitter, composed of only ten different types. Tube maintenance requirements are minimized.

A 4-bay Collins 37M FM antenna, used with the 737A, provides a power gain of 4.1—enough to overcome normal transmission line loss and radiate up to 20 kilowatts. Any odd or even number of bays up to a total of eight may be added, either originally or at a later date in the field. The eight-bay 37M-8 will provide a gain of 8.3 and radiated powers up to 40 kilowatts.

This is the ideal combination for the FM station licensed to broadcast anywhere within the power range described. Call us in for consultation. Remember—Collins, and only Collins, makes a 5 kw FM transmitter.

FOR THE BEST IN FM, IT'S...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St., New York 18, N.Y.

458 S. Spring St., Los Angeles 13, Calif.
ABC RENEWALS
Texas Co., Sterling Sign

Renswal contracts covering two ABC programs were signed last week involving the Milton Berle show (Tuesdays, 9-9:30 p.m.) and Bride and Groom (Mon.-Fri., 2:30-3:30 p.m.).

The Texas Co., New York, renewed the Berle show, effective Dec. 22. The 52-week contract was placed through Kidner Agency, New York.


Agencies

(Continued from page 12)

BRIAN MacCABE, executive director of London office, Foote, Cone & Belding, promoted to managing director.

DOUGLAS FOSDICK and L. NORTON PAYSON announce opening of new agency, Fosdick, Payson & Co., with offices in Lewiston and Portland, Me. Mr. Fosdick will have charge of Lewiston office at 15 Drummond St; Mr. Payson, of Portland office at 58 Exchange St.

PAUL F. FOUST joins Langhammer & Assoc., Omaha, Neb., as an associate and account executive.

JOE LEIGHTON, Hollywood publicity director, J. Walter Thompson Co., has adopted a girl.

QUADRUPLE THREAT
Fatima's Campaign Has Rathbone in New Series

If the sound-men, engineers and other specialists at CBS want to eat, they'd better keep a wary eye on Basil Rathbone, radio's newest quadruple-threat man who debuts on a new drama series Jan. 8.

The program, as yet untitled, and to be aired Saturdays, 10-10:30 p.m., showcases the actor in four roles. He is featured as dramatic star, narrator and source of script material, which is to be based on his own South Africa-to-Hollywood experiences. In addition, Mr. Rathbone will do the commercials.

Sponsored by Liggett & Meyers Tobacco Co., New York, for Fatima cigarettes, Mr. Rathbone's recorded announcements on behalf of the smokes have already seeped into New York radio homes. Done in sophisticated, "entre-nous" fashion, they have evidently bewitched the buying public into believing that radio's "Sherlock Holmes" has switched to Fatima, forsaking forever his traditional pipe.

The new program is the first national-wide sponsorship by the cigarette manufacturer for Fatima. Newell-Emmett Co., New York, is the Liggett & Meyers agency.

Mr. Rathbone will be heard from whatever city his current tour with "The Heiress," Broadway play, takes him.

HUBBELL ON TV
'Threat to Radio-Movies'

TELEVISION stations will replace the majority of all profitable radio stations during the next decade, according to Richard W. Hubbell, New York television consultant.

Speaking at the Prescott, Ariz., community lecture series yesterday, Mr. Hubbell emphasized how the growing threat television is becoming to the economic stability of the radio and motion picture industries.

"In 1949," Mr. Hubbell stated, "retail sales of television receivers are expected to surpass the greatest dollar volume ever established in any one year for radio set sales.

Two million television receivers will be manufactured next year, and this figure may be increased by the present bottleneck in cathode ray tube manufacture is broken.

Pointing out that it is no secret to the trade that a black market in cathode ray tubes exists that will continue until production can catch up with demand, Mr. Hubbell said that foreign countries are planning large-scale manufacture of the tubes for export to the U. S. to take advantage of the lucrative market.

Fair Trade Guide

AMERICAN Fair Trade Council has published A Practical Guide to Fair Trade Laws for persons engaged in fair trade merchandising. Work is designed to meet the needs of those concerned with fair trade in advertising, manufacturing and merchandising fields. It includes salient points of trade acts, a classification of cases interpreting state and federal laws, and a review of economic factors involving price manipulation. Book is available at cost ($2.50 per copy).

Improvised Guide

STANLEY LANGENDORF, president of the Langendorf United Bakeries of California, sponsor of Red Ryder on the Don Lee Network, is currently negotiating with Stephen Slesinger, owner of the package for a new ten-year contract. The Bakeries has sponsored the show continuously for the past eight years. The program is sponsored live on the West Coast network and is recorded by the Louis G. Cowan Inc. office in New York.

Operacasting

(Continued from page 12)

OPERACASTING

Making no effort to integrate or even use its commercials, as is done on the Tuesday evening Texaco Star Theater video show on NBC, the Texas Co. continues from Washington's WHEC telecast to the between-the-act oral mentions by Milton Cross, opera announcer for the company's Saturday afternoon opera broadcasts on ABC as well as for this special telecast.

In outlining the action of the opera's next act, Mr. Cross said that the packages presented by the Texas Co., "maker of the internationally famous Sky Chief and Fire Chief gasoline."

If opera telecasts should become a regular event, similar to the Saturday afternoon sound broadcasts on ABC under Texas Co. sponsorship, there are a number of changes that could and should be made. But these are mostly details of camera placement and the like, which should not prove too difficult.

The telecast of last week was planned strictly as a one-time experiment. Its results should now encourage ABC and the opera management—not to mention the sponsor—to make opera telecasts a frequent, if not a regular occurrence.

ABC's Washington outlet, WMAL-TV, did not carry the Texaco opera telecast "because of previous local commitments," but indicated it would offer the film version at an early date. The station, which has a contract with Globe Brewing Co., of Baltimore, for boxing telecasts, aired, instead, portions from Washington's Turner Arena starting at 9 p.m. A WMAL-TV spokesman admitted the station had been deluged with protests.

New Ryder Contract?
Mr. Kletz
(Continued from page 28)

moter, say, than the actual gate at the stadium.

Strengthening of the Tournament of Champions financially puts it into position to compete with the 20th Century Sporting Club and Madison Square Garden. CBS has a contract to present events in Madison Square Garden with the exception of boxing, which NBC controls; hockey, owned by WPIX, and professional basketball, which is telescast by ABC.

According to Mr. Kletz, under the Tournament of Champions agreement CBS will have "first refusal" on all television contracts and will not necessarily shut out rival bids to telescast promotions. Although he did not amplify this statement, Mr. Kletz implied that the revenue from sale of a sports event to an advertiser, plus that from the sale of television rights to motion picture theatres, would far exceed the total take from the in-person audience.

He said that negotiations were already underway with a motion picture theatre chain to show telescasts of Tournament of Champions promotions. Although he did not identify the film company, it was believed to be Paramount whose New York theatre is already equipped for the reception and almost immediate reshowing of telescasts on its large screen.

MCA Function

One of MCA's functions in the new organization is to line up theatrical outlets, it was said. The former Tournament of Champions, although hitherto deprived by established pugilism interests of staging bouts in Manhattan, has promoted several successful matches in New Jersey cities. Mr. Kletz reported that the new organization was now in negotiations for a Manhattan stadium, which was renamed, in which to produce future static spectacles.

The new organization will not confine its promotions to boxing but intends to enter all sports fields. According to a formal announcement, the Tournament of Champions will "shortly enter the hockey, football and tennis fields."

"It (the company) plans to operate not only in New York and other large cities, but nationally and internationally," the announcement said.

Under the contract MCA, which controls top talent in the entertainment field, will get 10% for any booking operations in connection with Tournament of Champions business. MCA plans an active campaign to dig up new fighters. "Who knows where we're going?" he repeated. "We only signed the deal yesterday."
CAPITAL GAINS

WITH CONGRESSIONAL attention fastened on negotiations of radio and movie stars to sell themselves as "businesses," some disappointments may be forthcoming.

It is doubtful that any of the stars involved in the deals consented to "made a good case" before Internal Revenue officials. The other cases, said, were believed to have had considerably less merit in the eyes of the government.

Rep. Carl T. Curtis (R-Neb.) a member of the House Ways and Means Committee, also expressed interest in negotiations Nov. 26. "One of immediate concerns," said Congressman Curtis, "is the unpublished approval given by the Bureau of Internal Revenue to schemes whereby professional entertainers are permitted to classify their personal services as a 'business' and thus pay a capital gains tax of 25% instead of the normal rate of upwards of 80%. An entertainer who can force the sale of his so-called 'business' for $4 million would pay less than one million in taxes and pocket over three million."

Congressman Curtis maintained that "when one professional entertainer avoids payment of $2 million that amount literally will have to be dug out of the pockets of thousands of small taxpayers."

RATE BOOSTS ASKED

NEW RATE increases requested by Bell System subsidiaries of the American Telephone & Telegraph Co. will not affect the long lines rates given to the radio industry, it was learned today. AT&T disclosed its Bell subsidiaries have applications pending for a total of $240 million a year in new rate increases.

CONGRESS EYES STARS' TRANSACTIONS

JOHN B. KENNEDY'S Eye Witness News series on WFIL Philadelphia is doing an all-out job of promoting television.

Mr. Kennedy devotes a portion of each 15-minute program to telling his listeners of the shows on all local television stations that are featuring him. He also gives away a video set a week for the best letter on "Why I Plan to Buy a Television Set." Daily winners in the contest receive an RCA-Victor album of popular records.

The Kennedy programs are sponsored jointly by Raymond Rosen, RCA-Victor distributor, and the following RCA-Victor dealers: Morgenstern Television Center; Terminal Electrical Appliances; World Store; Pincus Radio; Norman Forraces; ABC Appliance Service Center; L. Dubrow and Sons; Leo's (Cadem, N. J.), and Fred Dannenhauer (Merion and Narberth, Pa.). The account is handled by Al Paul Lefton Co., Philadelphia.

FCC NAMES COX

To Budget Officer Post

ROBERT COX, a principal budget examiner of the Budget Bureau, has been named FCC Budget Officer and will assume his new duties next Friday (Dec. 10).

He succeeds David Cooper, acting budget officer, who reportedly is transferring to an FCC assignment in Kansas City for reasons of health.

Mr. Cox has been with the Budget Bureau since July 1940 and formerly was with the New York State Division of the Budget. He is a native of Virginia and a graduate of Syracuse (N. Y.) U.

CKLW-FM Windsor - Detroit started operations last month, with 250 watt transmitter on 93.9 mc.

FOR COVERAGE

- Over a million people in 79 counties of Georgia, South Carolina and Florida.
- 3½ times more people than any other station in this market.
- A $557,206,000 retail sales area.
KRNT
...a leader in the nation—
the leader in
Des Moines

THESE AUDIENCE FACTS BECOME MORE IMPORTANT WHEN YOU CONSIDER THE IMMENSE WEALTH OF THE GREAT IOWA MARKET.

Note: Polk County (Des Moines) RANKS 2nd IN THE NATION in Effective Buying Income Per Family ($6,402).*

Note: Polk County (Des Moines) RANKS 3rd IN QUALITY OF MARKET INDEX among the nation's Metropolitan Counties (30 above national average of 115).*

Note: Iowa LEADS All Other States in Net Farm Income (7.47%)

Facts speak for themselves ... These will tell you to call a Katz man for more details about—

* From data appearing in May 10, 1948 issue of "SALES MANAGEMENT" Survey of Buying Power

That Very highly Hooperated, Sales Results Premeditated, ABC affiliated Station in Des Moines!
See why Leaders in TELEVISION choose MYCALEX 410 insulation

In television seeing is believing ... and big name makers of television sets are demonstrating by superior performance that MYCALEX 410 molded insulation contributes importantly to faithful television reception.

Stability in a television circuit is an absolute essential. In the station selector switch used in receivers of a leading manufacturer, the MYCALEX 410 molded parts (shown here) are used instead of inferior insulation in order to avoid drift in the natural frequency of the tuned circuits. The extremely low losses of MYCALEX at television frequencies and the stability of its properties over extremes in temperature and humidity result in dependability of performance which would otherwise be unattainable.

Whether in television, FM or other high frequency circuits, the most difficult insulating problems are being solved by MYCALEX 410 molded insulation...exclusive formulation and product of MYCALEX CORPORATION OF AMERICA. Our engineering staff is at your service.

MYCALEX CORP. OF AMERICA
"Owners of 'MYCALEX' Patents"
Plant and General Offices, CLIFTON, N. J. Executive Offices, 30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.
An Important Statement
by
MYCALEX CORPORATION OF AMERICA

As illustrated on the opposite page, PHILCO uses Mycalex 410 (glass bonded mica) molded parts in its television receiver tuner—to avoid frequency drift of tuned circuits.

Your attention is also called to the Mycalex 410 advertisement which appeared on pages 54 and 55 of the October 1948 issue of Electronics.

Constant research, improved techniques, advances in the art, new, modern plant expansion, improved engineering, more efficient manufacturing equipment—now permit us to make available in increased quantities—Mycalex 410—molded—at prices comparable to other less efficient molded insulations.

MYCALEX 410 is now priced to meet rigid economy requirements

Any interest evidenced on your part in Mycalex products and services—will receive the prompt, courteous and intelligent attention of a competent Mycalex sales engineer. He will receive the fullest backing and cooperation from other executives—to serve you promptly—with a quality product and at an economical and fair price.

December 6, 1948 • Page 65
Engineering Conference (Continued from page 65) once but that the presently occupied channels (licences and construction permits) “do not appear to be in very serious condition except in a few cases.” He said that if this second plan of FCC were followed, and the severe cases corrected, a good service would be rendered.

The people will demand a more extensive service than the 12 VHF channels can provide, the DuMont official predicted. The answer is in expansion of black and white television into the 475-890 mc UHF bands, he said.

CBS Studies William B. Lodge, CBS vice president and director of general engineering, presented five different allocation studies based on the November TID illustration of video allocation as revised for tropospheric. Both the CBS and FCC experts are confined to the same northeastern portion of the U. S. and cover 50 cities.

Four of the CBS studies employ different assumptions as to station separation while the fifth is an independent UHF high band study for consideration in the event it should be decided to consider UHF for combination with VHF allocations. The first study assumes continuation of all outstanding authorizations with 150 mile co-channel separation. Total of 79 outlets is possible in the 50 cities but 23 cities would have no outlet. Plan two is like the first except for 176 mile co-channel separation. Plan three is like plan two except for 194, with 29 cities having no station. Plan three is like plan one except no assignments are assumed in cities unless at least three stations are provided. Channels salvaged from one and two-channel cities are assigned to larger cities. Spacing is 150 miles. Plan four follows plan three but uses 175 mile separation. Plans three and four both allow 69 stations and no outlets would be provided in 36 cities under each.

The UHF study assumes separation of 200 miles co-channel and 140 miles adjacent channel for larger cities. Below first 50 cities, separation is 150 miles co-channel and 100 miles adjacent channel. Some 281 stations would serve 140 metropolitan districts.

Policy Questions Mr. Lodge pointed out it is not possible to recommend any of the VHF studies or the UHF proposal until certain policy questions are answered. These included: Relative importance of need for more stations as against larger service area, whether VHF channels are to be permanently allocated to video, whether UHF channels are to be considered in VHF planning and if UHF is to be considered, whether both should be assigned to the same city. In the last proposition, CBS points out it may be necessary to determine whether color TV is to be provided for, and if so, on what frequencies.

Dr. Frank G. Kear, engineering consultant retained by ABC, presented new computer for scheduling the network in its channel studies in the New York area on propagation and reception. He said ABC stands on its earlier proposals that the plan should be based by a study and that should be determined on the basis of "geographical or economic factors, not by the artificial means of separating geographical contours." [Broadcasting, Aug. 23].

Harry R. Rubke, director of television for Don Lee Broadcasting System, operator of experimental TV outlet WEXO Hollywood since 1931, offered a summary of tropospheric data collected on the West Coast. Data concerned reception of signals from Los Angeles, 115 miles distant. No diurnal variations were observed but seasonal variation is considerable.

Jerome Ressp, head of the La-Pointe Scamold Corp., gave observations of tropospheric reception in various locations and concluded station separation should be about 300 miles.

A. Earl Collum Jr., consulting engineer, presented terrain and tropospheric propagation for several stations located in the East and in Texas. He also entered in the record a page illustrated summary concerning high frequency propagation.

Westinghouse Radio Stations Inc., through its engineering manager, Ralph Harmon, presented detailed charts of propagation measurements newly made through its Stratovision project.

DuMont Data ‘Good’ Howard G. Smith, professor of electrical engineering at Cornell U., commented on the FCC plans for troposphere and terrain effects and indicated he also thought the DuMont data “looks good.”

George F. Leydorf, vice president of the G. A. (Dick) Richards stations, related FM tropospheric transmission across Lake Erie. Pronounced seasonal and diurnal variations were observed.

Stuart Bailey of Jansky & Bailey, consulting engineering firm, presented an analysis of mobile field intensity recordings for several FM outlets. Regarding TV allocations, he urged directional antennas be used after non-directional separation has been reached, as in AM stations.

Harry Fine, FCC engineer, discussed service protection in the TV and FM bands. He suggested that two limitations be used to determine protected contours. These would be based on co-channel and adjacent channel interferences and would call for two contours. Mr. Fine said William Boese, FCC engineer, had compiled FCC’s preparatory reports.

Non-Listener?

Two of TORONTO’s three 50 kw stations were off the air recently when a large hawk decided to rest on a high voltage wire at CBL and CPC transmitters. Just as newcasters were to be made, the bird sank its talons into one of the high-voltage wires sending power to the transmitters. It was electrocuted at once, and the surge of current in the wire held it fast. It took a maintenance crew half an hour to repair the damage.

