SPORTS — Sporting blood runs thick in the veins of most Coloradoans. It's in the air. Sports of every kind are not only major pastimes of the people, they're big business, too. Denver is the annual scene of the national AAU basketball tournament; the Denver Open Golf Tourny attracts the topmost stars and thousands of spectators. Football and professional baseball draw capacity crowds. The unsurpassed fishing and hunting in the state bring sportsmen from all over the Middle West and now winter sports are beginning to flourish. Winter and summer, all year long, sports occupy an important place in the lives of Colorado people and in the economic life of the state.

KLZ SPORTSCASTS—KLZ enters to Colorado's wide interest in sports with a variety of programs: Broadcasts of top-flight football games and other major sporting events, hunting and fishing information, and regular sportscasts. Well-known personalities in the sports world are frequent visitors to KLZ's microphone. Vince Boryla, member of the U.S. Olympic basketball team and now a student at Denver University, is shown, left, being interviewed during a recent sportscast by Glen Martin, KLZ Sports Director.
J. Keith Lungren, owner of the Farm Center, feed and seed store in Rochester, Indiana, exemplifies the new progressive attitude among merchants serving agriculture. After receiving his degree in poultry husbandry from Iowa State College in 1938, Mr. Lungren worked for a company doing extensive agricultural research. Later, he joined a feed company as poultry fieldman. His ability and scientific knowledge attracted management's attention and he was sent to Texas to open a new company retail outlet. Within a short time he had built the store into the largest retail outlet in the company's organization.

Mr. Lungren's deep-rooted belief in the agricultural importance of the Midwest prompted his return to Indiana. He settled in Rochester, county seat of Fulton County, and bought the Farm Center. His plans are already underway for enlarging the business, which now includes a variety of poultry and farm supplies.

Although a comparative newcomer to Fulton County, Mr. Lungren soon realized the power and importance of WLS. The service, entertainment and education have made it a tradition among agricultural folks. Figures bear out WLS popularity in Fulton County, too. WLS is the leading station according to BMB—88% day, 80% night. In 1947, its 4,120 radio homes sent 4,792 letters to WLS—116% response!

Fulton County, with its annual retail sales of 11 million dollars and effective buying income of over 19½ millions, is an important spoke in the Midwestern hub of agriculture. Yet, it is but one of 567 counties in the WLS BMB daytime coverage.

The loyalty to, confidence in, and acceptance of WLS among the people of Fulton County typify the faith Midwest listeners have in this 50,000-watt voice of service. As a trusted friend, WLS carries a commercial impact, too. Ask your John Blair man how this impact can be put to work for you.
It takes a steady grind to produce sales in New England

It takes co-ordination of consumer advertising and dealer effort in many local markets to produce New England-wide results.

There is a made-to-order way to achieve this co-ordination: Use Yankee home-town stations to command attention in twenty-four principal markets. In each area tell your story to enough people often enough and the local merchants soon will feel the impact.

The advantage of Yankee is that it gives you all New England in one piece, plus the local sales punch you want in each market. It's the best way to put on a hard-hitting campaign, commanding lively dealer interest and tie-ins, to produce and hold sales volume.

For the steady grind that produces, buy Yankee's 24 home-town stations covering the Yankee six-state area.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
Upcoming

Dec. 16: Independent Television Producers Assn. meeting, Barish Plaza Hotel, New York.

Business Briefly

GULF OIL RENEWS * Gulf Oil Corp., Pittsburgh, has renewed Bob Smith Gulf Road Show on NBC-TV Thursdays, 9-9:30 p.m. for additional 19 weeks. Agency, Young & Rubicam, New York.

HEIDT SHOW TO MOVE * Philip Morris, Co., New York, agreed Friday to transfer its Horace Heidt show on NBC from 10:30-11 p.m. Sunday to 7-7:30 p.m. Sunday, when Jack Benny program deserts period Jan. 2 for CBS. Agency, Blow Co., New York (see page 22).

BOTH NBC, CBS MAY CARRY PHIL HARRIS EIGHT WEEKS

PLANS about complete late Friday for shift of Phil Harris program from NBC to CBS (early story page 22). NBC understood to have refused to release last eight weeks of Phil Harris series, 7:30-8 p.m., to CBS. Agency and network expected to transcribe program off line for this period and repeat it at 8 p.m., starting Jan. 2. This would mark first regular transcribed series in CBS history.

New Sunday lineup means CBS may shift Sam Spade (Wildroot) from Sun., 8-8:30 p.m. to Thurs., 9:30-10 p.m., Gene Autry (Wrigley) moving from Sun., 7-7:30 p.m. to same time Saturday.

NBC SHOW BACK ON KFI

NBC Chesterfield Supper Club returns to KFI Los Angeles today (Dec. 13) in former 9 p.m. slot, plus 11:30 p.m. re-broadcast. Program taken off KFI Nov. 19 when station refused to shift it to 9 p.m., stating incompatibility between Mr. Gilman and his boss. NBC has now renewed the program for four more weeks. (Broadcasting, Nov. 22, Nov. 29).

Length of NBC contract with KMPC Hollywood, which has carried program since Dec. 6, not determined as broadcasting went to press.

AUDIENCE COMPARISONS

FIRST RELEASE of Hooper national audience comparisons will be made Thursday morning, Chicago, at Hooperings subscriber conference. Analyses, supplemented by slides, will include Hooper index, market-by-market brand exposures per 100 homes and a preview of television audience measurements. Radio executives and advertisers, agency and network representatives will attend session, 10 a.m. until noon at Knickerbocker Hotel.

GILMAN QUITS LEVER BROS.

JOHN R. GILMAN, vice president in charge of advertising for Lever Bros., Cambridge, Mass., has resigned. Reason given by company was "incompatible personalities." Mr. Gilman and his boss, Mr. Lever, are both former account executives at Lever Bros. Mr. Gilman reported directly to Charles Luckman, firm's president.

B & B VICE PRESIDENTS

EDWARD ESTY STOWELL and PHILIP A. CLELAND elected vice presidents of Benton & Bowles, New York agency. Both to continue administering ad divisions of General Foods.

BROADCASTING • Telecasting
For the Months of September and October

AGAIN

K-R-L-D

RANKS 1st

in DALLAS in Listeners Between 6:00 and 10:30 p.m.

"MR. HOOPER FURTHER SAYS,"

KRLD Ranks 14th Among The Top Twenty Stations He Surveys In The United States In Total Listeners Between 6:00–10:30 p.m.

That's Why

KRLD and KRLD-FM Is Your Best Buy

50,000 Watts Day and Night

CBS

KRLD -- KRLD-FM

The Times Herald Stations

Dallas Studios Ft. Worth

Let a Branham Man Tell You More
The Huberman Jewelry Stores in Philadelphia, Lebanon, Pa., and Camden, New Jersey, have sponsored "Midnight Bandwagon" on WIP since 1944. A full hour, midnight to 1 a.m. Monday through Saturday, the program has not only definitely increased traffic in all three stores but has stepped up the sale of higher priced merchandise.
A Merry Christmas
AND
Happy New Year
TO ALL AMERICANS OF
GOODWILL
WJR
THE GOODWILL STATION, DETROIT

FRANK E. MULLEN
President

G. A. Richards
Chairman of the Board

HARRY WISMER
Asst to the Pres.

December 13, 1948 • Page 7
We Ask
Your Radio Sales Account Executive can give you the answers on how to make your sales curve climb. Because Radio Sales Research—the most penetrating and resourceful in spot radio—has asked a lot of questions. Not only about listening habits (356,645 individual station audience measurements in the past six months alone). But about buying habits too (fifty billion dollars is spent annually by the families served by all Radio Sales represented stations). So if you’re questioning the effectiveness of your advertising in twelve of your most important markets, call in your Radio Sales Account Executive.
A 50% GAIN in the number of TV advertisers was registered in a single month, bringing the total to 626 in the first week of November. This includes 37 network, 216 spot, and 373 local advertisers. It was the largest increase since the first report in June. (See Table I.)

According to the November Rorabaugh Report on Television Advertising, New York led the markets in total gain registering 56 accounts above the previous month, with 161 advertisers on six outlets. Other cities showing large gains were Detroit, 10; Baltimore, 8; Washington, 7; and Los Angeles, 10. The average station in each of these markets boasted nearly 30 advertisers. (See Table II.)

The report covers 21 markets with a total of 37 commercial television stations in operation. The framework of each month is used as a basis for judging the month's business.


tops in TV

Apparel, automotive and radio and television dealers led all other advertisers in the television lineup. Other most frequent advertisers were food and products, household equipment and furnishings, beer, wine and liquor dealers and retail stores. (See Table III.)

Local advertising, possibly spurred on by the fall and Christmas shopping season, gained most over October, adding nearly 100 new advertisers, while spot advertising increased by 31 accounts.

New York, Philadelphia and Boston and Baltimore remained tops in number of accounts using television, together making up about 85% of all advertising on television. The remaining 15% is scattered through the 17 other cities having commercial TV outlets.

New York led the pack with 76 new advertisers in the market, while Washington added 31 to its fast-growing video roster. Philadelphia gained 24; Baltimore and Detroit gained 23.

Of New York's 76 new advertisers, 10 were network, 38 were spot, and 33 local accounts. Washington gained 10 network advertisers also, as well as 6 spot and 15 local accounts. (Table IV.)

Three of the major TV markets showed some loss in TV accounts from October, though the month was one of tremendous gain. Those cities are Chicago, Cleveland and St. Louis, with a loss of four accounts in each city. New Haven, with one TV outlet, remained the same as the October report, with 20 advertisers.

In the six-month period covered by these reports, the total number of advertisers has jumped from 234 to the present 626, and November's big gain indicated that an even faster rate of increase is due for 1949.

In this period network advertising has increased from 14 to 37 advertisers, while spot advertising increased from 76 accounts to 216. Local advertising, the leader since the beginning, has increased from 144 to 373 accounts.

The Dec. 20 TELESTATUS will contain types of program and time used in the Nov. 7-13 period.

**TELEPULSE**

WABD Daytime Rating High

FIRST TELEPULSE rating of the WABD (TV) New York daytime programs shows them out-pulling competing sound broadcasting fare from the start. WABD entered daytime telecasting Nov. 1. Survey by The Pulse Inc., covering Nov. 3 through Nov. 9, showed Ted Steele's piano and song program rating 8.0, well ahead of his nearest competitor, a daytime serial rating 5.3. Dennis James' Okay Mother achieved 6.7, with 3.3 the best any of the sound broadcasting programs on the same time could do.

Even the “Clock-Temperature” periods of service programming not designed as entertainment rated better than their AM competition, WABD reported. General Manager Leonard Hale commented: "We find the current Telepulse report immensely satisfying and are confident subsequent Pulse surveys will show a continuing trend in the same directions."

<table>
<thead>
<tr>
<th>TV Advertisers Nov. 7-13</th>
<th>Network</th>
<th>Spot</th>
<th>Local</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; farming</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Apparel, footwear &amp; accessories</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>Automotive, auto accessories &amp; equip.</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Aviation, air conditioning &amp; equip.</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Bear, wine &amp; liquor</td>
<td>3</td>
<td>6</td>
<td>9</td>
<td>18</td>
</tr>
<tr>
<td>Building materials, equip. &amp; fixtures</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Confectionary &amp; soft drinks</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Consumer services</td>
<td>3</td>
<td>6</td>
<td>9</td>
<td>18</td>
</tr>
<tr>
<td>Drinks &amp; remedies</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>Entertainment, travel services</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Food, food products</td>
<td>4</td>
<td>8</td>
<td>12</td>
<td>24</td>
</tr>
<tr>
<td>Gasoline, lubricants &amp; oils</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Hosiery</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>Households &amp; supplies</td>
<td>3</td>
<td>6</td>
<td>9</td>
<td>18</td>
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<tr>
<td>Industrial materials</td>
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<td>1</td>
<td>2</td>
<td>4</td>
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<tr>
<td>Insurance</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Jewelry, optical goods &amp; cameras</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Office equipment, stationery &amp; writing supplies</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Publishing &amp; media</td>
<td>5</td>
<td>10</td>
<td>15</td>
<td>30</td>
</tr>
<tr>
<td>Radios, phonographs, musical instruments &amp; accessories</td>
<td>6</td>
<td>12</td>
<td>18</td>
<td>30</td>
</tr>
<tr>
<td>Retail stores &amp; shops</td>
<td>6</td>
<td>12</td>
<td>18</td>
<td>30</td>
</tr>
<tr>
<td>Smoking materials</td>
<td>5</td>
<td>10</td>
<td>15</td>
<td>30</td>
</tr>
<tr>
<td>Soaps, cleansers &amp; polish</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Sparring goods &amp; toys</td>
<td>5</td>
<td>10</td>
<td>15</td>
<td>30</td>
</tr>
<tr>
<td>Tailors</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Transportation, travel &amp; resorts</td>
<td>3</td>
<td>6</td>
<td>9</td>
<td>18</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>5</td>
<td>10</td>
<td>15</td>
<td>30</td>
</tr>
</tbody>
</table>

| TOTAL                   | 35      | 71   | 106   | 212   |

| *smaller than actual total as network advertisers using spot in more than one market are counted only once. |
In Maryland, it's WMAR-TV for Service

Scenes like the one above have become a familiar sight on the streets and highways of Baltimore and Maryland as WMAR-TV's fleet of mobile units covers the Chesapeake Bay area to bring its loyal audience the best in television.

Go to any major sports event or civic function and you will probably see one of the two completely equipped mobile units parked there getting the show for WMAR-TV's audience.

Follow a fire engine or police car speeding to the scene of a news event and you will probably see WMAR-TV's newsreel station wagon and news cameramen in action.

If a remote pickup is in an isolated spot without the necessary electrical facilities, the remote tender goes along to supply the power from its own generator. Or if the scene of a remote pickup is too far distant from the transmitter, the tender will serve as a microwave relay point between the remote unit and the transmitter.

In one week, WMAR-TV's two remote units brought its audience fourteen separate remote telecast shows while newsreel cameramen recorded fifty-two separate news events on film.

Wherever there's entertainment or news, Marylanders have learned to expect WMAR-TV's mobile fleet to be on the spot to bring them the best in television program service.
THE BEER THAT MADE MILWAUKEE FAMOUS

Schlitz Beer makes use of the phrasing: 'I was curious ... I tasted it ... Now I know.'

Many a time buyer in the Memphis market can well say: 'I was curious about WHHM ... we tried it ... and now we're sold.'

For WHHM is the station that delivers MORE LISTENERS PER DOLLAR IN MEMPHIS

Put your next Memphis schedule on the Station that's making Memphis history.

WHHM

Independent - but not aloof

Memphis, Tennessee

Patt McDonald, manager
FORJOE & CO., representatives

Member
Association of Independent Metropolitan Stations

* Schlitz Beer uses this one

ALFRED ROONEY resigns as vice president and manager of Lennen & Mitchell, Beverly Hills, Calif. West Coast office will now operate as service office for New York radio accounts, headed by BENJAMIN R. POTTS. Mr. Potts was formerly with Erwin, Wasey & Co., Los Angeles [BROADCASTING, Dec. 6].

ROBERT SHIREY, manager of Hollywood office, J. Walter Thompson Co., elected vice president of board of governors, Southern California AAAA to complete unexpired term of ALFRED ROONEY, former vice president of Lennen & Mitchell, Beverly Hills, Calif., office. (See above.)


GEORGE E. HOWARD, formerly with Harry E. Foster Agencies, Toronto, joins Alford R. Pyntz Adv., Toronto, as radio director.


WILL PEARCE, head of art department of four West Coast offices of Botsford, Constantine & Gardner, appointed vice president of agency.

CATHERINE RIDELSPACHER, formerly of Compton Adv., New York, joins media staff of Botsford, Constantine & Gardner, San Francisco.

DAVID J. COOK, formerly with L'Esperance, Stiverson & Beran, San Franc., joins production department of BBDO, same city.

FRED CRAWSHAW, former vice president and account executive of Garfield & Guild, San Francisco, joins Young & Rubicam, same city, as account executive.

BLANCHE GRAHAM, formerly with now dissolved Dunn-Fenwick & Co., joins Los Angeles office of Abbott Kimball Co. of Calif. as coordinator of internal operations.

MARY LOUISE COOK, formerly with California Magazine, also joins agency as assistant on new business.

EVELYN CHURCHMAN, formerly with Stamps-Conhaim Inc., Los Angeles, joins Raymond Keane Adv., same city, as copy writer.

ROD MacDONALD resigns as account executive of Botsford, Constantine & Gardner, San Francisco. He has announced no future plans.

THOMAS J. ELLIS, formerly with Sullivan, Stauffer, Colwell & Bayles, New York, joins Maxon Inc. as space buyer in New York office.

HARRIET RUDEMAN, formerly of W. B. Doner Co., Chicago, radio department, forms her own agency in that city.

JOHN A. E. MCLAVE, vice president of Lewis & Gilman, Philadelphia, elected treasurer of firm.

STERLING ELLIS joins Ross Sawyer Adv., Los Angeles, as production manager.

GEORGE LAMONT, former vice president of McKim Adv., Montreal, joins MacLaren Adv., same city.

PAUL R. WADDELL is promoted to associate copy director at Young & Rubicam, Chicago, after working on copy staff.

ARTHUR FARLOW, Pacific Coast manager of J. Walter Thompson Co., transfers from San Francisco to New York office. FRED H. FIDLER, head of firm's motion picture department in New York, will be transferred to San Francisco to replace Mr. Farlow.

BLAISDELL GATES, former vice president and West Coast manager of Abbott Kimball Co. of California, joins Merchandising Factors, San Francisco, as head of agency promotion and new business.

LORENA DANKER, former contact woman in Hollywood for J. Walter Thompson Co., and LOUIS B. MAYER, movie producer, have announced their marriage.

CLINTON D. CARR, president, announces opening of his agency, Clinton D. Carr & Co., at 24 E. 26th St., Baltimore. Mr. Carr was formerly vice president of Baltimore office of Justin Funkhouser Adv.

MORE THAN HALF THE NATION’S STEEL IS PRODUCED IN THIS WWVA AREA

A FOUR-STATE AREA RICH IN OPPORTUNITY

Hard steel and soft coal combine to make this WWVA-land a solid market for alert advertisers. It’s a land rich in people—more than eight million of them; it’s rich in retail sales—nearly $43½ Billion Dollars Annually; it’s rich in potential—every day more industries are surveying the area to locate nearer their supply sources.

This four-state area that makes WWVA-land includes Eastern Ohio, Western Pennsylvania, West Virginia and Virginia. From it come more than half the nation’s steel, more than half the nation’s bituminous coal. You can reach it with one station, one cost, one billing—with WWVA. An Edward Petry Man can tell you more about this land of opportunity.

WWVA
50,000 WATTS • CBS • WHEELING, W. VA.
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
National Sales Headquarters: 527 Lexington Ave., New York City
RCA's completely self-contained 500-watt TV transmitter is designed for locations where low power can provide adequate signal strength and sufficient coverage. In favorable locations it is capable of producing sound-and-picture quality that is comparable in every respect to the output of higher-powered transmitters.

RCA's 500-watt TV transmitter is as easy to operate and tune as a standard broadcast transmitter. Controls for each unit are all within handy reach.

The attractively styled control console (in foreground) is included with the transmitter. It contains all picture-and-sound gain controls, and complete monitoring facilities for picture and sound signals.
this revolutionary new
500-watt TV transmitter

for community service and big-station stand-by

- Type TT-500A for channels 2 to 6 (54-88 Mc)
- Type TT-500B for channels 7 to 13 (174-216 Mc)

This low-powered television transmitter is designed to serve suburban communities—where terrain is relatively flat and where there are no large buildings to "shadow" the area. Operated in conjunction with an RCA high-gain Super Turnstile antenna, it is capable of radiating over 2 kilowatts of picture power and up to 1 kilowatt of sound power. The transmitter is a "natural" for stand-by work in the metropolitan station where maximum program continuity is required.

As simple to operate and tune as a standard broadcast transmitter, this transmitter uses high-level grid modulation and is capable of delivering the same high-definition picture quality and high-fidelity sound that has made RCA 5-kw TV transmitters famous. A vestigial sideband filter...pre-tuned at the factory...clips off a portion of the lower sideband and insures against interfering with other TV stations operating on adjacent channels. This feature eliminates the need for complicated stage-by-stage "tuning in" of the sideband and enables the operator to meter-tune each r-f stage as a straight class C amplifier.

RCA's 500-watt television transmitter is furnished in two types—both available for prompt delivery. Type TT-500A is designed for channels 2 to 6. Type TT-500B is designed for channels 7 to 13. Each transmitter is housed in two identical cabinets that can be mounted individually...or be readily bolted together as a single, compact unit. Maximum over-all size of each cabinet of the transmitter is only 31 inches wide, 84 inches high, and 31½ inches deep!

Get in touch with your RCA Television Specialist for the complete facts. And by all means ask for your copy of the new brochure. Dept. 19LB. RCA Engineering Products, Camden, N. J.

The One Equipment Source for Everything in TV-is RCA

In Canada: RCA VICTOR Company Limited, Montreal
Further Proof
THAT SMART TIME BUYERS
Prefer
KTUL
SHOWMANSHIP
and
PROGRAMMING

"Songs of Yesterday"
A KTUL PRODUCTION
Salutes Rustel Tablets
DAILY OVER
KOMA and KWFT
OKLAHOMA CITY WICHITA FALLS

KTUL
JOHN ESAU Vice President-General Manager
Avery-Knodel, INC. RADIO STATION REPRESENTATIVE

New Business


LENN & FINK PRODUCTS Corp., New York. (Hinds Honey & Almond Cream, Dorothy Gray Creams, Etiquet Deodorant, Lysol and Portrait Home Permanent), appoints McCann-Erickson, New York, to handle advertising of all its products in countries of Western Hemisphere with exception of Canada and U. S. effective Jan. 1 to July 1, 1949, depending on market concerned. Agency has been handling domestic advertising of Hinds Honey & Almond Cream.


CONSOLIDATED ROYAL CHEMICAL Co., Chicago, renews with WENR Chicago and ABC 10th Floors on the Century Monday, Wednesday and Friday for Krank's Shave Kream and Tuesday, Thursday for Min-O-Oil shampoo, effective Jan. 3 and 4, for 52 weeks. Agencies: Arthur Meyerhoff and H. O'Neil Inc., respectively, both Chicago.

CRESCENT ELECTRIC SUPPLY Co., Dubuque, lowa, distributor of General Electric Appliances, appoints W. D. Lyon Co., Cedar Rapids, lowa, to handle advertising, effective Jan. 1. Radio campaign will be conducted in Illinois, Iowa, Wisconsin and South Dakota.

M. WILE & Co., Buffalo, N. Y. (manufacturer of Don Richards clothes for men), appoints Emil Mogul Inc., New York, to handle advertising. Radio will be used.

CHRISTIAN HEURICH BREWING Co., Washington, appoints Henry J. Kaufman & Assocs., same city, to handle advertising. No media plans have been announced, but company has been an extensive radio advertiser in past.

B. MEIER & SON, New York, manufacturers' sales representative in wholesale food field, appoints Richard H. Hoffman Assocs., New York, to handle promotion and public relations. Radio will be used.

JARMINE INC., Sioux Falls, S. D. (pharmaceuticals), appoints Victor Van Der Linden, New York, to handle advertising. Spot radio will probably be used after Jan. 1, 1949.


THE BREWING INDUSTRY of Puerto Rico appoints McCann-Erickson's office in San Juan, Puerto Rico, to handle campaign promoting superiority of bottles over cans as containers for beer. Radio will be used.

BISHTON-WHEELER INC., New York, manufacturer of Millar Retractable Ball Point Fountain Pens, appoints Fred Gardner Co., New York, to handle advertising. Radio will be used.

Network Accounts • • •


(Continued on page 93)

BROADCASTING • Telecasting
NYONE can see from this map how ABC covers the Coast. Darkest areas indicate counties or sub-county areas where impartial, published BMB figures show that 50% or better of all radio families listen regularly to ABC. (That lonely white spot is the one county out of 144 where less than 10% of the radio families have the ABC habit.)

BUT THAT ISN'T ALL! See how ABC delivers the trade centers—big and little, outside and inside. Here we show 42 towns listed by BMB where 50% or more of all radio families listen regularly, day or night to ABC...plus 8 towns where ABC station improvement has raised listening levels to an estimated 50% or better.

On the coast you can't get away from ABC

FULL COVERAGE...ABC's improved facilities have boosted its coverage to 95.4% of all Pacific Coast radio families (representing 95% of coast retail sales) in counties where BMB penetration is 50% or better.

IMPROVED FACILITIES...ABC, the Coast's Most Powerful Network, now delivers 227,750 watts of power—54,250 more than the next most powerful network. This includes four 50,000 watters, twice as many as any other coast network...a 31% increase in facilities during the past year.

GREATER FLEXIBILITY...You can focus your sales impact better on ABC Pacific. Buy as few as 5 stations, or as many as 21—all strategically located.

LOWER COST...ABC brings you all this at a cost per thousand radio families as low or lower than any other Pacific Network. No wonder we say—whether you're on a Coast network or intend to be, talk to ABC.

THE TREND TO ABC...The Richfield Reporter, oldest newscast on the Pacific Coast, moves to ABC after 17 years on another network, and so does Greyhound's Sunday Coast show—after 13 years on another network.
Feature of the Week

THE story of a woman's fight against cancer will be broadcast Dec. 15, 9 p.m. by WHAS Louisville. Broadcast will include the patient's entire case history from the time she first visited the cancer clinic last September to date.

Prepared in cooperation with the Kentucky division of the American Cancer Society, the broadcast is part of a long-range program initiated by WHAS a year ago to fight cancer on a year-round basis. It will mark the climax of a series of cancer programs aired by WHAS.

The broadcast is titled Time and Her Life. It relates the suspense and hope in the patient's fight as told by the patient herself, her husband and neighbors, and the doctors, nurses and hospital aids.

The WHAS microphone has followed the patient constantly. It recorded her first contact with the cancer clinic and her examination by the clinic consultation team. It was with her in the operating room.

The broadcast will include an explanation by physicians and surgeons affiliated with the cancer society of the treatment given the patient and the surgery she has undergone.

Commenting on the scheduled broadcast, Dr. Guy Aud, president of the society's Kentucky division, said: "It will be a tremendous contribution to the public's knowledge about cancer and the fight we are waging against this disease."

On All Accounts

THERE is always the barely resistible temptation to refer to an advertising man from Nebraska as a "cornhusker." Yet William Harland Kearns, born a Cornhusker and bred an advertising man, is probably the best reason why that temptation deserves to be resisted.

A partner in Ted Bates & Co. and supervisor of the Colgate-Palmolive-Perfex account, Bill Kearns is regarded as one of the most original and capable figures in the industry today. And like the restrained ad campaign which have come to characterize him, Mr. Kearns' journey to his present eminence was carefully planned and his entry into advertising was through no side door.

Upon his graduation from the U. of Nebraska in 1929, Bill was offered $125 a month with the Bell Telephone Co. But determined to be an ad man he withstood the lure of long distance wealth to accept instead a job as cub copywriter with the Buchanan-Thomas Agency in Omaha at $15 a week.

His decision was justified and his talents rewarded a few short months later when he was named head of the agency's first radio department. In addition he was contact man, copywriter, layout man and "jack of all trades."

Departing the firm seven years later as a partner he moved to Chicago and the Blackett-Sample-Hummert agency as assistant to L. A. Crowell, executive vice president of the organization. Here, he wrote commercial copy for Parker Pen Co. while helping to manage that account.

Three years later he joined H. W. Kastor & Sons in Chicago as vice president and agency representative on the Procter & Gamble account, his first experience in the soap and toiletry field in which he was later to distinguish himself. He was also made responsible for all client service phases of the Kastor organization, devoting much of his time to the affairs of the New York office.

In January 1949, he was transferred to the agency's New York office as vice president and general manager, and in August of that same year he joined the Bates agency in New York as vice president in charge of the Standard Brands account.

In the intervening war years Bill Kearns served as a lieutenant in Air Combat Intelligence on an aircraft carrier in the Pacific area (Continued on page 91)

There are no fool-proof, surefire TV program formats.

There are no "reasonable fac-similes" or short cuts borrowed directly from radio or any other medium:

There are no "experts", ready with all the answers.

BUT...

There is an imperative need for program producers who can help to advance TV program standards and build viewer interest.

There is unlimited opportunity for show-wise, picture-sensitive men and women trained in television.

There is a place to get such training (if you plan to work in television) or to hire such trained personnel (if you're a TV station operator, or CP holder).

TWIN CITY TELEVISION LAB
(division of Beck Studios, Inc.)

Completely TV Camera Equipped

Ample training space (11,000 sq. ft.) Large studio lab (40 x 60 ft.) TV-experienced staff, headed by E. S. "Bill" Colling, formerly senior TV director, NBC New York.

Training available to veterans under GI Bill. For details write Twin City Television Lab, Lyceum Theatre, Minneapolis, Minn. Next sessions start December 27th.
if

YOU PUT A MERRY CHRISTMAS ON YOUR MASTER ACETATE

THEN YOUR ALLIED PRESSING WILL REPEAT MANY TIMES A MERRY CHRISTMAS

AND MEAN IT, TOO!

CHRISTMAS from ALLIED!

Allied for full fidelity reproduction

Silver nitrate processing of superior quality...

Genuine "Vinylite" brand plastic pressings...

Non-flexible phonograph records handled specially for speedy delivery

ALLIED RECORD MANUFACTURING CO., INC.

1041 N. Las Palmas Avenue, Hollywood 38, California • HOLlywood 5107

BROADCASTING • Telecasting

December 13, 1948 • Page 19
SANTA GETS INTO A LOT OF HOMES... BUT SO DOES WHK!

Not just once a year... but every day! Ours is the largest regional station coverage... it includes over 842,000 radio homes! Yes, and our merchandising and promotion service is the most complete of any Cleveland station! All of which assures advertisers MORE listeners per dollar spent! So, even though you may not believe in Santa... you will believe in RESULTS!

IN CLEVELAND IT'S WHK
The Paul N. Baymer Co., National Representative

For Cleveland's Buyers That Listen And Cleveland's Listeners That Buy!
BASEBALL PROBE

By RUFUS CRATER

AN INVESTIGATION of the major and minor baseball leagues' practices with respect to baseball broadcasts has been undertaken by the Justice Dept. to determine whether a violation of the anti-trust laws may be involved.

Justice Dept. officials declined comment except to say the matter, long pending, is "still under consideration and study." But representatives of the radio industry are known to have been approached recently for specific information.

Several stations reportedly have complained that the leagues are guilty of monopolistic practices in their handling of broadcast rights.

Disclosure of the Justice Dept. inquiries coincided with the minor leagues' adoption of a proposed amendment of the major-minor club rules which would prohibit network broadcasts of major or minor league games by either aural radio or television.

Under this proposal broadcasts and telecasts would be limited to stations whose transmitters are located within the club's "home territory," which is described as an area covering a 50-mile radius from the club's ball park. Broadcasts and telecasts of a club's away-from-home games could be carried by stations in the club's "home territory," but only with the consent of the other club involved in the game.

Fearful of the effects of baseball telecasts, Frank J. Shaughnessy, International League president, sounded this warning at a news conference at the minor-league meeting:

"If the major leagues don't stop
(Continued on page 80)

WHAS BID

A COMPETING BID matching Clear Channel Broadcasting's $1,925,000 contract for purchase of clear-channel WHAS Louisville and associated radio properties [BROADCASTING, Sept. 27] was filed with FCC last week by Fort Industry Co.

The application, pitting the two veteran AM-FM-TV operators as rival bidders for the radio interests of the Louisville Courier-Journal and Times, was considered almost certain to prompt an FCC hearing to explore their qualifications on a comparative basis.

Fort Industry, headed by George B. Stover, owns seven AM stations but told FCC it would "disperse the broadcast franchise" if required to do so under terms approving its acquisition of WHAS and affiliated FM and television properties.

FCC has no rule numerically limiting common ownership of AM stations, but has pending a proposed regulation which would set the ceiling at seven. The same proposal would continue the present limits of five stations under common control in TV and six in FM. Fort Industry has three TV stations, two TV applications, and six FM stations, but is opposing the terms of FCC's proposed regulation on grounds that the limit should be no less in TV and FM than in AM.

Fort Industry told the Commission that its radio experience, and its operations in states neighboring Kentucky, provide "a unique reservoir of broadcasting know-how" which would permit it to give the WHAS area "the best programming and public service possible."

Under AVCO

The application was filed under the provisions of the AVCO Rule, permitting public bidding on stations up for sale. It was filed Wednesday, three days before the deadline for such applications, by Paul A. O'Bryan of the Washington law firm of Dow, Lohnes &Albertson, counsel for Fort Industry.

The company and its subsidiaries operate WSPD Toledo, WGBS Miami, WAGA Atlanta, WWVA Wheeling, WJBK Detroit, WLOK Lima, Ohio, and WMNN Fairmont, W. Va. Each of these has an FM affiliate except WMNN. The company also operates WJBK-TV and WSPD-TV, while WAGA-TV has been slated to take the air shortly. Applications are pending for television stations in Miami and Wheeling.

President Stover controls 73% of the voting stock of Fort Industry. J. Harold Ryan, senior vice president and treasurer, has 11.8%; and Mrs. Ryan has 14.9%. The application showed the 1947 income of the company and subsidiaries was $1,016,591 before federal taxes.

FCC was told that Fort Industry has made preliminary arrangements to borrow $1,500,000 from the Society for Savings in the City of Cleveland, to finance the purchase of WHAS. If FCC requires the company to sell one of its existing stations, the application noted, these proceeds also would be available for use in the WHAS transaction.

Allen L. Haid, managing director of WMNN, would be named general manager of WHAS. Other
(Continued on page 77)
SUNDAY SWITCH

IF ANYONE had hummed "Gloomy Sunday" around NBC last week, with his life, the heretofore dominant Sunday threatens the loss of three-fourths of it. The latest blow to strike the network was the decampment of Edgar Bergen.

In Hollywood, Mr. Bergen announced that after his Dec. 26 broadcast he was quitting radio at least temporarily. The announce- ment followed the collapse of a capital gains acquisition of the ventriloquist by Coca-Cola.

Mr. Bergen's departure was the second calamity to weaken NBC's Sunday punch. The first was the loss of Jack Benny who, with his sponsor, the American Tobacco Co., was captured by CBS several weeks ago.

With Messrs. Benny and Bergen definitely gone, NBC was left with only half the four-show schedule which for years has been the biggest audience pull among the networks, the Phil Harris-Alice Faye team and Fred Allen—and the presence of even these was uncertain of enduring.

CBS overtures to the Harris-Faye program's sponsor, Rexall Drug Co., were believed to have been received more sympathetically within the past week than they had originally. Although its capture of the program was not assured, CBS believed it probable that the show would move from NBC into the CBS 8-8:30 P. M. Sunday spot.

Mr. Allen himself had given NBC executives some anxious moments a fortnight ago when he told a newspaper columnist he intended to retire after his present season. It was recalled, however, he had expressed similar intentions in the past without fulfilling them.

At the end of last week NBC was in a turmoil to replace thedepart- ing shows.

It had almost succeeded in scheduling the Philip Morris program with Horace Heidt, now heard at 10-11 P. M. Sundays to replace Mr. Benny in the 7-7:30 P. M. period. It was believed that the advertiser and its agency, Biow Co., would agree to the transfer.

The replacement for Mr. Bergen was up in the air. Mr. Bergen's long-time sponsor, Standard Brands, had dropped the NBC time after his Dec. 26 broadcast. That left the 8-9:30 P. M. Sunday period without either program or sponsor.

A possible replacement for the Bergen show was Fred Allen, now heard at 8:30-9 P. M. immediately following Mr. Bergen. It was understood that Mr. Allen had been approached with the suggestion that he move up half an hour, but his answer at the weekend was not forthcoming.

J. Walter Thompson Co., agency for Ford dealers, which sponsor Mr. Allen, said the change of Mr. Allen's time had not been decided.

As of Friday noon, the NBC Sunday schedule on Jan. 2, the first Sunday without Messrs. Benny and Bergen, was: 7:30-9 P. M., probably Horace Heidt for Philip Mor- ris; 7:30-8 P. M., unknown (unless the Harris-Faye stay stays on); 8-8:30 P. M., unknown; 8:30-9 P. M., Fred Allen for Ford Dealers (unless he and his sponsor are persuaded to move to 8-8:30 P. M.).

Meanwhile CBS was beginning to shape up a Sunday night schedule after Jan. 2 which had strong flavors of the present NBC lineup: 6:30-7 P. M., Spike Jones for Coca-Cola; 7-7:30 P. M., Jack Benny for American Tobacco; 7:30-8 P. M., Amos 'n' Andy for Lever Brothers (captured from NBC several weeks ago); 8-8:30 P. M., Phil Harris-Alice Faye for Rexall Drug Co.; 9-9:30 P. M., Red Skelton for Procter & Gamble (if CBS overtures succeed).

Invites Skelton

The CBS invitation to Mr. Skel- ton was reported last week. Mr. Skelton heard on NBC Fridays 9:30-10 P. M. has been approached with a capital gains proposal by CBS, it was learned. Although his capture was by no means certain, it was known that CBS was making a vigorous effort toward it.

The placement of Spike Jones before Jack Benny on CBS was in cooperation with Coca-Cola, which sponsors both Mr. Jones and Perry Faith and the Pause That Re- freshes, which is now heard in that Sunday period and which will go into the Friday, 10:30-11 P. M. spot held by Spike Jones.

All changes are effective Jan. 2. BBDO is agency for Rexall Drug and for American Tobacco Co.

Mr. Bergen's announcement said he had decided to retire temporarily from radio. "This is a good time to step back and get a perspective of radio and television," he said. "The entire entertainment industry is going through a stage of flux."

Mr. Bergen, recalling he had been in radio 12 years, said that "trying to turn out a funny show every week is under terrific pressure."

"And if the show isn't funny, I'm depressed. I'd rather make less frequent appearances."

He said that additionally "radio is in chaos now, with the networks switching stars and everybody wondering about television."

"There aren't any newcomers in radio," he added. "All the shows, Benny, Hope, mine, sound the same. I'd like to get out of the groove and study things."

Standard Brands, Mr. Bergen's sponsor, announced some time ago it was relinquishing his program for economic reasons. He agreed to oc- eal a contract with the sponsor which still had some time to run.

Chesterfield Plans

LIGGETT & MYERS, New York, (Chesterfield cigarettes) is current-ly negotiating with WWDC and WPIK, both in Washington area, to sponsor the home and away baseball games of the Washington Senators next season. In addi- tion, Chesterfield will also sponsor the Washington club on televi- sion in 1949. [CLOSED CIRCUIT, Dec. 6]. The firm through its agent, Newell-Emmett, is still negotiating for the 1949 season with WTTG (TV), Washington DuMont outlet, which aired games last year under joint Ford-Chesterfield sponsor-ship.

LUTHERAN BUDGET

Radio to Get $1,400,000

THE LUTHERAN Church through its agency, Gotham, New York, will increase its radio budget from the $1,250,000 expenditure during last fiscal year to $1,400,000 during the present fiscal year ending May 30.

The increased budget will be spent in adding additional stations now on MBS and to its present schedule of 550 Mutual and independent stations already carrying The Lutheran Hour on Sundays in the U. S. Some foreign markets will also be increased.

Currently The Lutheran Hour is heard in 40 other countries where the program is transmitted in eight languages.

The Lutheran Church is also thinking of filming The Lutheran Hour and distributing it to television stations throughout the country.

AUNT FANNIE'S COOKING SCHOOL

"You're wasting your time... Every bit of this brandy goes in the plum pudding."
PREPARATIONS for U. S. participation in NARBA negotiations next summer were undertaken in government-industry conferences launched last Tuesday. Some of the participants are shown here (1 to r): Picture at left: FCC Comr. Rosel H. Hyde, who presided; H. Underwood Graham, head of FCC Engineering Bureau's AM Allocations Section; and Donald R. MacQuivey, Foreign affairs specialist of State Dept. Telecommunications Division; center picture, A. Earl Cullum Jr. and C. M. Jansky Jr., radio engineering consultants; picture at right, Neal McNaughton, assistant director of NAB Engineering Dept.; Leonard H. Marks, radio attorney, and T. A. M. Craven, who headed the U. S. delegation at the first NARBA conference.

A WARNING that the U. S. will not permit its broadcasting system to be "wrecked" in forthcoming negotiations for a new North American Regional Broadcasting Agreement was sounded last week at a Government-industry pre-NARBA conference in Washington.

Conferences urged an approach based on "fair sharing and equal sacrifice" among nations, and noticed that the absence of an international agreement might be better than an intolerable one.

1. There are new indications that Mexico has changed its mind about deferring operation of the 150 kw station it has at 540 kc, new broadcasting channel, at San Luis Potosi, 550 miles south of the U. S. border [BROADCASTING, Oct. 26]. Government officials assured the conference that the U. S. has renewed its objections.

2. Domestically, the next move with respect to use of 540 kc probably will be made by FCC, subject to international agreement at the NARBA treaty conference next summer. But a proposal was advanced that some agreement be worked out bilaterally for use of the channel in the meantime. This proposal will be referred to the Commission.

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Uncle Sam's
VOICE CHANGING

By J. FRANK BEATTY

THE "Voice of America," carrying Uncle Sam's message of freedom to a troubled world, has a new larynx.

It now is blessed with the war-hallowed resonance of what many engineers consider the second best the North Pawnee of the Dept. of Interior in Washington.

Quietly and efficiently the official U. S. broadcasting studio—consigned to a two-man limbo of dust gathering following its day-night war service—has been housecleaned and refurbished for its new role.

Before long some of the State Dept. "Voice" staff will be operating in the penthouse. Once again the tubes and turntables and other devices are in use in the depart ment's transmitter-less radio station. For not even the econony-bent Congressional committees have been able to silence this array of equipment.

Engineer's Dream

Since its construction a decade ago, the penthouse project has been an engineer's dream. Many recording specialists prefer it above all others in the world, though they respectfully pay tribute to the mellowed walls of Leider kranz Hall, once the home of a German symphony society in New York. This completely panelled hall, perhaps 60 or 70 years old, has rare and resonant qualities ascribed to the aging of its all-wooden surfaces.

Right now the Interior penthouse is seeing action, but it is only a drop in the electronic bucket when the versatile and highly secret activities of World War II are recalled. Many of these activities have been secrets locked in the minds of engineers and the military.

Where once the dignitaries of our Allied nations spoke on acetate or film as part of the wartime propaganda job, they now appear in peacetime roles.

The new "Voice" home provides the finest in acoustics and equipment for the spread of democracy's message.

For nearly two years the racks and turntables in the Interior Dept. storehouse gathered dust. Now and then the amateur orchestra of the Interior Dept. recreation association rehearsed in the large main study. For a time Wash-
$75,000 PARLAY

Thanksgiving Success Prompts E-A Contract

By FLORENCE SMALL

Before a single performer went on the air in the two-hour Thanksgiving telecast for Elgin-American, the more than $75,000 cost of the program had been completely returned in sales as a result of advance promotion and merchandising.

Edward H. Weiss, president of Weiss & Geller, Elgin-American agency, last week gave tangible evidence of his satisfaction by negotiating with Charles (Bud) Berry, vice president of ABC, for a ten-year contract covering the 120-minute segment on ABC-TV for both Thanksgiving and Christmas shows starting in 1949.

In revealing the negotiations to Broadcasting, Mr. Weiss also took the occasion to stoke a broadside against the proponents of the "soft sell" in television.

"Eastern critics objected to the trip-hammer frequency of the commercials in the Thanksgiving show," said Mr. Weiss, and I bow to their opinions on one count—there were too many. In broadcasting the shows in other parts of the country, we eliminated four of the plugs from the two-hour show and there wasn't a single objection voiced.

Put 'Sell' in 'Tele'

"However, I want to make it clear here and now: Our agency believes in putting 'sell' in your 'tele.' It just can't be any other way and any attempt to hide commercials or blend them with the show weakens them and thus minimizes television as a selling force. And sales must pay the bill for television if it ever hopes to achieve maturity."

Mr. Weiss has always been a firm believer in the "sell" commercial. In fact, the commercials on the Groucho Marx show, another Weiss & Geller production, sold so well last spring that Elgin-American can was caught short by $2 million and the show had to go off the air five weeks before its scheduled closing date.

"We can't pussy-foot our commercials," Mr. Weiss added. "My answer to the critics is to let them go on with their crying. The public wants good shows and the public understands that they have to be paid for. You don't hear people complaining that newspapers are getting too big and bulky or that magazines have too much paid space in them because the fact that advertising is part of the communications picture on the printed page. Why not in radio?"

Under NAB Limit

"In spite of the fact that some critics felt there were too many commercials on the Elgin-American show, the total amount of commercial time in the two hours was 11 minutes and 45 seconds, which was still under the limit set by the NAB rules and regulations. Most 30-minute programs, especially giveaways and audience participation programs, have anywhere from four to five minutes of plugs to a half-hour.

"We must face the fact that television is an expensive medium and it must do an extraordinary selling job in order to justify the expenditure necessary to stage a first class show. The audience must be taxed as hard as they would be to sell the product. Because of this situation the survival of television is right in the laps of the producers and sponsors of programs."

George Jessel gives the Vanities script a last-minute review before show time, while Marvin Mann of Weiss & Geller, prompts.

THE MIRACLE on 34th Street was spawned in Radio City this year as a radio and P. A. program.

Source for that apparently irrelevant observation are the sales figures at Macy's Department Store in New York, which reveal that, in a three-week period, a phenomenal 10,000 doll replicas of a television puppet were sold at a retail price of $9.95 to a door-storming public clamoring for "that Howdy Doody doll we saw on television."

Store officials described it as one of the most remarkable "identification" sales they had ever encountered. The mere presence of the doll in a display window inspired such a rush of demand that the store sold out its entire supply on the first day and was forced to phone urgently for a complete replenishment.

The experience was repeated for several days before the firm was able to keep afloat of the requests. On Oct. 25 the puppet and its patron, show-wise Bob Smith, made a personal appearance at the store. Macys officials described the turnout as the largest in all the history of such occasions in their establishments.

Origin of all the clamor and broken records is a smart, expertly staged television program heard each day over NBC-TV at 5:30-6 p.m.

Howdy Doody, the television puppet, has thrust his way into the language and life of video-viewing children in a solid and awesome demonstration of the influence of television.

60,000 Requests

Last April creator Smith suggested that, if they send for it, the children might receive a Howdy Doody button of membership into the puppet's fan club. Within a week 60,000 moist little fists had mailed in their requests for the coveted buttons.

"Sometimes it frightens me," said puppet mentor Smith, a man not easily fazed.

Tet indications are that Mr. (Continued on page 70)

Backstage at the Vanities, Mr. Weiss showed an Elgin-American compact to model Florence Sweeney (l) and Barbara Mullen who appeared in the show, as an ABC cameraman takes time out to admire the scene.
By ED KEYS

IT'S BID for a slice of the national advertising dollar, Transit Radio Inc. of Cincinnati has reinforced its plan with contract, rate and advertising standards bearing the stamp of approval of NAB and agency timebuyers.

Meanwhile, transit companies in two major cities have joined the growing number of those providing radio entertainment regularly for their customers.

Huntington, W. Va., will become the nation's fifth and Worcester, Mass., the sixth metropolitan area offering transitcasting on a regular basis.

WPLH (FM) Huntington, W. Va., has begun installation of transitcasting equipment in 65 of the approximate 100 city buses, according to Frank Pellegin, national sales manager of Transit Radio.

J. Evans, general manager, and Bernard Sammons, commercial manager, study traffic services by The Ohio Valley Bus Co., that an average of 75,906 persons ride in the vehicles daily in the city of 75,000 population.

The weekly average number of riders taking an estimated 2,400,000 rides monthly is placed at 927,070. Peak hour is from 4:30 to 4:40 p.m. when a weekly average of 24,207 persons use the busses.

Transit FM entertainment was assured the Worcester area last Sept. 22 in a contract between Transit Radio, the Worcester Street Railway and the Yankee Network, Thomas O'Neil, Yankee vice president, revealed last Thurs.

O'Neil Represents

Mr. O'Neil represented not only the network, licensee of WQGR (FM) W.W.A.B., but will originate the transitcasts, but also Transit Radio, of which he is a director and in which Yankee Network is a financial participant.

In the contract negotiations were Edward Taylor, president of Worcester Street Railway, and Kenneth Hoover, vice president and general manager of the transportation system.

WQGR is the FM operation of W.W.A.B.

Installation of FM receivers will start in about two weeks on 230 of the system's vehicles and will be completed in about 60 days, Mr. O'Neil said. It will originate 60 more vehicles will be equipped at a later date, according to the Yankee spokesman.

When all installations have been completed, an estimated 4 million rides monthly on the line will be cushioned with FM entertainment.

The network reportedly has manifested a keen interest in guaranteeing radio-equipped buses as a passenger bonus to riders in other cities where the network operates stations.

Expansion plans for personnel and facilities are also in evidence.

Transitcasting will soon be providing music on approximately 2,615 public vehicles in six major cities.

Standards covering the format of rate card and contract forms and the length of commercials were adopted during a meeting of officials and directors of Transit Radio in Cincinnati Nov. 30-Dec. 1. Basis of the standards was described as operating experience of the firm in Cincinnati, St. Louis, Boston, and Portland.

Transit vehicles are also in regular operation in the Scranton-Wilkes-Barre area, and negotiations are well advanced in other large cities.

A total of 50 words was adopted as the proper length for announcements on the FM-equipped public vehicles. A maximum of 55 seconds has been adopted for announcements. A ten-word opening sponsor identification and a maximum of 50 words for closing commercial advertisement may be allowed on two-minute newcasts.

A rate formula was adopted to permit subscribing stations to determine time classification and rate. The formula to be recommended to station affiliates has a rate based on a cost of $1 per 1,000 or less in Class A, $1.20 per 1,000 or less in Class B and $1.50 per 1,000 or less in Class C. The rate differential is due to the predominance of women shoppers riding during the daytime hours, as compared with the rush hour travelers.