HIGH BAND TV

KMBK Seeks Experimental

IN ANTICIPATION of the FCC assigning television channels in the 475-890 mc band, KMBK Kansas City, Mo. made application for an experimental video station. Request is for a band between 480-492 mc with 200 w visual and audio power.

In making an announcement of the application, Arthur B. Church, KMBK president, said in a special broadcast: “We at KMBK do not intend to see Kansas City forever a laggard in television. Yet, our Washington attorneys tell us two years may be required for the FCC to hold hearings, consider evidence, make decisions and then go through the probable court appeals before construction permits [in the present low band] can become effective.”

KMBK made application to the Commission last January for a TV station. Along with other applications in the area it became involved in hearings which had not been held at the time of FCC’s freeze on the processing of video applications. Only station to receive a construction permit was WDFA Kansas City, which had already been processed and granted.

“We are ready and willing to pioneer high band transmission,” Mr. Church said, “and we already have much of the facilities and equipment to start experimental high band TV broadcasting.”

Application by the station states that there is a $150,000 expenditure which has been made by KMBK for video studios and other TV facilities already in possession. Including this figure, the overall cost of construction is estimated at $175,000.

Mr. Church also pointed out that Zenith has announced TV receivers with tuners for both the present band and the new high band, “and high band tuner’s have been readily for DuMont television receivers.”

He said: “If the FCC grants this experimental license without delay, we will try to begin experimental high band television within a matter of months. Meanwhile, our efforts to expedite getting on the air with KMBK-TV on low band will continue.”
WALLACE KADDERLY, farm director at KGW Portland, Ore., was elected president of the National Assn. of Radio Farm Directors at the annual convention Nov. 28 in Chicago's Stevens Hotel. Vice president during the past year, Mr. Kadderly succeeds Charles Worchester of WMT Cedar Rapids, Ia. The new vice president is Gordon Loudon of WWL New Orleans, while Phil Alampi, WJZ New York, succeeds Hal Totton, WGN Chicago, as secretary-treasurer. Each serves one year. The historian and editor will be appointed by Mr. Kadderly.

The directors voted to divide the country into five geographical sections, vice presidents for which will be elected at the annual meeting next year. These men will assist the officers in policy matters and will organize regional meetings.

Other resolutions included recommendations for additional governmental extension services and a study of television management and production. "Because of the increased interest in television," RFDs were cautioned to investigate thoroughly before adopting the medium.

"Further information (should) be sought from the U. S. Dept. of Agriculture and land grant colleges in connection with agricultural television at the earliest opportunity."

Suggest Meeting

RFDs suggested a meeting with the radio service chief of the USDA "to formulate specific recommendations for the Director of Information and Secretary of Agriculture on sufficient fiscal appropriations" for additional services created by "existing demands," and for extension of applications of current service and "possible future needs."

The remainder of the 14 resolutions concerned technical points in the association's operation. Resolutions committee, which presented its report during a committee reports session, included Herb Prichard, chairman; W. G. Des Moines; Miriam Foltz, WOSU Columbus, Ohio; Mr. Alampi, Gus Swanson, KFEL Denver; Murray Cox, WFVA Dallas, and Bill Zipf, WBNS Columbus, Ohio.

Members attending the two-day convention were addressed Sunday evening by Judge Justin Miller, NAB president.

NAB PONDERS

Legislative Issues

LEGISLATIVE and regulatory problems affecting broadcasters were discussed Thursday at a meeting of the NAB legislative committee, held at NAB Washington headquarters.

Industry position on various aspects of legislation was discussed by members. It is understood no immediate action will be taken on the proposed communications bill suggested last year at request of the Senate Interstate & Foreign Commerce Committee.

Presiding at the meeting was J. Harold Ryan, WSPD Toledo, committee chairman. Others in attendance were Don Elies, WWNC Asheville, N. C.; Gunnar Wigg, representing Paul Miller, of Gannett Newspapers; E. K. Hartenbower, KCMO Kansas City.

Network advisory members attending were Kenneth Yourd, representing Joseph H. Ream, CBS, and Frank M. Russell, NBC. Taking part for NAB were A. D. Willard Jr., executive vice president; Don Petty, general counsel; Richard W. Jencks, attorney; Robert E. Richards, public relations director.

Prichard in Army Post

BRIG. GEN. V. E. Prichard, director of operations, plans, organizations and training for the European Command, will assume duties Feb. 1 as chief of the Army's Public Information Division, it was announced last Tuesday. A West Point graduate, he commanded the 1st Armored Division in Italy during World War II. He served on the Mexican Border before World War I and with the A. E. F. and Army of Occupation in France and Germany.

It's just a wide place in the road . . . and if you miss the 6:10 you're stuck until tomorrow . . . but pile a lot of little Stone Cities together and you get a rock-ridden market worth talking to.* Out on the rolling prairies where ground conductivity is just what the boys pray for back East, WMT does a terrific job of covering thousands of these small communities.

The way to wear away the sales resistance of Stone City, et al, is clear: use WMT—Eastern Iowa's only CBS outlet. Ask the Katz man for details.

* 1059 towns and cities dot the WMT (BMBA) map, 1,13,782 people live within WMT's 2.5 MV lines.

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**CHNS**

**HALIFAX**

NOVA SCOTIA

**THE SIGNBOARD**

**OF**

**SELLING POWER**

IN THE

**MARITIME PROVINCES**

**ASK**

**JOS. WEED & Co.**

350 Madison Ave., New York

He Has the Reasons Why!

5000 WATTS—NOW!
**OPERATIVE LOVERS**  
**WJZ-TV Met Rating High**

MORE people were tuned to the WJZ-TV telecast of the Metropolitan Opera premiere on Monday night, Nov. 29 [See story page 46], than to all other video stations in New York City combined, according to a special hooperaing 

role for that date. The overall 

viewing for ABC's key 

station was 42.3, although no check was made after 10:45 p.m.

Share of the audience during the two and three-quarter hour period covered was placed at 59.8, and sets in use was 70.8.

From 8 to 9 p.m., the first hour of the opera, WJZ-TV was rated at 40.9; sets in use was placed at 70.3, and share of audience was 58.1.

More people tuned into the second set of "Otello," according to the hooperaings for the 9-10 p.m. period, when ratings recorded was 44.6; sets in use 73.6, and share of audience 60.6. For the final 45 minutes of the period, rated, WJZ-TV scored 41.5 Hoover; sets in use 68.0, and share of audience 60.7.

WALTER PASCHALL, WEB-TV Atlantic news editor, interviewed Edward Tomlinson, NBC commentator, when he was in Atlanta on speaking 

gagement before the Pan American League.

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**TV IN RELIGION**  
**Del. Church Experiments**

AN EXPERIMENT with television in the church and Sunday school is being conducted in Wilmington, Del., by Rev. L. E. Warner, pastor of Brandwine Methodist Episcopal. He has bought a television set for his Sunday school auditorium with funds contributed by members of his congregation and friends in the community.

Rev. Werner, who is chairman of the radio committee of the Wilmington Council of Churches, said the purpose of the set installation is: (1) to keep young people of the church away from "the unholy places where television is most commonly to be found," and (2) to make use of "the recognized educational and entertain 

ment features which television affords."

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**Video to Sell Art**

TELEVISION may sell art to the American public as sound broad 

casting has sold music, B. Wade Thompson, president of the DuMont Television Network, said Nov. 28 in a talk to the Collect 

ors of American Art in New York. Citing the phenomenal rise in the sale of phonograph records resulting from musical broad 

casting, Mr. Thompson described television's past attempts at art education and discussed future use.

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**BOOM!**

DULUTH, MINN. — "The Gold Rush was nuthin' compared to this," shouts Otto Mattick as he chugs along on his steardanoesian mercambulator. "The merchants will have to fake the plauge if they expect to get any sleep!"

So the rumor is true ... the Duluth-Superior market IS booming like mad. In just two years, effective buying income has leaped 27.6% and retail sales have jumped 83.2%. The hot-shot secret in this wealthy metropolitan area is KDAL, favor radio station of a large 

and loyal audience. When your sales message is heard on KDAL, you get action ... FAST!

Contact Avery-Knodel ... then use KDAL to reap your harvest from this mone yed and booming Duluth-Superior Market.

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**MYSTERY GIRL**

P&G Starts Contest on TV

PROCTOR & GAMBLE, Cincinnati, sticking to its contest gun, come what mayhem, has instituted another "Guess Who" mystery game, which was to be launched Friday evening, Dec. 3 on Fashions on Parade, DuMont television series, 8-9 p.m.

Featuring a $5,000 feminine wardrobe as grand prize jackpot, the contest is being held on behalf of the USO, to aid in its drive for a $7 million 1949 national goal.

The contest, in typical "Miss Rush" and "Walking Man" fashion, requires slogans to be submitted by mail, with three winners of each week's contest to receive $50 in merchandise and a chance to identify by telephone the "Miss Terry mystery girl. A well known person 

ality, "Miss Terry" will appear on the video program appropriately masked while a jingle to her identity is read.

Benton & Bowles, New York, is the P&G agency, and the program is on behalf of Ivory Snow and Prell shampoo.

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**HOOPER PRICE**

Policy Changes Reported

TWO price policy changes for agency and advertiser subscribers having one or more network programs reported were announced last week by C. E. Hooper Inc.

(1) "Billings for program hooperaings for the period of May through September shall hence 

forth be based on each subscriber's April billing as a monthly minimum."

(2) "Cancellations of any Hooper service henceforth to involve a minimum of 90 days advance notice in writing."

The revisions are effective next January.

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**RADOX SERVICE**  
**Expansion Contemplated**

RADOX, Albert Sindlinger & Co.'s listener measuring service, has been invited to extend operations to New York, according to Mr. Sindlinger. No decision has been reached as yet. The source of the invitation was not disclosed, but it was believed to be an advertising 

agency.

The service may also carry into the Midwest, it was reported, with that invitation coming from a large station. Last Wednesday Radox expanded its operation into northeast 

East Philadelphia.

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**BERCH CUT-IN**  
**Again Aids Social Work**

JACK BERCH will repeat a unique public service appeal on his Dec. 8 broadcast (NBC, Monday-Friday, 11:30-11:45 a.m.) when stations in scores of cities again cut into his broadcast to name a central welfare office to which people can volunteer services for local social work. The first cut-in broadcast, last May, was so successful in recruiting volunteers that welfare organizations throughout the nation requested periodic repetition of the appeal.

The Jack Berch Show is sponsored by Prudential Life Insurance Co., Newark, through Benton & Bowles, New York.

---

WCPN Cincinnati, was recipient of an American Legion National Radio Apprkation Award for 1948.

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**FIRST 15 PROGRAM HOOPERINGS**

**Based on Nov. 30, 1948 Report**

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor &amp; Agency</th>
<th>Hooper Average</th>
<th>Hooper Average + or -</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waltz Winkoff</td>
<td>219</td>
<td>Jergens Co. (NY)</td>
<td>42.4</td>
<td>42.4 + -0.0</td>
</tr>
<tr>
<td>Jack Benny</td>
<td>193</td>
<td>American Tobacco Co. (BDO)</td>
<td>42.5</td>
<td>42.5 + -0.0</td>
</tr>
<tr>
<td>Laver Bros.</td>
<td>133</td>
<td>Lever Bros. (NY)</td>
<td>37.8</td>
<td>37.8 + -0.0</td>
</tr>
<tr>
<td>Filibers McGee &amp; Molly</td>
<td>165</td>
<td>S. Johnson Co. (NLAB)</td>
<td>28.6</td>
<td>28.6 + -0.0</td>
</tr>
<tr>
<td>Millers</td>
<td>198</td>
<td>Lever Bros. Co. (BDO)</td>
<td>23.0</td>
<td>23.0 + -0.0</td>
</tr>
<tr>
<td>Phil Harris-Alice Faye</td>
<td>163</td>
<td>Lever Bros. Co. (BDO)</td>
<td>23.0</td>
<td>23.0 + -0.0</td>
</tr>
<tr>
<td>Arthur Godfrey's Talent Scouts</td>
<td>149</td>
<td>T. J. Tipton-Div. Lever Bros.</td>
<td>19.2</td>
<td>19.2 + -0.0</td>
</tr>
<tr>
<td>My Friend Irma</td>
<td>149</td>
<td>Lever Bros. Div. Lever Bros.</td>
<td>18.0</td>
<td>18.0 + -0.0</td>
</tr>
<tr>
<td>Fred Allen</td>
<td>166</td>
<td>Ford Dealers of America (JWR)</td>
<td>17.3</td>
<td>17.3 + -0.0</td>
</tr>
<tr>
<td>Duffy's Tavern</td>
<td>160</td>
<td>Bristol-Myers Co. (Y&amp;R)</td>
<td>16.6</td>
<td>16.6 + -0.0</td>
</tr>
<tr>
<td>Charles McCarthy</td>
<td>151</td>
<td>Standard Brands (JWR)</td>
<td>10.1</td>
<td>10.1 + -0.0</td>
</tr>
<tr>
<td>Mr. District Attorney</td>
<td>160</td>
<td>Bristol-Myers Co. (DCS)</td>
<td>16.9</td>
<td>16.9 + -0.0</td>
</tr>
<tr>
<td>Five Faces in the Music</td>
<td>175</td>
<td>Standard Brands (DCS)</td>
<td>16.9</td>
<td>16.9 + -0.0</td>
</tr>
</tbody>
</table>
| Average of Spon 
| rorated Programs | | | | |
| 8:30-9:00 | 23.1 | Milk Bros. (SSC) | 16.9 | 16.9 + -0.0 |
| 8:30-9:15 | 23.2 | 23.2 + -0.0 |
| 8:45-9:00 | 23.1 | Milk Bros. (SSC) | 16.9 | 16.9 + -0.0 |
| 8:45-9:15 | 23.2 | 23.2 + -0.0 |
| 9:00-10:00 | 23.1 | Milk Bros. (SSC) | 16.9 | 16.9 + -0.0 |
| 9:00-10:15 | 23.2 | 23.2 + -0.0 |
| Suspense | 161 | Electric Auto-Life Co. (Newell-Emery) | 15.7 | 15.7 + -0.0 |
| Dennis Day | 144 | Colgate-Palmolive-Peet Co. | 15.2 | 15.2 + -0.0 |

*Includes second broadcast*
TRANSFER PLEAS

APPLICATIONS for transfer of seven stations were received last week by the FCC. One of the applications covered four outlets of Fort Industry Co., located in Texas: WJBK Detroit; WAGA Atlanta; WMMN Fairmont, W. Va. and WWVA Wheeling, W. Va., plus all associated operations, transferred from the wholly owned subsidiary corporations to the parent company. No money is involved.

Other requests involve the construction permit for KBKO Portland, Ore., and KHCO (FM) Houston, Tex. No money is involved in either of these transactions.

At Albemarle, N. C., WABZ would be sold by its original partners to three new partners. Sales price is $35,000.

Fort Industry Co. said its proposed transfers are for “tax reasons.” The company requested action before the end of the year.

The four subsidiary companies involved are: Liberty Broadcasting Corp. (WAGA), Detroit Broadcasting Co. (WJBK), Monongahela Valley Broadcasting Co. (WMMN) and West Virginia Broadcasting Corp. (WWVA).

Ownership Details

Details of the other proposed transfers:

Albemarle, N. C.—Ownership of WABZ Albemarle transfers from four partners, none of whose holdings a majority interest, to three new partners each holding one-third.

W. R. Whitnow, Carl C. Aley, G. H. Hendrix and Ira Leich, the original partners, sell their holdings for $35,000. New owners are: W. E. Smith, attorney and president of Queen City Coach Co.; T. R. Wolfe, owner of Wolfe Motor Co.; and M. P. Palmer, president and treasurer of Stanley Lumber Co. Application requests waiver of the AVCO open
dholding rule on grounds that none of the original owners holds a majority and that none of the new owners will hold a majority.

Houston, Tex.—Earl C. Hankamer, Texas oil man, gives his construction permit for KHCO (FM) to the Houston Baptist Missionary Union. No consideration is involved.

Portland, Ore.—Ownership in Mercury Broadcasting Co., holder of a construction permit for KBKO Portland, transfers to Mercury Broadcasting Co. Inc. Harold Krieger and Gordon E. Bambrick, equal partners in the original firm, are joined by Alfred F. Kelley, attorney, in the new corporation. Mr. Kelley receives 15.8% for legal services rendered and Mr. Krieger and Mr. Bambrick will hold 42.1% each.

Buys New Building

MAXON Inc, New York advertising agency for national accounts, has purchased a five-story building at 12 East 53 St., Manhattan. The advertising firm will occupy the entire building, making it its New York headquarters.

DOCUMENTARIES

Educational Value Studied

A RESEARCH program to determine the value of documentary films, radio programs, and television shows for adult education has been instituted by Columbia Teachers College, New York, Dr. Morse A. Cartwright, executive officer of the school’s Institute of Adult Education, announced last week.

The laboratory will evaluate existing programs and analyze specific educational needs not being met by the current radio, video and film fare.

Beginning in January, The Adult Education Journal, publication of the American Assn. for Adult Education, will issue a new audio-visual supplement, featuring critical reviews of new 16mm films and all major radio and television events.

Butch and ‘Enemy’

“THE ENEMY has advanced into our territory.” This isn’t the usual dialogue listeners expect to hear from a play-by-play account of a football game, but that’s what Santa Barbarans got during the recent championship semi-final game between Santa Barbara and Monrovia. When a last-minute emergency arose at KIST Santa Barbara, owner Harry C. Butcher stepped in and substituted as sportscaster. The former CBS vice president and wartime aide to Gen. Eisenhower was admittedly non-partisan in favor of Santa Barbara.

He suggested the opposition station if listeners wanted a professional account of the game.

P.S. “The enemy” lost.
Spot Probe (Continued from page 22)

on the stations, while exercising network prerogatives—are "seeking a commanding position over all time sales by combining the function of network and station representative."

Mr. Katz asserted that the increase in AM stations has "immeasurably strengthened the bargaining position of the networks in their dealings with affiliates."

Without "overt network pressure or duress," he said, the networks are able to convince affiliates that "it would be a good idea" to let the network handle spot representation as well as affiliation.

TUESDAY

Under cross-examination by Judge Rosenman, Mr. Peters said his firm, Free & Peters, now represents 33 AM and 4 TV stations and does not need to add employees to handle the five Westinghouse stations which become clients Jan. 1.

He said a "majority" of his firm's 20 salesmen had had station experience, but he was unable to name more than six.

With respect to "competition" between national spot and network advertising, it was brought out that "about five" NARSR members represent both newspapers and radio stations. Mr. Peters agreed that there is some competition between these two media, but said competition between network and national spot advertising is "more highly competitive."

He considered it "very likely" that AM and TV would be as mutually competitive as network and spot advertising.

Mr. Peters said he thought it would be improper for one representative to work for separately owned AM, TV, and newspaper operations in the same community.

Under questioning by Mr. Wilkenson, the NARSR executive said independent representatives would sell locally produced programs in preference to transcribed shows. To Mr. Wilkenson's request for an instance in which CBS Radio Sales dictated an affiliate's rates, he said he knew of no such cases. NARSR followed a format similar to Radio Sales.

Mr. Fisher, for WRVA, suggested that WRVA's rate card, which had been described as similar to Radio Sales', was patterned after one suggested by NAB.

Mr. Cottone questioned the NARSR witness at length on representatives' role as advisers to stations on program matters. Judge Rosenman's cross-examination of Mr. Katz was relatively short. Mr. Katz' "conclusions," he said, were argumentative and in the nature of a brief, and so CBS would prefer to answer them in a brief of its own. Otherwise, he said, Mr. Katz seemingly felt that different network rules should be drawn for television. CBS regarded this as outside the issues of the hearing and therefore did not cross-examine. NBC took a similar position.

Mr. Fitts replied that Mr. Katz' testimony apparently had been misunderstood. The gist, he explained, was that the networks have a much stronger hold over TV stations than over AM.

Mr. Spearman, speaking for Edward Petry Co., contended that television was clearly concerned, and that Mr. Katz' testimony was obviously pertinent. Comr. Walker indicated agreement.

Under questioning by Comr. Hennock, Mr. Katz said approximately eight companies control more than half the business handled by the 24 NARSR members. The Petry company, he said, is the largest of the group. After that, he found it hard to distinguish among "four or five" for second place.

On further examination by NARSR counsel, Mr. Katz said it was not a common practice for independent representatives to handle conflicting interests in the same communities.

Wednesday

Howard S. Meighan, CBS vice president, opened Columbia's presentation on behalf of its Radio Sales division, which, he said, is entirely separate from the Network Sales Dept.

He said Radio Sales was established as a subsidiary corporation in December 1932 and was merged with the parent corporation in 1936. At one time, before temporarily reducing its representation activities, Radio Sales represented 14 affiliates in addition to the CBS owned stations, and also represented the Don Lee Network, he said.

Mr. Meighan charged that when WRVA Richmond 'fired' Paul H. Raymer & Co. and when KSL Salt Lake City 'fired' Edward Petry & Co., the independent representatives formed an association to combat Radio Sales, which had taken the role of representation of WRVA and KSL.

He emphasized that the relation between representative and station is an "employee-employer relation," with the station as "the boss."

He also stressed the Radio Sales plan's provision of 5% commissions to salesmen for selling local live talent programs, declaring the organization's interest in local live talent is a major reason for affiliates' "preference" for Radio Sales representation.

Mr. Meighan's testimony was interrupted Wednesday afternoon to accommodate witnesses from two CBS affiliates, WBT and WAPI, both of which are represented by Radio Sales.

J. M. Bryan, president of WBT, said that when Jefferson Standard Life Insurance Co. bought WBT from CBS the buyers decided to continue Radio Sales representation after "thorough consideration" which included talks with four independent representatives as well as Radio Sales.

He said the representation contract is verbal, cancellable on a year's notice, that the arrangements have been "highly satisfactory, and we are pleased with them in every respect."

He said he would have no fear of losing his CBS affiliation if he chose to cancel the Radio Sales representation.

Mr. Fitts, questioning Mr. Bryan on failure to switch its WBIG Greensboro's representation to Radio Sales, contended Radio Sales is interested in WBT and not in WBIG because WBT is the dominant station in the market and WBIG is not. Mr. Bryan said the George P. Hollingberry Co. had represented WBIG satisfactorily and no change had been considered advisable.

Charles H. Crutchfield, WBT general manager, said Radio Sales had given WBT "effective sales representation," provides the services of "a dependable research organization," and gives WBT "an extra promotion department." He said CBS had exerted no influences on WBT via Radio Sales and that, in fact, Radio Sales has sold spot advertising time which conflicted with CBS network time.

Thad Holt, president and general manager of WAPI, said his station has been represented by...
Radio Sales since 1937—also by verbal agreement—and that the relationship has been "very satisfactory." He would not agree that WAPI's CBS affiliation was a factor in the station's choice of Radio Sales.

Mr. Meighan, returning to the stand, was questioned at length by Comr. Henneck on the Radio Sales research department. It consists, he said, of three men. He described them as research "architects" and said others are employed to do the field and detail work.

If CBS had to make a choice between representing its present clients and having them as network affiliates, he said, it would prefer to have them on the network.

THURSDAY

Ivor Sharp, executive vice president of KSL, said Edward Petry & Co. represented the station from 1932 to 1947, when KSL became dissatisfied and terminated the contract. The station wanted "work closer with agents and sponsors," while the Petry firm "did not encourage closer relationships," he asserted.

"Petry & Co. seemed to attach greater importance to representation agreements than to relations with the station," he declared. He said the Petry company wanted long-term agreements while KSL favored short ones. "Also," he added, "KSL was not satisfied with the comparatively low volume of business placed for KSL by Petry & Co. during 1947."

Provides 'Teamwork'

He said all commission payments cease after cancellation of the Radio Sales contract on 12 months' notice, but that under the Petry contracts "payment of commissions continues much as a year after actual termination." Radio Sales, Mr. Sharp said, is providing "the type of teamwork we have always desired," and "our experience to date... has been most encouraging. From a very low status when Radio Sales assumed representation of KSL, we have just had the highest national sales return for any September in our history."

To questions from Mr. Spearman, he agreed that as yet there has been "no major difference" in results from Radio Sales and the Petry firm. He said it "may be true" that Radio Sales has added only two programs in the 11 months it has represented KSL, but he insisted that that point is not "basic" to his preference for Radio Sales.

Differences Over Contracts

He conceded that commissions being paid to Petry & Co. since the termination of the contract are the result of business placed by the Petry firm, and said he was "not complaining about that too much." Dissatisfaction with the Petry company, he said, stemmed primarily from differences over the representation contracts.

Mr. Fly brought out that Mr. Sharp had read his statement to CBS counsel and made "minor changes" before it was mimeographed. Mr. Rosenman reported that he conferred with some of the witnesses of CBS affiliates in advance and had had prior correspondence with some, since their objectives in the case were the same. Mr. Fly said he would have done the same thing.

Barren Howard, business manager of WBVA, which was represented by Paul H. Raymer & Co. before it switched to Radio Sales, said WRVA felt the Raymer firm was not organized to meet the post-war competitive situation. But it was decided to give the company a full year "to reorganize and conform to our requirements of a sales organization," he said. During this year, he testified, WRVA voluntarily raised its compensation to the Raymer company.

But "it became apparent that the type of service we considered necessary either could not or would not be provided by Raymer," he asserted, noting that WRVA signed with Radio Sales effective Oct. 1, 1947. "To secure the additional services offered by Radio Sales," he said, "we again increased our sales compensation above that paid to Raymer."

Mr. Howard stressed WRVA's reliance upon locally produced programs, and said that "in philosophy and policy Radio Sales operations closely paralleled the thinking of station management."

"Raymer's philosophy had been to avoid getting sidetracked into programs, research, promotion, etc. and to concentrate on the immediate sale," he said. "The suggestion was actually made to me at one time that perhaps we were trying to run too good a station; that perhaps we should be content to run the No. 2 station in the area. In this way, it was explained, we would not plough back so much money and would have a larger net profit."

To questioning by Mr. Fly, he agreed that WRVA's net time sales (Continued on page 72)
reached a higher peak in 1947, during Raymer representation, than they have attained this year. He insisted, however, that this year’s total volume is ahead of last year’s.

In response to his statement that WBZA would drop Radio Sales if it handled more than 15 stations, Mr. Fly brought out that there is no such provision in the representation contract.

Carl Burkland, executive sales manager of Radio Sales, testified in detail on the division’s operations—in such detail that Messrs. Fly and Fitts touched off a bitter three-way exchange with their objections that the testimony was irrelevant.

When Mr. Cottone interjected an admonition against squabbling between the NARS interface and Judge Rosenman, former Chairman Fly snapped out a protest against “a lecture by the general counsel.” Mr. Cottone denied any attempt to lecture but pointed out that the hearing was concerned with representation practices and that therefore he thought Mr. Burkland’s testimony was relevant, though possibly the presentation might be unnecessarily detailed.

Mr. Burkland noted that 21 representation firms have more station clients than Radio Sales and said that Radio Sales accounted for only about 7% of 1947’s $90 million volume of net time sales.

Another battle ensued when Mr. Burkland and Judge Rosenman noted that NARS had not furnished comparable estimates of business handled by its individual members and Mr. Cottone suggested that this would be desirable information for the Commission. Mr. Fly protested against giving out business secrets, and Acting Chairman Walker ruled that “we have enough” without insisting on this data.

WEIS NAMED
Lang-Worth Sales Manager

PIERRE WEIS has been promoted to general sales manager of Lang-Worth Feature Programs, C. O. Langlois, president of the firm, announced last week.

Born in France and graduated from the U. of Paris, Mr. Weis came to the U. S. in 1957. When the war broke out he returned to France and rejoined his original regiment in the French Army, with the rank of lieutenant. After the fall of France in 1940 he escaped through Africa, arriving in this country late that year.

Mr. Weis joined Lang-Worth in March 1941. He was commissioned in the U. S. Army in December 1943, returning to Lang-Worth in January 1946.

Hooper Conference

C. E. HOOPER Inc., New York, will hold a Hoopertings subscriber conference today (Dec. 7) at 7 a.m. in the Music Room of New York's Hotel Biltmore. A slide presentation, including previ

UNESCO Program

WKBK-SUN-TIMES' News Hookup Nears Okay

"SHARP news look" proposed by WKBK (TV) Chicago, Balaban & Katz station, to Chicago Sun-Times was being considered late last week by final approval by Marshall Field, owner and publisher, and Richard Finnegan, editor [BROADCASTING, Nov. 29].

Plan provides for WKBK to have (1) newscaster and video news editor, working as a liaison man between the two operations; (2) daily newscasts using Sun-Times news and writing talent; (3) newspaper pictures in a "news in Chicago" telecast, and (4) analyses of national and world events by the paper’s political writers and columnists.

Station will credit the Sun-Times on the air at frequent intervals.

Decision of Sun-Times officials is expected this week, and stepped-up news programming will begin at WKBK after ultimate authorization by John Balaban, manager.

TV FOR DEAF
N. Y. Church Experiments

THE USE of sign language for spiritual communion was to be illustrated in a dramatic telecast yesterday (Dec. 5) in WPIX (TV) New York, featuring services from St. Matthew's Lutheran Church for the deaf, Jackson Heights, Queens.

The Rev. Floyd Possell was to preside during the vespers program, which features a choir of five deaf persons and 15 other deaf members of the congregation. St. Matthew's, one of 300 Lutheran missions for the deaf in the U. S., was built exclusively for the use of these physically handicapped.

WPIX cameras were to show how the choir, accompanied by one soloist, the mother of one of the deaf children, maintains the rhythm by using only hands and fingers. The Rev. Possell's sermon was to be delivered in the sign language, with interpolation for hearing persons handled simultaneously by Rev. Marshall, WPIX announcer. Prayer responses were to be given by congregation in sign language, with sign cards translating.

The occasion is believed by station spokesmen and by Rev. Possell to be the first telecast ever made of services for the deaf by any church.
POLYCASTING, a system employing a relatively large number of low-powered stations, was formally proposed to FCC last week as an economic, practicable method of providing television service in the 475-800 mc "high band."

The proposal was advanced by Raymond M. Wilmotte and Paul A. DeMars of the engineering firm of Raymond M. Wilmotte Inc. They asked that the use of Polycasting not be precluded until it can be carefully considered and, if found to be of potential value, that "positive incentive be given, first for an initial trial, and then to stimulate its commercial operation."

Contending that unfeasible powers would be required in the UHF for operation of television under the present concept, the petition maintained that the Polycasting system "can make the UHF band available in the near future."

'Radio Illumination'

"The Polycasting system proposed by Wilmotte is based upon the concept of 'radio illumination' of a service area by means of a multiplicity of low-powered transmitters," the petition explained. "It is proposed to locate the units of this system in such a manner that, in general, service from any given unit to its area will be not be shadowed by terrain irregularities or other obstacles."

"The system will be tailored to fit the area to be served with respect to population distribution, propagation factors and type of receiving conditions encountered, such as business district, apartment house, or single family residence zoning classification."

"The effect of such an arrangement is that at many points in the service area good service signals will be received from several directions. In the present VHF band with present type of operation, these will produce ghosts. In the UHF band operating on the proposed system, these ghosts will be eliminated by using directional antennas at the receiving point or by separating on the basis of intensity differentiation if FM modulation is used."

"Engineering Opposite"

"...The engineering required in designing a Polycast system is the exact opposite to that required for designing a satellite operation under present-day techniques. At present a satellite is located so that its service will interfere to a minimum with that of other satellites or of the parent station. In the Polycast system the potential service areas of the stations are deliberately designed to overlap."

On the basis of measured data, Wilmotte figured that satisfactory coverage of an area of 10-mile radius may be provided with transmitter output of about 200 w, using a 200-foot antenna height and antenna gain of 20.

Assuming a 6 megawatt transmitter would serve 2,830 square miles, the petition said at least 10 and probably about 15 low-powered units could cover the same area efficiently. The assumption of 6 megawatts power for the conventional single-transmitter station to serve to a distance of 30 miles, the petition said, is consistent with the Joint Technical Advisory Committee's report to FCC.

Production Soon

"There can hardly be disagreement with the conclusion that the multi-megawatt transmitter presents technical and economic problems that eliminate it from further consideration," the petition said. "On the other hand the components of the Polycast system do not present difficult technical or economic problems and can be produced in the foreseeable future."

To Start Experiment

The petition said the Wilmotte group has studied the problem of operating the UHF band economically and effectively "for a number of years." The result—the Polycast system—is a method "based upon a new concept which makes use of the very characteristics of the UHF band which makes effective utilization of present practices technically and economically unfeasible."

The Wilmotte organization predicted "that a program of experimentation will be undertaken soon to establish the technical feasibility of Polycasting." It urged FCC "to avoid any action that would restrict the development of this new method for TV broadcasting in the UHF band."

The petitioners felt that the common concept of "satellite" stations to fill in vacancies in the coverage of high-powered stations would not prove satisfactory in the UHF region.

A. E. Harre Jr., son of the general manager of WJJD Chicago, was chosen for the second year as full-back on the All-Private School Football League of Chicago. He plays with the Harvard School for Boys team.

ARTICLES OF INTEREST

The Tallest Christmas Tree in Texas

Client and listeners receive bonus "gifts" every day in the year from KMACKISS. smart, smooth programming; complete, accurate news coverage; real personalities and top talent (KMACK's Bud Whaley, Texas' outstanding disc jockey, says RADIO BEST!); ace sports reporting (Now Texas' No. 1 Sports Station!) and ALL the best from Mutual!

And, we here in the nation's 27th market have even MORE in store. KMACK soon goes to 5,000 watts, at 630, with an audience of one and one-quarter million. C'mon, join the party! Just ask Pearson!
Hoover Commission
(Continued from page 21) as-usual role, according to informed Hoover commission sources. They will not release material from task force reports that after leaks have occurred. An embarrassing leak in the State Dept. task force study occurred last week. Task force recommendations are understood to have proposed transfer of the "Voice of America" propaganda broadcasts from the State Dept. to a public or semi-public corporation.

Reviews Confusion
Chairman Herbert Hoover, in reviewing confusion among the large number of independent U. S. agencies, said five or six major "administrations" may be created. With the 10 Cabinet posts, there would be 16 major agencies reporting to the President. One new Cabinet post is being considered but this would not include the FCC, it was indicated. The five or six administrations would merely serve as "pegs" on which the many independent agencies would be hung. They would still hold their autonomy, however, according to present thought at the Hoover commission. Similar status would be retained by Interstate Commerce Commission, Securities & Exchange Commission and similar agencies.

All would be self-contained units operating as regulatory agencies in their own right.