The experiences of affiliated stations WCTS (FM) Cincinnati; KKOK-FM St. Louis and KPRC-FM Houston, all have been recorded in a program bulletin which will be made available to other cooperating stations.

Discussion Sales Plan

A sales plan was discussed for the preparation of a schedule permitting advertisers to buy a guaranteed number of impressions per week or per month. In most cities these impressions on a "captive audience" would be given in at least seven digit numbers.

Transit officials have proposed that affiliates option time to the national sales office of the organization. Under the plan affiliates would reserve one announcement every 20 minutes and one newscast every hour on a priority basis for national advertisers to be secured by Transit Radio. In this way, officials explained, sales representatives would know at all times the availability of time for a national advertiser on each affiliated station.

Those Attending

Officials and directors attending the session were Hubert Taft Jr., president and WCTS (FM) Cincinnati managing director; Richard C. Crilator, executive vice president; C. L. (Chet) Thomas, vice president, and KXOK St. Louis general manager; Jack Harris, KPRC Houston general manager; Robert Meade of KPBC; Ben Strouse, WWDC Washington general manager; Thomas O'Neill, Yankee Network, Boston; Frank E. Pellegin, director of national sales; William Ensign, manager of the New York sales office and David Taft, WCTS (FM) Cincinnati, general manager.

David Gamble was elected secretary of Transit Radio, to succeed John Tytus, who has resigned.

Loretta Jane Kealy, former office manager of Free & Peters, Hollywood, has been appointed manager of its new general sales office in the Pure Oil Bidg., Chicago.

Miss Kealy is again working with Mr. Pellegin, with whom she was associated in the broadcast advertising department of the NAB and at KTSL St. Louis, of which Mr. Pellegin is president. She has also served at WOL Washington and KOIL Omaha.

Transit Radio has moved its temporary Chicago quarters into Suite 812-518 of the Pure Oil Bidg. The telephone number is now Financial 6-4921.

DRAWING CARD

Transit FM Attracting New Advertisers

A LARGE number of local advertisers who previously had not used radio are signing up for transitcasting, Frank E. Pellegin, national sales manager of Transit Radio, told a joint meeting of the FMA board members and the Inland Press Assn. Friday in Chicago.

The meeting was part of a two-day conference at Hotel Sheraton called by FMA President William E. Walsh to bring about cooperation between the association and newspapers having FM stations or grants.

Small merchants with budgets too small to make a sufficient impression in AM radio, or to whom the extended coverage of AM radio and direct appeal, are now using Transit Radio," Mr. Pellegin reported.

"Now they can beam their messages to selected audiences, and a modest budget makes a real impression. In this sense, Transit Radio is adding to the total of radio advertisers and is bringing new revenue to the industry."

Regarding Transit Radio's future, Mr. Pellegin observed that local as well as national advertisers are chiefly impressed by three characteristics of transitcasting: (1) It delivers a guaranteed, counted audience, without the expense, delay or uncertainty of surveys or audience ratings; (2) it delivers an audience "in transit" on its way to buy; (3) it offers an "affordably economical rate" for this counted audience.

Mr. Pellegin reported that FM station operators have been active in nearly every important city of the nation in investigating the potentialities of transitcasting. Headquarters of Transit Radio in Cincinnati has been answering inquiries "by the score" and furnishing information to FM station owners throughout the U. S., its territories and Canada.

The press of work in Transit Radio's Chicago office is such that another man will be added to the Midwest staff Jan. 1.

R. E. Lindgren, president of Store Broadcasting Service, Chicago, told of plans to form a company to compete with wired music services through FM.

FM 'Mousetrap'

Terming FM "a better mousetrap than telephone wires in the functional work music field," Mr. Lindgren noted that wired music operators are practically unheard of in cities of less than 100,000, because with expensive line charges, they cannot get enough subscribers to make the operation pay. Such music by FM could be quoted at a "far lower monthly rate," he said.

Mr. Pellegin reported that FM stations in smaller markets program functional work music from 8 a.m. to 6 p.m. five days a week, leaving evenings and weekends free for regular commercials.

He noted that one of the 8-6 schedule was reserved for show on page 70

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BROADCASTING • Teletasking

OFFICIALS of MBS and National Biscuit Co. radiate mutual approval as the baking firm signs a $1.2 million contract for a series of three half-hour programs beginning Feb. 1.

Three separate weekly adventure shows—two daytime, one nighttime—will be presented under the program title "The Straight Arrow. Present at signing are seated (I to r): Russell Johnson, general sales manager; George W. Coppers, National Biscuit Co. president. Standing (I to r): Jess Barnes, MBS vice president in charge of sales and General Manager, National Biscuit advertising manager.
**MARKET STUDY**

**MARKET RESEARCH** bears only a surface resemblance to polling and its value "has not been altered one bit by the electronic age," said Richard H. Moulton, director of market research, General Foods Corp., New York, last Tuesday.

The conference, sponsored jointly by the college's evening and extension division and the Gannett and statistical associations, featured spokesmen for market research organizations, users and technicians.

The session was "The Future of Market Research," said "the poll, whether concerned with public opinion or market research, cannot be used as a substitute for thinking," said Lester R. Franklin, of Dun & Bradstreet, presented the technician's viewpoint and outlined numerous reasons for the election poll failure. Outlining the first step in survey planning, he said, "There is a need in any type of research to make a true market definition and to determine its characteristics." Neglecting this step insures poll failures, he observed, as important margins of errors often develop.

**Predicts New Methods**

Mr. Frankel predicted that the "future of sampling design will be in the direction of developing new methods of sampling different segments of the population for particular purposes."

**Wrote Alderson of Alderson & Sessions** Philadelphia, spoke from the viewpoint of a research organization in the field of marketing research. Mr. Alderson observed: "The task to start considering the outlook for marketing research is with the formulation of questions and the final choice among possible answers. Every other aspect of technique hangs on this."

Speakers were introduced by Dr. Robert A. Love, director of the evening and extension division of the City College School of Business, who expressed lack of concern over the future of pre-election polls, but concluded that "all of us should be vitally concerned over the possibility that the recent upset in the election predictions may set up obstacles to the continued advancement of essential fact-finding in business."

A discussion period followed the talks. Joining the speakers in a panel were A. Edward Miller, director of research, Life magazine; Fred Havelian, senior associate, Stewart, Dougall Asso., and Dr. J. Stevens stock, project director, Opinion Research Corp.

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Mr. Folsom—Man of Vision

By Mayer Brandschein

A POTENTIAL audience of 50 to 60 million persons may use 17 million television sets to view the Presidential Inaugural in 1953, Frank M. Folsom, president of Radio Corp. of America as of Jan. 1, told a group of Boston business leaders a few days ago. Pointing out that television is the "fastest growing new industry in the United States," Mr. Folsom continued: "By that time too, (1953) a nation-wide television network should be in operation, so that the vast audience along the Pacific Coast will be looking in on Boston, while Bostonians look in on California. You will see the sun set over Massachusetts and three hours later you may see it again as television enables you to look through the Golden Gate to watch it dip below the horizon of the Pacific.

But the apparent that the new head of giant RCA is a man of vision. It is easy to see, too, why Brig. Gen. David Sarnoff picked this self-made man, who began his career as a store clerk and elevator operator, to succeed him to the presidency.

Mr. Folsom was elected RCA president Dec. 3 on the recommendation of Brig. Gen. David Sarnoff, chairman of Broadcasinc, Dec. 2. Gen. Sarnoff, who has held both the presidency and board chairmanship since retirement in 1947 of the late Mr. Folsom's father, Gen. Sarnoff, retains chairmanship of the board and continues as chief executive officer as well as chairman of the NBC board and of RCA Communications Inc.

John G. Wilson, vice president and general manager of RCA Victor, was elected to succeed Mr. Folsom as executive vice president.

Frank Folsom has "background and experience to function also on policy levels demanded by many problems resulting from the healthy growth of RCA's business, " Gen. Sarnoff said in making the announcement. Look at this background and experience of the new RCA president shows that his, also, has been a "healthy growth."

Upon joining the RCA family Jan. 1, 1944, as a director and vice president in charge of the RCA Victor, the RCA company Frank Folsom garnered everybody up on television with his dynamic approach. Yet a comparatively short time earlier he had known less than "beans" about electronics.

Mr. Folsom looks with keen eyes to the future. He sees television as a great public service, something beyond or greater than RCA Victor, a new entertainment medium to be built on a national scale.

With this view in mind, he opened the doors wide in Camden (N. J.) two years ago and invited competitors in the industry to step into around the assembly lines, peep at receiver specifications, look over Model 630-TV— and even supplied them with parts. "Television is too big a company, in Mr. Folsom's estimation. One company can't monopolize the field.

Executive have been demoted to pushing a broom and pull for less reasonable pursuits. But if it were treason, Gen. Sarnoff made the most of it, with a court "partIAL" recommendation that Mr. Folsom head up the company five years from the time he drew his first pay check from it.

Mr. Folsom has received honors also of the D. degree of San Francisco and St. Joseph's College, Philadelphia.

What schooling Mr. Folsom had it was sufficient to attend a grade school in Ashton, Ore., after his birth in Sprague, Wash., May 14, 1894. "My formal education," Mr. Folsom muses, "was informal."

Mr. Folsom belongs to the Philadelphia Country Club and Seaview Country Club near Atlantic City. "Sure, I have golf clubs, he says, "They're in the trunk of the car. But I never use 'em."

Mr. Folsom launched his business career in the stock room of the Lipman Wolfe Department Store in Portland, Ore., in 1910. He elevated soon to running the store's elevator.

Apprentice at Hale

He picked up valuable experience as an apprentice buyer at Hale Bros. in San Francisco in 1913 and the next year with Weinstock & Lubin in Sacramento. Mingling with the customers in the department stores, Mr. Folsom grasped the sales picture from their viewpoint and his later success as a merchandising executive abided in a simple dictum: "Give the customers what they want. But give them quality."

His success at RCA Victor may be attributed to this, too. Quality must not be sacrificed.

During World War I he was in the U. S. Air Corps. The signing of the 1918 Armistice hit him out of khaiki back into civies as a merchant marine. He remained as a buyer with Weinstock & Lubin until 1923, then rejoined Hale Bros. as general merchandise manager and became a director and general manager in 1928. It is notable that Hale Bros. originally owned KPO San Francisco, which is now KNBC, an NBC owned and operated station.

Mr. Folsom transferred operations to Montgomery Ward in 1932 and in one year moved from manager of the Pacific Coast operations for both mail order and retail stores to headquarters in Chicago as vice president in charge of merchandising and a director.

Later a career as executive vice president and general manager of Goldblatt Bros. in Chicago was short-lived, for within a few months—the World War II in Europe already under way—he was called to Washington by Donald Nelson, then coordinator of purchases in the National Defense Advisory Council.

Mr. Folsom became assistant coordinator of purchases upon the formation of the National Defense Advisory Commission July 1, 1940. The following February, the Secretary of the Navy appointed him chief of the Procurement Branch of the Navy. He also served as chairman of the Procurement Policy Board of the WPB.

While his Washington activities enabled him to come in contact with President Truman and the Distinguished Civilian Service Award, personable Mr. Folsom's two sons actually engaged in the shooting war, one of them bringing down two Japanese planes.

From the war, Mr. Folsom turned his 30-year merchandising background to the purchasing and administrative procedures of RCA. The spearhead of his attack was directed with this philosophy in his first message to the men and women of the concern: a call for a combination of factories, machinery, tools and money. It is an instrumentalism through which thousands of men and women with many talents and skills are gathered together to win for themselves certain essentials to the American way of life. The only way in which a company can provide these essentials is for the men and women who are the company to work cooperatively together, providing products and services which our customers want."

Eight months ago he got an idea while traveling in a plane. It developed from a card asking passengers to comment on service. Why not do the same thing in television, he thought. So with each RCA Victor set sold went out a card requesting remarks from purchasers on installation and service. Hundreds of cards poured in. Mr. Folsom checked them personally and personally replied to them.

Still leaning towards the customer, Mr. Folsom insisted that all television equipment must have the fire underwriter's approval.

A Who's Who listing Mr. Folsom might include: president of the Naval Industry Assn.; chairman and director of the Names Famous Foundation Inc.; a director of Radio Manufacturers Assn.; a trustee of Rosemont College (in suburban Philadelphia); a member of the advisory council for science and engineering of the U. of Notre Dame; a member of Northwestern U. Assn.; a member of the general advisory board of Villanova College; a member of the board of governors of the University of the State of New York; a member of the Sovereign Military Order of Malta, and innumerable others.

FCC November Report

FCC MONTHLY report for November shows that as of Nov. 30 the status of broadcast station authorizations and applications was as follows:

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2,117</td>
<td>893</td>
<td>127</td>
</tr>
<tr>
<td>Total on the air</td>
<td>1,879</td>
<td>682</td>
<td>46</td>
</tr>
<tr>
<td>Licensed (AM on the air)</td>
<td>1,780</td>
<td>1705</td>
<td>116</td>
</tr>
<tr>
<td>Construction permits</td>
<td>277</td>
<td>727</td>
<td>116</td>
</tr>
<tr>
<td>Conditional lots</td>
<td>1,322</td>
<td>487</td>
<td>372</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>391</td>
<td>147</td>
<td>311</td>
</tr>
<tr>
<td>Request for new stations</td>
<td>1,322</td>
<td>487</td>
<td>372</td>
</tr>
<tr>
<td>Deletion of existing facilities</td>
<td>391</td>
<td>147</td>
<td>311</td>
</tr>
<tr>
<td>Deletion of licensed stations in November</td>
<td>1200</td>
<td>147</td>
<td>311</td>
</tr>
<tr>
<td>Deletion of construction permits</td>
<td>147</td>
<td>311</td>
<td></td>
</tr>
<tr>
<td>Deletion of conditional grants</td>
<td>147</td>
<td>311</td>
<td></td>
</tr>
</tbody>
</table>

Following television stations during November were authorized to commence operations on dates named: Nov. 13, WMCT Memphis, Tenn.; Nov. 14, KOB-TV Albuquerque, N. M.; Nov. 24, WHEN Syracuse, N. Y.; Nov. 25, KRSC-TV Seattle, Wash.
WHO PRODUCES
143 LOCAL LIVE PROGRAMS
PER WEEK!

5 PRODUCERS
4 SCRIPT WRITERS
5 MUSIC ARRANGERS
11 NEWS DEPT. MEN
4 FARM SERVICE DEPT. MEN
42 PROFESSIONAL RADIO PERFORMERS

WHO is of course proud of its network (NBC) live programming, which gives our audience up-to-the-minute, world-wide coverage of special events, as well as the talent of outstanding entertainers, etc.

Local live programming, however, is equally important. Local live programming gives our station individuality in its program material, individuality in its performers, and a greater opportunity for community and regional Public Service.

The illustration above shows some interesting statistics on our Programming Department. The results of all this manpower and all these carefully-planned locally-produced programs, however, are far more spectacular than the mere figures:

FIRST, many of WHO’s locally-produced shows get higher Hoopers than competitive network features;
SECOND, 42.4% of all the daytime radio families and 61.0% of all the nighttime radio families in Iowa “listen most” to WHO, according to the 1948 Iowa Radio Audience Survey.

Write for the complete Survey — or ask Free & Peters, Inc.

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
DELETIONS

WMAR Among Approvals

DELETION of construction permit for WMAR Baltimore, 1 kw full-time on 850 kc, was granted by FCC last week to A. S. Abell Co., operator-owner of WMAR-TV and WMAR-FM Baltimore.

Publisher of the Sunpapers, A. S. Abell Co. indicated it was concentrating on development of TV and FM and now feels it is wise to continue with a third facility at this time [BROADCASTING, Nov. 29].

W. Albert Lee, licensee of KLEE Houston, Tex., and permittee of KLEE-TV there, was granted deletion of his permit for KLEE-FM by the Commission. Mr. Lee told the FCC he wished to devote his time to AM and TV. The video outline plans to commence operation this month.

Meanwhile the Commission also has approved deletion of seven other FM authorizations and three standard station authorizations. These include the following:

KONG (FM) Alameda, Calif.—Granted deletion of request of permittee, Abraham and Sara Kaplan doing business as Times Star Pub. Co. FCC said cancellation was asked “due to tremendous losses in the operation of the station.” KONG was established as a Class A FM outlet in September 1947.

KSMO-FM San Mateo, Calif.—Granted deletion of request of American Printing Co., licensee of AM station KSMO there. Permit for FM was canceled. FCC said, “due to serious economic problems confronting the permittee at this time.” Authorization was for Class B outlet.

WPNF-FM New Piedras, P.R.—Granted deletion at request of Puerto Rico Communications Authority because of limited budget for FM after revision to current expenses. [BROADCASTING, Dec. 22.] Corporation operates WPNF there. Authorization is for Class B FM outlet.

WHELP-FM Fayetteville, N.C.—Granted deletion of Class B permit at request of Fayetteville Broadcasters Inc. because of “unforeseen limitations at the present time.” Firm is licensee WHELP.

WTNS-FM Coshocton, Ohio—Granted deletion of Class B permit at request of Coshocton Broadcasting Co., licensees of WTNS there. FCC said it was decided to surrender the FM permit “after long and careful consideration of all problems” involved in proceeding with station construction.

KYNG Idaho Falls, Idaho—Granted deletion of AM station at request of permittee, Idaho Falls Broadcasting Co. KYNG was assigned 250 kc full-time on 1290 kc.

WGBR Ansonia, Conn.—Forfeited permit for failure to file modification for extension of construction deadline. Permittee was Naugatuck Valley Frank U. Corp. Authorization for 1 kw daytime on 650 kc.

WMTR Begins

Joe Porter Heads Staff

WMTR Morristown, N. J., newest Jersey outlet if the Morristown Broadcasting Co., has been opened yesterday (Dec. 7) with a power of 300 w, 1250 kc, the station is a daytime operation.

Joe Porter, formerly of WOR and WJZ, both New York, will head the staff as general manager. Jack Potts, former program director of WCTC New Brunswick, is program director.

Excellent local support for the new station is already evidenced by a list of 18 contract sponsors.

Elections in Texas

COLLECTIVE bargaining elections are to be held by Dec. 22 among radio engineers at the transmitters of three Corpus Christi, Tex., stations, KSIX (Corpus Christi Broadcasting Co.), KRIS (Gulf Coast Broadcasting Co.) and KEYS (Nueces Broadcasting Co.).

WVNJ Starts

Jersey Outlet Begins

WITHOUT fanfare, WVNJ Newark went on the air at 1 p.m. Tuesday (Dec. 7) for the first time. With 5 kw at 620 on the dial, it is the state’s most powerful outlet.

A five-tower antenna beams the station’s signal from Livingston, N. J., across Bergen, Passaic, Essex, Hudson and Union counties in New Jersey, and Manhattan, Richmond, Brooklyn, Queens and the Bronx, New York. Studios are in Newark.

The station started with a program schedule designed to provide variety entertainment combined with extensive coverage of local, national and international news. Its broadcasting day is from 6 a.m. to 1 a.m. the following morning.

AMONG WINNERS in men’s cake baking contest at Rhode Island Food Show were two WPJS (FM) Providence staffers, Richard Patterson (l), librarian, and Raphael Sjoberg, announce. Janet Brest (center), WPJS women’s commentator, gave station’s listeners a report on the show.

VA. Radio Tax

Ordinance Proposed in Arlington

AN ORDINANCE to tax radio stations at the rate of 11 cents per $100 of gross business annually has been proposed by the Arlington County (Va.) Board of County Commissioners.

Another move in a growing wave of attempts to impose local taxes on station to states, the plan was opposed by representatives of the basic court decision on the subject, the Supreme Court decision in the Fishers Blend case. He also noted the extent to which other governmental units in Virginia have undertaken such levies, citing the cities of Norfolk, Charlottesville, Roanoke, Winchester and Alexandria.

The Arlington County move coincides with what appears to be the opening of a nation-wide movement by cities and towns to impose local taxes on stations as suggested to the 13th annual conference of the National Institute of Municipal Law Officers [BROADCASTING, Dec. 6]. NAB has pledged opposition.
Monkey Shines

A Romanian society lady living in Paris dresses up her pet monkey in gowns from high fashion stores and jewelry from the swanky shops. No monkeyshines about it, this monkey really shines!

There’s a radio station in Baltimore that really shines, too. Its specialty is producing low-cost sales for radio advertisers. It is station W·I·T·H, the BIG independent with the BIG audience.

W·I·T·H regularly delivers more listeners-per-dollar than any other station in Baltimore, the nation’s sixth largest market. It covers 92.3% of all the radio homes in the Baltimore trading area.

If you’d like to have your sales message shine out in this rich market, call in your Headley-Reed man and get the full W·I·T·H story today.

Tom Tinsley, President • Represented by Headley-Reed
Paramount Pictures Inc.

as national advertising representatives

FIRST commercial television station in Chicago.
FIRST in televiwer popularity in America’s No. 2 Retail Market.
Owned and operated by Balaban & Katz Corporation.
announces the appointment of Weed and company

for Paramount TV Stations

FIRST commercial television station in Southern California.
FIRST in televiewer popularity in America's No. 3 Retail Market.
Owned and operated by Paramount Television Productions, Inc.
TBA ANNUAL CLINIC

By BRUCE ROBERTSON

"DuMont's experiment with daytime television is an experiment no longer. Daytime television is here and here to stay," Leonard Hole, general manager of WABD (TV) New York, told the Television Broadcasters Assn. Wednesday.

When WABD's 11-hour daytime programming was launched Nov. 1, it was on a strictly experimental basis for a 13-week trial period, Mr. Hole reported. Now, he stated, "less than six weeks later, the experiment is over. All of our plans for 1949 include full daytime operations."

Clinic sessions with a total attendance of 455 began at 11 a.m. immediately following the closed TBA membership meeting (see separate story) and ran through the afternoon. E. P. H. James, MBS vice president and clinic chairman, won the heartfelt gratitude of the audience by keeping the speakers to their allotted time and running the sessions with station-operation accuracy.

He was materially aided by an invention of TBA President Jack Poppele's—a glaring red light which lit up whenever a speaker overran his time and continued to glow until he sat down.

Wayne Coy, FCC chairman, spoke at the luncheon session (see story, page 35).

New York TV stations provided special daytime programs for clinic reception on 1949 model sets displayed by TBA manufacturer members.

WPX presented a special noon-time news program which conclud- ed with 300 feet of pictures shot that morning at the clinic opening.

WNBT broadcast an interview by John Cameron Swazey in New York with Kermit E. Must (R-S.D.) in Washington, both parties being visible to the viewers through a new NBC device called the "image splitter."

WABD aimed some of its regular daytime programs at the clinic audience.

WCBS-TV broadcast a half-hour of film shorts for clinic reception during the pre-luncheon interval.

Departing from custom, TBA made no awards this year. Previous- ly, with TV stations confined to a handful of cities, judging some of the pioneers in programming, advertising and technical developments was comparatively simple, TBA explained.

"National Industry"

But today television is a "national industry and any awards by this association must be judged on a nation-wide basis. Careful study has led to the conviction that judging machinery beyond the present limits of TBA would have to be set up to properly make these awards."

Reporting that WABD's daytime programming was more than self sustaining, Mr. Hole said that on Nov. 1 when it started, WABD's daytime commercials included 36 quarter-hours and 44 participations. On Nov. 19, after three weeks, the original offer of the station to absorb talent costs of program sponsors was dropped as no longer needed. On Dec. 8, less than six weeks after the first full day of telecasting, WABD has sold 70 quarter-hours and 76 participations between 7 a.m. and 6 p.m.

"Our daytime television schedule," he pointed out, "offered new opportunities to advertisers with small budgets and many have become sponsors. Additionally, large local advertisers such as video set dealers have supported daytime television. And now two of the largest national advertisers in the country, Sterling Products and General Mills, have each purchased five half-hours across the board, Mondays through Fridays.

"Commenting on the size of the daytime audience, Mr. Hole said: "The Telepulse ratings for New York came out and were not dis-appointing. Even though The Pulse ratings were taken Nov. 3 through 9, the very first days of our daytime television schedule and there-fore allowed no time for people to become accustomed to the pro-grams, they did reflect an audi-ence in television homes. Not a large one, to be sure, but certainly enough to be really encouraging."

Affiliates of the DuMont Televi- sion Network of which WABD is the key station, have already asked for daytime network service. Mr. Hole reported, adding that DuMont has requested use of AT&T's video network facilities during certain daytime periods.

"Other TV stations will no doubt follow our lead," he concluded. "Some have already announced their intentions of doing so. It may interest them to know that after only five weeks, daytime television at DuMont is in the black—our revenue is greater than operating and talent costs. Certainly this brings nearer the day when

J. R. POPPELE, vice president in charge of engineering of Bamberger Broadcasting System (WOR-FM-WOR-TV New York, WORC (TV) Washington), was re-elected president of Television Broadcasters Assn. for the fifth consecutive term last Wednesday.