Chairman Hoover authorized a statement Wednesday to clear up confusion over the commission's work. This confusion developed after he had given a progress report to President Truman. The only consolidation suggested to the President, it was made clear, covered a large group of agencies serving U. S. operations. These "housekeeping" functions would be merged by the Hoover commission.

Mr. Hoover said that if the entire commission program were carried through—which might require a long time—a saving of about $8 billion a year should result in rendering the same government services.

The proposal for State Dept. reorganization, with the "Voice of America" turned over to a public or semi-public corporation, was submitted by James G. Rogers and Harvey H. Bundy, two members of the task force field personnel and formerly Assistant Secretaries of State during the Hoover administration. They were appointed by the former President early this year to scrutinize the set-up of Government agencies.

The Rogers-Bundy proposal, it is understood, would virtually divest the State Dept. of its overall information activities abroad, including Office of International Information's "Voice of America" operation and Office of Educational Broadcasting; and would make the corporation a public or semi-public agency.

Published reports last week on the early findings of the task force were regarded as premature "leaks," since both field personnel and the commission are bound to the strictest secrecy, it was emphasized.

Substance of the reports was adjudged highly authoritative as far as they went, however. State Dept. officials indicated they prefer merely to "speculate" on the ramifications of the plan at the present time.

The commission is scheduled to meet again today (Monday) to study further the investigations of the field group into "Voice" activities.

Lloyd Lehrhas, OII director, told Broadcasters that while a proposal to transfer the "Voice" might be welcomed by State Dept. officials, it was a matter for the Commission's consideration and for Congress. He said the plan would have to be studied closely because it entailed "all kinds of ramifications" and nothing "concrete or specific" had come to the surface.

Mr. Lehrhas said he had seen no indication of how such a reorganization plan would work with respect to OII activities. Nobody would be responsible for policy, who would run it, how personnel would be classified.

Envisioned in the Rogers-Bundy recommendation is a public or semi-public corporation which would take over actual "Voice" operations. To be financed largely by public funds, it would consist of representatives from various allied fields, including radio networks.

Here again, Mr. Lehrhas pointed out, a clarification of the purported Rogers-Bundy provisions is needed, inasmuch as OII supervision embraces both press and motion pictures in foreign countries.

"GOOD GROOMING" commercial for Vitalis' spot on Break the Bank over WJZ-TV New York, is prepared by Films for Industry, New York. L. to r. are Wally Drew of Bristol-Meyers Co.; Nat Holman, coach, and Bud Palmer, star, of New York Knickerbocker basketball team; two Films for Industry cameramen, and Blaine Harris of Doherty, Clifford & Shenfield, Vitalis agency.

The plan, which paves the way for a private organization to handle shortwave broadcasting, is similar to one proposed in early 1946 by William Benton, former Assistant Secretary of State in charge of public affairs.

Testifying before a House appropriations sub-committee, Mr. Benton urged that international shortwave broadcasting "should be set up and handled by a separate organization" and that "we should get out of the department" (Broadcasting, April 15, 1946).

He added that the State Dept. planned to relinquish its broadcasting activities as of June 30, 1946, a move never realized as Congress later was to consign foreign broadcasting to the radio networks. They (NBC and CBS), in turn, dropped most shortwave activities Oct. 1 (Broadcasting, July 5).

Other solutions were offered as alternatives to Mr. Benton's plan. One entailed a suggested private dividend corporation in which licensees would pool interests.

Another plan, also put forth by Dr. Arthur W. Macmahon, State Dept. consultant, was outright government ownership and operation.

Still another suggested was complete government withdrawal and return to private operators.

NAB President Justin Miller made his position clear in an ad-

The market in WDBJ's total BMB coverage area represents 35.73% of Virginia's total buying power. (And 7.90% of West Virginia). In 50% or better BMB coverage WDBJ sells to 23.7% of Virginia's buying power.

Ask Free & Peters!
WHEN a one-minute video commercial broadcast on the wrong day and at the wrong time—and with the first 20 seconds cropped off by mistake—pulls 44 prints of television, McCann-Erickson, New York, Wednesday evening during a film forum of American Television Society in New York.

When the Milk-Bone spot series eventually got underway as daily telecasts, it pulled more than 1,000 requests the first week, Mr. Cooley postscripted.

Mr. Cooley, who showed film commercials prepared by his agency for Swift and National Biscuit Co., said that with today's limited TV circulation they regard the 30 film spots as made to date as each set with TV commercial practice rather than as actual selling tools.

Learned by Research
Among the things learned, he said, is that while the rules of good picture composition are as true for the 52 square-inch picture of the average TV set as for a movie theater screen, the smaller video picture cannot show so many items effectively.

Another fact turned up by the agency's research into TV commercials, he reported, is that they cannot be repeated so frequently as radio spots.

McCann-Erickson now holds a spot to a maximum of two showings during a 12-week series, he said, adding that they are pre-testing their film commercials with panel groups using the Stanton-Lazarfeld program analyzer to get further information about this and other facets of film commercials.

William S. Hedges, NBC vice president, suggested that the amount of repetition a video spot can stand depends on its content, citing the Lucky Strike marching cigarette spots as commercials which can be seen many times by the same audience without wearing out their welcome.

Mr. Hedges advocated the use of film commercials on live network video programs as the best plan for the national advertiser today.

The distribution of film programs for television should follow the sound broadcasting procedure of sending individual records to each station being used, according to Jay Williams, television director, Film Equities Corp.

Taking a series of 15 half-hour TV programs to go on 100 stations as an example, he proposed that instead of making 100 prints of each program only ten prints be made, so that in any given week ten different programs would be aired, each on ten stations.

They would then exchange prints until at the end of the series each station would have broadcast all the programs but not in the same order. With prints priced at $20 each, this method would provide an appreciable saving for a spon-

By taking the best things from magazine advertising and the best from radio commercials we should be able to produce perfect television ads for any product," Winslow H. Case, senior vice president, Campbell-Ewald Co., said in a talk which was read by Leo Langlois, television production manager of the agency, when Mr. Case had unexpectedly been called out of town.

He warned, however, that the reverse can be just as true. Mr. Langlois showed film commercials used on the Chevrolet telecasts.

Donald Hyndman, past president, Society of Motion Picture Engineers, outlined the various processes of large screen theater television, using kinescopic records made by Paramount Pictures as illustration.

Camera lenses were discussed by Rudolph Kingslake, chief lens designer, Eastman Kodak Co. Emerson Yorke, independent TV film producer and chairman of the ATS film committee, presided.

MagnaVox Co., Fort Wayne, Ind., offers new three-way AM, FM radio, phonograph equipped to play long-playing records and TV combination. Retail price is $695 for complete unit.

Air-cooled radiator type tubes
- Air-cooled radiator type tubes for AM and FM, pioneered by RCA, are famous for their on-the-air dependability and long service life. The ever-increasing demand for these tubes enables us to build them in quantity—better than ever—through improved manufacturing techniques and thorough quality control.

A wide line in all power classes, including the well-known RCA 7C24, 899-RA, 891-R, 892-R, 9C22, 5592, and 5671, is now available directly from RCA or from your local RCA Tube Distributor.

For information on any RCA tube, write RCA, Commercial Engineering, Section LP36-1, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA.

Terrific, Cooley Tells ATS

TV for Morale
POSSIBILITIES of television as a therapeutic "cure-all" loomed last week when doctors at Seaview Hospital, Staten Island, N. Y., pronounced an ill mother definitely improved after a video viewing of her two-year old child, whom she had not seen in 15 months. Mrs. Christina Acevedo, a tuberculosis patient, watched from a wheelchair her daughter's second birthday celebration from the Grand Central Terminal Building studios of WCBS-TV New York. The experiment was part of the CBS Television News with Douglas Edwards, Monday-Friday, 7:30-7:45 p.m.

In a New York station, a studio audience of five persons saw a picture of a daughter's birthday celebration, using kinescopic records made by Paramount Pictures as illustration.

Mr. Case asserted: "This, in fact, was a test in which the 'Voice of America' has been supported and the way in which it must be supported in the future. But why not a subsidy? We have, in the past, subsidized our merchant marine... Is it not perhaps as important to make possible private operation of international radio broadcasting, as it is to maintain private operation of airmail and of our private merchant marine..."

"Regardless of the merits of the particular suggestions, do you not think, the free broadcasting of America should be helping to shape public opinion concerning them and helping the people to decide the question, properly, instead of leaving the question to our State Dept. and to representatives of government broadcasting throughout the world?"

More recently Judge Miller indicated that, as head of NAB, he would like to see more responsibility placed in the hands of private broadcasters and that they should display more initiative in the direction of international shortwave activities.

He appeared as a guest on NBC's informal Youth Asks the Government program Oct. 26.

The task force recommendation also would provide for an assistant secretary of public affairs to handle all public information. Michael McDermott, State Dept. press chief, who now reports directly to State Secretary Marshall, would report to the assistant secretary under the plan.

WCOP Boston will host to a television service clinic Dec. 16 and 17. GE Electric Supply Corp., is conducting the clinic.

ORLANDO FLORIDA
1000 WATTS-740 K.C.
FULL TIME-CLEAR CHANNEL

BROADCASTING • Telecasting

RCA TUBES... the standard of comparison...
Open Mike
(Continued from page 14)

For TV Thesis
EDITOR, BROADCASTING:
I would greatly appreciate your sending me the following copies of your publication, BROADCASTING-TELECASTING [list of eight issues]. There are several articles in these magazines which I wish to quote in the preparation of my graduate thesis on television. . . . J. Curry Lamar College of Business Admn. Syracuse U. Syracuse, N. Y.

AFRA Position
[See Editorial, page 50]
EDITOR, BROADCASTING:
Your editorial in the Nov. 22 issue about AFRA continues to reflect the vituperative and biased position taken by the publication toward AFRA, the AFM and any other labor organization which dares to act in the interests of its members and counter to the wishes of the NAB. This letter is in protest against your editorial which failed to recognize the problems faced by radio artists (who are also part of the broadcasting industry) and their urgent need for protection from the many incursions which have taken place in the past year or so.

AFRA as an organization has never been in favor of feather-bedding or other such practices which you deem to be reprehensible. However, there is serious unemployment among radio artists and it must be recognized by those responsible employers who understand that no industry can be healthy if its pool of talent is constantly ravaged by unemployment and insecurity.

In the two instances you mention, the Arthur Godfrey show and the Navy recruiting program, it must be remembered that AFRA has not instituted new ideas nor established new policies. These are contract provisions which have been enforced for many years, to which all employees subscribe.

AFRA at no time prohibited musicians from laughing at Arthur Godfrey’s jokes. We would do nothing to discourage either the musicians or his audience from thoroughly enjoying the remarks made on this program. But we do have provisions in our agreements which state quite specifically that when anyone sings on a program, he must be paid the applicable singer’s scale.

In the Navy recruiting case, AFRA again is not instituting a new policy. We will bow to no organization when it comes to matching our record during the war and the hundreds of voluntary appearances made by our members to help support the many governmental agencies in rallying and sustaining the morale of the American public.

But what about the hundreds of broadcasting stations which are to receive first-rate entertainment without having to expend any money at all? We are seeing a little tired of having many radio stations relieved of their responsibility of programming in the public interest by very gallantly accepting recordings from government agencies which are played without any cost incurred by the station.

Do these stations expect that in the face of recordings played throughout the day and night, AFRA, representing live artists, will willingly broaden this base in those instances where it at least has the right to prohibit such re-use?

It would appear to us that a publication such as yours should at least attempt to enlighten many of your readers on the problems of radio employes. It should be unnecessary for me to have to write this letter, because we believe that you can be of great value in cementing understanding and unity of interest between labor and management, instead of creating division, suspicion and fear where none should exist.

George Heller Nat’l Exec. Secretary AFRA, New York.

FTC Ad Probe Story
EDITOR, BROADCASTING:
In your current issue (Nov. 29) you refer to figures on investigations of advertising by the FTC, given in an article by Chairman Robert E. Freer in the Food, Drug and Cosmetic Law Quarterly.

I would like to point out that these figures are also contained in the article by Donald B. Gatling, Chief of the FTC’s Division of Radio and Periodical Advertising, appearing in the September issue of the Federal Communications Bar Journal.

Incidentally your article is somewhat misleading. The figure of 11,119 advertisements refers only to newspaper and periodical advertisements and does not, as might be inferred, include the 8,819 radio commercials also studied.

John W. Willis Editor Federal Communications Bar Journal Pike, Fischer & Willis Washington, D. C.

Transit FM
EDITOR, BROADCASTING:
You, no doubt, will be interested in Fitzpatrick’s cartoon in the Nov. 29 St. Louis Post-Dispatch, expressing his ideas on FM music in street cars and buses.

Judging from the letters we pub-
Broadcasting

WMGM New York's 1948-49 basketball coverage will be publicized by 500 window streamers to be distributed throughout Nedick's, New York restaurants and stands in the greater New York area. Prepared in cooperation with food chain, which shares with P. Lorillard Co., New York (Old Gold), sponsorship of the station's college and pro basketball broadcasts, promotion piece combines Nedick's "Little Dick" trademark with WMGM's 1060 dial spot and "call letters of the stars" identification.

'More Power'

TO ANNOUNCE its increase in power (Broadcasting, Nov. 29) KSD St. Louis, has distributed a die-cut newspaper-like sheet entitled "More Power." Articles on programs, personalities, coming features and new power status were regrouped and reprinted from stories appearing in the Nov. 21 editions of the St. Louis Post-Dispatch, licensees of KSD and its affiliate TV and FM stations.

Best Teacher

BROADCASTING -- A "Best Teacher" contest is being featured on all WOL newscasts.

Basketball Promotion

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Actions of the FCC

November 26 to December 2

CP-construction permit
DA-antenna
ERP-effective radiated power
STL-studio-transmitter link
SAA-special service authorization

November 26 Applications

ACCEPTED FOR FILING

SASA 1490 kc
WMO Aurora, III.—SASA 1490 kc 250 w uni. for 7 days of license; 6 mo.
AM 1420 kc
WLCJ Baton Rouge, La.—CP change from 250 to 125 kw 1 kw uni. DA-DA, change trans. site.

Assignment of License

KCBS San Bernardino, Calif.—Assignment of license from Woodrow Miller to The Town Crier Botts, Inc.

Modification of CP

KOH Reno, Nev., MOD.—Increase power etc. for extension of completion date.

KICA-FM Des Moines, Mod.—Mod. CP new FM station for extension of completion date.

WREV-FM Reidville, N. C., Same.

WMPF Memphis, Tenn.—Same.

KDLF-FM Sioux City, Iowa.—Mod. CP new FM station to change ERP from 530 kw to 150 kw, height above average terrain from $15 to 45 ft.

WCCN-FM Bloomington, Pa.—Mod. CP new FM station to change ERP from 875 kw to 30 kw, height above average terrain to 156.5 ft.

Assignment of CP

KXYZ-FM Houston, Tex.—Assignment of CP from Harris County Broadcast. to Shamin Corp. Beest, Co.

KFDF-FM Wichita Falls, Tex.—Assignment of CP from Darold Alexander Dannan tr/Co. Wichita Beest, Co. to Wichita Radio and Television Co. Inc.

Modification of CP

WNAC-TV Boston.—Mod. CP new commercial TV station for extension of completion date.

Assignment of CP

WBRB Waltham, Mass.—Assignment of CP new commercial TV station from Raytheon Mfg. Co. to CBS.

TENDED FOR FILING

AM 1500 kc
WCCM Cumberland, Md.—CP increase power from 100 to 250 w.

Assignment of License

WFL Fort Wayne, Ind.—Assignment of license from Wansfleth Television and Radio Corp. to Madison Broadcasting Co.


Modification of License

KFRM Kansas City—Modification of license to increase licensed interest in territory of KFYO.

APPLICATION DISMISSED

AM 690 kc
Robert Dolph, Robert McIlhain and J. T. P. P. Co., dba as The Longmont-Loveland Beest, Co. Longmont, Colo.—Dismisshed Nov. 22 application for license.

November 29 Applications

ACCEPTED FOR FILING

Modification of CP

WIBC Indianapolis, Ind.—CP increase power etc. for extension of completion date.

WHK Columbus, Ohio—Same.

WFM Baltimore—Mod. CP increase frequency, increase power, etc., for extension of completion date.

WLBJ Lynchburg, Va.—Mod. CP new AM station for extension of completion data.

License for CP

WBBM Newport, R. I.—License to cover CP.

Assignment of License

WBTY Williamson, W. Va.—Assignment of license from William Penn Beest, Corp. to Morgantown Beest, Corp.

For more information on any of these filings, please refer to the November 26, 1948, issue of Facts, published by the FCC.

KGA's 50,000 WATTS of Protected Persuasive Power Extends and Increases the Market

- Any Petry Man Has the Facts

KGA

ABC AFFILIATE

Owned and Operated by Louis Wamer

Radio Central Blvd.
Spokane 8, Wash.

December 6, 1948

Page 28

BROADCASTING • Telecasting

GETS YOU FOUR

YIDDISH

ENGLISH

GERSHON WIBLE,

MANAGEMENT STATION

GERMAN

BROADCASTING, INC.

14411 S. KEDAN AVENUE

BROOKLYN 57, NEW YORK

ENGLISH AND YIDDISH

YOU CAN SPEAK IT IN THE WIXO

CHANNEL CLEAR

50,000 WATTS
the answer to your Christmas gift problems...

BROADCASTING Telecasting

at these lower rates

$7 for the 1st gift  $6 for the 2nd
$5 each additional gift

RADIO-TV STATIONS—Alert your staff to today’s challenging developments. BROADCASTING reports up-to-the-minute radio-important news, trimmed of all non-essentials. And it carries more radio-TV news than any other journal.

AGENCIES and ADVERTISERS—for the latest first its BROADCASTING across the board. Admen look for these regular features: Telestatus Reports—ideas, news and figures on TV’s pitfalls, plans and progress; AM & FM Showsheets—what’s on the nets, time, sponsors, adjacencies and availabilities; Agencies—personnel changes, mergers, new firms; $ale$ucc$s—how it’s done; New Business—what’s new and renewed; plus the Continuing Study of Major Radio Markets.

STUDENTS—Required text at 31 leading radio schools and universities, BROADCASTING enables students to study workaday radio at close range. Only BROADCASTING covers all radio—how it works and how it’s merchandized. BROADCASTING today means better broadcasters and brighter futures tomorrow.

Remember, when you give BROADCASTING you give the finest in radio for 52 weeks, plus the 1949 Yearbook—radio’s encyclopedia.

Save yourself time and money; pay in January. Simply snip the handy coupons at the right. But do it now so we can announce your Christmas gift on time.
WILLIAM GIBBS has joined NBC Hollywood as continuity editor. He replaces HAL MOLLFF, recently resigned to join J ohn Wayne Enterprises, Los Angeles.

ALAN SANDS, freelance writer, has been signed to write Frank and Dell Television Talent Test for KTVF-TV Los Angeles.

DON FRANKLIN, announcer for WJW Mansfield, Ohio, is a native of a boy.

LOIS VANDERHOFF has joined the music department of KENT Des Moines, Iowa. She was formerly with WJW.

BOB JAMES has joined WMN Mansfield, Ohio, as night announcer.

CHARLOTTE NUTT has joined WHBF Rock Island, Ill., as director of continuity.

PAULA GRUNBLATT, who served with BBC in England in the war, has joined program staff of WWDC Washington.

FRED MCALL, former program director of KVAF, Brownsville, Tex., has joined announcing staff of WSOAI San Antonio, Tex.

REPUBLIC REPAIRING SERVICE

ALL MAKES OF STENTS 9A & 9B CALL NOW FOR SERVICE BROADCAST CO.

334 ARCADE BLDG. ST. LOUIS 1, MO.

ARCHER S. TAYLOR Consulting Radio Engineer BOX 1479 MISSOURIA, IOWA PHONE 8562

TELEPHONE TOWERS


ELECTRIC TOWER SERVICE CORP.

AM-FM-TV Bases- Ground systems - transmission Lines, painting, erection, dismantling 1240 Hilda Ave 2-4017 Creve Coeur, Il. Phone 3-9845-Peoria, Il.

REPAIRING SERVICE

Philo Dividend PHILCO Corp. directors have declared a special 7% year-end dividend common stock. Dividend will be paid in common stock, as well as the regular quarterly payment of 50 cents a share. Both are payable Jan. 15. These stockholders of record Dec. 3. The regular quarterly dividend of 93 cents a share on the preferred was also declared.

NARD POSTS

42 Named to Committees APPOINTMENT of 42 members to seven standing committees of the National Asso. of Radio News Directors was made Dec. 5 by NARNDs new director of WCCO Minneapolis.

A new committee was formed to consider the construction of a facade field. This will be headed by Bruce Barrington of KXOK St. Louis, who will be assisted by John Bills of WBBM Chicago, and WABC New York members to be appointed at a later date.

Public relations for the organization will be handled by the direction of John F. Dougherty, news director of WCHS Portland, Me.

Committee posts, assigned by the association's board of directors, will be retained over the next 12-month period. The standards committee, which will formulate a proposed code of ethics for the profession, is headed by Capt. Tom Eaton of WTIC Hartford, Conn. Committee members are: J. Edgar Kirk, WPTF Raleigh, N. C.; Paul J. Dwyer, KXOK St. Louis; Pat Flaherty, KPRC Houston; Sheldon Peterson, KLZ Denver; F. O. Carver Jr., WJSW Washington; and Charles Hilton, KGLO Mason City, Iowa.

Orrin Melton of KSOO Sioux Falls, S. D., was appointed chairman of the membership committee, membership chair is Warren B. Denfield, WMAM Macon, Ga.; Lee Coney, WLCS Baton Rouge; Wayne Kearl, KSL Salt Lake City; WBBM Chicago; Bud Neble, KFAB Omaha, and Patrick Cullen, KQH Spokane.

Other committees, their chairmen and members are as follows:

Education committee: Jack Krueger, WMJ Milwaukee, chairman. Members: Tom Redwine, KREC Devens, Mass.; Bill Emery, WBBM Chicago; John Arland, KCMC KCMK Kansas City; R. L. Bigoness, WTAF Madison; Mitchie Charney, KUBK Minneapolis; Chown, U. of Chicago; Ed L. Lambert, KFRU Columbia, Mo.; and Baskette Mose, WEAW Evanston, Ill.

Award committee: Elfie Smilg, KCMC; Joe Sharp, WTAF, KCMK Kansas City, Mo.; chairman. Members: Jim Burns, WTOP Washington; WMRB Chicago; WOR New York; WLS Chicago; Bud Neble, KFAB Omaha, and William Beery, Purcellville, Va.

Television committee: James Lawrence, WTIC Hartford, chairman. Members: Sid Pfeiffer, WPQA Dallas; Arky, WBFS-VT Miami; Dan Cooper, WJZ Annapolis, and Jack Kuehl, WBT Charlotte, N. C.

Small stations committee: Jerome Gammell, WTIT Hartford, Conn., chairman. Members: Fred M. Shank, WLBC-Muncie, Ind.; Tom O'Sullivan, WOC-WEV Fort Atkinson, Iowa; John Sabol, KTWV St. Louis, Ill.; Ken Peterson, KLNB Chicago; Bob Wheeler, WRBB South Bend, Ind., and Richard Oberlein, WDRS Louisville.

The following committees will meet during the WARD meeting:


NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS

1300 W. Lake St., Chicago 10, Ill.
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<th><strong>CONSULTING RADIO ENGINEERS</strong></th>
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<td><strong>JANSKY &amp; BAILEY</strong></td>
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<td>National Press Building</td>
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<td>Offices and Laboratories</td>
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<td>1339 Wisconsin Ave., N. W.</td>
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<td>Washington, D. C. Adams 2414</td>
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<td><strong>McNARY &amp; WRATHALL</strong></td>
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<td><strong>RADIO ENGINEERS</strong></td>
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<tr>
<td>906 Natl. Press Bldg.</td>
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<td>1407 Pacific Ave.</td>
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<td>PORTE BLDG. LO. 4821</td>
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<td>KANSAS CITY, MO.</td>
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<td><strong>A. D. RING &amp; CO.</strong></td>
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<td>26 Years' Experience in Radio</td>
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<td>Munsey Bldg. REPUBLIC 2347</td>
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<td>Washington 4, D. C.</td>
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<td>There is no substitute for</td>
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<td><strong>GLENN D. GILLETT</strong></td>
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<td>985 NATL. PRESS BLDG. NA. 3373</td>
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<td>Warner Building, Washington 4, D. C.</td>
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<td><strong>RUSSELL P. MAY</strong></td>
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<td>1422 F St., N. W. Kellogg Bldg.</td>
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<td><strong>ANDREW CORPORATION</strong></td>
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<td><strong>GUY C. HUTCHESON</strong></td>
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<td><strong>MERL SAXON</strong></td>
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<td>203 W. Hutchison Street</td>
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<td>Telephone 888 or 211</td>
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<td><strong>NATHAN WILLIAMS</strong></td>
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<td>Allocation &amp; Field Engineering</td>
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<td>20 Algoma Blvd., Ph. Blackhawk 22</td>
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<td><strong>LYNNE C. SMEBY</strong></td>
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<td>**William E. Benns, Jr. &amp;</td>
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<td>3728 Kanawha St., N. W.</td>
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<td><strong>WILLIAM L. FOSS, Inc.</strong></td>
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<td>Formerly Colton &amp; Foss, Inc.</td>
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<td>CONSULTING RADIO ENGINEERS</td>
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<td>4125 Monroe Street</td>
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<td>TOLEDO 6, OHIO</td>
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<td>Telephones—Kingwood 7631, 9541</td>
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<td><strong>George P. Adair</strong></td>
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<td>December 6, 1948 • Page 81</td>
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Help Wanted

Manager

Network affiliate in one of the south- west’s largest cities has opening for an experienced radio manager. Good salary and advantageous conditions. Box 418, BROADCASTING.

CBS affiliate in city of 65,000 has opening for experienced head of sales department. Good salary and attractive conditions. Box 419, BROADCASTING.

ANNOUNCERS

Combination announcer-engineer with experience—New York City. Must have minimum 250 watt, full-time, station operation experience. Salary competitive with twenty as combination. Must have valid FCC license. Apply Box 418, BROADCASTING.

Engineer, single, good prospects. Station is well known for management, facilities. Excellent opportunity. Apply Box 418, BROADCASTING.

ANNOUNCERS

Preference for right man to work within two weeks. Pay according to ability. Apply Box 419, BROADCASTING.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Manager

Program manager—Seventeen years solid background. Producer of shows with network affiliation and programming awards. Excellent reference. Box 420, BROADCASTING.

General manager, independent station. Gibbs, largest market. Excellent opportunity. Box 421, BROADCASTING.

Wants sales manager’s position, salary competitive with minimum of $15,000. Box 422, BROADCASTING.

Executive manager renews. Box 423, BROADCASTING.

ANNOUNCERS

Wanted—Continuity director, 5000 watt Mutual affiliate located mountain states. Must have at least two years experience. Box 424, BROADCASTING.

Continuity editor for major Michigan market. Minimum two years experience. Must understand department procedure. Box 425, BROADCASTING.

Managers, program, program—Well educated, veteran, 13 years experience in network-broad- cast, commercial radio cold. Box 426, BROADCASTING.

Assistant general manager or commercial manager—Harmonious working and living conditions. Young man with proven record, generic writer. Box 427, BROADCASTING.

Manager—Responsible for the important work of developing and molding the news department. Box 428, BROADCASTING.

Manager—Possessing and utilizing excellent contacts and influence with national news wire services for news material. Box 429, BROADCASTING.

Self-trained announcer available to work in any city and in any position. Box 430, BROADCASTING.

ANNOUNCERS

Manager—Employed. Box 431, BROADCASTING.

Wanted—Continuity director, Mutual station. Must have at least two years experience. Box 432, BROADCASTING.

Wanted—Continuity director, Mutual station. Must have at least two years experience. Box 433, BROADCASTING.

Top announcer with experience. Box 434, BROADCASTING.

Wanted—Continuity director, Mutual station. Must have at least two years experience. Box 435, BROADCASTING.

Top announcer with experience. Box 436, BROADCASTING.

ANNOUNCERS

Wanted—Continuity director, Mutual station. Must have at least two years experience. Box 437, BROADCASTING.

Top announcer with experience. Box 438, BROADCASTING.

ANNOUNCERS

Wanted—Continuity director, Mutual station. Must have at least two years experience. Box 439, BROADCASTING.

Top announcer with experience. Box 440, BROADCASTING.

ANNOUNCERS

Wanted—Continuity director, Mutual station. Must have at least two years experience. Box 441, BROADCASTING.

Top announcer with experience. Box 442, BROADCASTING.

Announcer—Broadcast training, sound radio background, emphasis on sales. Box 443, BROADCASTING.

Announcer—Employed. Box 444, BROADCASTING.

ANNOUNCERS

Wanted—Continuity director, Mutual station. Must have at least two years experience. Box 445, BROADCASTING.

Top announcer with experience. Box 446, BROADCASTING.

ANNOUNCERS

Wanted—Continuity director, Mutual station. Must have at least two years experience. Box 447, BROADCASTING.

Top announcer with experience. Box 448, BROADCASTING.
Young Engineer, 25.

Radio executive with many years experience in all phases of broadcasting and network operation. Especially trained in technical program operation, news, and commercial production. Same experience in moving picture technique. Desires opportunity to advertise in New York City. Box 409, BROADCASTING.

Help Wanted

ANNOUNCER

50 kw network affiliate in major midwest city seeks top-notch commercial announcer. Send background, photo and or 10 minute recording with samples of news, commercial copy and cd to BOX 376, BROADCASTING.

Situations Wanted (Cont'd)

School

Radio Broadcast Stations, BUYERS SELLERS!

List with us

Prompt Classified Service

NATIONAL RADIO STATION BROKERS

505 Sunset Blvd., Normandy 7648

Los Angeles, 27, California

Promotions

Are you interested in new accounts? Salted and seasoned sales staff will develop accounts for your station on co-sponsored feature programs. Inquiries solicited immediately.

Mutual Radio Features

211 N. Allen St.

Albany, N. Y.

Southwest Network Station

A well established, well managed network station located in a fine southwestern market.

This property is showing satisfactory earnings that are consistently increasing. Price $153,000.00.

Financing arranged.

BLACKBURRN-HAMILTON COMPANY, INC.

WASHINGTON D. C.

BLACKBURRN, San Francisco

DALLAS

BLACKBURRN, San Francisco

SALES-PUBLICITY

Available for immediate interview anywhere in U. S. at your expense. 8 years experience in radio-networking, program, production, writing. Former businessmen and salesmen, plus outstanding personality, 2 college degrees, own radio. Know in public employment on west coast, selling sales and publicity. Just sold institutional newspaper into national magazine. Write for references and publicity presentation for immediate job. Salary plus commission. Write fully.

For Sale

Equipment, Etc.

Ten tube REL Armstrong type FM receiver model 647, used one month, $200. Box 417, BROADCASTING.

Two Fairchild disc recorders, portable, 80-disc capacity, model 845. $500.00 each. Used only 20 hours. Box 397, BROADCASTING.

Presto, new 6-N floor cabinet recorder type 1-D-1 cutting head. WDBC, Escanaba, Michigan.

Have extra set 2 WE 109-A recorder with one extra 4K head; condition, war type, perfect condition. KWHW, Tuscaloosa, Alabama.

For sale: One Presto model Y-4 portable recorder, P.A. unit practically new. One model K-8 portable recorder-playback, used 6 months. Make offer. Engineering Department, Radio Station KALL, Salt Lake City, Utah.

For sale—One kablott Western Electric transmitter and E.I. line doubler, Call Bridgeport 3277, Minneapolis.

For sale—newest model FM transmitter 10 kw complete with frequency and modula- tor. Requires only a modulator and a 30' tower. Write Ray Host, Chief Engineer, Midwest Station, 180 N. 3rd Street, Milwaukee, Wisconsin.

5 kw transmitter now in operation, metal or concrete cabinets available. February 1st, Exceptional value. For details write Chief Engineer, WACO, Savannah, Ga. Also, Collins, 32-BA Xmir with crystal for 2100 kc.

1 RCA 76B console complete with power supply. Inquire Selwyn Kirby, KOOL, Los Angeles, Calif.

TV 2 guy steel tower, Blow-Knox design, unused, original four crates; some accessories, available. Ideal for FM, TV, VHF, $20,000.00. Box 406, BROADCASTING.

Write.

Production-Programming, others

WANTED

Jobs for graduates of "America's Oldest School Devoted to Radio Marketing." Young men and women thoroughly trained in all phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL OF RADIO AND TELEVISION

800 Wilshire Blvd., Beverly Hills, California. 240 Wabash Ave, Chicago, III. 3rd Floor. For personal interview.

Send for free booklet. Appled for veterans.

BROAD-CASTING.

E. W. Jordan, Chairman.

Questions to DEVELOPMENT OFFICE OF THE EXCLUSIVE REPRESENTATIVES

167 N. Michigan Avenue, Chicago, Ill. 5th Floor

Boy Roy Tennessen, Secretary.

Newest and most complete data in Radio and Television broadcasting.

For your new or existing station, write for latest or complete data!
POLIO DRIVE

Miller Heads Radio Group

FIVE key figures in the radio industry have been appointed to serve on the Radio-Television Division Committee for the 1949 March of Dimes campaign and six members have been added to the staff of that division, it was announced last week.

Chairman of the committee will be NAB President Justin Miller, according to an announcement by Howard J. London, director of motion picture and radio for the National Foundation for Infantile Paralysis. Co-chairmen of the committee are Charles C. Otvic, ABC vice president; Ken R. Dyke, NBC vice president; Edgar Kobak, MBS president, and Hubbell Robinson Jr., CBS vice president.

The key figures are: 3,000 AM, FM and TV stations, Mr. London estimates.

Additions to the radio division were: Allen Monte Meyer, formerly commercial writer for J. Walter Thompson Co.; Barbara Booth, former television writer for Standard Broadcasting, and previously a radio writer for Compton Advertising; Eileen Ellis, formerly casting director for Benton & Bowles agency; Ken R. Dyke, former NBC, CBS and Twentieth Century-Fox script writer.

Television activities for the campaign will be under the direction of John T. Southwell, ex-TV producer-director for CBS and Young & Rubicam.

John Becker continues as assistant to Mr. London, as do Kirk B. Alexander, in charge of radio for greater New York, and Charles C. Otvic, vice president.

John Swallow is West Coast production head in Hollywood. Jack Fisher serves as Chicago national radio representative and publicist for the campaign is Connie Martin Ryan, formerly a member of the Earle Ferris publicity staff, and trade news editor for CBS.

NEW FM OUTLET

WWNI to Go on Air Soon

WWNI (FM) Wabash, Ind., expects to be on the air by mid-December, Dick Neher, station manager, announced last week. Station will be on Channel 248 (97.5 mc).