New board of directors of TBA was elected at New York's Waldorf-Astoria Hotel following the annual TBA membership meeting, also elected G. Emerson Markham, WRGB (TV) Schenectady, as vice president, succeeding John F. Royal, NBC. Will Baltin, TBA, was re-elected secretary-treasurer.

New board members elected for three-year terms, are: Mr. Poppele, Mr. Markham, Lawrence W. Lowe- man, CBS. For a two-year term, Robert E. Kintner, ABC, to fill the unexpired term of F. J. Bingley, WOR-TV, for one-year terms: Noran E. Kersta, NBC, filling out Mr. Royal's term; Ernest B. Love- man, WPTZ (TV) Philadelphia, filling out the term of George M. Burbach, KSD-TV St. Louis.

Allen B. DuMont, DuMont Televisi- on Network; C. W. Mason, KFI Los Angeles, and Mr. Raibourn con- tinue as TBA directors.

TV All Important

Reporting in his annual message on negotiations with NAB for co-operating action, President Poppele told the members: "Your directors are of the firm conviction that TBA must never lose its autonomy and that your industry problems can best be handled in an atmosphere where television—and only television—is the object of one's particular interests."

Plans for TBA-NAB cooperation had reached the point of tentative TBA board approval, Mr. Poppele said, when negotiations halted three weeks ago after TBA was advised that the NAB board "had decided to investigate a possible federation of communication serv-ices." He outlined preliminary arrangements made at the meetings of the TBA and NAB committees, as follows:

"That the autonomy of either (Continued on page 72)

HEAD-TABLE at TBA luncheon last Wednesday at which FCC Chairman Wayne Coy was speaker: (1 to r) Will Baltin, secretary-treasurer, TBA; G. Emerson Markham, WRGB Schenectady, elected vice president; Curtis Mason, KFI-TV Los Angeles; Noran E. Kersta, NBC-TV; Allen B. DuMont, first TBA president; FCC Chairman Coy; J. R. Poppele, Bamberger, re-elected TBA president; Lawrence W. Lawman, CBS-TV; Paul Raibourn, Paramount; Ernest B. Lovenan, Philco and WPTZ (TV) Philadelphia; George M. Burbach, KSD-TV St. Louis; E. P. H. James, MBS, chairmain. With exception of Chairman Coy and Mr. James, all are officers or directors of TBA, elected at last week's session.
IT ALL STARTED during the holidays last year when one of WPTZ's imaginative producers fell to wondering what small fry actually told Santa Claus when they tramped into the department stores before Christmas. To find out, one of our mobile units moved down to Gimbel's Toyland, set up television cameras hard by Santa Claus's dais and shamelessly looked and listened in on Young Philadelphia's heart-to-heart talks with the grand old man with the whiskers.

Conceived strictly as a one-time sustaining program, executives of Gimbel Brothers caught the show, saw in it an opportunity more than ever to make Gimbel's Toyland the official residence of Santa Claus and bought the program three times a week until Christmas.

That the series was a success is well proven by the fact that again this year all Philadelphia is "Eavesdropping on Santa" at Gimbel's Toyland—via television and WPTZ.

At WPTZ, advertisers and their agencies have found that in addition to modern, complete television facilities and experienced personnel to get the most from such facilities, there is another equally important ingredient that goes with time purchased on WPTZ. That ingredient is creative imagination. Furthermore, advertisers tell us that at the moment, creative imagination is a factor as vital to the success of the commercial television as it is rare.

For more information about the Philadelphia television market and what WPTZ has to offer, drop us a line.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOCust 4-2244
GREETINGS to WAVE-TV Louisville, Ky., are extended by the mayors of Louisville and New Albany during station's initial broadcast. Shown during inaugural are standing (l to r) George W. Norton, WAVE president; Charles Farnsley, mayor of Louisville; Mayor Shannon of New Albany, and Burt Blackwell, director of studio productions at WAVE-TV. (See story, page 43)
COY Tells TBA That UHF Use Would Open TV to All

WAYNE COY, FCC chairman, said last week that if ultra high frequencies could be made available to television—a possibility he foresees—"we can assure all the people everywhere in the country who want to get into television that there will be room for them."

Addressing a luncheon session of the Television Broadcasters Assn. clinic Dec. 8 in New York, Mr. Coy repeated his assertions that the intention of the FCC in temporarily freezing video applications was to develop a new allocations plan that would insure the future of a competitive television industry.

He said that he still stuck by his earlier predictions that the freeze would be lifted in six months—unless technical reports submitted to the Commission enabled it to make a UHF and VHF master allocations plan.

Such reports, including that from the ad hoc committee which was appointed as a result of the FCC's engineering conference on television allocations a fortnight ago [BROADCASTING, Dec. 6], might, he implied, prove the possibilities of television service in the upper spectrum. In that event a master plan for various services using UHF and VHF could be worked out.

Remains Restricted

In the absence of such technical assurances, he said, the development of television remains somewhat restricted.

"If we proceed with VHF," he said, "we will have the problems of flight and delay over all channels in the VHF band."

Mr. Coy said the freeze had "been productive of some stimulating activity."

Research conducted since the imposition of the freeze, he said, has "produced some promising results in the way of new approaches to [the interference] problem."

He pointed out that RCA had developed a synchronizasion system which, it was believed, could eliminate the "Venetian blind" effect of co-channel interference.

The conference, on the other hand, proved that if some synchronization system is not used, channel stations will probably have to be moved "farther apart than 150 miles, or we will have to settle for a much smaller service area for the station."

"Gratified" With Aid

Mr. Coy said he was "gratified with the assistance the Commission is receiving from the industry in tackling this problem of tropospheric interference."

He said he expected the ad hoc committee would make its report to the FCC sometime in January, at which time the Commission will be able to decide the extent of the allocations plan which is possible.

The FCC chairman, complimenting the television industry on its rapid expansion in 1948, said the "American public has a right to expect a sharp upswing in both the quality and quantity of television service next year."

He said that one obstacle confronting television is inadequate networking facilities, that the single coaxial cable linking East and Midwest networks, which the AT&T expects to open next Jan. 15, is even insufficient for this stage of television development.

"It is apparent," he said, "that we must have far more abundant and better networking facilities in the near future if television is not to be doomed to a straight-jacket."

Adding his voice to those of other peering into the future, Mr. Coy predicted that more than 100 video stations would be operating by the end of 1949 and that at least 2,750,000 television sets would be in operation. He said he was "very much interested" in the report proposing UHF use of "Folcasting," a system employing several low-powered TV stations to cover an area [BROADCASTING, Dec. 6].

Turning to what he described as "television's department," Mr. Coy said that television had been confronted with "many problems of taste that never arose in any other medium of communications before."

Telecasters, he said, have to date shown a "high level of conduct" which is "a splendid beginning."

And now, "while this art is still plastic—before hardening of the arteries has set in—now is the time to insure the wholesomeness of its future," he said.

Telecasters, he asserted, are "guiding the destinies of the most powerful medium of communications yet devised—powerful because it reaches the mind through both the eye and the ear, powerful because it is privileged to enter the most intimate and sacred place of all—the family circle."

The American home, he said, is "not a night club. It is not a theatre. It is not a midway. The attitude that people bring to those places is not the attitude they bring to their home or suffer others to bring."

Precautions taken now can save television "from the excesses, the remorse, the clarion for reform, the struggles for redemption that plague, in varying degrees, almost every other form of communication," he said.
WOIC (TV) READIES

D. C. Outlet Plans Jan. 16 Start

ARRANGEMENTS for its first telecast and initial originating feed to the CBS TV Network were completed last week by WOIC (TV), Washington outlet of Bambergar Broadcasting Service. The station, to operate on Channel 9 (186-192 mc), has tentatively set Jan. 16 as official kick-off day for fulltime programming.

On Dec. 19 WOIC will originate through its mobile unit facilities the International Children's Christmas Party, first of two scheduled CBS programs before its formal opening. The program will emanate from the city's Shoreham Hotel, 5000 M St., N.W.

The station and network signed a mutual agreement for Capital coverage Sept. 30 and in addition WOIC will serve as key Washington outlet for the Mutual TV Network sometime next spring, pending the opening of WOR-TV New York, another Bambergar operation [Broadcasting, Oct. 4]. Together they will form the nucleus of MBS-TV.

Second WOIC-CBS network telecast is slated for Jan. 12 when East Coast and Midwest television networks will formally join. The station will handle CBS Washington TV's role in industry festivities celebrating the event.

WOIC's formal opening will go out to CBS, which plans to import its stars from other cities for the two-hour inaugural. The station has reserved comment on program plans.

On Jan. 20, Inauguration Day, WOIC will join the TV pool coverage.

A 300 ft. tower, 700 ft. above sea level, at 40th & Brandwyine Sts., is now being constructed. The overall facility cost is estimated roughly at $1 million.

WOIC will continue to maintain business offices in the Barr Bldg., which houses most of the sales force. (Station already has signed 15 sponsors for 2-week spots)

For the past three weeks WOIC has occupied space in the centrally-located National Press Bldg. Most of the programming activities have been handled here under WOIC program director James McMurry.

The arrangement is only temporary, however.

RCA ENGINEER demonstrates the tuning process of the new 500 w television transmitter, now in production by the RCA Engineering Products Department.

* * *

RCA HF UNIT

New Transmitter on Line

A 500-w television transmitter that will operate in the higher frequencies—Channels 7 to 13 (174-216 mc)—and is designed to provide smaller cities with video coverage, is now in production, RCA's engineering products department has announced.

The RCA transmitter (type TT-500B) is intended for use in locations where a low-power transmitter will afford adequate signal coverage to a city and its suburban areas. It can also serve for standby purposes. Coupled with a six-section superturnstile, it can cover a radius of 20 miles under favorable conditions, it was indicated.

The model combines components for transmission of both visual and aural signals within two identical cabinets. Monitoring facilities are provided in a desk box which consists of two units—one for monitoring pictures, the other for monitoring sound. Video monitor contains a ten-inch kinescope which reproduces the picture being transmitted.

A special feature is the use of a coaxial tank circuit in the power stage which has no movable contacts. Video system is a three-stage amplifier. Aural section of the transmitter consists basically of an RCA 250 w FM sound transmitter, employing the RCA "direct FM" exciter, which maintains constant center-frequency stability.

General Mills on TV

GENERAL MILLS, Minneapolis, on behalf of Betty Crocker Soup Ingredients, Wheaties, Gingersnaps Mix and Bisquick, made its video debut last week over WABD New York with a half-hour, five-a-week show starring Ted Steele, pianist, singer and storyteller. Contract was placed through Knox-Reeves, Minneapolis. Future TV plans will be determined by results of Steele show after 13-week contract expires, firm reports.

WDSU-TV TESTS

 Signs With NBC and DuMont

WDSU-TV New Orleans, to premiere with regular programming Dec. 18 at 6 p.m., has signed affiliation agreements with NBC-TV network and with the DuMont Television Network.

Test patterns from WDSU-TV have been telecast late last month, according to Fred Weber, station manager. A special pre-season program Dec. 18 will feature Don McNeill and the cast of his ABC Breakfast Club.

WDSU-TV is owned by International City Broadcasting Service Inc. (Television Sports Attendance—KSP-TV), which will operate on Channel 6 (82-88 mc) with 30,800 w of effective radiated power.

TV BY GE

Two Transmitters Ordered

TELEVISION transmitters for two stations have been ordered by Video Broadcasting Co. from General Electric. The units will be used in Portland, Ore., and San Diego, Calif.

The Portland outlet, KTVU, is expected to be on the air by March 1949. Video Broadcasting Co. is managed by Charles B. Craig, currently program director at KFI Hollywood. Technical director is C. Wesley Turner.

ABC aired its first midwest simulcast Dec. 1, from WENR and WENR (TV) Chicago. Program thus aired was U. S. Treasury Salutes. Treasury Dept. honored ABC and WENR for "outstanding cooperation in post-war bond drives."

WDTV PLANS

Stewart Will Manage

DONALD A. STEWART will become manager of WDTV (TV) Pittsburgh, city's first television outlet, according to an announcement last Monday by Lawrence Phillips, director of the DuMont Television Network.

The station is now on the air with its test pattern. It is expected to offer a full schedule starting Jan. 12, opening date of the axial andable linking TV station on the eastern seaboard with the Midwest.

Mr. Stewart, who has worked in television for ten years, was with Allen B. DuMont Labs for four and a half years. His most recent job was manager of the northern division. In this capacity he traveled through the United States, overseeing the opening of new video stations with installation and operation of equipment and preparation of program schedules.

Prior to World War II, he was general manager of Television & Motion Picture Associates, one of the first firms organized to provide film and live talent packages for advertising agencies, sponsors and television stations.

P&G TV DEPT.

Staff Changes Announced

PRESAGING increased video activity, Procter & Gamble Co., Cincinnati, last week announced the appointment of William F. Craig as manager of television. Simultaneously, Gilbert Ralston was named executive producer of P&G's TV production.

Change in the program executive staff was made "in view of the developing need for additional personnel in Procter & Gamble's television activities," the announcement said.

Mr. Craig formerly was in the company's daytime radio department. Mr. Ralston had been director of television and previously director of radio for nighttime programs.

Procter & Gamble currently sponsors I'd Like to See, a Friday night film telecast aired on the seven-station NBC-TV network from 9-9:30 p.m. The program advertises Duz, Ivory and other of its soap products. The company reportedly is interested in the purchase of an audience participation show. Mr. Ralston was in Hollywood a few months ago shopping around for two TV programs, one live and one film [Close Encounters, Oct. 4].
And our good friend Mrs. Broadbeam only proves how complete coverage can be. Certainly she needs better facilities. In Texas there's a rich and fast-growing market, modern engineering and transcription facilities and 26 years' experience in programming. So whether you're selling cosmetics, tractors, or dog food, you'll choose WFAA.

Represented Nationally
EDWARD PETRY and COMPANY

BROADCASTING • Telecasting
December 13, 1948 • Page 39
Thanks for the orchids!

THANKS to Broadcaster's Guild, Inc., for making its own survey among a large, representative group of radio stations...a survey which determined the relative position of transcription library services on several different points. And...

THANKS to Billboard magazine for printing the results.

According to the Billboard article:

<table>
<thead>
<tr>
<th>STATIONS, WHEN ASKED WHICH SERVICE THEY WOULD ADD, VOTED:</th>
<th>STATIONS, WHEN ASKED WHICH SERVICES THEY MAY DROP, RATED:</th>
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<tbody>
<tr>
<td>1st choice — LANG-WORTH</td>
<td>1st choice — Library E</td>
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<td>2nd choice — Library A</td>
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<td>3rd choice — Library B</td>
<td>3rd choice — Library G</td>
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<tr>
<td>5th choice — Library D</td>
<td>5th choice — Library H</td>
</tr>
<tr>
<td>6th choice — Library E</td>
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</tbody>
</table>

In the Billboard report Lang-Worth was not even listed among libraries which may be dropped.
SALES have been sensational for every item advertised... automobiles, food, drugs, dry goods, tires, insurance, jewelry, paints, clothing, radios and many others... all promoted by LANG-WORTH programs! 826 advertisers endorse the selling power of these shows... they've heard them in action. Everything about them is NETWORK CALIBRE... everything but their local station cost.

To begin with, LANG-WORTH talent is tops! The stars that sell your product are nationally recognized, big-time names, with tested and proven audience appeal. Furthermore, the basic idea and program format are both solid and surefire... while production and writing sparkles with showmanship... the kind of "know-how" that lifts your show right up alongside the finest running mate you'd hear anywhere on the air, coast to coast.

Small wonder, then, that among radio station operators... "with men who know transcriptions best"... it's Lang-Worth!

**Foremost in a series of special production shows offered to all LANG-WORTH stations are:**

**THE CAVALCADE OF MUSIC**

Top-flight entertainment featuring 35-piece pop-concert orchestra and 16-voice chorus under the direction of D'Artega. Spotlights a galaxy of all-star guest acts, such as Tommy Dorsey, Anita Ellis, Vaughn Monroe, the Modernaires, Tito Guizar, Frankie Carle and many others. The most dynamic musical show on transcription. 30 Minutes, once weekly.

**THE EMILE COTÉ GLEE CLUB**

A class-appeal program with a universal audience, as shown by the most consistently high Hooper ratings of any transcribed feature. A male Glee Club of 16 voices, with soloists Floyd Sherman, Stanley McClellan and Percy Dove, presents a repertory of more than 200 best-loved popular melodies. 15 Minutes, 5 times weekly.

**MIKE MYSTERY**

Murder, mystery, suspense and music... an irresistible audience potion combined in a 15 minute, 3 weekly format that's guaranteed to blow the top off your sales chart! A snappy two-minute "Whodunit", incorporated in the show, gets itself solved right after your advertiser's product is sold. Written exclusively for Lang-Worth by Hollywood's Howard Brown.

**THROUGH THE LISTENING GLASS**

Another favorite musical hit show, with the "Silver Strings", under the direction of Jack Shaindlin and featured weekly appearances of those musical stars, the LANG-WORTH Choristers and a pageant of guest artists: Dick Brown, Joan Brooks, Johnny Thompson and others. 30 Minutes, once weekly.

For a full listing of Lang-Worth affiliated stations, see your representative or write

**LANG-WORTH feature programs, inc.**

**Network Calibre Programs at Local Station Cost**

**STEINWAY HALL • 113 WEST 57TH STREET • NEW YORK 19, N. Y.**
WCAO
Baltimore

BASIC
CBS

5000 watts
600 kilocycles

PROMOTES YOUR SHOW

*Just ask your
Raymer representative
CAMERAMEN for Fox Movietone News were all set to take movies Dec. 2 of the International Livestock Exposition auction in Chicago. The film was to be sponsored by Camel cigarettes on NBC's eastern video network. Suddenly someone reminded the Fox operatives that the name of the livestock steer was "Old Gold." The picture-takers promptly packed their equipment and silently stole away.

KSD-TV RATES

New Card Effective Jan. 1

KSD-TV, St. Louis Post-Dispatch television station, has announced a new rate card (No. 3) effective Jan. 1. The range up to $300 an hour for Class A live show time, 6-11 p.m. Mondays through Fridays and 1-11 p.m. Saturdays and Sundays, and $180 an hour for Class B time (all hours other than Class A time).

In addition to the $300 Class A and $180 Class B one-hour rates, KSD-TV's card lists the following rates for live talent programs and announcements:

Class A—40 minutes, $240; 30 minutes, $160; 20 minutes, $150; 15 minutes, $120; ten minutes, $100; five minutes, $80, and one minute, $50.

Class B—40 minutes, $144; 30 minutes, $108; 20 minutes, $90; 15 minutes, $72; ten minutes, $60; five minutes, $48, and one minute, $30.

All rates are for time charges only. For film programs and sound-on-film announcements rates are 2% below the live talent and announcements. Frequency discounts allowed are 5% for 13 times, 10% for 26 times, 15% for 52 times; 20% for 100 times and 25% for 200 times.

Maximum rehearsal time without extra charge for a 60-minute live show is two hours. One and a half hours of rehearsal time is allowed for a 40-minute show, one hour for a 30-minute show, a half hour for 20, 15, ten and five minutes, and a quarter hour for one minute. Charges for extra rehearsal time are $50 for each hour up to five hours and $150 for each hour in excess of five hours.

KSD-TV is on Channel 5 (76-82 mc). Station has been on the air 22 months.

Donald Dexter

DONALD DEXTER, 44, head of Duoplane photography department of Jerry Fairbanks Productions, Hollywood, died suddenly of a heart attack Dec. 3 at his home. Funeral services were held Dec. 5 at Wee Kirk o' the Heather, Forest Lawn, Glendale (Calif.). He is survived by his widow Josephine.

BROADCASTING • Telecasting

WAVE-TV

(See picture, Radiogram, page 88)

WAVE-TV Louisville started Nov. 16.0 kw visual, 10 kw aural. The which also operates WAVE and its is 570 feet.

During inaugural ceremonies a party was given for more than 100 representatives of papers from all parts of the state.

The two-hour show itself presented a preview of programming on WAVE-TV. Dealers and distributors throughout the area are reported to have promoted the occasion by holding open house for non-set owners.

WAVE-TV is affiliated with both NBC and ABC. Network programming will be by film and kinescope recording until coaxial cable contact is completed. Studio, news and remote programs will be presented in addition to movies and the network shows.

Director of television for the station is John Boyle, former program manager of RCA television demonstrations. Mr. Boyle was in charge of a TV caravan unit with RCA television operations throughout the United States and several foreign countries.

George Patterson, program director for the AM and FM operations of WAVE, is also program director for WAVE-TV. Commercial manager for WAVE-TV is Ralph Jackson. Mr. Jackson was sales representative for the AM station for three years and for WAVE since it opened.

Fred Mullen, television film supervisor, has served as cameraman, editor, script worker, sound recorder, technical advisor and producer in the fields of television and movies in Hollywood and New York.

The director of remote operations, Walter (Bud) Witherbee, joined WAVE-TV after serving with RCA. But Blackwell, director of studio productions, was chief announcer at WAVE. He is also a member of the U. of Louisville football team "Talking Backs" staff, which records books for the Library of Congress.

Sports announcer Bill Goodman was formerly on the staff of WQEN Philadelphia. He has also done sportscasting for Northwestern U. and on the Cornell U. station.

Other former RCA employees are Fred Jordan, TV technical supervisor, and Bill Winters, TV engineer.

BRITISH TELEVISION

Full-Length Dramas, running an hour and a half or longer, are the favorite video programs with British viewers, Norman Collins, controller of television for the BBC, told a news conference in New York Monday evening.

With the children, the situation in England is the same as over here, he added, and puppets are first choice. A BBC puppet, Muff the Mule, is as popular with British moppets as Howdy Doody is with American kids.

The cost of presenting a three-act drama, which does two or three evenings a week, Mr. Collins said, runs from about $4,000 for the average 90-minute program, to three or four times that much for a more elaborate musical production.

The overall cost of BBC's television activities comes to some $4 million a year, Mr. Collins reported slightly under a tenth of the nation's turnover in comings and goings, which is derived from licence fees, not income of around $44 million. This is derived from licences on Britain's 11.5 million sound broadcast receiving sets, at $4 a year. TV sets are licensed at double that amount, or $8.

He said that there are about 100,000 TV sets in the London area, only place where video program service is now available in the British Isles.

Reporting that dealers have orders for around a million TV sets, he explained that because of pressure of the government limits on the amount of material that may be shown to television the producers in the field are limited to a combined output of about 5,000 sets a month.

Harold Bishop, chief engineer of the BBC, told the group that the same limitations have retarded BBC plans for extending television program service to the rest of the United Kingdom. A second station, now under construction near Birmi ngham, will open late next summer, he said, giving video service to the Midlands. The London station operates with 17 kw and the new station will have twice that power, 35 kw.

The Midlands station will operate in conjunction with London, with which it will be connected by both coaxial cable and radio relay.

Mr. Collins and Mr. Bishop left for England on Thursday after a month in this country observing video operations and in Canada discussing potential TV operations there.

PULSE TV RATINGS

Texaco's Show Still Tops


In the Quaker City, Tuesday night's big is the big video night, with three successive telecasts on three different stations hitting the first three places.

In both cities, radio sets-in-use in the homes where television is, showed a slight increase over September or October, but gains are too slight to be significant at present.

NEW YORK, NOVEMBER 1948

Top Television Stations

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<tr>
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Philadelphia, November

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FOOTBALL 'GATE'

TV Aided Minn. U. Record

FURTHER indication that television helps to increase attendance at sports events is reported by KSTP-TV Minneapolis-St. Paul. The station telecast all the U. of Minnesota's home football games this year and the TV gate receipts reached a new high, nearly $1 million, the university said.

Television also was instrumental in building patronage for the recent Minnesota State Championship Rodeo in St. Paul, according to Walter A. Van Camp, managing director of Saint Paulites Inc. KSTP-TV telecast the opening performance.

DELPHEINE V. HUMPHREY, librarian of McCall-Erickson, New York, and Rita Allen, librarian of Newell-Emmet, New York, were re-elected as vice-chairman and chairman of the Council of Adv. Agency Librarians at their last meeting. Vera Halloran, librarian of J. M. Malhees Inc, New York, was elected secretary.

December 13, 1948 • Page 43
DON'T GET MAROONED IN REDDEN (Ky.)!

BELIEVE US, YOU WON'T FIND ANYTHING COLORFUL, AT EITHER FIRST OR LAST BLUSH, IN REDDEN (KY.)! REDDEN JUST DOESN'T HAVE THE PEOPLE — OR THE INCOME — TO GUARANTEE YOU A ROSY SALES FUTURE!

TO GET BRILLIANT, GLOWING RESULTS IN THE BLUEGRASS STATE, YOU NEED ONLY THE LOUISVILLE TRADING AREA AND ITS HIGH-INCOME POPULATION OF 892,700 PEOPLE. WAVE BROADCASTS EXCLUSIVELY TO THIS MARKET; HENCE ITS KENTUCKY LISTENERS AVERAGE $4454 PER FAMILY IN EFFECTIVE BUYING INCOME, WHEREAS IN THE REST OF THE STATE, THE AVERAGE IS $2769!

YES, GENTS, IF YOU WANT TO STAY OUT OF THE RED AND AVOID THE BLUES, LET WAVE SHOW YOU THE BRIGHT SIDE OF THE PICTURE! ASK US — OR FREE & PETERS.