In addition to Mr. Neher, former program director at WWNI's sister station, WCSI (FM) Columbus, Ind., will be on board. John Allen, sales representative; Elizabeth Brant, continuity and women's features, and Bob Williams, previously at WAFM (FM) Lafayette, Ind., announced.

NATIONAL COUNCIL ON FAMILY RELATIONS

Presented its first award of merit to NBC for its documentary, Marriage in Distress, broadcast Sept. 1, as first of series of hour-long documentaries.

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AD FORUM

Grand Rapids Club Plans

AN ADVERTISING "Forum for '49" will be held Jan. 21 under the auspices of the Advertising Club of Grand Rapids, Mich. The one-day session is designed to survey the latest developments of advertising and its related fields, marketing and merchandising.

Among the nationally-known advertising executives who already have indicated they would take part in the program are Thomas D'Acre Brophy, chairman of the AAA and president of Kenyon & Hart; Ray Good, president of Advertising Federation of America, and H. Ford Perine, merchandising director of Time Inc., New York.

In announcing the program, Wesley Aves, vice president of the club and program chairman, said it would be regional in scope, including advertising and merchandising executives from Michigan, Indiana, Ohio, Wisconsin and Illinois. The session is the first in an annual series to be sponsored by the Grand Rapids Advertising Club.


While "Forum for '49" will highlight the club's 1949 program, President Herbert Montague said other activities will include establishment of a University Advertising Scholarship and an up-to-the-minute advertising and market reference library.

ZHART TO WILS

Heads Sales Promotion

WALTER ZHART HAS assumed director of audience and sales promotion activities at WILS Lansing, Mich. W. A. Pomery, WILS general and commercial manager, said Mr. Zhart's appointment is part of a reorganization of the station's promotion and sales activities.

Mr. Zhart formerly was promotion manager at KQW San Francisco.

Monte Meyer, who has been commercial representative for WCAR Pontiac, Mich., and KFAB Lincoln, Neb., has been added to the WILS sales staff. Completing the sales organization are Richard Creamer, who has returned after serving at WKBJ Muskegon, Mich., and John DeBow, former WILS announcer.

Radio Rights Wrong

A $1,000 RESTITUTION fund raised through radio appeals by Lee Mason, WINZ Miami commentator, has been presented to three U. of Michigan students, who suffered financial losses while fighting false robbery charges of which they were later exonerated. Arrested as robbers, the three students spent several hundred dollars for lawyers' services and other fees. Hearing of their financial plight Mr. Mason broadcast appeals and sympathetic Miamians responded generously with donations.

KYAK STAFF

Allen Business Manager

YAKIMA Broadcasting Corp., licensee of KYAK Yakima, Wash., has named Allen F. L. Manley as general business manager. In making the announcement, Robert McCall, president and general manager, said Mr. Allen would still continue his duties as program director.

Other additions to the KYAK staff include Sam Churchill as manager of the station's Sunnyside, Wash., studios; Don Potwin as station manager, and Nancy Flemming as account executive replacing Bob Dayl, resigned.

Feature

(Continued from page 16)
calls describing shootings, cuttings, major accidents, fights, burglaries, in fact anything they think can be made into a show.

So far the station claims several notable firsts, including an interview with a slightly over 62-year-old man who beat the former husband of his wife to death with a 50-year-old baseball bat after he caught him in a chicken thief—he got away with a fryer from the ice box of a Chinese restaurant—and stopped what reportedly could have been a killing. Immemorable automobile accidents also are covered.

The program, which has been on the air for 17 weeks, has reportedly built a large following, despite network competition in the Sunday night period.

Another phase of the program's public service, in addition to its crime deterrent power, is the station's report that the criminal district attorney has assigned one man each week to audit the broadcast material for possible introduction of the tape in criminal proceedings.

In some cases, KONO reports, it has recorded confessions that were not forthcoming in the regular police lines of questioning.

Mr. Shoemaker reports that the station has found this to be a public service program that holds the full interest of its listeners.
NEA PROJECT

Audio-Visual Work Planned

A PROJECT designed by the National Education Assn. to bring the world into the classrooms and to ‘take the classroom into the home’ via radio and television marked another step in that direction with the appointment of a subcommittee to extend the educational use of audio-visual methods, NEA has announced.

The project is under the supervision of the association’s Department of Secondary Teachers and is being administered by Dr. William Lewin, of Newark, N. J.

A total of 55 schools, covering 48 states, the District of Columbia and Alaska, are serving as demonstration centers for the new methods. The radio and video activities comprise one aspect of the overall audio-visual program.

The program was inaugurated with an NBC TV and network broadcast heralding National Audio-Visual Education Week Oct. 25-30, under the auspices of the subcommittee of the secondary department. Selected schools were to have received citations and awards of audio-visual materials and equipment worth about $40,000. Awards included tape and wire recorders, transcription players and motion picture projectors.

NBC also participated in the inauguration of The School of Tomorrow, presenting the first demonstration of classroom audio-visual procedures Oct. 23 on its TV network. An hour program showed a Brooklyn high school class utilizing films supplied by March of Time and the United Nations.

New RRN Member

WKNB-FM New Britain, Conn., which is changing its call letters to WPHA, will become affiliated with the Rural (FM) Radio Network Dec. 12. WPHA, operating on Channel 279 (103.7 mc), and WKNB, 1 kw daytimer on 840 kc, will separate their programming operations, under the management announced last week. A major part of the WPHA programming will be directed to farmers.

When you think of REPLACEMENTS

RE-TUBE with...

AMPEREX

ALL TYPES - TRANSMITTING AND RECTIFYING TUBES

AMPEREX ELECTRONIC CORP.

25 WASHINGTON STREET, BROOKLYN 1, N. Y.

In Canada and New England: Roger Magnetic Limited. 119 Beverly Road, Chestnut Hill, Boston, Massachusetts.
The title of chief engineer has become almost synonymous with the surname of the Holt family, originally from Maine. Three Holt brothers holding this title are (t o r) Cañford E. Holt, chief engineer of WILZ Bridgeport, Conn.; Wills H. Holt, chief engineer of WOV New York, and Rogers B. Holt, chief engineer of WONS Hartford, Conn.

Milestones

Silver anniversary celebration of WSAZ Huntington, W. Va., was climaxcd on Nov. 15, by largest audience participation show in station's history. On Oct. 16, actual date of anniversary, WSAZ began largest promotion campaign in its history, highlighting events which would occur on the audience participation show, making contestant polls, airing tie-in program, and giving station boost.

Other recent silver anniversary celebrations included those of WGBF Evansville, Ind., which featured a two-hour anniversary show on Nov. 21, and a week of festivities; and CKWV Vancouver, B. C., which sent silver bells to Canadian agencies and used special “bell” station calls on the air. In addition CKWV sent folders giving station's history to all listeners in the area.

Dr. Preston Bradley, pastor of People's Church, Chicago, and WGN Chicago, personality for past 12 years, observed his 25th year of broadcasting on Nov. 16.

Roger V. Baker, commercial manager of WKBW Buffalo, N. Y., observed his 20th anniversary in radio on Nov. 20.

WRC Washington and Woodward & Lothrop, department store, for the 15th straight year has set up Bill Herson's WRC Doll House at 11th and G Sts. Object is to collect dolls and toys as Christmas gifts for Washington's less fortunate youngsters.

Sam Townsend, president of WKST Newcastle, Pa., and WARC Rochester, N. Y., celebrated two anniversaries in one week. It was WKST's tenth, and WARC's first.

On Dec. 1, WDRC Hartford, Conn., observed tenth anniversary of Esso Marketers sponsorship of Esso Reporter, newscasts.

Television Workshop of New York simultaneously dedicated its new studios at 1780 Broadway, and celebrated its fifth anniversary on Nov. 11.

Dick Osgood, WXYX Detroit, storyteller, marked his third year as commentator on Eyes of Tomorrow (five-a-week, 7:15 p.m. EST), and program's thousandth success story on Nov. 17.

WBIM Chicago, is mailing a farm calendar to listeners of its Country Hour in commemoration of program's third year on the air, which began Nov. 18.

On Nov. 13 WLBE Lebanon, Pa., celebrated the second anniversary of its program The Voice of the Lebanon Valley, with a review of the history of past two years of WLBR broadcasting.

Birthday Time

“TIME Is on the House!”

This unusual announcement was made last week by WPEN Philadelphia in announcing its birthday celebration Dec. 13 for its first year of operation under Sun Ray Drug Co. management. Advertisers and industry personnel received a small cake bearing one candle and a birthday card stating that on Dec. 13 all commercials on WPEN will be broadcast free of charge. “It's our way of saying, 'we appreciate your patronage,'” the card stated.

ABTB Expands

Plans West Coast Offices

AMERICA'S Best Television Productions Inc., New York, newly organized video film package producers, will open West Coast offices early next year, Ira H. Simmons, ABTB general manager, announced last week.

"Since many of our commercial contracts will call for the utilization of West Coast personalities and locales," Mr. Simmons explained, "we believe that our organization will operate at maximum efficiency through the establishment of a permanent branch office in Hollywood."

Two ABTB production units are now in the final stages. Each consists of 13 musicals, the first of which, "Album of Songs," will be ready for screening within two weeks.

TV Production

New firm incorporates SENTINEL Enterprises Inc., has filed incorporation papers to absorb Sentinel Productions and its allied interests. The new corporation comprises two divisions, the first to be known as Sentinel Productions and to be devoted exclusively to the production of television and motion pictures. The second division, known as American Electronics, will continue its activities in the production of electronic devices for television and automotive engines.

Earl Harper, executive producer of Sentinel Productions, is president of the new corporation. Ann G. Harper was named vice president and treasurer and David Griffith, secretary. The corporation papers were filed in Nevada but the executive offices of the new firm will be at 5746 Sunset Blvd., Hollywood, Calif., where Sentinel Productions produces its television schedule.

WQEN Tepeka, Kan., played host to the Kawi Valley Radio Club, an organization of 100 "hams," at a transmitter party held last month. Part of the affair was broadcast to let midwestern listeners in on the nomenclature used by amateur operators.

The Most Powerful Advertising Influence in the Southwest

WQAI San Antonio, NBC Affiliate • Member TQN

Represented by Edward Petry & Co., Inc.

Broadcasting • Telecasting
NEWEST audience participation show on WSB-TV Atlanta is the \textit{Crossword Quiz}. Using a board on which is painted a typical crossword puzzle, Bob Van Camp, moderator, presents contestants with word definitions, and they in turn must produce the answer. A bell from the crossword indicates correct answer and a buzzer indicates a wrong answer at that time. Televiewers are encouraged to keep score of each question, and if they guess the word before the contestants do they give themselves a point. At the close of the show Mr. Van Camp reads the definitions of five of the completed puzzles. First the three persons sending in the correct answers receive prizes.

\textbf{Early Call for Dinner}

WBT Radio, Charlotte, Sept. 25 will add a new program designed for the homemaker to its schedule. Titled \textit{In the Kitchen With Mary Landis}, the show will be heard Monday-Friday, 2:30-3 p.m. Miss Mary Landis, will prepare a complete meal before the camera each day. Early afternoon time was set in order to enable homemakers to secure ingredients and duplicate the meal that evening.

\textbf{Artists' Recorded Careers}

A new approach to disc jockey shows has been established by Don Bell on his half-hour broadcast of WSB-TV, Jacksonville, Fla., each afternoon for the past seven days. Each day he features a different artist, seven discs, and his audience votes on which of their own they like best. Then he spins recordings, seven discs, and his own favorite of the particular artist of the day.

\textbf{Nov. 13}

\textit{Sylvester's Show}

A new afternoon disc show on WJHP featuring Miss "Sylvester Simkins," a young "feller" who hails from Bahia, "Gawgah," "about six or seven wagon wheels," will be aired from Jacksonville. \textit{Sylvester's Show} is "... 15 minutes of broadcast humor" done in a South Georgia dialect, bright musical tunes and sweet corn. Character of "Sylvester" is originated by staff announcer, Jack Harrel.

\textbf{Junior Style—Disc Jockey}

MARY SUE HAINES, five-year-old, is conducting her own program of records for children on WFTL, Ft. Lauderdale, Fla. The show, Monday-Saturday, 12:30-12:45 p.m. Segment is part of two-hour show presided over by her mother and father, Frank and Sue Hainey.

\textbf{Radio Aids College}

ON Nov. 5, WBT Charlotte, N. C., carried its cooperation with Davidson College a bit farther by carrying a half-hour broadcast of the cornerstone laying for school's new gymnasium. Program served as "kick-off" of Davidson's $8.5 million fund-raising campaign.

\textbf{Salute thePress}

To better its relations with Virginia editors and publishers, WHV Richmond news commentator George Page solicited the gentlemen of the press during National Newspaper Week. Mr. Passage interviewed the secretary-manager of Virginia Press Assn. on his broadcast.

\textbf{Classics for All}

KOZY (FM) Kansas City, Mo., has inaugurated \textit{The Opera Hour}. The program heard seven days a week from 9-9:30 p.m. features: Monday through Friday, light classics, Broadway productions, and excerpts from grand opera; Saturday, music from RCA Victor's "American Heritage" series. On Sunday program will carry, as its feature of the week presentation, a complete grand opera played in its entirety. Programs are sponsored by Berbiglia Inc. for "Old Library Wine."

\textbf{Are You the Culprit?}

\textbf{SOMETHING different in traffic safety shows that have been started by WMAR (TV) Baltimore. Each Monday at 6:15 p.m., the television audience is put on trial before Magistrate Joseph Kolodny, of Baltimore Traffic Court. Magistrate Kolodny raps his gavel to open show, Jim McLean of WMAR, reads the charge for the defendant, he tells the audience, "is you." Audience then watches Magistrate Kolodny demonstrate various traffic situations on a large intersection board. Final few minutes of program are devoted to photographs of accidents, taken from official files of Baltimore Police Dept.

\textbf{Brief, but potent, is what Guild Florists of Minneapolis is saying about its new 60-second quiz show commercial, \textit{The Daily Flower Quiz}}. Quiz is idea of Jim Skans of WGGY Minneapolis-St. Paul sales staff. Each day sponsor's commercial on that station asks listeners to identify a flower from a two-line clue. The first person to call the shop with correct answer receives a corsage.

\textbf{Medical Lecture Series}

\textbf{Scientific lecture series by professors and scientists of Johns Hopkins U., faculty was inaugurated Nov. 23, by WYAB-TV Baltimore. Speakers illustrate their talks with use of charts and graphs. Each week a different field is explored. Program is telecast each Tuesday at 8:30 p.m.}

\textbf{Van Camp's "Office"}

WHIZ Radio, West Palm Beach, Fla., announces the following: George Landfriend is now field representative for the New York City office of the Roosevelt Organization. Mr. Landfriend, who has the necessary 32 years, is considering forwarding the two teeth he received yesterday for the next three years to Covington, Va., and has decided to take his leave of "Sylvester's Show" by sending a substitute to the air.

\textbf{Fishbowl Football Contest Aired}

WLOW Norfolk, Va., broadcast play-by-play description on Dec. 4, Annual Colored Fishbowl Football contest in Norfolk, between Hampton Institute and Wilberforce U. Marks Shoe Store of Norfolk sponsored broadcast of game, which is promoted by local colored Shrine Temple for benefit of TB sufferers and crippled children.

\textbf{Suns Blood and Thunder}

KSAN San Francisco has a children's program—suns blood and thunder. "Uncle" Clint Sherwood appears as \textit{The Children's Corner}, recites nursery rhymes, and gives lessons in living to the youngsters. No "ray guns" or "atomic pistols" are heard.

\textbf{WJR Covers Exposition}

LISTENERS to WJR, Detroit, and WGAR Cleveland, will be provided with ample coverage of the International Livestock Exposition in Chicago and the U. S. H. C. U. Farm Congress, which opened in Chicago Nov. 28. A WJR mobile unit will cover the exposition, and a seven-man committee headed by Frank Mullen, president of the station, will provide them with special programming from Chicago.

\textbf{WTIC's Gift}

\$30,000 to Aid Symphony

WTIC Hartford, Conn., has pledged \$10,000 a year for the next three years to the Symphony Society of Connecticut to help finance the new Hartford Symphony Orchestra.

The gift was made on behalf of the traveler's Broadcasting Service Corp. \textit{WTIC license}, by Vice President and General Manager Paul W. Morency.

In a letter to William A. Dower, vice president of the society, Mr. Morency suggested that "One thousand sand dollars of the sum be used annually as an award to an American composer writing a major orchestra work adjudged best in a contest."
Technical

JOSPH SIMON has been promoted from crew manager to director of WBRE (TV) Chicago.

WALTER R. MATWICHUK, formerly on the engineering staff of WMID Atlantic City, has joined same department of WBCL Hempstead, L. I.

HOLY KILE, formerly of KBRU Burlington, Iowa, has joined engineering staff at WBHF Rock Island, III.

GERALD D. COLEMAN has been appointed chief engineer of WBUT and WCBR-FM Butler, Pa. He was formerly with KZKA Pittsburgh and KZFM Manila, P. I.

RICHARD JENNINGS has joined WCOP and WCOP-FM Boston, as control room operator. He was formerly with WJOB Bangor, Me, and WBKA Brockton, Mass.

ALLIANCE Mfg. Co., Alliance, Ohio, announces the production of the Alliance Tennis-Rotor, an automatic rotating device. Device enables user to rotate an antenna to any point, and can be plugged into any AC 60-cycle house circuit.

GUSTAYO DATO Jr. and GLEN NOVIN have joined WPIC-TV Los Angeles engineering staff. Mr. Dato was formerly with RCA Service Co.; Mr. Novin, a research technician with North American Aviation.

S-C DIVIDEND

Payable in Stock

A STOCK dividend of one-tenth of a share for each common share was announced last week by Stromberg-Carlson Co. The firm said it had elected to pay the dividend in stock rather than cash in order to retain working capital for business expansion.

The dividend is payable next Jan. 3 to stockholders of record on Dec. 15, 1948. Working capital is needed to finance the conversion of production from radio sets to television sets and the expansion of facilities for the company's broadcasting operations in Rochester, N. Y.

CANADIAN FM

20 Commercial Stations

A TOTAL of 20 private, commercial FM stations are now operating in Canada according to the Dept. of Transportation.

Call letters and location of the outlets are as follows:


TV'S GROWTH

"48 Output High—Cosgrove"

"IN THE past 12 months television has grown faster than any other major industry ever to appear on the American horizon," Raymond C. Cosgrove, executive vice president, Aveo Mgr. Corp., and a director of Crosley Broadcasting Corp., so informed members of the Boston Security Analysts Society at its meeting last Tuesday.

He pointed out that more than 80% of all TV receivers placed in homes since the end of the war have rolled off assembly lines this year. "Since January 1948, the industry has produced over a half million receivers—an increase of more than 300% over production for all of 1947," he said.

Mr. Cosgrove also expressed fear that "Federal, state and government controls may hamper the television industry. "Only the threat of short-sighted policies which would further destroy the sources of new capital can hinder its progress," he concluded.

WIDE OPERATION

Maine Outlets List Staff

WIDE Biddeford, Me, new AM station of Biddeford Broadcasting Corp., has announced its staff personnel, with Gordon Lewis, president and general manager. Station, operating on 1400 kc with 250 watts, is scheduled to go on air from 6:30 a.m. to 12 midnight.

Mr. Lewis formerly was assistant manager of WPOR Portland, Me. Other personnel includes Jack Costello, program director, and chief engineer, formerly at WBNH New Bedford, and Lucien Dumont, production manager, from WCOP Boston. In addition, three sales representatives, three announcers and two engineers are listed by the station.

EMERSON RADIO & PHONOGRAPH Corp., New York, declared year-end dividend of 20¢ per share payable on Dec. 16, 1948 to stockholders of record on Dec. 6, 1948.

COMPTON FOR ARC

Agency to Handle Drive

COMPTON Advertising, New York, will handle the 1949 American Red Cross drive on a voluntary basis, with William Geoghegan as account executive. The drive, to run from March 1 to 31, has a goal of $65 million.

Radio spot announcements will be used during the last week in February and the first three weeks in March. Tentatively, a one-hour kickoff show is planned for the evening of Feb. 28. The agency is hoping for the use of all four networks. President Truman will launch the campaign. Courtesy announcements and material worked into network show scripts will also be used.

Turntable

SPRING GARDEN BAND, organization of local amateur musicians in York, Pa., has announced its first album of recordings of American march music. Album was recorded for RCA Victor, Camden, N. J. Lester K. Leok, brother of Philip G. Leok, radio attorney and former WAB head, is conductor-manager.

FREDERIC W. ZIV Co., Cincinnati, has announced that its Favorite Story program has been purchased by the Kansas City Power & Light Co., for WHIP Kansas City. Contract is for three years. Also Ziv's transcribed Easy Does It will be heard over KOL Bealite, under sponsorship of local Hotpoint dealers.

HAL TATE Productions, Chicago, announced that its syndicated quiz show, Who's Talking, has been purchased by WHAM Rochester, N. Y., WCIP Madison, Ky., and renewed by WHAN Charleston, S. C., for another 13 weeks.

CHARLES MICHELSO Inc., New York, has announced the sale of its transcribed show The Sealed Book to 29 stations from Canada to California.

STANLEY FLORESHEIM, former advertising and sales director of Adam Hats, New York, has joined Frederic W. Ziv Co., also New York, as special sales representative. He will headquarters in Ziv's New York office.
RADIO TALKS
U. of Alabama Series

STUDENTS in the U. of Alabama's radio department this quarter are hearing industry representatives discuss various phases of radio. Series is a joint project of the department and the Alabama Broadcasters Assn. Similar talks by industry representatives are planned for the university's winter and spring quarters, according to Leo Martin, head of the radio department.

Speakers thus far have included: William Fineshriber, general manager of the CBS program department; Raymond Swing, news commentator; Howard E. Pilp, president of WSFA Montgomery, and J. E. Reynolds, promotion manager of WJJD Tuscaloosa.

Panel on sports broadcasting is planned for the final meeting of the first quarter series tomorrow (Tuesday). Panel members will be Charles Zeanah, WSFA sports director; Maury Farrell, WAPI Birmingham sports director; John Forney, WAPI sports announcer, and Dave Overton, WBRB Birmingham.

AJC USES VIDEO
Launches Member Drive

THE AMERICAN Jewish Congress purchased the 10:10:30 p.m. period over WCAU-TV Philadelphia Nov. 23 to aid its membership drive.

Television parties were held in the homes of more than 200 AJC members throughout the Philadelphia area. Dr. Stephen S. Wise, president of the World and American Jewish Congresses, headed a list of national and local AJC dignitaries in a round-table discussion on the history, future and activities of AJC.

The account is handled by the Harry Feigenbaum Advertising Agency, Philadelphia.


Negotiations for The Wiedemann Sports Eye are completed by (l to r) E. R. Strauchen and J. P. Maupin of Strauchen & McKim; H. Tracy Balcom Jr., Wiedemann president, and Ralph Jackson, WAVE-TV sales manager.

* * *

THE Geo. Wiedemann Brewing Co., Newport, Ky., has signed for sponsorship of The Wiedemann Sports Eye on WAVE-TV Louisville, Ky. The firm also will sponsor a series of television film commercials on the station through Strauchen & McKim Advertising, Cincinnati.

The Wiedemann Sports Eye is seen each Saturday night and presents film highlights of outstanding sports events. Wiedemann's, reported to have been one of the first video sponsors in Cincinnati, now claims to be one of the charter sponsors in Louisville. In addition to its television activities, the firm is a large user of regional radio advertising.

Lerch Wins Award

NATIONAL SAFETY COUNCIL has presented award for most original Farm Safety Week program to Don Lerch, CBS director of agriculture broadcasts, for Country Journal broadcast of July 24. This marks the second consecutive year Journal has won award.

AAA EXAMS
Annual Tests Scheduled

ANNUAL examinations in advertising, sponsored by the American Assn. of Advertising Agencies, have been scheduled for Feb. 19 and Feb. 26, 1949. The tests, designed to assist young people to gauge their aptitudes for advertising, will be held in St. Louis, Dallas and San Francisco as well as in the 11 cities where they have been given in previous years.

Candidates for the advertising profession will take approximately 20 aptitude, temperament and vocational-interests tests on Saturday, Feb. 19. Exams on the following weekend will comprise a choice of tests in such practical fields as copy writing, merchandising research, mechanical production, media selection, layout and art, plans and merchandising and radio and television production.

Any person not employed by an advertising agency is eligible. If still in college, examinee must be in his final year.

Reports on aptitudes and knowledge of selected fields will be given to applicants, who may authorize AAAA to mail his test results known to agencies and other industry employers. Records may also be used to support future job applications.

Arrangements for offering the tests in each city will be announced shortly by AAAA council and chapter examination committees. They were held last year in Boston, Chicago, Cleveland, Dayton, Detroit, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, and Portland, Ore.

SUPERMARKET VIDEO
New York Experiment Tried

WJZ-TV New York last week cooperated with Modell & Harbruck, an independent television production firm, in a three-day experiment designed to test the point-of-sale impact of telecast advertising. Four TV sets installed in a Grand National Supermarket in New York, in addition to any home receivers that chanced to tune in, received a two-hour program of recipes, recorded music and housewife chatter, interspersed with film commercials for an assortment of nationally advertised products on sale in the store.

Titled Market Melodies, the 10 a.m. to noon telecast featured Ann Russell, actress and model, as mistress of ceremonies, assisted by Walter Herlihy, ABC announcer and guests. If the video version of Storecasting is successful, the producers plan to install sets permanently tuned to one channel in about 100 large retail groceries throughout New York. Participating advertising will be sought from the manufacturers of grocery products.

BROADCASTING • Telecasting
AP RADIO

WHEN THE venerable Associated Press began admitting radio stations to membership 13 months ago, many a newspaper-member, shuddering at this revolutionary development, was outspokenly fearful that the upstart radio could not uphold the best traditions of the service.

The AP's historic operational principle which requires members to exchange news with the association, it was feared, could not be followed successfully with radio in the union. Only newspapers, these newspapers said, could be depended upon to provide fast, accurate service to the association.

A random check of AP files in New York last week showed that the fears of the old-timers of the AP were groundless. Instances after initial set-up was found to prove that radio newsmen had supplied AP with substantial news stories.

Contributions of Radio

The search of the AP files confirmed recent statements by Alan J. Gould, AP executive editor, at the AP Managing Editors' meeting in Chicago, that radio members were supplying "an increasing and substantial volume" of news.

Among the samples of radio contributions to the AP report, according to AP, were:

On a serious mine disaster, Richard Owens of WISL Shamin, Pa., telephoned his first information to AP, then went to the isolated minehead and telephoned full details and cleanup information.


An unusual incident in radio news coverage for AP involved Jack Roberts, news director of KHUZ Borger, Tex. Out for an automobile drive with his family, Mr. Roberts ran into a 60-mile-an-hour windstorm. It whipped his car from one side of the highway to the other. Visibility was cut to a few feet.

He reached KHUZ only to find that telephone poles were down, all communications out, and he had a major story on his hands—for AP and his listeners.

Unable to contact the Dallas AP bureau by ordinary communications, Mr. Roberts remembered Ray Sammon, a "ham" (W5-BFA). Mr. Sammon reached C. A. Todd at W5-KUJ Dallas. From Mr. Roberts to Mr. Sammon to Mr. Todd and by phone to the Dallas AP the story moved. It was on AP wires within an hour after the storm hit—a beat for AP members on a story of importance throughout Texas.

Nov. 9—WPWA Chester, Pa., covered quickly and accurately a shooting rampage.

Mine Accident Report

Oct. 27—Andrew W. Vickers of WMQN Montgomery, W. Va., reported rapidly and in detail when a mine accident killed two men.

Oct. 8—Lawson McCall, commentator for KEX Portland, Ore., gave the first news on a downtown hotel slaying.

Oct. 7—Carl Phillips, Kneas, Calif., phoned a spectacular mountain fire story.

Sept. 21—Mark Weaver of the news staff of WKY Oklahoma City, was prompt and accurate with names and details when gas truck overturned killing five persons.

Sept. 14—WINX Washington supplied the first information on a train wreck between Philadelphia and Atlantic City.

Sept. 1—Miss Pan Dodd, news editor of WKGN Knoxville, Tenn., provided a beat of several hours on a Ku Klux Klan initiation arranged to coincide with Henry Wallace's speech in Knoxville.

Aug. 28—Seventeen Texas radio stations provided election returns.

Aug. 18—News Editor Dale Clark of WAGA Atlanta supplied a beat on the capture of two escaped convicts; six days later News Editor Les White and reporter Norman Westbrook of WCON Atlanta supplied another on the capture of two convicts involved in another breach.

Aug. 18—George Gardner of WPTW Piqua, Ohio, covered a $500,000 fire.

Aug. 17—WIOC Bridgeport, Conn., covered an express train death 50 miles away.

Aug. 11—Jim Bormann of WMT Cedar Rapids, Iowa, supplied the first news on death of state legislator at Iowa City.

B-17 Wreck

Aug. 12—Thad Sandstrom of KTOP Topeka, Kan., gave a fast early-morning tip on a B-17 wreck that killed five.

Aug. 12—Alert protection by

Contributions Cited

WJDA Quincy, Mass., enabled AP to score a clean beat on Gov. Tobin's acceptance of appointment as Secretary of Labor.

July 10—John Harrington, night news editor of KATV Phoenix, covered quickly on an airplane crash in Phoenix.

June 10—Harry Kaufman of WDAD Kansas City, enabled AP to obtain a beat of one hour and 20 minutes on a St. Joseph airfield fire that destroyed a hanger and 21 planes.

AP executives state that AP broadcasters' associations are entitled to most of the credit for the increased filling by radio members. These associations set up special committees to stimulate news exchange through AP. Twenty-five stations have been formed, covering 35 states, the District of Columbia and Alas. Others are in process of organization.

INAUGURAL

"Voice" to Cover Fully

THE PRESIDENTIAL Inauguration Jan. 20 will be given full coverage by the State Dept.'s "Voice of America" for transmission abroad, it was disclosed last week by Joseph Stireck, special events director, International Broadcasting Division.

Present plan is to record the Capitol ceremonies, parade and inaugural speech in English and possibly Spanish, for transmission to New York for instantaneously broadcast. The Washington pickup is slated to be routed to other language desks where it will be translated for use from one to two hours later. Broadcast time will be governed by listening hours best suited to the country receiving the broadcasts. IBD intends to utilize the full quota of 19 or 20 tongues.
POWER INCREASE
KPOR (FM) Goes to 80 kw
KPOR (FM) Riverside, Calif., is increasing its power from 20 kw to 80 kw, W. L. Gleeson, president of Broadcasting Corp. of America, KPOR owner has announced. The station, with operations at both Riverside and San Bernardino, is assigned 97.5 mc Channel 245.

KPOR will again increase its power next summer when it goes to 340 kw or full power along with its TV outlet, KARO, both located atop Cucumonga Peak.
The licensee also operates KPRO Riverside-San Bernardino, KREC Indio, KROP Brawley, KUCB Blythe and the California Rural Network.

REP. DAVIES
Has P. R., Radio Experience
WHEN the 81st Congress convenes in January, its youngest legislator will be 28-year-old John C. Davies, Democratic-Representative-elect from the 35th district of New York, whose qualifications include a personal knowledge of the radio industry.

A graduate of the U. of Alabama and Hamilton College, he opened his own publicity office in Albany in 1941 after editing a rural weekly for one year. Two years later he joined the New York office of the Westinghouse Electric Corp.'s public relations department. He became vice president of the Earle Ferris Co., national public relations firm, in 1946. Mr. Davies also is credited with having written several network shows.

Mr. Davies, who defeated Rep. Hadwen C. Fuller (R-N.Y.) by a margin of 162 votes, will be the first Democrat ever elected from that New York District.

PAIGE OF MBS
Heads Program Operations

AS THE FIRST step in the anticipated expansion of the MBS program department, Jack Paige, the network's director of special events, last week was appointed manager of program operations. The successor to Mr. Paige as director of special events was not announced, but it was believed probable that Arthur Feldman, now Mutual news chief in Washington, would be moved into the job. Mr. Feldman was an assistant to A. A. Schechter, new Mutual vice president in charge of news, special events and publicity, when both were at NBC before the war.

Mr. Paige, who became director of special events in February 1946, will supervise the network's "overall programming schedule and will coordinate the functions of the various program divisions," according to Phillips Carlin, vice president in charge of programs. He will report to Mr. Carlin.

In the role of Santa, Mr. Strong has the assistance of his sponsor, Mr. Kolker (l) and Mr. Bordley, the account executive, who plays the role of Santa Claus, in the first of a series of five pre-Christmas broadcasts his company is sponsoring over WINX.

The first program, originating at the Children's Country Home, carried appeals for toys for orphanage children, as will subsequent shows, heard Saturday afternoons. Also serving as Santa's helper was Robert A. G. Bordley, Ernie Johnston Agency account executive, who assisted Mr. Kolker and the jolly, bewhiskered gentleman in the distribution of balloons and favors to the orphans.

TOY APPEAL
Sponsor Is a Participant

INTRIGUED by the humanitarian theme of his show, one Washington, D. C., sponsor is personally assisting in the distribution of gifts to orphans at the institutes where radio appeals for toys are originated.

Sidney Kolker, owner of the Washington Beef and Provision Co., Nov. 27 joined Jerry Strong, WINX Washington morning man

Mr. Paige

Waring Opens Firm
ANNOUNCEMENT of the opening of a new public relations agency, headed by Nancy Lee Waring, was made last week. Offices are at 18 East 48th St., New York. She was formerly with Allan Meltzer, New York public relations counselor and prior to that was public relations director and assistant advertising manager of Jay Thorpe, New York dress salon.
When Ken Godfrey spoke for the AAAA at the recent FMA Chicago Convention, he presented a very factual story of the agency reaction to FM Advertising. The most important feature of his talk was the fact that the Agency and Advertising wants and needs more factual information on Market Data and the selling impact of FM.

To learn how potent FM is as an advertising medium by itself you must use exclusive FM stations that have become established in their communities. The use of AMP/FM duplicating stations will never give you the answer.

Our FM only stations in two of America's greatest markets, KOZY (FM) in Kansas City and WASH (FM) in Washington, D.C., are two stations on which you can test FM at fair rates and know that the results you get were derived exclusively on FM.

If you want the FM answer, write us for rates.

**TESTED... PROVED SUCCESS**

the "GREATEST of the GREAT"!

**...WILL MAKE MONEY FOR YOU**

Sponsor or prospect... here is a dynamic show that will work... It's proved its punch on a gamut of FMA products from A to Z. A Terrific Sports Program... 5 minutes... 5 times a week.


The "Greatest of the Great" is a proved money maker for others; will pay out for you.

Send for Audition disc and low rates for your station.