LOUISVILLE'S WAVE

N BC AFFILIATE
FREE & PETERS, INC.

5000 WATTS • 970 KC

NATIONAL REPRESENTATIVES

Page 46 • December 13, 1948

GREY ON TV

TELEVISION now offers a "one-in-a-business-lifetime" opportunity for the medium-sized advertiser, according to a bulletin published by Grey Advertising Agency, New York.

Video, the bulletin says, may now radio to a small group of modest-sized advertisers hit the sales jackpot by a plunge into radio.

A medium-sized advertiser can now grab off more consumer attention per dollar spent via TV, says the bulletin, because: (1) Competition from other advertisers is not so great; (2) quality of competition is not so keen as in other media which have an enormous number of ingenious advertisements.

The bulletin defines a medium-sized advertiser as one whose consumer budget may total between $100,000 and $250,000 annually. Too many such sponsors, says the bulletin, have been thinking along this line: "Television shows are for the big boys, spots are all we can afford."

The bulletin contends that up to now that attitude has not been entirely ill-founded. Even now, it cautions, the medium-sized advertiser should not put too large a slice of his ad budget into the one medium.

DOLLAR RETURN GREATER

But an advertiser has a relatively easier job to create more consumer attention in the new medium than in an older medium, the bulletin argues. His return for dollars spent can be greater, it further argues.

The bulletin also advances the theory that retailers "are becoming pretty blase about national advertising in the established media, but are still excited about television."

"These distributing channels have all the curiosity about television that you have, we have, and that almost everybody else has," it says. "Now it so happens that curiosity is a springboard to interest; a springboard to excitement; a springboard to enthusiasm. The individual who is curious can be more easily excited; more easily enthused."

"We have been completely amazed," it continues, "at the way staid, seasoned and conservative retailers have gone overboard in their eagerness to tie up with mere TV spots.

"And yet, perhaps we should not have been so flabbergasted after all. The very soul of successful retail promotion is something distilled from news; something that is news-worthy. Television, per se, is news. Therefore, keen retailers recognize that television advertising is worth trying up to, promotionally, because — as news always does — it creates conversation, it becomes a conversational piece and advertising that is talked about doubles and redoubles itself."

The Grey bulletin closes with an exhortation to the medium-sized advertiser "to take another look at telecasting" with the thought of "the possibilities of lapping your competition by jumping into telecasting with both feet" by buying programs and not merely spots.

CANDID VIDEO

Livens WMAR-TV Patterns

TV TEST patterns can be pretty monotonous at times, but WMAR-TV Baltimore has found a solution in its one-hour program known as "Sun Square Squares" — with a viewers' dividend thrown in, too.

Each afternoon the Sunpapers' outlet places one video camera at the intersection of Baltimore and Charles Streets—the center of the city—to give televiewers a glimpse of Baltimore's passing citizenry. WMAR-TV also continues to show the correct time, temperature and weather at intervals during the hour.

Sometimes the pickup affords viewers an unexpected view of America as when, early this month, a cameraman telecast a man dashing out of a department store, with a second in hot pursuit.

The orbison swung around in time to catch an officer apprehending the pace-setter and escorting him back into the store.

The candid TV eye waited until the paddy wagon arrived and viewers saw the police department prepare to haul the culprit off to the city jail.

TV Publicity Firm

RADIO Television Publicity Corp. has been formed by Irving Mattaway, serving as president, with offices at 109 E. Chicago Ave., Chicago 11, Ill. The company announces some 30 stations are using or have contracted to use its neon clock promotion service. Placards suspended from the clock are sent to stations monthly. Among sales supervisors of the company are Gil Verba, formerly of KOA Denver; Harold Gray and Ray Gilley, formerly of CBS New York.

Chandler Sentence

CONVICTION of Douglas Chandler, 58, former U. S. broadcaster in Berlin, on treason charges was upheld by the First U. S. Circuit Court of Appeals, Boston, Dec. 3. Mr. Chandler was sentenced to life imprisonment. He had been a Baltimore newspaperman.
NO, we don’t pretend to know all there is to know about television, here at Free & Peters—but we’re working at it with the same zeal and enthusiasm that has made us a leader among radio-station representatives!

Jack Brooke—who recently joined us in New York with three years of television under his belt—is contributing much to our higher TV learning. Further, all us Colonels have long been studying every aspect of television—its growth, programming, advantages and restrictions—all with an eye to its most effective use as an advertising medium.

If you’re thinking of using television now, or if you just want to keep informed about television for the future, we’d be glad to tell you anything we know. Say when!

On the Air

KSD-TV  St. Louis ..........Now
WPix  New York ..........Now
WBAP-TV  Fort Worth-Dallas ..Now
WAAM  Baltimore ..........Now
WAVE-TV  Louisville ..........Now
WTCN-TV  Minneapolis-St. Paul , 1949
WOG-TV  Davenport ..........1949
WMBT  Peoria ..........1949

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932

ATLANTA  DETROIT  FT. WORTH  HOLLYWOOD  SAN FRANCISCO
when Portlanders want to know they turn to KGW where news is always NEW

KGW NEWSMEN at work in a corner of their efficiently designed workshop.

DON KNEASS studies reports in the sound-proof teletype room adjoining the newsroom. KGW is served by Associated Press and INS.

DON KNEASS, News Chief. Don has been KGW's news chief since 1941, after seven years on the ladder from apprentice to chief announcer. He's been on KGW almost steadily, since 1934, coming to the station after radio and journalism work at Oregon State College. Kneass' early-morning, mid-morning and noon reports are among the region's most popular news broadcasts.

CHUCK FOSTER, Nite News Chief. Chuck's local and national news broadcasts have gained increasing popularity based on straightforward, factual reporting. Most of his local news is gleaned from his own sources and beats, which he covers regularly. Chuck uses news service stories mainly to supplement his own newsgathering abilities. His objective reporting is broadcast five evenings a week.

Page 46 • December 13, 1948
KGW'S NEWSROOM...A WORKSHOP

The designers of KGW's new studios conceived the news department as a vital function of the station, where staff members would work undisturbed with complete freedom, in fully-equipped quarters. The teletype room is closed off from the workshop by a heavily-insulated door, to eliminate distracting noises from the newsroom. Studio E (the control booth of which is shown above) is for exclusive use of the news staff. They can broadcast direct from the newsroom or from any of the station's other studios, also. To KGW, which always has stressed the importance of adequate radio news coverage, these facilities are indeed another step ahead.

RUDY LACHENMEIER, Sports Editor. His Sports Page Final, heard over KGW and KGW-FM five nights a week, features news of local sports events of all kinds. One of Rudy's specialties is accurate, up-to-the-minute fishing forecasts in season, and his club work with high school sports editors has gained wide local attention.

GEORGE MOORAD, News Analyst. Globe-trotting George Moorad literally had the world as his beat during the war... Guadalcanal, New Guinea, London, the Middle East, Italy, France, Manchuria, Russia, Kwajalein. His books on his Russian experiences have been widely acclaimed as authoritative accounts. George Moorad is sponsored on KGW and KGW-FM five afternoons a week.

Another step ahead for...

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

BROADCASTING • Telecasting

December 13, 1948 • Page 47
More People Have More Money in the KDYL Area

Throw a rope around the nine counties surrounding Salt Lake City — a portion of the area that KDYL covers most intensively — and you have the bulk of Utah's purchasing power.

In this area there are about 78% of Utah's population, and 86% of its effective buying income.

Alert advertisers are telling their story to this rich, responsive, concentrated market over KDYL — Utah's popula

Memphis TV Survey

SURVEY conducted in the Memphis, Tenn., area shows 1,444 television receivers in the metropolitan district, according to The Commercial Appeal, owner of WMCT (TV) Memphis, which made its debut Dec. 11 [BROADCASTING, Dec. 6]. The survey also reveals an estimated additional number of sets ranging from 300 to 400 in fringe areas. The Appeal reports these sets were purchased outside of the Memphis market and prior to the sales activity on the part of Memphis distributors.

B&B Either Way

NOW the new song hit "Buttons and Bows" has an effective parody among agency folk — it's "Benton & Bowles" substituted in the key words.

In fact Carroll Bagley, a time salesman at WNEW New York, persuaded the station's orchestra and singer, Peggy Ann Ellis, to sing the song substituting only the key words over the WNEW program Let Yourself Go. Needless to say, Benton & Bowles listeners were pleased and amused with the rendition.

VIDEO RIGHTS

Moser Covers Ownership

TELEVISION broadcasters should persuade Congress to extend program ownership rights through amending copyright laws rather than enter court against a mass of legal precedents not related to TV, John B. Moser, Chicago attorney, told members of the Chicago Television Council Wednesday.

"You'll have to live with these legal precedents, whether you like it or not, unless you get Congress to enact new legislation regarding TV ownership rights," said Mr. Moser, who is general counsel of the Chicago video group. "Promoters of sports events alone will precipitate considerable court activity. Costly legal battles will interfere with the development of this new medium."

Asserting that "TV legally has seen nothing yet," the counsel warned that most lawyers and judges don't understand television, let alone television law. He recalled that in several suits against those showing Louis-Walcott fight telecasts to large groups of viewers "not one opinion was written."

"As a result, the decisions in these cases are not regarded as precedents, and, in the absence of written opinions, there will be no appeals to higher courts," he observed.

DC Set Figures

A TOTAL of 24,500 TV sets are now installed and operating in metropolitan Washington, the District's Television Circulation Committee announced Dec. 1. Estimates are derived from monthly TV set sales figures furnished by Washington Electric Institute and the number sold by dealers and distributors who are not WEPS members. Addition of William K. Twellen of WOIC, eminent Bambarger TV outlet, to committee membership was also announced.
YOU MIGHT GET A 425-POUND WHITETAIL DEER* --

BUT . . .

YOU NEED WKZO-WJEF TO MAKE A KILLING IN WESTERN MICHIGAN

If you're shooting for higher sales in Western Michigan via radio, you've got to use nearby or home stations to tell your story effectively!

Here's the reason: Insofar as radio reception is concerned, Western Michigan is unique. We have a definite and distinct "wall of fading" around our area that almost completely prevents good reception of outside stations, no matter what their power. Consequently, people in Western Michigan keep their radios tuned almost exclusively to near-by outlets; seldom even try for faraway stations!

Of all the stations in Western Michigan, WKZO, Kalamazoo, and WJEF, Grand Rapids do the most economical and effective job. Economical, because these two stations have an exceptionally attractive combination rate. Effective because the January-February Hooper shows that, for Total Rated Time Periods, WKZO has an amazing 55.8% Share of Audience and WJEF a solid 23.4% in their respective cities!

Let us or Avery-Knodel, Inc. give you all the facts you need about Western Michigan. NOW?

* Albert Tippett got one that size, near Trout Lake, Michigan
the way to make the grade in Baltimore...

The attention of smart broadcast advertisers is cordially invited to the following facts:

1. The best way to haul a fast-freight fast is to put two of your finest engines up in front. Do this... and you never need worry about the hindmost. The caboose will take care of itself.

2. The best way to haul your advertising message with speed and efficiency to Baltimore's heavily-moneayed market is to hitch on to the selling power that WBAL, and only WBAL, can give you.
two are always better than one...

WBAL is the only broadcaster in Baltimore offering both AM and Television. This combination...as we don't have to tell you...presents enormous selling possibilities. Your television show reinforces and strengthens your radio offering, and vice-versa. The talent you present in one medium receives wide recognition and publicity from its appearances in the other. And the products or services which you sell can be double-merchandized, in both audio and video mediums, so effectively that each separate commercial has an extra selling power that will make your strongest competitor blush. No need to take our word alone for this. In our Baltimore offices we have a long list*. It contains names you'll have no trouble recognizing. All advertise over WBAL and WBAL-TV...all appreciate the fact that...

in Baltimore, only WBAL offers both...

*You can get the same information, and a lot more that's just as interesting, from our national representatives, Edward Petry & Co.
Home TVSweet Home

IT LOOKS as if new laws and ordinances will have to be developed to keep pace with the progress of television.

In Wilmington, Del., last week, ownership of a TV set was held to be grounds for eviction, because the tenant violated a clause against use of tanks, nails or screws. The TV antenna was screwed to the roof.

From Paterson, N. J., came a report that an optical enlarger (that mineral oil bubble), catching the slanting rays of the sun, set off a fire in a radio shop window on Main Street.

Before the do-gooders start yowling about TV breaking up happy homes or being a congenital arsonist, let’s point out that it has done more to weld the family fireside than anything since the advent of sound radio, and that it’s really setting the mass media on fire.

Talent Tug-O-War

THERE’S GREAT commotion over the talent tug-o-war presently confined to the CBS bid for NBC’s top-rated programs. And, in tempo with the times, the burden is placed upon television, now held responsible for everything that happens in any phase of advertising, show-business or mass communication.

As always, too, there’s a gimmick. In the current melee, it’s the substantial savings that accrues to the radio stars through payment of a capital gains tax on sale of personal corporations, rather than income taxes which nick them far more than the 25% one-shot levy.

William S. Paley, CBS chairman, is a sagacious executive who built a 16-station pseudo-network into the second largest entity in radio in less than a decade.

We doubt whether Mr. Paley and his associates are thinking in terms of TV only in seeking to woo top shows. The programs were built by sound broadcasting. There’s no assurance that they would achieve success in TV. They won their public favor on the sound networks—not on stage or screen.

It would seem then that CBS is digging in for a continued sound radio war with the Associated Artists, Andy, Benny, and the others it may snare. TV exploitation can be regarded only as a by-product and as a gamble. Their AM popularity is there, and is assured—if anything in the talent end can be assured.

Meanwhile, the CBS transaction for an interest in the Tournament of Champions, which would become all-inclusive in sports exhibition, obviously is earmarked principally for TV.

Whatever these transactions may mean dollarwise to entities in radio, the public can’t lose. New talent must be developed. TV’s voracious appetite has to be satisfied.

NBC has assigned vice president John F. Royal, who put most of NBC’s top shows together as that network’s first program head, to new executive duties. It’s our guess he’ll concentrate on new talent.

It won’t be long before the current competition finds its level. It has happened before. Fundamentally, management along with talent knows that it’s radio that makes the star.

Stardom is attained through performance and the opportunity to win public favor. And, as the Fort Worth Star-Telegram sagely commented last week:

"Public favor is not a constant thing. It is fleeting. One day a given personality has it; the next day he is passed over. It is a tribute, also, to the genius of Mr. Sarnoff in picking the right men for the right jobs.

Our Respects To—

ORVON GENE AUTRY

Seldon is one man both talent and management in the radio industry.

Gene Autry is both a star of his own CBS program sponsored by William Wrigley Jr. Co., and an investor in KOWL, Santa Monica; KOOL Phoenix, KOPO Tucson. He is waiting for FCC approval of his purchase of KTSA San Antonio.

Asked how he became interested in radio as an investment, he explains that the war emphasized for him that an entertainer has only his performance to depend upon for income. While he harbors no feeling of uncertainty about his own career, he means to be ready, come what may. To this end he owns 85% of the stock in KOWL, 50% of KOWL and 40% of KOPO.

And Gene Autry is not unaware of the coming of television. Although he holds no specific TV trump card, he says either Tucson or Phoenix might be a good place for such a station when the proper time arrives.

His investments do not stop with radio, either, for he has interests in two song publishing companies (Western Music Publishing Co. and Golden West Melodies), five Dallas theatres, two Phoenix daily newspapers, a Phoenix flying school and a ranch.

In addition he produces as well as stars in his own pictures under the corporate name of Gene Autry Productions. He also controls a rodeo company of his own and owns a major interest in the publishing house that turns out a million Gene Autry comic books a year.

This is ample domain for a chap who started life as a railroad telegrapher. Born near the town of Tioga, Tex. on Sept. 29, 1908, he was reared on a farm near Ravia, Okla. Music and song became an avocation at 11 when he bought a second-hand guitar for $1.50. It didn’t take him long to learn enough chords to accompany himself.

During high school he worked parttime as general handyman at the Frisco Railroad station in Ravia. In spare time he learned telegraphy from the regular operator. When he was 16 the Frisco hired him as "relief" operator. For the next few years he moved up and down the line between Springfield, Mo. and southern Oklahoma whenever an extra operator was needed.

In 1929, he happened to be assigned to the telegraph office in Chelsea, Okla. Being in a small town with little business, he spent a good bit of his time strumming his guitar and singing. One evening a stranger came into the office to send a message. While the man was busy writing out his message Gene Autry went...
"Make merry with music your Christmastide through." Somebody said it... we don't know just who. So we hang it on Santa Claus, the best friend a seller ever had. And a pretty sprig of selling sentiment it is! For Christmastide through—as all the year through—smart advertisers make merry, and make money, with the good music of WQXR. Into 550,000 New York homes they go...into a generous portion of the world's richest and most generous market, where listeners keep tuned to WQXR so constantly, no other station reaches them so effectively. For there's no music like good music...the kind WQXR broadcasts all day and all year. Why don't you see about a time contract...the one with a Santa clause in it? Just call Circle 5-5566.

WQXR
AND WQXR-FM
RADIO STATIONS OF THE NEW YORK TIMES
LETHEA J. MATTERN has been appointed manager of WMAJ State College, Pa. She has been with station since 1945, and was appointed acting commercial manager in 1947. She assumed position of commercial manager this past summer, and will continue to act in this capacity in addition to her new duties.

JOHN B. THORNTON has been promoted to assistant manager of WBMS Boston. He will continue as program director in addition to his new duties.

CLOUD WAMPLER, president of Carrier Corp., has been appointed to board of directors of Meredith Syracuse Television Corp, licensee of WHEN (TV) Syracuse, N.Y.

FRANK A. HOILES has been appointed manager of WFAH (FM) Alliance, Ohio.

JAMES H. LAWSON Jr. has resigned as manager of KLIP Dallas, Tex. No future plans have been announced.

FRED WOOD has been appointed general manager of WWBZ Vineland, N.J. He was formerly with WIP and W7FL Philadelphia.

CRAIG RE-ELECTED

Heads Insurance Institute

EDWIN W. CRAIG, chairman of the board of WSM Nashville, and a radio pioneer, was re-elected chairman of the board of the Institute of Life Insurance at the 10th annual meeting of the latter organization at the Waldorf-Astoria Hotel in New York on Dec. 7.

The Institute is a public relations organization of 159 life insurance companies representing more than 90% of all U.S. life insurance firms.

Mr. Craig built WSM in 1925 and organized the Clear Channel Broadcasting Service in 1934. He has been its chairman since then. He has also been one of the leaders in life insurance. He is president of the National Life & Accident Insurance Co. of Nashville, WSM owner.

LANGHOFF

Named Y & R Research V.P.

DR. PETER LANGHOFF, director of research for Young & Rubicam, New York, since January 1947, has been appointed vice president in charge of research for the agency effective immediately. Prior to joining the agency Dr. Langhoff organized and directed several government research groups. He directed research at the Rural Electrification Administration into the use of electricity on farms.

He has also served as a consultant with the Commission for the Organization of the Executive Branch of the Government and with the office of the Secretary of Defense.

Shmoo Business

MILTON BERLE, $5,000 in prizes and Al Capp were among the chief attractions Friday, Dec. 10, at the "Shmoo's" party held in Hotel Astor, New York, by Radio Writers Guild. Giveaways at the party ranged from a real live baby sitter, to dresses with models inside; and from a part in one broadcast of a network show to a portable typewriter.
Television Station

WHEN

Syracuse, N. Y.

announces the
appointment of

THE KATZ AGENCY, INC.
as its exclusive
national representative

MEREDITH-SYRACUSE TELEVISION CORPORATION

W. C. EDDY
Consultant

PAUL ADANTI
Manager
E. Kapar, member of the WLS Chicago sales staff for 12 years, has been appointed sales service manager.

Edward Kassar, former announcer and continuity writer, has joined sales staff of WHOW Clinton, Ill.

Hill Carruth has been appointed to sales staff of WKBB (TV) Chicago. Mr. Carruth was formerly an actor on station's Telegrams, an instructional program for children.

Philip Fuhrmann has been appointed account executive for WTPT Atlanta, N. Y. He was formerly sales manager at WABD (TV) New York.

Chris Thor has joined sales staff of CKGB Timmins, Ont.

**Respects**

(Continued from page 52) on singing and strumming.

After finishing his wire, the stranger listened and requested more. Young Autry complied. Hearing him out, the stranger thought he had talent but needed more experience. He urged him to head for New York and a radio career.

When Gene Autry examined the message, after the man had gone, he saw that it was signed Will Rogers.

With such encouragement, he asked the railroad for a leave of absence and headed for New York, using his company pass for transportation.

New York showed little interest in him for several months. But when Art Satherly, then vice president of Columbia Records, heard him, he was pleased but advised him that he needed more training. Specifically he was told to try for a connection with a station and that he would hear more from Mr. Satherly later.

So it was back to Oklahoma for Gene Autry and a daily 15-minute sustaining program on KYVO Tulsa as Oklahoma's Singing Cowboy. Within a year he had built quite an audience and in November 1930 was signed to a contract with Columbia Records. His first recording—"Silver-Haired Daddy of Mine"—was a genuine hit and since has sold a total of five million copies. All told he has made more than 250 recordings.

Early in 1931 Gene Autry was sent to Glenn Snyder at WLS Chicago for a four-week stint. That was according to Mr. Satherly's original plan. The four weeks stretched into four years as Gene Autry grew to be the top Western songster in the Middle West.

In 1934 Republic Studios beckoned. It seems that one of the men behind Columbia Records was also interested in Republic and to him Gene Autry seemed a likely bet for pictures. In his first vehicle, which starred Ken Maynard, Mr. Autry sang one song and the fan mail was so heavy that they decided to give him a chance on his own. He starred in "Tumbling Tumbleweeds," his first feature-length picture.

A total of eight Autry pictures were turned out in 1935. And at the close of those 12 months he was voted top box-office star of Western pictures, an honor he held for six successive years.

In 1940 and 1941, he broke all previous attendance records at Madison Square Garden in New York as star of the Gene Autry Flying A Ranch Rodeo. His growing popularity also meant a radio program for himself, sponsored by Wrigley.

When Uncle Sam went to war, Gene Autry was one of the first Hollywood names to enlist. In July 1942, he joined the Air Force and after earning his pilot's wings became a flight officer. While in the Air Transport Command, his chief duties called for the delivery of bombers to India.

Discharged in July 1945, he immediately left on a USO tour of the South Pacific hitting the Philippines, Okinawa and other island stations. Since reconverting to civilian life he has assumed all of his prewar activities plus adding investment responsibilities. And unlike most Hollywood folks, Gene Autry has no business—he looks after all of his interests personally.

On April 1, 1932, he and Ina Mae Spivey of Duncan, Okla., were married. They live on a 200-acre site in the San Fernando Valley, known as "Melody Ranch." Flying is both a means of transportation and a hobby to Gene Autry. He owns his own twin engine Beechcraft. No Johnny-come-lately at piloting, he has logged about 3,500 hours aloft.
You be the judge...

Have a look at these bars and decide which station you would rather choose for your Monday thru Friday, daytime radio advertising in Chicago.

The four Chicago network stations delivered homes per dollar for the average quarter hour of local shows between 7:00 AM and 6:00 PM like this:

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As you may have guessed, the station at the right is WGN.

NOTE: Study based on Nielsen Total Audience, January-April, 1948 using published time rates only.
HUNTLEY QUITS
CBS Department Is Split

CHEST HUNTLEY has resigned as head of the CBS department of news and public affairs in order to devote more time to his nightly 10 O’Clock Wire show. The department will be divided into a news bureau and department of public affairs. Jack Beck, who joined CBS in 1941 as a news writer and was appointed head of the news section last year, becomes director of the news bureau. Stuart Novins, CBS writer since 1946, will serve as director of public affairs for the network.

BOYS AND GIRLS from rural areas not only know what programs they like but who sponsors them.

More than 500 members of the national 4-H Club, attending their annual congress in Chicago during the International Livestock Exposition a week ago, voted Lux Radio Theatre, the Hit Parade and the Fred Waring Show as their favorite all-around programs. Sponsors came in for top identification when youngsters made such responses as: “Favorite dramatic show, ‘U. S. Steel’s Theatre Guild,’” and best program, “Arthur Godfrey’s Talent Scouts by Lipton’s products.”

The survey was conducted by Lyn Connelly, radio editor of National Weekly Newspaper Service, Condensated feature material serviced by Western Newspaper Union, to determine the listening habits and preferences of rural America. The youngsters, with an average age of 18, named Bob Hope’s Hope Lake comedian, followed by Red Skelton and Jack Benny. Date With Judy was their first choice as the best family show, topping Blondie and Life of Riley. Among dramas were Lux Radio Theatre, Theatre Guild and Screen Guild, with Cavalcade of America, CBS In There and Bob Hope Show also winning favorable acclaim.

Five percent of the youngsters polled expressed disapproval of all quiz shows. The remainder elected first place to Take It or Leave It, with RFU America and Truth or Consequences as second and third. Strike It Rich and Dr. I. Q. shared fourth position.

Most popular male and female singers, in ranking order, were Bing Crosby, Perry Como, Frank Sinatra, Dinah Shore, Jo Stafford and Peggy Lee. Survey figures also reveal that more boys than girls voted for Sinatra, and that Frankie Laine, usually classed as a top favorite with teen-agers, netted only six votes. Closest race was seen in the favorite band leader class, with Sammy Kaye getting 105 votes; Vaughn Monroe 106 and Tommy Dorsey 102. Harry James, fourth, received 82.

Preferences Given
Rating the best all-around show, 4-H youngsters voted Horace Heidt’s talent program as a close fourth to Fred Waring. Other favorites were Breakfast Club, Date With Judy, American Album of Familiar Music, Stop the Music, Fibber McGee and Molly, Truth or Consequences, Arthur Godfrey’s Talent Scouts, Harvest of Stars, Twenty Questions, Life of Riley, Hour of Charm, Jack Benny Show and Take It or Leave It. Others high on the roster were Waltz Time, Town Meeting and We, the People.

Dick Contino, 18-year-old ac-

THE FACT of the week

Only the WPTR-WBCA combina-
tion gives complete regional
AM-FM coverage of the
Albany-Troy-Schenectady area
at rates comparable to
local AM stations.

10,000 Watts of POWER Night and Day

WPTR

BROADCASTING • Telecasting
HAPPY SPONSORS
TO YOU...
ARE YOU ASLEEP TO THE POSSIBILITIES ON THE PACIFIC COAST?

Wake up to Don Lee on the Pacific Coast and you'll find out there is a Santa Claus. Only Don Lee delivers a double packful of listeners—both the “inside” and “outside” audiences, because only Don Lee has a station within every buying market on the Pacific Coast.

Mountains up to 15,000 feet high surround nearly every market on the Pacific Coast and make reliable long-range broadcasting impossible. It takes a lot of local network stations for all the people to hear your show, and only Don Lee has enough of them. In addition to having a station in every city where the other three Pacific

Of the 45 Major Pacific Coast Cities

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Lewis Allen Weiss, President Willet H. Brown, Exec. Vice-Prei. - Ward D. Ingrim, Director of Advertising
1313 North Vine Street, Hollywood 28, California. Represented Nationally by John Blair & Company
Coast networks have one, Don Lee has 32 stations to cover the remaining 115 "outside" counties...*twice as many stations as all other networks combined.*

These 115 Don Lee-dominated counties are a fine present for any advertiser. They contain 4,427,600 people and 1,280,000 radio families, spend $4,013,687,000 a year in retail sales and enjoy a buying income of $5,575,847,000 annually.

Buy Don Lee in '49 and get coverage facilities of the "inside" market equal to those of any other network, plus 100% more coverage facilities for the "outside" market than all other Pacific Coast networks combined.

**The Nation's Greatest Regional Network**
"So America's the richest country in the world. So what?

"So Americans produce more than any people on earth. Okay—but what's in it for me?"

At all times, in all ages, nations have had to answer that question—or go out of business.

The average man—the worker, the farmer, the small businessman—is human enough to ask: "What will it do for me—for me and my wife and my kids?"

Let's look at the record—
Here in America we have the best answer in the world to that question.

Machine Power: Since 1910 we have increased our supply of machine power 4½ times.

Production: Since 1910 we have more than doubled the output each of us produces for every hour we work.

Income: Since 1910 we have increased our annual income from less than $2400 per household to about $4000 (in dollars of the same purchasing power), yet

Work Hours: Since 1910 we have cut 18 hours from our average work week—equivalent to two present average workdays.

BUT THE BEST IS YET—You're right—things can be even better . . . and must be better. Right now, everyone admits prices are too high. We still have the threat of boom and bust. Our system has faults, yet it has brought more benefits to more people than any other system ever devised.

We can beat the boom-and-bust cycle. We can have even better food, better clothing, better wages, better homes, more leisure, more educational and medical facilities.

We can have all this IF we all continue to work together and share together . . . IF we continue to realize that each American's personal standard of living will rise in proportion to how much all Americans produce through better machines, better methods, better teamwork.

And that's about it. What's in it for you depends on what's in it for America.

Approved for the PUBLIC POLICY COMMITTEE of The Advertising Council
by:

EVANS CLARK, Executive Director, Twentieth Century Fund
BORIS SHISHKIN, Economist, American Federation of Labor
PAUL G. HOFFMAN, Formerly President, Studebaker Corp.

Published in the Public Interest by:
BENTON & BOWLES, Inc.
ADVERTISING
First Ride in KSTP's new Elevator at Radio City, Minneapolis, goes to N. J. Cavanagh, formerly with Roche, Williams & Cleary, Chicago, and Mrs. Cavanagh, and the Elevator Operator is Stanley E. Hubbard (I), KSTP president and general manager, as Miller C. Robertson (r), general sales manager, and present executive at Milwaukee Road, visited station's new Twin City home during recent Minneapolis trip.

KTV(TV)  CBS 49% Interest Okayed

APPROVAL was granted by FCC last week to CBS' acquisition of 49% interest in television station KTV Los Angeles for $367,500 cash. The Times-Mirror Co. retains control of station.

KTV(...), assigned Channel 11 (198-204 mc) with effective radiated power of 19.15 kw aural and visual, is transferred from the publisher of the Los Angeles Times to KTV Inc., new corporation. KTV Inc. is owned 61% by the Times and 49% by CBS. The purchase consideration of $367,500 is in equipment and other expenditures and $68,583.79 in cash.

CBS is the owner of WBS-TV New York and has filed application for purchase of WRTB (TV) Walla Walla, Wash., in Boston area—formerly Raytheon Mfg. Co. for about $250,000 [Broadcasting, Nov. 15]. CBS owns 41% of WTOP Washington, which plans to apply for video in the Capital. Majority of WTOP is owned now by the Washington Post.

The network also has TV applications pending in Boston (which would be dropped if WRTB deal is approved), Chicago, and San Francisco. CBS also has been negotiating with the St. Louis Globe-Democrat to acquire minority interest in its proposed television station.

Representatives of both the Times and CBS will serve on the board of KTV Inc. Representing the newspaper will be President Norman Chandler, president; Treasurer W. H. Bowers, treasurer; Vice President Harrison Chandler and Assistant Secretary Omar F. Smith. Representing CBS will be President Frank Stanton; Vice President Donald W. Thornburgh, executive vice president, and CBS Attorney Ned Narr, secretary.

New Series of hour-long dramatizations titled Pepper Tree Theatre of the Air has been selected to KGMG (FM) Los Angeles.

**TRANSFERS**

**Approved Sales Total Over $700,000**

**STATISTICAL SALES aggregating more than $700,000 were approved by FCC last week. Transfers include 13 AM and 2 FM outlets.**

Disposition of the radio holdings of the estate of Burridge D. Butler, deceased, was given final approval by Commission. This inclusion consented to purchase of $250,000 by KOY Phoenix, Ariz., of its own stock which had been held by Mr. Butler and consent to KTUC Tucson for $24,500 the stock held by Mr. Butler. Approval also was granted to transfer of half the stock in Prairie Farmer Pub. Co., sole owner of WTOP, to R. W. Gibson. Also assigned was 30 kw Chicago licensed, from the estate to Ina H. Butler, wife of the late Farmer publisher.


Frontier Broadcasting, licensee of WACO Waco, Tex., and headed by Gene L. Cagle, was approved to purchase KRIX Mcallen, Tex., from group of Rio Grande Valley businessmen. Transfers approved included: KBAP and KAIR (FM) Laredo, Tex.; KUCI Fort Worth, Tex.; WCCM Lawrence, Kan.; KKLW Milwaukee, Wis.; KSMA Santa Maria, Calif.; WEGM Quincy, Ill.; KCOM Sioux City, Iowa, and KXRA (FM) Portland, Ore.

Approves in Part

Meanwhile last week the Commission approved in part the joint petition of Mrs. W. J. Virgin, licensee of KMED Medford, Ore., and Gibson Broadcasting Co., Inc., (Broadcasting, Sept. 6). FCC approved request to reinstate application of Gibson to buy KMED but denied that portion of the petition which asked for approval.

Gibson would buy the station for $250,000 and make Mrs. Virgin a 33.3% owner. Firm is owned by Louis G. Gibson, owner of KHUB Watsonville and KSLI (FM) Salinas, Calif. Effort of Gibson to purchase KMED earlier was delayed when filing of competitive bid by Medford Radio Corp. under ACOO rule. Medford Radio subsequently received approval of FCC by Mrs. Virgin declined to sell on grounds that offer was not comparable in terms. KMED is assigned 5 kw day and 1 kw night on 1400 kc.

Deals on the Transactions approved by FCC follow:

**KFRU**

- CBS Chicago—Grants transfer of control of 1,350 shares common stock in KFRU, will own 50 percent of the stock holds all stock in Agricultural Broadcasting Co., also holds 50% of the stock in KMED, Medford, Ore., E. Murphy and James E. Edwards, co-owners of Will of Burridge D. Butler, deceased, to wife, Ina H. Butler.

- WLS Chicago—Assigns 30 kw on 890 kc.

- WLS Chicago—Grants transfer of control of 1,000 shares from Thomas E. Murphy and James E. Edwards, co-owners of Will of Burridge D. Butler, deceased, to Salt River Valley Broadcasting Co., licensee.

- WYNN Las Vegas—Grants transfer of control of 1,000 shares from Thomas E. Murphy and James E. Edwards, co-owners of Will of Burridge D. Butler, deceased, to Salt River Valley Broadcasting Co., licensee.
versal Blue Book, licensing practice and other committee matters. Congressman Harness told Broadcasting the report to the 81st Congress will be filed with the Clerk of the House “late this month.” The report, observers believe, will urge continuation of the committee in the reshuffled Congress.

A final committee meeting will be called late this month, Congressman Harness said, to present the report to members for their consideration.

Perpetuation of the select committee in the new Congress seemed unlikely. Several Democratic members whose objections last year to creation of a special committee were drowned out in the Republican House will have powerful voices in what legislation is passed during the 81st Congress.

Both Rep. Adolph J. Sabath (D-Ill.), who is expected to take the gavel in the powerful House Rules Committee, and Rep. Sam Rayburn (D-Tex.), slated to be Speaker of the House, were objectors. Rep. Priest, likely successor to Congressman Harness should the committee be continued, has also expressed his disapproval of such action [Broadcasting, Nov. 22].

Even though the select committee’s lease on life may not be renewed, the FCC has no guarantee that everything subsequently will be all milk and honey.

Some of the legislators who will occupy key spots in the Congress have not always found the Commission’s performance laudatory. Among these are Rep. John W. McCormack (D-Mass.), likely candidate for House Majority Leader, Rep. Rayburn, and Rep. E. E. Cox (Ga.), No. 2 Democrat on the House Rules Committee, who led an earlier investigation into FCC operations.

Rep. Priest signed the committee’s scathing report on the Port Huron decision, dealing with political broadcasts and the Scott case on the right of atheists to equal radio time. However, he felt the report was too critical of the Commission.

Further Examination

It is the opinion of the Southern Congressman that further examination of such controversial Commission decisions is still needed. He favors investigation of these by a sub-committee of the House Interstate and Foreign Commerce Committee. The chairmanship of this committee probably will fall to Rep. Robert Crosser (D-Ohio), whose interest has evolved chiefly about railroad legislation.

FCC Probe

(Continued from page 22)

SALE of WLPO La Salle, Ill., for $100,750 to Peter and Ruth Elizabeth Miller, owners of the La Salle Daily News-Tribune was reported last week in application filed for FCC approval. Application was tendered for acquisition of control of WIBC-AM-FM Indianapolis by Adelaide F. Causey through retirement of stock by the Indianapolis News Pub. Co., parent firm.

WTVN (TV) Columbus, Ohio, seeks consent to transfer of control of its permittee corporation, Picture Waves Inc., to Edward and Prudence H. Lamb. Couple take over stock subscriptions of other individuals to become nearly sole owners. Application indicates no money is involved.

In the WLPO transaction, F. F. McNaughton and Louis F. Leuring, partners doing business as La Salle County Broadcasting Co., assign station license to La Salle County Broadcasting Corp., owned by Millers. Sale is necessitated by health of Mr. Leuring, who must move to another climate, application said. Ruth Miller is president and 18% owner of the new firm while Mr. Miller is secretary-treasurer and 12% owner. Mrs. Miller is director and 5.125% owner of The Tribune Co., publisher of the Chicago Tribune and operator of WGN, WGNB (FM) and WGTN-TV Chicago. She also is president and 87.20% owner of the La Salle Daily News-Tribune of which Mr. Miller is publisher and 12.80% owner. WLPO is assigned 250 w day on 1220 kc.

The WIBC application covers a transaction which was completed in June. Indianapolis News Pub. Co., sole owner of Indiana Broadcasting Corp., WIBC licensee, purchased and retired at $1,800 per share the holdings of its following stockholders: Robertine B. Daniel, 602½% shares; Michael B. Fairbanks, 60¼% shares; Richard M. Fairbanks, ¾% share. The 1,455% share holding of Adelaide F. Causey, including 775 shares in trust of her deceased brother, Robert Fairbanks, is thereby increased to 50.4% of outstanding stock.

In the WTVN case, the minority stockholders assigned their subscriptions to the Lambs because of desire to devote their attention to other business interests. The Lambs, who head WTOD Toledo, Ohio, and WICU (TV) Erie, Pa., take over subscriptions of following: Elmer E. Schatz, 60 shares; Louis W. Adams, 16 shares; Dale D. Rapp, 15 shares; Edwin Q. Brands, 10 shares; Charles J. Martin, 2 shares; Mark Finnegan, 10 shares; Richard B. McCann, 7 of 12 shares.

FALOX-VIDEO has moved to building leased at 6611 Santa Monica Blvd., Los Angeles. Building will be converted into sound studio for production of television film shorts.
Standard Oil of Indiana renews its highly popular 3-a-week 7 AM news for a full year.

Perfection Biscuit Company, a WOWO advertiser for 20 years, now sponsors 2 shows on this station: “One Moment Please,” locally produced, and syndicated spots for “Miss Sunbeam” Bread.

Cities Service sponsors college football broadcasts second season.

Centlivre Brewing Company has increased its air-time on WOWO from a half-hour a week to 13 quarter-hours!

Kroger renews 16th time. Current 52-week contract includes 3 quarter-hours a day, 5 days a week.

WHAT BRINGS RENEWALS?

Results!

For results on WOWO, check first with NBC Spot Sales

WOWO

FORT WAYNE
ABC Affiliate

WESTINGHOUSE RADIO STATIONS Inc.

KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBY-TV

National Representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters
IT'S A GIFT!

Sure there's a Santa Claus, and don't let anybody talk you out of it! As a buyer of radio time, you'd like to wake up to find thorough, wide coverage, ace showmanship, comprehensive merchandising and promotion—all in one stocking!

Try this on your Christmas tree: WHB is a 10,000-watt station spang in the heart of the golden Kansas City Marketland, dominating a listening area of 120 counties in 5 states. The enviable WHB reputation for sales results is founded on fact.

Santa Claus? Why, considering what you get, WHB is practically giving time away!

P.S.—For a Happy New Year, see your John Blair man!
House organ plays merry sales tune—“LET’S LISTEN” merchandised to please 100,000 studio visitors every year!

News about name stars, network shows, local shows, glamour, “cheesecake”—and a program highlight guide—all wrapped up in a shrewdly merchandised package—that’s WFBR’s house organ—“Let’s Listen”—designed to help sell your product in the rich Baltimore market.

Those 100,000 studio visitors that jam-pack WFBR’s studios yearly represent a loyalty “plus” factor that no other Baltimore station can offer!

Now—more than ever—when WFBR is Baltimore’s first station in the morning, afternoon, and total rated periods—your Baltimore time-buying must include ...

* Latest Hooper Ratings.

WFBR

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

BROADCASTING • Telecasting

December 13, 1948 • Page 67
TRANSCRIPTION TURNTABLE. By unbiased tests—delivers the highest signal-to-noise, lowest rumble and flutter content, and also offers a synchronous direct drive gear drive! Unexcelled for dubbing from disk to disk or film; where seconds count for FM and AM recorded broadcasts; or for laboratory uses where extraneous noise and distortion cannot be tolerated. The Fairchild positive direct-from-the-center turntable drive provides quick start, high torque, instant speed change to 78 or 33 1/3 rpm. NEWS! Fairchild Transcription Turntables are available for immediate delivery—at the new low price of $485.

UNIVERSAL 6-POSITION EQUALIZER makes it unnecessary to use a separate equalizer for each pickup. You can now experiment with various pickup cartridges while using this one equalizer. Both lateral and vertical transcription arms can be connected and selected without switching—simply using the proper setting of the 6-position control knob. The Fairchild Preamplifier, Equalizer mounts in place of your present equalizer; prevents obsolescence; saves the cost of additional equalizers; frees one preamplifier; provides for cueing and monitoring; eliminates low level hum problems; and is an investment in economy. Write for complete details.

MICRO-GROOVE FOR RECORDING STUDIOS

STUDIO RECORDER is receiving high praise from recording engineers since they discovered its excellent Micro-Groove recording performance. Its pitch being continuously variable from 80 to over 500 lines-per-inch, it not only records readily at Micro-Groove pitch but provides for momentary decrease of pitch for indicating the end of one selection and the start of another.

Radio stations, using the new Fairchild Transcription Arm for Micro-Groove reproduction, are experiencing the full advantages of the improved quality, especially at inner disk diameters, as well as the long playing time of these new LP records. Write for complete details.

IT'S A FACT: Fairchild Recording Equipment Corporation has been newly formed to specialize—at its name implies—in sound recording equipment. All Fairchild Camera and Instrument Corporation sound equipment—including Portable Disk Recorders and Uniformed Amplifier Systems—are available for immediate delivery at new low prices. Write for complete details: 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.
Mr. William Decker
McCann-Erickson
50 Rockefeller Plaza
New York 20, N. Y.

Dear Bill,

A recent addition to the staff -- chap named O'Brian -- ran across the phrase "WGY-Land" in an old ad not long ago and promptly opened a new box of needles. "Just where is this 'WGY-Land'?," says O'Brian laughingly, "and by what right do you claim it?"

You know the answer to that first question, Bill, because you have been recommending WGY to McCann-Erickson clients for years. For the record, the station gives primary service radiating from Schenectady over 64 counties. During the daytime it covers 465,140 families, and 505,020 families at night. That's our BMB story.

And you know two reasons justifying our claims to this territory. First, we always have and still continue to lay down the finest program service we can provide -- NBC's and ours. That explains the loyalty of our listeners. Second, that old WGY signal is backed by 50,000 watts.

But we have a third claim on "WGY-Land" -- a claim based on simple economics. Just get out your SRDS and a pencil. Put together any combination of stations that will completely cover the WGY territory and total the costs. You'll find that WGY alone does the total job at about half the expense of any combination you select.

So we claim "WGY-Land" for, among others, WGY advertisers. They are buying an interest in an interested audience at the lowest possible cost. But don't let me get commercial. Jim McConnell and NBC Spot Sales take the orders.

Sincerely,

G. Emerson Markham:acs
STATIONS MANAGER
HNNOCK TEA

A RECEPTION and tea honoring the wives of her fellow FCC members, the first of its kind, will be given Wednesday evening, 5-7, by Frieda B. Hennock, the first woman Commissioner.

About 400 women have been invited, including all women employees who have been with FCC 10 years or longer; the wives of the Commission's top staff executives, and the wives of Cabinet members, and Supreme Court Justices, of members of various administrative agencies and federal departments, and of members of Congress from Indiana, FCC Chairman Wayne Coy's home state. In addition, invitations have been sent to women active in various fields related to FCC.

Miss Hennock explained that her purpose is to provide an informal occasion to meet the other women who work with FCC and to honor her colleagues' wives: Mrs. Coy, Mrs. Paul A. Walker, Mrs. Rosel H. Hyde, Mrs. E. M. Webster, Mrs. Robert F. Jones and Mrs. George E. Sterling. The Commissioners and a few other male guests also will attend.

Paul A. Porter, former FCC Chairman, will be mc for a special program to be presented by the Chesapeake & Potomac Telephone Co. Choir and other musicians and entertainers. The reception will be held in the Raleigh Room of the Raleigh Hotel in Washington.

BAPTIST FM

PLANS for establishment of low-powered FM stations by 170 Texas Baptist churches which want to operate them in the band reserved for nondonor educational institutions were disclosed last week.

Dr. R. Alton Reed, director of radio activities for the Baptist General Convention of Texas, said the churches want to operate the stations in the 88-92 mc educational band with about 10 w power, and estimated they would cost not more than $2,500 each and would cover a radius of three to five miles each. They would be used for religious broadcasts.

An application for one such station was reported by FCC last Thursday. It was filed by North Fort Worth Baptist Church, Fort Worth, for 88.1 mc with 10 w.

The Baptist Convention also is promoting a network of eight regular FM stations of which Mary Hardin-Baylor College's KNHB (FM) already is on the air (Broadcasting, July 18). Dr. Reed said FCC would be asked to approve transfer of the grant for KBUK (FM) Dallas, another member of the network, from Buckner Orphans Home to the Baptist Convention.

RATINGS PANEL

Hooper, Nielsen to Speak

FIRST-HAND explanations of the Hooper and Nielsen ratings will be given in Chicago Wednesday when C. E. Hooper and A. C. Nielsen appear at an open symposium under auspices of the Midwest Region, Radio Writers Guild.

Mr. Hooper and Mr. Nielsen will be introduced with James Cornell, radio research director at Foote, Cone & Belding, Chicago, who will serve as moderator. Shelby Gordon, RWG Midwest vice president, has asked writing, production and advertising personnel to attend the meetings, which will begin at 8:30 p.m. (CST) in CBS studio 10 at the Wrigley Bldg.

KROD

CBS

El Paso

Texas

NOW

5000 WATTS

AT 600 KC

WESTERN LINK

LONE STAR CHAIN

KEY STATION

SOUTHWEST NETWORK

NO INCREASE IN RATES

Long the Southwest's BEST BUY — Now even BETTER

NATIONALLY REPRESENTED BY TAYLOR-BORROFF & CO., INC.

DRAWING CARD

(Continued from page page 26)

ule, the FM station could not sell its services to taverns, restaurants, and hotels, "which is as it should be."

For doctors' and dentists' waiting rooms, small stores etc., Mr. Lindgren has developed a very small table model FM set with "a higher fidelity than can be found in most console FM sets."

In Mr. Lindgren's opinion, rental of sound equipment, as practiced by the wired music services, is economically unsound from the subscriber's viewpoint because, after a year, he has paid for the cost of the equipment but does not own it.

"The equipment should be sold outright, which precludes a large capital investment on your part," he told the FMers. "However, since the main goal of this business is to build up a monthly revenue, no attempt should be made to profit by such a sale since this might bring the initial cost up so high that it becomes a sales resistance factor."

PAGE 70 • December 13, 1948
For KDKA — "America's Pioneer Station"—Blaw-Knox—America's pioneer builder of radio towers recently furnished this 500 ft. H-40 heavy duty tower.

The location of the tower on a rise overlooking Pitt Stadium and adjacent to buildings of the University of Pittsburgh made it imperative that station engineers select a structure of sufficient built-in strength to provide a high factor of safety in this congested area.

The Blaw-Knox heavy duty H-40 tower, supporting an FM and television antenna is not only adequate to meet these provisions but is also rugged enough to take care of any reasonable changes in equipment which might arise in the future.
TBA Election
(Continued from page 31)

association would in no way be impaired by cooperation between both groups, that all officers and directors on either group would continue in their own associations as at present and that if the cooperation project was eventually found to be ineffective, that either association could withdraw upon notice of its intentions.

"The plan envisaged that both associations would have a common treasury and that dues and disbursements could be made from the same source. The plan contemplated that all active members of NAB would automatically become members of this association under the dues schedule of NAB and that all active members of TBA would automatically become members of NAB on the same NAB dues schedule.

"Affiliate members of this association would remain members only of TBA, but entitled to all privileges of NAB with the exception of voting at meetings or exhibiting at conventions.

Two Directors Each
"The plan further provided for the exchange of two directors on each board, with the presidents of each association serving ex officio on the other association’s directorate.

"In the controversial fields of television promotion, television advertising, and television legal representation, this association would be charged with the duty of performing these aspects of trade association activities for television members of NAB, as well as TBA.

"In the fields of sales promotion, programming, advertising, research and labor relations, NAB would serve TBA as well as its own members.

"Your directors were in agreement that a plan of cooperation as outlined herewith might have been in the best interest of the television industry and gave tentative approval for continuation of discussions and possible final agreement.

"However, as I stated before these negotiations were ended by the NAB so that the future of such a cooperative plan remains suspended."

During 1948, when the number of operating TV stations has increased from 16 on Jan. 1 to 46 last week, television has lived up to forecasts that "it is destined to become the greatest form of mass communication ever devised," Mr. Poppele stated.

TBA, he continued, has aided this progress in many ways. Among its 1948 achievements were helping to establish peace between television and the AFM; replacement of the FCC’s mandatory 28-hour-a-week operating rule by a graduated scale plan sponsored by TBA; adoption of principles to guide TV broadcasters in assuming moral responsibility for programs; organized opposition to unreasonable rates for network facilities; preparation and distribution of information on station operations, standard and personnel.