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**TV NETWORKING**

Werrenrath Gives Views

TELEVISION networking is of "vital importance" to the advertisers because it makes the medium "economically feasible," Reinald Werrenrath Jr., production director of TV remotes at NBC's Central Division, told members of the International Assn. of Networks in its annual meeting in Chicago's Sherman Hotel Wednesday.

After discussing allocations and receiver distribution, Mr. Werrenrath outlined methods by which video can promote fair attendance. These included use of jeep studios, which have been featured at expositions in Iowa and Canada—inter-fair hookup, by which attractions in one section of a fair can be relayed via television to another, and receiving sets spotted throughout the park for the entertainment and enlightenment of those in attendance at the fair or exposition.

**HALL OF FAME**

Nominations Asked by AFA

"TO QUALIFY for election, candidates must have been deceased at least two years."

That unusual specification was issued last week by the Advertising Federation of America in soliciting nominations to the group's Hall of Fame.

Plans for the establishment of the hall were released last week by Elon G. Burton, AFA president and general manager. To be located in the club house of the Advertising Club of New York, the hall is to honor those of "special achievement and service in the building and advancement of the social and economic values of advertising."

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**SEND FOR FREE TRIAL**

THE NATIONAL RESEARCH BUREAU, INC.
NATIONAL RESEARCH BUILDING, DEPT. 12B
CHICAGO 10, ILLINOIS
Please send me without obligation Free Audition disc and low rates. On the "Greatest of the Great."

Name ____________________________________________________________
Address __________________________________________________________________________
City ___________________________________________ State ____________________________
Station __________________________________________________________________________

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**REC PROJECT**

Slides on Radio History

RADIO Executives Club of New York will undertake a project to build and develop a permanent store of photographic slides chronicling the history of the broadcasting industry. Carl Haverlin, president of the organization and BMI head revealed the project first at a meeting of the Radio Executives Club in New York Nov. 19. (Broadcasting Nov. 22.) Since then further details have been worked out.

It is expected that the pictures will be set up in three groups—the '20s, the '30s during the growth of the networks, and the '40s dealing with radio's wartime effort. Mr. Haverlin said he is willing to serve as recipient of the pictures, which broadcasters and agency personnel would forward to him at BMI headquarters, 580 Fifth Ave., New York.

The plan to acquire the memorabilia came about when REC presented a series of about 50 slides made from old photos contributed by stations and other sources, including the files of Broadcasting. Mr. Haverlin pointed out the need for preserving photographs still in existence.

Pictures sent to him will be copied or made into slides and returned to the owners, Mr. Haverlin said. Due credit will be written into the continuity or commentary for the slides. Contributors are asked to insure packages and inscribe sufficient material for a caption.

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**Tums on TV**

LEWIS HOWE CO., St. Louis, for Tums, will sponsor "round-robin" series of television spots on all New York stations for 14 weeks, beginning late this month. Schedules drawn by Ruthrauff & Ryan, Chicago, calls for a one-minute film spot to be televised one day weekly by each outlet in succession. Time clearances are now being checked. Firm, also for Tums, sponsors Date With Judy (NBC).

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**REGAL AMBER BREWING CO., San Francisco, sponsor of Light and Mellow program on K NBC, same city, was thrilled with the Advertising Federation of the West's Vancouver trophy on Nov. 24. Award was won at the AAW convention in Sacramento, Calif.**

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**WMPS MEMPHIS**

On Your Radio

10,000 W Day Time
5,000 W Night Time

Represented By

RADIO REPRESENTATIVES, INC.
480 LEXINGTON AVE., NEW YORK, N. Y.

BROADCASTING • Telecasting
December 2 Applications

By DANA D. REYNOLDS

In Charge of Operations, Radio and TV
U. S. Dept. of Agriculture

RADC'S farm directors looking for
toe-holds in television during this
interim period when the bulk of the
diopores are on city roofs may get
one idea for agricultural shows—
with appeals broad enough to hold
the general audience—from The
Nature of Things, Dr. Roy K.
Marshall's TV program Thursdays,
8:15 p.m. on NBC-TV.

The central idea in this show
could hold even after straight farm TV shows hit their stride.
This is a science show—pretty pure
science, in fact. But don't let that
scare you just yet.

Stopping out of Philadelphia's
Franklintown into the WPTZ studio,
Dr. Marshall may seem to
hold unique advantages for TV
programming, peculiar to his type of
situation.

Museum Props

He does draw heavily on years of museum background. He
even uses some of the easily-
portable museum pieces for props.
It's questionable, however, whether
he might get more or better support
and props than available to the
RFD from his state experiment
station, and elsewhere.

But Dr. Marshall disclaimingly
rejects any dependence on novelty
items, and gadgets in general, for
their own sake. In fact, he cites
the recent demise of two TV shows
he was considering. Estimated use of
modern mechanical and
electrical wizards. Dr. Marshall thinks
one weakness of the shows was a
rate confusing assortment of
gadgets.

In his show, on the other hand,
he carries through a thread of
science, with the gadgets demoted
to support roles for major concepts.

How pure is Dr. Marshall's
science?

Well, most popular of the year's
shows dealt with atomic energy.
Next came the fourth dimension.
... And then a couple about the
human eye.

Searching for comparable
general-interest topics in agricultural
sciences, he hit upon the new weed-
killers ... Dr. Marshall begins to
 twist that idea around into a
general feature on how plants grow,
bringing into the role of hormones.
.. By the time he's through, he
has at least titillated the average
person's persistent curiosity about
living things, luminous objects,
and other reactions to TV shows by
planting a hidden mine in the midst of
un-suspecting televisers.

Appeal to Children

As to his TV show, he has a
considerable volume of correspondence.
With an eye to promotion, he
suggests relating topics touched to
things of current interest to the
children ... The kids like to do their
home work from the TV screen ... It
seems as if the kids are running
through encyclopedias and holds

THE AUTHOR wrote this article
for radio farm directors as a "bit
of pure TV programming 'science' so
far as they're concerned — day-to-day
TV operation is concerned." It
was printed originally in full by the
U. S. Dept. of Agriculture's Office
of Information in its weekly "RFD
Letters." It is being run two
weekly on ABC's "American Farm-
er" program dealing with the
business side of farming. In addition,
he is urged in the RFD's TV and
radio research project.

SERRISID

REL Modulator Exhibited

SERRISID MODULATOR, a
radically simplified FM transmitter
developed by Radio Engineering
Laboratories, Long Island City, N. Y.,
was exhibited last Tuesday at
Washington's Hotel Statler to industry
and government representatives.
Unit was introduced by REL at the FMA
convention [Broadcasting, Oct. 4].

Among those attending the
exhibit were FCC Chairman Wayne
Coy, Comrs. E. M. Webster and
Jones and John A. Willoughby,
acting chief engineer. Several FCC
engineers and manufacturers also
observed the exhibit.

The Serrisid Modulator operates
on low power and can be
installed for about $250. It is
described as being too easy to operate
as a public address system.
Maintenance and supervision costs
thereafter are relatively low. The unit
is especially adaptable for small towns,
community civic groups, clubs,
schools and churches. According to
REL, scores of such stations could
use the same wave length.

FCC Actions

(Continued from page 85)

AMPHILIC

Cisco, Tex.—George R. Winston, 1250
W. 345th, daytime. Estimated cost
of construction $1,075. Mr. Winston
is program director for Houston Radio
Supply Co. Inc., Houston. He has been
engineer at WWL New Orleans and at
the time headed his own engineering
firm. Filed Nov. 26.

Central Ohio Broadcasting
Co., 590 kc, 1 kw, daytime.
Estimated cost of construction
$37,385. Company is composed of three
equal partners: Homer Akers, photographer;
Charles V. Lunsford, president.

AM APPLICATIONS

Charles V. Lunsford, president.

AMH LIBRARIES

AMH LIBRARIES

AMH LIBRARIES

AMH LIBRARIES

AMAPLUS

Charles V. Lunsford, president.

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Charles V. Lunsford, president.
MEIGHAN SAYS CBS LIMITS SPOT LIST TO 15

CBS VICE PRESIDENT Howard S. Meighan testified "categorically" Friday that CBS Radio Sales will not deviate from its national spot representation to 15 stations, including its own. It now represents 12.

Appearing in FCC's hearing on spot representation policies (early story, page 21), he said the FCC was "empowered" to make that commitment and that he would be surprised if Radio Sales should add even one more. On cross-examination by NARSF counsel, he said he didn't know whether that limitation would apply to TV stations.

He made disclosure after NARSF Attorney William C. Fitts introduced letter from CBS to FCC refusing to make definite commitment on 15 limit. One reason for that refusal, he said, was feeling that FCC lacked jurisdiction.

Alleged by FCC General Counsel Benedict P. Cottone why CBS would so limit itself if it saw nothing wrong in network representation of stations, he said Radio Sales regards 15 as maximum it can adequately serve. Commitment also designed to "calm the fears" of independent representatives, he said.

Miss Gertrude Scanlon, BBDO account executive on Wildroot account, testified earlier under subpoena on behalf of CBS. Testimony of Carl J. Burkland, general sales manager of Radio Sales, was interrupted by illness attributed to "nervous" condition and described as not serious.

DAVISON ANNOUNCER AWARDS

HOWARD REIG, WGY Schenectady announcer, named national winner, H. F. Davis 1948 National Memorial Announcers Award. Other winners, announced on NBC network Friday night, were: Paul Shannon, KDKA Pittsburgh, 50,000 watt stations; Dean Montgomery, KELO Sioux Falls, regional stations; Irving Berndt, WRAK Williamson, Pa., local stations; Norman Barry, WMAQ Chicago, operated and operated stations; Frank Chay, WJU Trenton; James Westover, KDKA; Bob Kay- WAVE Louisville; Ernie Kovacs, WTTM Trenton; Starr Yelland, K Rooney Denver.

PAULEY SEeks KLAC-TV

OILMAN Edwin W. Pauley and associates applied to FCC for facilities assigned to Mrs. Dorothy Thackrey's KLAC-TV Los Angeles as alternative move if FCC upholds its ruling that competing bid, under AVCO Rule, must be filed for all Thackrey properties for sale and not for KLAC-TV alone [BROADCASTING, No. 21]. Application is in name of Southern California Television Co., which said it would reimburse Mrs. Thackrey for "reasonable expenditures" thus far incurred for KLAC-TV. Station is on Channel 13.

ABC 9-MONTHS NET OFF

ABC and subsidiaries report for nine months ended Sept. 30, estimated net income $440,000 after taxes, or 26 cents a share on 1,689,017 shares. $1.2 million par common stock. Last year's net, same period, $1,050,000, or 62 cents a common share on same number of shares. Decrease largely due to loss from television operations, ABC said. Gross income this year up $420,000 over last year.

WAYNE COY TELLS TRUMAN OF LONG-RANGE PLANS

WAYNE COY, FCC chairman, conferred with President Truman on long-range Commission plans Friday afternoon in White House visit, pursuant to conference on radio-channel and legislative problems. President gave his views to chairman on many radio problems.

"If you remain at FCC," chairman was asked in report.

"Let's put it this way," he replied. "I've no plans to leave. I have a contract until June 30, 1951."

Mr. chair at White House were his two youngsters, Wayne Jr. (Chay), 10, and Stephen, 17. Chay started to ask for Presidential autograph but went speechless. President laughingly recalled he was speechless first time he met late President Roosevelt because latter did all the talking.

"He got the autograph," he and Stephen also got "Stolen from the desk of Harry Truman," sign and "42,065," with admonition to hide them from Secret Service while leaving White House.

Chairman Coy, asked about FCC budget plans, said, "They tell me what's coming to me because I once was Assistant Budget Director." He was absent from Commission Thursday with heavy cold.

THOMPSON TO 'VOICE'

JAMES F. THOMPSON, Belmont, Mass., former Raytheon Mfg. Co. vice president, named associate chief of "Voice of America" operations by State Dept. Mr. Thompson, one of two associate chiefs reporting to Charles Thayer, acting chief of International Broadcasting Division, has assumed his new duties in New York. Born in Centreville, Ala., he has served as engineer at WAPI Birmingham and WJBY Gadsden, Ala.

GE SWITCHES 'HOUSE PARTY'

GENERAL ELECTRIC Co., Bridgeport, Conn., Jan. 3 switches GE House Party, five weekly on CBS, to 266 ABC stations (including Honolulu outlet), Mon.-Fri., 3:30-4 p.m. Move believed due to GE's cut in radio budget to invest in television. Agency, Young and Rubicam, New York. GE sponsors two video shows, NBC Newsweek on NBC-TV, through Maxon Inc., New York, and Eyes Have It, on WCBS-TV, through BBDO, New York.

THREE BUY NIelsen


GENERAL MILLS, Minneapolis, has signed $1.25 million, ten-year contract with Ted Steele, pianist-singer, calling for his exclusive daytime television services. Company today (Dec. 6) starts sponsoring his program on WABD (TV) New York, Mon.-Fri., 12-12:30 p.m., for Bisquick, Wheaties, Betty Crocker cake mix and Betty Crocker soups. Agency, Knox Reeves, Minneapolis.

GILLETT URGES BETTER USE OF PRESENT TV BAND

LIKE IT OR NOT, we're stuck with present TV allocation, Glenn D. Gillett, consulting engineer, told FCC-industry informal engineering conference to revise TV and FM standards. Job is to make this plan work, he said, suggesting carrier synchronization and directional receiving antennas as one way to link tropospheric instead of wider station separations (see early story, page 35). Others appearing Friday included:


TV FASTEST GROWING INDUSTRY, SAYS FOLSOM

FRANK M. FOLSOM, new RCA president, told Boston's Clover Club Saturday television is "fastest growing new industry" in U. S. "This new art should add $8,000,000 a year to the nation's gross national product," he said, and "would place the radio-television industry among the ten largest."

Predicting 1,000,000 new TV receivers added in 1949 to 1,000,000 already in use, Mr. Folsom estimated that by 1951 television would have 17,000,000 sets with potential audience of 50 to 60 million.

Closed Circuit

(Continued from page 4)

reporter words exchanged over TV's bid for one choice White House camera position, in view of pool coverage. Some of newsreels criticized video's stand, citing what they termed its limited audience. Newsreels had suggested variation of "straw-pulling" method.

INSIDERS are chalking up Jimmy Petrillo's appointment as inaugural music chairman to management's good intentions coupled, Hal Leal, ex-editor-broadcaster. Mr. Leal apparently has kept Jimmy under wraps since his retention more than year ago as associate director of publicity of Democratic National Committee at Spring last campaign, serving voluntarily and almost anonymously.

ALTHOUGH AFL at its national convention two weeks ago went out all for repeal of both Taft-Hartley and Lea (anti-Petritto-featherbedding) Acts, Secretary of Labor Tobin did not endorse both actions, as reported in some accounts. It's reliably learned he refrained from comment on Petrillo law.

LIGGETT & MYERS (Chesterfield) has completed arrangements with Washington club for telecast rights to 1949 Senator baseball. Sum undisclosed but Owner Clark Griffith has confirmed "verbal agreement." Firm still negotiating for time with WTTC (TV). DuMont outlet which aired games last year under Joint FCC and Labor rulings. Under existing contract gives Chesterfield exclusive billboard rights in Griffith Stadium, similar to those enjoyed last year in New York's Polo Grounds (Giants). Only exception is Gruen Watch Co. tower ad which was contracted on ten-year basis. Newell-Emmett is agency.

BROADCASTING  •  Telecasting
The KMBC-KFRM Team fulfills a vital daily need in thousands of rural homes in Missouri, Kansas and surrounding states.

The Team maintains a full-time Farm Service department, under the direction of Phil Evans, nationally known expert. Innumerable experiments and developmental projects conducted on the thousand-acre KMBC-KFRM Service Farms, are passed on to rural listeners.

Evans is ably assisted by Ken Parsons, well known agronomist. Together, these two experts, with their up-to-the-minute daily reports, keep rural listeners informed on latest developments in this important business of farming and agriculture.

Third member of this trio is Bob Riley, full-time marketcaster, who spends his entire working day at the Stockyards. He presents the market news several times each day direct from the Kansas City Livestock Exchange.

Other program features are presented by The Team specifically for the farm audience. As a result, The KMBC-KFRM Team is a welcome guest in the homes of those who live in the great Kansas City Trade territory.

The Team has the largest and finest group of artists ever developed by any Midwestern radio station. Pictured here is Hiram Higby, master of ceremonies and entertainment star, heard on the nationally famous Brush Creek Follies, Dinnerbell and Western Roundup...just a few of the top-notch entertainment programs that are a daily feature of The KMBC-KFRM Team.

The KMBC-KFRM Team Serves 3,659,828* People

* 1940 Census

7th Oldest CBS Affiliate

KMBC

Represented Nationally by FREE & PETERS, INC.

KFRM

For Kansas Farm Coverage

5000 on 550

Owned and Operated by Midland Broadcasting Company
Remodeling and modification of the Little Theatre in Oklahoma City's Municipal Auditorium is nearly complete; it will house all WKY-TV operations...

New mobile TV unit will be put into complete and elaborate in industry; installation of equipment nearly completed... WKY-TV antenna, atop WKY's 915-foot AM antenna, will be the highest structurally supported TV antenna in the world... Exclusive contracts have been signed to telex to all University of Oklahoma football and basketball games, professional wrestling matches and midget auto races... Engineering, production and programming staffs are drilling and rehearsing... When WKY-TV goes on the air early in 1949, it will be television at its best, up to the established high standards of WKY... It's not too early to make reservations for time on Oklahoma City's first television station, WKY-TV on the air early in 1949.