E. P. H. JAMES, Mutual vice president, presides at morning panel on "Selling Television Time." Left to right, Eugene Katz, of the Katz agency; Klaus Landsberg, West Coast director of Paramount Television Productions, KTLA (TV) Los Angeles; Mr. James, George Muskovics, manager, CBS television sales department, and Doty Edouard, radio-television buyer, of Badger, Browning & Hersey, New York.

Seven Points of Superiority Among Cities of 100,000 And Over Makes This One of America’s Outstanding Markets.

KGA’s 50,000 WATTS of Protected Persuasive Power Extends and Increases the Market

Any Petry Man Has the Facts

KGA
ABC AFFILATE

Owned and Operated by Louis Wesner
Radio Central Bldg.
Spokane 8, Wash.

LIBEL and SLANDER
Invasion of Privacy
Plagiarism—Copyright—Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCISE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONAL WIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

TAPROOM TAX
Phil. Views With Alarm
"BOOTLEGGING" by home set owners would stem from the Phila- delphia plan to levy a 5% gross receipt tax on television-equipped barrooms and would endanger taproom business. Philadelphia Liquor Dealers Assn. officials so warned city tax officials, who envisioned collection of $1 million a year from 2,000 local taprooms reported to be offering television entertainment.

Imposing the amusement tax on taproom television sets would lead homeowners to invite neighbors to see the broadcasts and then serve drinks on a "dutch treat" basis, Association officials told Receiver of Taxes W. Frank Marshall.

The dealers argue that if the tax is levied on taprooms, it should also apply to the pay-as-you-go homeowner. Patrick Cavanaugh, Liquor Dealers’ president, pointed out that the taproom patron differs from the night club habitue. "He belongs to the ranks of labor and provides his own relaxation and entertainment through conviviality."

An opinion handed down in November by the State Supreme Court classifying television as "motion picture" has led the city to believe it has the authority to invoke the tax. City Council will probably decide the question. The State itself does not require amusement liquor licenses for taprooms equipped with television sets.
The 25B is a mighty good buy!

Here are some of the reasons why

**General Advantages:**

1. The Western Electric 25B Speech Input Console provides highest quality studio control for AM and FM at their best.
2. It is versatile...handles two studios...provides duplicate channel operation without interference.
3. It's easy to operate...all controls are functionally located for convenience of operator in controlling programs.
4. It's a complete unit with its own table...attractive, sturdy, well designed ...and it's moderately priced.

**Technical Advantages:**

1. It covers complete FM frequency range. Has high signal-to-noise ratio and exceptionally low distortion.
2. It is easy and economical to install...plug-in cables carry all external leads to wall boxes (included with 25B).
3. It's fully accessible...opens up to expose all components.
4. It includes 7-position mixer; line and microphone transfer keys; dual line amplifiers and volume indicators; separate built-in tube check meter; regulated power supply.

For immediate delivery of one or more 25B Speech Input Consoles, call your nearest Graybar Broadcast Representative — or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.
ATTENDING first meeting of newly organized Michigan Assn. of Broadcasters were (standing, 1 to r): Roy C. Kelly, S. W. Oppenhuizen, WFUR Grand Rapids; Robert Holmes, WBCK Battle Creek; Dan E. Jayne, WELL Battle Creek; Paul F. Eichhorn, WFRD Grand Rapids; Edward Baughn, WPAG Ann Arbor; J. P. Scherer, WHFB Benton Harbor; Cal Hill, WEXL Royal Oak.

Back row, seated (1 to r), Wilson B. Paul, Larry Frymire, WKAR East Lansing; Dr. Willis F. Dunbar, WKZO-WJEF Kalamazoo-Grand Rapids; Fred A. Knorr, WKMH Dearborn; Worth Kramer, WJR Detroit; Edwin K. Wheeler, WWJ Detroit; Thomas O'Leary, WXYZ Detroit; Stanley W. Barnett, Kalamazoo-Grand Rapids; Howard K. Finch, WJIM-WFGG Lansing-Kalamazoo; Milton L. Greenebaum WSAM Saginaw; Helen Nelson, WHLS Port Huron; Mrs. Elaine Nentwig, WSAM Saginaw.

Middle row, seated (1 to r), Jack D. Parker, Robert W. Phillips, WSAM; Mel Writh, WOAP Owosso; W. J. Edwards, WKNX Saginaw; Mark McKee Jr., WMLN Mount Clemens; Ben Hoberman, WDFT Detroit; Strauss Gantz, WJW Wyandotte.

Front row, seated (1 to r), John C. Pomeroy, WILS Lansing; E. H. Clark, WJLB-WBDC Detroit-Flint; Lester Lindow, WDFD Flint; Hy Steed, WLV Grand Rapids; Don DeGroot, WTAC Flint; Hy Levinson, WCAR Pontiac; F. Granger Well, WTTU Port Huron.

MAB FORMED

MILTON L. GREENEBAUM, president and general manager of WSAM Saginaw, Mich. (Saginaw Broadcasting Co.), was elected president of the Michigan Assn. of Broadcasters, newly formed organization, comprising 51 radio corporations.

The first meeting was called in Saginaw Dec. 2 on the invitation of Mr. Greenebaum.

Other officers elected were: Dr. Willis Dunbar, WKZO Kalamazoo, vice president, and Howard Finch, WJIM Lansing, secretary-treasurer. Named to the association's board of directors were Jack Sherer, WHFB Benton Harbor;

AFRA IN L.A.

Five More Stations Agree

FIVE more Los Angeles area stations reached agreements with FBI for picket for salary increases for staff announcers, leaving only three stations yet to come to terms with the union. KWKW Pasadena and KGJ Los Angeles raised salaries from $60 to $70; KFVD Los Angeles and KGER Long Beach from $66.90 to $75; KFOX Long Beach from $66.90 to $72.50. Contracts are for one year, retroactive to Sept. 17, 1948.

Negotiations are still continuing at KFAC Los Angeles, KXLJ Pasadena and KGIL San Fernando, and, according to Claude McCue, executive secretary of AFRA, "a speedy conclusion is anticipated in line with the other agreements."

FRED BARR, WWRL Woodside, L. I. program director, has been named radio chairman of the Queens County March of Dimes appeal. Mr. Barr also has been appointed to direct radio activities for the Queens visit of the Freedom Train.


The new Michigan association also announced a system of broadcast-privilege fees for the airing of tournament basketball games. The agreement, which includes free broadcast rights for sustaining pickup, was reached after a committee of the broadcasters met informally with the Michigan High School Athletic Commission.

Officers and directors of the association will hold their first formal meeting in Lansing Dec. 14 (Tomorrow) to discuss plans for the year.

Greenebaum Will Head Michigan Radiumen

PRO FOOTBALL

ABC to Telecast Top Game

WORLD'S champion pro football game will be broadcast and televised simultaneously over ABC's entire radio network and its eastern television stations Dec. 19 sponsored by General Mills and Wilson Sporting Goods Co. Agencies are, respectively, Knox Reeves Advertising Inc., Minneapolis, and Ewell & Thurban Assoc., Chicago.

The game, to be played at Shibe Park, Philadelphia, will be between the Philadelphia Eagles, National Football League's eastern division titleholders, and the winner of the game scheduled for yesterday between Chicago Bears and Chicago Cards, who are tied for western division leadership. Harry Wimsler, ABC sportscaster, will handle both video and radio coverage. He will be assisted by Harold Saro (Red) Grange, Illinois' renowned "Galloping Ghost" and former Bear star.
Graybar announces new cabinet line

with these 11 features!

- Easily removable double doors permit installation close to wall.
- Extensively louvered doors and ventilated top allow heat dissipation.
- Polished stainless steel top trim, side trim optional.
- Bright aluminum interior finish for improved illumination.
- Attractive, light, aluminum gray (Western Electric) exterior finish; other finishes furnished to order.
- Handy spare tube socket supports (6 sockets each).
- Side knockouts facilitate inter-wiring of adjacent mounted racks.
- Cable forms each side.
- 110 volt receptacle box.
- Two ground terminations.
- Two large 6" x 6" cable entrances.

Here are excellent-quality, reasonably priced rack cabinets to facilitate the operation and enhance the appearance of your broadcasting and sound system equipment. Designed in accordance with R. M. A. "specs", they simplify problems of mounting and of servicing the apparatus.

Immediate deliveries of standard types, models, and sizes are now available from Graybar. Optional accessories include rear-panel rack mountings, front-mounted doors, drawer, power and audio terminal mounting. Graybar also can provide cabinets of any special designs you want.

Graybar has everything you need in broadcast equipment ... PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds. To get the most suitable items the easiest, quickest way — for a small maintenance job or a complete new station — call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

Distributor of Western Electric Broadcast Equipment

ManUfactured by:

(1) Western Electric
(2) General Electric (3) Whitney Blake
(4) General Radio (5) Karp Metal
(6) Hugh Lyons (7) Meteltron
(8) Hubbell (9) Presto (10) Weston
(11) Blowe-Knorr (12) Crowe-Hinds
(13) Communication Products
(14) General Cable
(15) National Electric Products
(16) Triangle (17) Bryant

There are Graybar offices in over 100 principal cities.

These are the Graybar Broadcast Equipment Representatives in key cities:

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canatl 4104
CINCINNATI
J. K. Thompson, Main 0600
CLEVELAND
W. S. Rockwell, Cherry 1360
DALLAS
C. C. Ross, Central 6454
DETROIT
P. L. Gundy, Temple 1-5500
JACKSONVILLE
W. C. Winfree, Jacksonville 5-7180
KANSAS CITY, MO.
R. B. Uhlry, Grand 0324
LOS ANGELES
R. B. Thompson, Trinity 3321
MINNEAPOLIS
W. G. Prew, Geneva 1621
NEW YORK
F. C. Sweeney, Watkins 4-3000
PHILADELPHIA
G. I. Jones, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Court 4000
RICHMOND
E. C. Tom, Richmond 2-2833
SAN FRANCISCO
K. G. Morrison, Market 5131
SEATTLE
D. I. Craig, Main 4535
ST. LOUIS
J. F. Lankford, Newstead 4700
RADIO DRIVE

BROADCASTERS throughout the country will be asked to support the Radio Mfrs. Assn “Radio-in-Every-Room” campaign, it was decided at the RMA board of directors quarterly meeting Thursday at the Roosevelt Hotel, New York.

The board considered that the campaign had been a huge success and that it should be continued and even expanded if possible.

The only stickler the board was faced with was funds to project the drive into 1949. The campaign cost $70,000 last year and would cost even more if it were broadened.

It was decided to appoint a committee to canvas the entire industry for assessments or contributions. It definitely was decided that the drive no longer would be supported out of RMA dues.

Increases Resulted

The drive, it was reported, resulted in big increases in set circulation in the cities in which it was conducted. Unit volume of sales was increased, as follows, in the five cities where it was conducted: Hartford, Conn., 100%; New Orleans 31%; Indianapolis 50%; Trenton, N. J. 110%; and Salt Lake City 128%.

The RMA board also considered the advisability of making court tests of tax and other local governmental limitations on radio and television usage. It considered the New York City ordinance prohibiting use of sound equipment without a police permit and the recent Pennsylvania Supreme Court ruling holding that taprooms showing television must pay the same tax as if they showed moving pictures.

It was the general feeling of board members, it was reported, that the New York law was unconstitutional. The amplifier and sound equipment division of the RMA pointed out to the board that the ordinance sets a precedent which may be followed by other cities. It further pointed out that the ordinance is so broad that it could be applied to automobile radios and even airplane radios.

General counsel of the RMA, it was learned, will now conduct research to see if it is feasible to test the Pennsylvania taproom law by an agency outside the state.

The board also approved a recommendation of the RMA service committee that the public, and particularly landlords, be made aware of the fact that multiple antennae or master antennae are available and practical.

The board also discussed the fact that many leases are so restrictive that tenants are discouraged from purchasing a television set. It directed that the legal department attempt to work out a more favorable standard lease clause, bringing in to aid it the Television Broadcasting, National Council, and the National Realty Board.

The board also considered the threat of a tin shortage to the industry. Tin is allocated by the government to industrial users but the elimination of television manufacture has depleted industry supplies. One components producer said he may not be able to meet orders on hand unless supplies are increased.

The parts and sets division recommended that the board set up a voluntary industry conservation program for tin, cutting down the use of the metal wherever possible.

FMA to Ask Support

RMA - NAB RUMOR

Merger Talk Denied

SIMULTANEOUS denials were made last week by NAB and FMA, of rumors that the two associations planned to consolidate.

A. D. Willard Jr., NAB executive vice president, wrote William E. Ware, KFMY Council Bluffs, FMA president, informing him that no such merger was in process. Replying to a letter sent by Mr. Ware to NAB President Justin Miller, who is on the West Coast, Mr. Willard wrote, “This will serve to deny categorically that NAB has had any discussions with FMA, or any plans within its own organization, to merge or consolidate the two associations.

In his letter to Judge Miller Mr. Ware said: “I am not in favor of, nor have I ever discussed with anyone, a proposed consolidation between FMA and NAB,” he wrote. He explained later that he had been quoted as advocating merger of FMA and NAB to the effect that a merger is not a remote possibility,” he added.

Anti-merger views were expressed by Julian Cohn, president of WKNB and WKNB-FM New Britain, Conn., in a letter to Everett Dillard, WASH Washington, former FMA president who Mr. Ware succeeded in September. Mr. Gross said he felt any major decision should be voted on by FMA members, with independents given a chance to voice their views.

HAL TATE

RADIO PRODUCTIONS

Chicago, Producer of the

“WHO’S TALKING” Show,

DEMands universal

For the BEST in Transcriptions

Universal Recording Corp.

20 N. Wacker Dr., Chicago

Page 76  December 13, 1948

RMA to Ask Support

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The parts and sets division recommended that the board set up a voluntary industry conservation program for tin, cutting down the use of the metal wherever possible.

EDDIE CHASE

and his

“Make Believe Ballroom”

3:30 p.m. to 5 p.m., daily

can sell you in the Detroit Area!

CKLW

5,000 WATTS • MUTUAL SYSTEM


J. E. CAMPEAU, President

Page 76  December 13, 1948
NAB POSTS

Two Staff Members Added

Two appointments to NAB positions will become effective Jan. 3, one in the president’s office and one in the office of the general counsel.

Ruth A. Inglis becomes editorial assistant to President Cotton Miller and Vail W. Pischke joins Don Petty, general counsel, as an attorney.

Miss Inglis is associate professor of sociology at the U. of Washington. Judge Miller selected her for the position after her participation in an American Bar Assn. panel last autumn. At the U. of Washington she teaches communications, including broadcasting, movies, magazines and other media.

As research assistant to the director of the U. of Chicago Commission on Freedom of the Press, Miss Inglis wrote the book Freedom of the Movies. This book was part of the overall study undertaken by TIME and other interests.

Mr. Pischke has headed radio activities of the law firm of Norman M. Littell, Washington. Previously he been with Kirkland, Fleming, Green, Martin & Ellis. He is a graduate of Notre Dame with AB and LLB degrees. In 1944 he won the ASCAP annual award for his thesis on radio copyright law.

GF ‘Gangbusters’

GENERAL FOODS Corp., New York, will sponsor Gangbusters on CBS. The program, on behalf of Grape Nuts, will premiere on the network Saturday, Jan. 1, and will be aired 9-9:30 p.m., eastern, by Keown & Rubican, New York, is agency.

Gardner Co. Named

BISHON-WHEELER, Illon, N. Y. (Millard retracted hall point pens) has appointed Fred Gardner Co., New York, to handle its advertising. Radio spots are currently being used in markets in Georgia, Baltimore, Washington, D. C., and Albany, N. Y.

WHAS

(Continued from page 21)

wise, the application reported, there are no immediate plans for changing present WHAS personnel.

The WHAS properties are licensed to WHAS Inc., which is owned by the Birmingham family, also owners of the Courier-Journal and Louisville Times. Barry Birmingham is president of both the radio and newspaper firms. The $1,925,000 purchase price specified in the contract with Crosley Broadcasting would be subject to adjustment of net current assets on the date of closing.

Crosley is owned by AVCO Mfg. Corp., from which FCC's open-bidding rule derived its name when it was adopted following AVCO's acquisition of Crosley properties. Crosley operates WLW and WLWT (TV) and associated relay, international and FM stations in Cincinnati. It owns WINS New York, WLW TV and FM grants for Columbus and Dayton, and is applying for TV in Indianapolis and FM in New York.

WHAS, a CBS affiliate, is on 860 ke with 50 kw fulltime. WHAS-TV, not yet on the air, is assigned Channel 9.

New Interview Show

BEAUTY FACTORS Inc., Los Angeles (Insta-curl) about Dec. 16 is starting a five-minute weekly interview program with Bill Stewart on 57 ABC stations coast to coast. The program is to be extended to a five-minute daytime schedule after the first of the year. When full schedule goes into effect, firm will be expanding budget of approximately $14,000 weekly.

Kraft Renews

KRAFT FOODS CO., Chicago, for its mayonnaise, renews Kraft Television Theatre on NBC's seven-station eastern video network for 52 weeks from Jan. 5 through J. Walter Thompson, also Chicago. Telecast, aired Wednesdays, 9-10 p.m. EST, is produced in New York with stage, TV and screen stars appearing in adaptations of plays and novels. Jack Galbraith is the NBC Chicago account executive.

BML Elects Two

JAMES E. WALLEN, treasurer, controller and assistant secretary of MBS, was elected the board of Broadcast Music Inc. at the BMI quarterly meeting Tuesday (Dec. 7). He replaced Robert D. Sweeney, MBS official who has resigned from the network. The board also elected Charles E. Lawrence, returned to BMI after a year with Associated Music Publishers, to the post of assistant treasurer.

BROADCAST MUSIC INC.

580 FIFTH AVENUE - NEW YORK 18, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

December 13, 1948
TBA Annual Clinic
(Continued from page 88)

Manager of KLTA (TV) Los
Angeles, stated.

Local department stores and
other retailers are better prospects
for TV stations than they have ever
been for sound broadcasters, he
said, adding that local events seem
to be more attractive for both spon-
sors and viewers than the big na-
tional network programs received
via film recordings.

The upcoming Tournament of
Roses parade has been sold locally
by two TV stations, as the recent
Santa Claus parade was, and “we
practically had our pick of spon-
sors.”

Participating sponsorship pack-
ages have proved attractive for
low-budget local advertisers in Los
Angeles, Mr. Landsberg reported.
He cited KTLA’s Shopping at Home,
a ten-minute straight-selling
demonstration program that has
expanded from once to six times
a week to care for local advertisers
who want to get in on this video
service. “window shopping at
home and not so hard on the feet.”

A station representative has to
work much harder to sell TV time
than he does in sound broadcasting,
Eugene Kats of The Katz Agency,
said.

He made a strong plea to video
broadcasters to give their repre-
sentatives as much information
as they can about their programs
and facilities and particularly about
the number of TV sets in their service
area. He listed the principal things
a representative wants to know
about any TV station he represents,
including: A detailed summary of
the program schedule, including
the complete operating schedule;
a description of facilities; network’s
affiliation and whether served by
cable, radio relay or kinescopic
recordings; TV circulation;
rate card; details of camera equip-
ment, film and slide projection fac-
ilities; film production facilities;
an inclusive description of each
locally originated program offered
for sale to national advertisers,
including itemized costs.

Agency Needs Information

The advertising agency also
needs all the information it can
get about programs and facilities
and circulation if it is to present
Television properly to its clients, Doty
Edouard, radio and television
timebuyer for Badger, Browning &
Harris.

His check list of what the agency
wants to know about TV stations
covered: A practical rate card. He
urged TV broadcasters to follow
the example of standard broadcasters in
working out a standard rate card
with the AAAA as soon as pos-
sible; up-to-date area set esti-
mates; best available set-use in-
formation, ratings, mail counts,
etc., program logs and statement
of operating hours; cable or relay
availability data; program and an-
nuouncement facilities for studio,
film (16mm, 35mm or both) and
remote programs.

In the question period, Fred
Weber, general manager, WDSU
New Orleans, asked for TBA to set
up some plan for the exchange of
program information for TV broad-
casters. He volunteered to con-
tribute at least a suggestion a month
from WDSU-TV which was
scheduled to begin operations on
Saturday, if he could count on get-
ing similar ideas from other sta-
tions in exchange.

TBA President Poppele said that
already a column of the TBA
weekly paper is devoted to
program news and pledged an ex-
tension of this service to members
as an important part of TBA ac-
tivities for the coming year,

Asked about simulcasts, Mr.
Moskovics cited We, the People
as a program that has successfully
been broadcast simultaneously on
both mind and video channels.
He warned, however, that the radio
program must have good visual as-
pects to make it suitable for this
method. With millions of people
asking for tickets for radio shows,
there is no doubt that people
want to see what they have been
listening to, he said.

Kirk on Showmanship

Myron Kirk, radio and television
director of Kudner Agency, speak-
ing on “Showmanship in Televi-
sion,” declared emphatically that
“No television is not an extension of
radio.”

It calls for a special brand of
showmanship, he said, which is
more closely linked to the theatre
and the movies than to sound
broadcasting. The success of the
Texaco Star Theatre, he said, is
largely due to its experience of its
producers, directors, talent
bookers and other associated per-
sonnel, to say nothing of the actors
themselves.

To the controversial question
whether sound TV programs in an
agency or network, he came out
strongly for the agency. The num-
ber of hours and people required to
produce a video show by itself is
sufficient argument for spreading
the load over hundreds of agencies
instead of dumping it all onto the
four networks, he declared.

Pointing out that his agency has
ten employees working fulltime on
the Texaco Star Theatre, he said
that this is not profitable for the
agency today but he is sure that
it will pay good dividends in the
near future.

Walter Damm, general manager
of WTMJ WMJ-FM WTMJ-TV
Milwaukee, presented a short
film of an animated device which
had been used as a half-
minute of one-minute and
20-second spots to local adver-
sisers.” Technique involves the
use of sliding cut-out figures, simple
to make and handle, but effective
in peppering up a static picture.
He offered full details to anyone
writing for him for them.

Limitations on the musical video
rights ASCAP is obtaining from its
members may create such a prob-
lem of individual musical right
egotiations that TV broadcasters
may have to establish their own
music rights bureau, Mr. Robert P.
Myers, assistant general
attorney of NBC, warned the clinic.

Reviewing the music rights situ-
uation, Mr. Myers reported that
BMI grants television broadcasters
the same rights as it does AM
broadcasters in a broad license
that covers practically all TV uses
of music. But ASCAP, he said, has
asked its members only for rights
to license TV only for straight
instrumental uses and uses by five
or less vocalists, not in costume and
not to use dialog, dancing or scen-
ics. The number is dramatized
or dressed up a special license is
required.

Special licenses will also be
needed for any production number,
that is, music originally written for
a stage show or movie picture.

When the TV music subcommitee
of which he is chairman meets
with ASCAP early next year to
work out new contracts to succeed
the present grants licenses, Mr.
Myers said, they must find exact

88% of the families in
this 5-Port Area listen
regularly to
KPRC

ATTENTION! RADIO TIME and TRANSCRIPTION SALES:en

One of the finest fifteen minute
Sunday transcribed programs ever
produced for two classifications—
General Homes and Monumental
Development.

“The Memorial Hour” is for sale on
a cash or royalty basis, com-
posed of a series of twenty-six
episodes. The production has been
narrated by 176 stations with
three songs, two stations repeat-
scoring call for renewals. The best of
talent available to a radio
producer, the music dramatic, the
narrator obtainable were used in the
end.

The only territory ever covered
was on the West Coast, Middle East
South and West never traveled.
$17,000 was spent in the middle of
one year. Only territory is
exposed and no one scores for
more than 400 sales. From the
road the is the only territory
budgeting 46 masters, $29 previews.

Produced by World, distributed
by World, previewed and
on vinylite.

You can be in business at once
with a tremendous income.

Write or wire
John Printup
Assistant Manager
Radio Station WKOW
Madison, Wisconsin

BROADCASTING  •  Telecasting
to avoid complications unless the play has its members.

George M. Burbach, manager of KSD-TV St. Louis, summed up his assigned topic, “Television Management Do’s and Don’ts,” with one example of each:

Do’s and Don’ts

"Do everything you possibly can to stimulate interest in television in your community.

"Don’t let your imagination run away with you regarding the damaging effect which television might have on other things long begun and that includes your own AM radio operation, if you have one."

He harked back to the early days of radio to cite dire predictions of its effect on movies, music and newspapers, none of which ever materialized.

The development and sale of local programs has proven to be the greatest source of revenue for KSD-TV, Mr. Burbach reported. Many local advertisers, particularly sponsors of sports events voluntarily increased their appropriations for the second year, he said. One company, spending $35,000 for time on the station last year, will increase that sum by 25% this year and more "if we can find more sports for him to sponsor."

Mr. Burbach reported unusual success in selling time through a policy of recommending a more or less inexpensive program to start. "Once you impress the possibilities of television they will voluntarily suggest a more impressive program and a larger appropriation," he said, citing Anheuser-Busch Brewing as a typical example.

Program Format

"We submitted a musical program using the best violin player in St. Louis Symphony with our own Russ David at the piano. It costs $200 for 20 minutes and is a very fine show with excellent camera shots and carefully selected music. From this modest beginning we hope to develop a sponsor for the full St. Louis Symphony of 80 musicians."

With 50 advertisers now compared to 30 a year ago, KSD-TV has been out of the red at times, he said, although it's back in now that operation has been stepped up to seven days, 20 hours a week.

But the St. Louis Post-Dispatch, owner of KSD-TV, has gotten $150,000 worth of TV set advertising it would not have had, if it had not introduced television into St. Louis, Mr. Burbach stated, giving it at least a token return on its $40,000 investment in a video plant.

BMB has accepted the responsibility for meeting television's foremost research need—"uniform reliable estimates of television families by individual markets," Hugh M. Beville Jr., NBC director of research, announced. In contrast to present data, collected in a variety of ways by a variety of organizations, BMB will be able to establish standard methods which in effect will provide television with its own audit bureau of circulation, he said.

The second class of research information needed for video sales is "proof of performance" information about the station service area and technical reception, Mr. Beville said. "Surveys of technical reception by mail ballots or as a feature of diary or telephone interviews will be important evidence that your station is doing a satisfactory job of delivering a signal in your area."

Third Requirement

Hooper and Pulse TV ratings, or diary studies where they are not available, help to provide TV's third research need for data on program popularity and viewing habits, he said.

The fourth requirement of television salesmen for proof of responsiveness and sales effectiveness may be demonstrated by sponsor identification ratings or replies to video contests and offers, Mr. Beville stated. He added that "shoppers clamoring for products advertised only on television will certainly prove to be our best sales ammunition."

"The major problem we face with respect to television reception is ignorance," Robert L. Coo, general manager of WPIX-TV New York, said in a talk on reception problems. There is "ignorance on the part of the public as to what kind of reception they can expect from their receivers and ignorance, in too many cases, on the part of the seller of the set, the installer and the service man."

Reporting that the problem of poor reception resulting from poor installation and service of TV sets seems to be fairly general, Mr. Coo stated that manufacturers should "devote a little more of their time and perhaps more money to this particular phase of their business."

For, after all, the manufacturers are one of the few segments of this new television industry who might conceivably be operating in the black now, and certainly their whole future depends upon the success of our operations. Therefore, isn't it reasonable to expect them to shoulder a major share of the responsibility for proper television reception? We think it is."

GOOD ALL-ROUND MAN

If you have a selling job to do in Birmingham, or North Alabama markets, WSGN is your man. He's a handy fellow to have on your side with special promotion, service and program tools that can help you do the job!
Baseball
(Continued from page 21)

televising night games, Sunday and holiday games, "they're bound to get hurt."

"These baseball clubs are giving their product away. Radio stimulated the fans' interest to a degree where it eventually drove them to the parks to watch the games. But television comes very close to satisfying that interest."

Mr. Shaughnessy asserted that video brings the game to the customer at a "minimum expense to him, time, money and comfort."

"Since television certainly will improve, the situation becomes even more alarming," he added.

Reports of major league television having an effect on minor league attendance have come from Newark, N. J., and Baltimore, Md., homes of the International League Bears and Orioles, respectively.

Proximity to Washington and New York, where major league telecasts emanate, is said to be responsible.

The AAA minor league circuits that would be affected by major pickups would be the International League and the American Assn., located in the same eastern and midwestern areas as the major leagues.

Television last season was available in all eight of the American League cities. In the National League, telecasting was not underway in Pittsburgh only, which will have an operating outlet prior to the 1949 campaign.

NATIONAL winner of the H. P. Davis National Memorial Announcers' Award for 1948 is Howard Reig (r), announcer with WGY Schenectady. Mr. Reig will receive the Davis announcer's gold medal and $500 cash. Paul Shannon (center) KDKA Pittsburgh, is the winner in the 50 kw stations class, and Dean Montgomery (l), of KELO Sioux Falls, S. D., won a Davis award in the regional stations class. Awards were announced last week.

HARPER NAMED

McCann-Erickson President

MARION McCANN JR., former assistant to the president of McCann-Erickson, New York, was elected president at the annual meeting of the board of directors last Thursday.

H. K. McCann, who was president of the agency, has been elected chairman of the board of directors. Mr. McCann founded the H. K. McCann Co. in 1912 and was its president. He has been president of McCann-Erickson since its formation in 1930. He will continue as senior executive officer of the company.

Harrison Atwood, one of the founders of the H. K. McCann Co. and senior vice president of McCann-Erickson, was named vice chairman of the board. He will continue to serve as chairman of the executive committee.

Mr. Harper joined McCann-Erickson as an office boy and trainee in 1930. Shortly thereafter he was promoted to the agency's research department where he successfully advanced to manager of copy research, director of the research department and in 1945 to vice president in charge of research and merchandising.

In 1946 he was made a director of the firm, and in 1947 became assistant to the president and a member of the executive committee.

He is a member of the board of directors of the Advertising Research Foundation, and also is a director of the Knickerbocker Federal Savings & Loan Assn.

Important Correction

in MUTUAL'S BACK COVER ADVERTISEMENT

We are embarrassed!

Through an error, the map in our advertisement on the back cover of this issue of BROADCASTING purporting to show "IMPORTANT METROPOLITAN MARKETS IN WHICH MUTUAL POWER HAS BEEN OR IS BEING INCREASED"—is far from complete.

It shows 16 cities. The actual count is 31 cities. Here's the full list of power increase in metropolitan markets from January 1946 to November 1948.

| ALTOONA, PA. | MIAMI, FLA. |
| ATLANTA, GA. | MINNEAPOLIS, MINN. |
| BALTIMORE, MD. | MOBILE, ALA. |
| BIRMINGHAM, ALA. | NEW ORLEANS, LA. |
| BUFFALO, N. Y. | PITTSBURGH, PA. |
| COLUMBUS, OHIO | PORT ARTHUR, TEX. |
| DETROIT, MICH. | SAN ANTONIO, TEX. |
| DURHAM, N. C. | SACRAMENTO, CAL. |
| FALL RIVER, MASS. | ST. PETERSBURG-TAMPA, FLA. |
| HOUSTON, TEX. | ST. LOUIS, MO. |
| INDIANAPOLIS, IND. | SIOUX CITY, IOWA |
| JACKSONVILLE, Fla. | TULSA, IOWA |
| KANSAS CITY, MO. | WARREN, O. |
| LOUISVILLE, KY. | WASHINGTON, D. C. |
| MADISON, WIS. | WILKES-BARRE, PA. |
| MEMPHIS, TENN. | |

MUTUAL BROADCASTING SYSTEM

The Major Market Network

CBS MEETING

Western Affiliates in L. A.

TWENTY-NINE executives from 22 CBS affiliates in 10 western states will attend the two-day Ninth District meeting being held at Columbia Square, Hollywood, today and tomorrow (Dec. 13, 14).

On second day members will inspect facilities of CBS Hollywood TV outlet, KTTV.

Attending from New York are Joseph H. Ream, CBS executive vice president; H. V. Akerson, vice president in charge of station relations; William B. Lodge, vice president in charge of general engineering, and John J. Karol, sales manager.

Representing KNX and CBS Hollywood are D. W. Thornburn, vice president in charge of Western Division and KNX general manager; L. E. J. Ochse, KNX-Colum-

CBS Affiliates in the District of 9.

At the roster, omitting those mentioned previously:

California: Ralph R. Bruston, KQW San Francisco; Charles E. Salt and Graham Moore, KNSD San Diego; F. L. Peffer, KGMD Stockton; Dick Joy, KCMJ Palm Springs; Eleanor McClysh, John Hamlton and Walter Baskin, KEIRN Bakerfield.

Arizona: John L. Hogg and Albert D. Johnson, KOF Phoenix; Lee Little Glenn Snyder and George Cook, KUTC Tucson.

Washington: Loren Stone, KERO Se-
tale; Ed Craney, KXLY Spokane; Hugh Albert and Lee Black, KIMA Yakima, W. T. Wagner, of the Alaska Broadcasting Co., which operates 2 CBS affiliates in Alaska, also will attend from Seattle.


From CBS affiliates in other western states: J. E. Stember, KBRB Boise, Idaho; Harry H. Buckendahl, KOIN Portland; T. J. Lawrence, KOBD El Paso, Tex.; Carl Dunbar, KSL silver City, N. M.; C. Richard Evans and Eugene Halliday, KSL Salt Lake City.

A Real Xmas Bonus

RADIO SALES TRAINING SCHOOL

Columbus, Ohio • Dec. 28-29-30

Subjects include:

• HOW TO SELL LOCAL RADIO
• SELLING OPEN-END TRANSCRIPTIONS
• SELLING CO-OP SHOWS
• HOW TO HELP YOUR NAT'L. REP. and the proven

10 Point Plan of Sales and Services

More than 100 satisfied graduates

Maximum personal attention. Wire Now

FRED A. PALMER

Columbus, Ohio

Phone: Worthington 2-7346

BROADCASTING • Telecasting
SLOAN AWARDS
Truman Lauds Radio Role

Radio as a "vital factor" in the nation-wide program for highway safety that has been conducted by President Truman, in a letter to Alfred P. Sloan, chairman of the Alfred P. Sloan Foundation.

The Foundation is sponsoring a group of awards to broadcasters for outstanding public service activity.

Emphasizing the need for fuller cooperation of networks and stations to cope with the traffic problem, Mr. Truman wrote: "... The active support of radio has been a vital factor in the success of the Action Program developed by the Highway Safety Conference. ..." It is my hope ... that every network and station will participate in the Alfred P. Sloan Radio Awards, thereby testifying to a truly comprehensive effort on the part of the industry ..."

Five Sloan Awards are being offered for commercial and sustaining programs. Local, regional and clear channel stations and national and regional networks are eligible. Spot announcements and other safety features under the Advertising Council plan also may be entered.

Entries should be submitted in the form of statements of about 1,000 words. Administrator of the program is the Automobile Safety Foundation, Washington.

The Foundation has distributed a descriptive brochure on the award program to radio executives. Many of the responses have suggested the need for recognition of television, as well as AM and FM. Next year provisions will be made in that direction, it was indicated.

\'SING-ALONG\'
Waring Greets Speechless

A NATION-WIDE \"Singing-Along,\" dedicated to the speech handicapped children unable to sing for themselves, will be staged by Fred Waring and his glee club on the Dec. 21 Fred Waring Show on NBC. Program is heard 10-10:30 a.m. EST.

The plan, Mr. Waring explains, is for chorals groups and school children and families in their own schools, churches and homes from coast to coast to join in with the Pennsylvanians in the songfest. A song book of Christmas songs, including the chorals director's own arrangement of \"Twas the Night Before Christmas,\" is being offered to radio listeners who request a copy.

Mr. Waring is said to have had the inspiration of using glee club voices and recruiting others to salute the work of the Institute of Logopedics, speaks correction service. Purpose of the work is to focus greater public attention on the needs of those handicapped in speech.

MEMO to FRED STOUTLAND, BBDO:
WCKY has consistently given advertisers the LOWEST COST PER THOUSAND in Cincinnati. In just one of many cases, WCKY showed an advertiser where he could more than double his impressions per week, and it cost him LESS per week than he was spending on another station.

50,000 WATTS OF SELLING POWER ON THE AIR EVERYWHERE 24 HOURS A DAY

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50,000 WATTS OF SELLING POWER ON THE AIR EVERYWHERE 24 HOURS A DAY

SLOAN AWARDS
Truman Lauds Radio Role

Radio as a "vital factor" in the nation-wide program for highway safety that has been conducted by President Truman, in a letter to Alfred P. Sloan, chairman of the Alfred P. Sloan Foundation.

The Foundation is sponsoring a group of awards to broadcasters for outstanding public service activity.

Emphasizing the need for fuller cooperation of networks and stations to cope with the traffic problem, Mr. Truman wrote: "... The active support of radio has been a vital factor in the success of the Action Program developed by the Highway Safety Conference. ..." It is my hope ... that every network and station will participate in the Alfred P. Sloan Radio Awards, thereby testifying to a truly comprehensive effort on the part of the industry ..."

Five Sloan Awards are being offered for commercial and sustaining programs. Local, regional and clear channel stations and national and regional networks are eligible. Spot announcements and other safety features under the Advertising Council plan also may be entered.

Entries should be submitted in the form of statements of about 1,000 words. Administrator of the program is the Automobile Safety Foundation, Washington.

The Foundation has distributed a descriptive brochure on the award program to radio executives. Many of the responses have suggested the need for recognition of television, as well as AM and FM. Next year provisions will be made in that direction, it was indicated.

\'SING-ALONG\'
Waring Greets Speechless

A NATION-WIDE \"Singing-Along,\" dedicated to the speech handicapped children unable to sing for themselves, will be staged by Fred Waring and his glee club on the Dec. 21 Fred Waring Show on NBC. Program is heard 10-10:30 a.m. EST.

The plan, Mr. Waring explains, is for chorals groups and school children and families in their own schools, churches and homes from coast to coast to join in with the Pennsylvanians in the songfest. A song book of Christmas songs, including the chorals director's own arrangement of \"Twas the Night Before Christmas,\" is being offered to radio listeners who request a copy.

Mr. Waring is said to have had the inspiration of using glee club voices and recruiting others to salute the work of the Institute of Logopedics, speaks correction service. Purpose of the work is to focus greater public attention on the needs of those handicapped in speech.

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DO YOU want to talk to Santa Claus? KROW Oakland, Calif., Christmas show, Let’s Talk to Santa, aired from 6:30 to 7 p.m., Mon.-Fri., Dec. 28, under sponsorship of Maxwell Hardware Co., gives one and all that opportunity. Younsters who want to talk to Santa leave their name and phone number on a “call card” at sponsor’s store, and during program St. Nick tells them at their homes and chats with them about their wants for Christmas. In addition Santa asks them questions with awards for correct answers. Agency for Maxwell is Brooke, Small & Goutzene, Oakland.

Students vs. Teachers

NEW Rural Radio Network (FM) show, Master Minsters, pits teams of students against teams of teachers. Program offers prizes outside the satisfaction of topping the opponent, and is transcribed at regular school assemblies and broadcast over network Mondays 8:30 to 9 p.m.

Landing by Instrument

DURING observance of “Air Force Day,” WVEC Hampton, Va., broadcast an actual instrument landing of a transport plane under simulated “zero visibility” weather conditions. Complete operations were recorded, with Peter Edman, WVEC announcer and program director, in the plane describing how it felt to fly “blind.” By using a common radio communication channel between pilot, Air Force ground controller and WVEC announcers listeners were able to hear mixture of all voices concerned.

Christmas Shopping by TV

OPPORTUNITY for Detroiters to do some Christmas shopping without leaving home. Friday and Saturday for hours in interior department stores and specialty shops has been provided by WWJ-TV Detroit’sLet’s Go Shopping, is aired Mon.-Fri. at 3:30 p.m., and gives viewers chance to see what there is for buying and for how much. Sponsors currently participating include: Federal Department Store, Good Housekeeping Shops, Floor Covering Inc., Podesza Shoes and Friedberg Jewelry, all Detroit.

On Scene at Trial

WKRC Cincinnati was there—at scene of recent poison-murder trial of Mary Clay Watts. Tom McCarthy, news director at WKRC, phoned the verdict of acquittal and other stories and interviews to station where they were wire recorded. Mr. McCarthy had to phone all of the information while crouched under a desk to prevent background noise from interfering with recordings being made.

Talk to the President

LISTENERS to the Ernie Tannen Show heard Monday through Friday from 7:30 to 9 a.m. on WAGY Silver Spring, Md., had an opportunity to get a message directly to President Truman. Mr. Tannen called the White House and told President Secretary Charlie Ross about his plan to have listeners report to the President on how they felt about current issues, and he would repeat their conversation over the air. If the President was listening, he heard personal statements and complaints such as “... build less monuments for ex-presidents?” WAGY reports the response was overwhelming and the opportunity was appreciated to the fullest extent.

Parent Education Series

ILLINOIS CONGRESS of Parents and Teachers begins parent education series, Forward United, Dec. 21 on the U. of Illinois station, WILL. Champaign, III., to acquaint listeners with work and organization of the ICPT. Scripts are produced in cooperation with the university and the Radio Council of the Champaign Public Schools. Transcriptions are being made available to local stations.

Name a Tune

EVERY listener a song writer! That’s goal of Calling All Song Writers, new musical program with a contest gimmick on KOMO Seattle, Wednesdays (7:7-15 p.m.) under sponsorship of Morrison Music Co. Each week’s program will feature a new, unnamed melody, and listeners are invited to supply title and lyrics. Everyone entering contest will receive a prize, and top winner gets $100 cash as well as participating in royalties of the song after publication.

Kitchen Doings

WBAL-TV Baltimore’s new program In the Kitchen with Mary Landis (BROADCASTING, Dec. 6), is aired from 1:30-2 p.m. instead of 2:30-3 p.m. Program takes air today (Dec. 13).

Music from Library of Congress

ON Friday, Dec. 10, WQW-FM Washington began series of chamber music programs from Coolidge Auditorium of Library of Congress. Initial program was by Julliard String Quartet, quartet-in-residence at Julliard School of Music. Prominent artists will be featured on each program, including a spring series by the Budapest String Quartet, starting in March. Programs will be broadcast live.

Twisting the Knife

FRED ALLEN, never one for the downcast eye or muffled whisper, and the equally impious Henry Morgan, salted NBC’s sorest wounds last Sunday night (NBC, 5:30-9 p.m.). In a routine which featured the unemployed Mr. Morgan dressed as Santa Claus collecting funds for “The Morgan Foundation,” radio’s bad boy protested Mr. Allen’s sympathy. “I’m doing very well, Fred,” bragged Mr. Morgan, “I’ve got a capital gains deal with this chimney outfit.” “Oh,” countered NBC’s dour comedian, “going over to the other side, eh?”
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 & TV Showsheets—what's on the nets, time, sponsors, adjacencies and availabilities; Agencies—personnel changes, mergers, new firms; SaleSuccess—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. BROADCASTING today means better broadcasters and brighter futures tomorrow.

Remember, when you give BROADCASTING you give the finest in radio for 52 weeks, plus radio's encyclopedia — the 1949 Yearbook.

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 gift with a full-color Christmas card.
Basil Ruydsar, for past ten years announcer on NBC Jack Benny Show and Hit Parade for American Tobacco Co., has resigned due to movie commitments. Frank Martin replaces him.

Frank Woodruff, former radio production head of Lennsen & Mitchell Co., Hollywood, has joined CBS Hollywood television station, KTTV, as staff director.

Ben Martin, author and playwright, has been appointed continuity director for WFIL and WFIL-TV Philadelphia. He joined station in June 1948, and has been preparing TV programs.

Enoch Squires, newspaper and radioman, has joined Rural Radio (FM) Network, Utica, N. Y. He will conduct daily 10 minute program, The Circuit Rider. He was formerly with KORN, Portland, Ore.

Robert Gugenheim Jr., former assistant producer at Twentieth Century-Fox, Hollywood, has joined film department of KNBH (TV) Los Angeles.


Jim Simpson will join staff of WOIC (TV) Washington, effective Jan. 10, 1949. Mr. Simpson will leave WARK Hagerstown, Md., when he assumes his new position.

Don Gibson and Elsbeth Hofman (Mrs. Gibson) have joined WSB-TV Atlanta, Ga., program department. At present time Mr. Gibson is producing his wife's program, When TV women's feature, At Home With Elsbeth.

Warren Dana has joined WCAE Pittsburgh as assistant to production manager John Leban. Mr. Dana replaces Edgar Lewin, who will take charge of station's merchandising. Other WCAE personnel additions include: Mrs. Betty Anderson, music librarian and Mary Reis, continuity department.

Bill Genett, staff announcer at KSST Davenport, Iowa, has been promoted to chief announcer.

Bob Peters has joined announcers staff of WLBX Lebanon, Pa. He was formerly with WAND Canton, Ohio.

Charles W. Christenberry, freelance radio and television producer, has joined WOR New York.

Arthur E. Pedersen, announcer at WKDN Camden, N. J., and Carolyn Gaworek were married Dec. 4.

Jack Morrissey has joined announcing staff of WAKR Akron, Ohio, where he will emcee morning Music Clock show. He was formerly with WHK Akron and WHK Cleveland.

Doug Whelan, former chief announcer of CKBS Timmins, Ont., has been transferred to CKWS Kingston, Ont.

Guy Savage has been appointed program director of KEEL Houston, Tex., succeeding Gus Savage in Broadcasting, Nov. 29.

Kay Doris has joined continuity staff of CBS New York. She is the daughter of Mr. and Mrs. H. J. Stone of Buffalo. M. Stone has been appointed assistant program director.

The Marketcast Network, formerly operated by John Henry, has been transferred to CKGB as chief announcer.

Poll Payoff

Radio Pollsters missed the jackpot Nov. 27 by not asking the $64 question. John Henry of KVOO Tulsa, was doing his play-by-play of the U of Arkansas and Tulsa football game when the phone in the radio booth rang. With time out, he signaled for a commercial. Mr. Henry picked up the phone and a voice said: "Are you listening to your radio?" Mr. Henry came back with: "Yes, I'm listening to John Henry's exciting play-by-play account of today's game over KVOO." She didn't ask how many people were interested. "Just think of it," he says, "there were 22,000 people there.

KCKN-FM Starts

Copper's Fourth Station

KCKN-FM Kansas City took the air Nov. 29 as the fourth station of Capper Publications Inc., Ben Ludy, general manager of the license company, announced. Other Capper stations are KCKN Omaha, WBZ and WIBB-FM Topka, Kan.

Sports with Larry Ray will be featured on KCKN-FM, which will duplicate all KCKN sports features and originate others for FM only. KCKN-FM operates on Channel 25 (106.7 mc), with an effective radiated power of 20 kw.
AMERICAN TOBACCO

BOOTH American Tobacco Co. and FTC Hearing Completed

BOTH American Tobacco Co. and the government rested their cases Tuesday (Dec. 7) in the four-year-old complaint of the Federal Trade Commission against the company for alleged misleading advertising of Lucky Strike cigarettes on the radio. At a hearing in the FTC offices in New York before Trial Examiner John L. Horner, each side announced that it had no further evidence to present. A quick decision on the merits, however, is not likely. Next step in the case will be the filing of motions taking exceptions to Examiner Horner's rulings on admissibility of evidence.

Horace G. Hitchcock and Walter T. Southworth, company attorneys, who are members of the New York firm of Chadbourne, Wallace, Parke & Whiteside, asked for 60 days to prepare such motions. In asking for so long a time, they pointed to the nearness of the long holiday season and the complexity of the case.

The complaint itself has been hotly contested by the company, which has denied the charges of misleading advertising. Altogether, more than 700 witnesses have been heard, 10,000 pages of testimony taken and hearings held in Washington, New York, Los Angeles, Chicago, all the cigarette tobacco belts and many other places.

Examiner Horner ruled that the briefs on the motions should be presented by Feb. 1 and that argument on them be held in Washington Feb. 8.

In the complaint, American Tobacco is alleged to have misrepresented Luckies in network commercials, in magazines and newspapers. Commercials read on Lucky Strike shows during the five-year period prior to March 1944, were introduced in evidence.

Among the misrepresentations alleged are: That Luckies are toasted; that among tobacco experts such as buyers, auctioneers and warehousemen more than twice as many smoke Luckies as any other brand; that Luckies are less acid, less irritating to the throat and contain less nicotine than other brands; that Luckies

HOFFMAN

WHFC Owner to Congress

RICHARD W. HOFFMAN, owner and operator of WHFC and WEHS-FM Cicero, Ill., will be one of the new legislators seated during the 81st Congress when it convenes Jan. 3.

Mr. Hoffman, who will celebrate his fifty-fifth birthday Dec. 23, will represent the newly re-apportioned Tenth Congressional District of Illinois. A Republican, he defeated Marvin J. Peters, Democratic candidate for the seat.

A resident of Berwyn, Ill., Mr. Hoffman is also a co-owner of Life Printing and Publishing Co., which publishes the Berwyn Life, the Cicero Life and the Stickney Life, each issued three times weekly. Currently he is president of the Berwyn Board of Education, a post he has held three times previously.

He is a veteran of World War I.

CAB Toronto Move

CANADIAN ASSN. of Broadcasters is moving its Toronto office on Jan. 1 from 80 Richmond St. West, to 57 Bloor St. West, Toronto. Pat Freeman, newly appointed broadcast advertising manager, will be in charge of the office.

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December 3 Decisions

(Area Commissioner Webster)

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Great Western Enterprises, Inc., Greeley, Colo., granted to dismiss AM application.

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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices 1339 Wisconsin Ave., N. W.</td>
<td>2414</td>
<td>Consulting Radio Engineers</td>
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<td>McNARY &amp; WRATHALL</td>
<td>Radio Engineers 1407 Pacific Ave., Washington 4, D. C.</td>
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<td>Consulting Radio Engineers</td>
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<td>PAUL GODLEY CO.</td>
<td>Upper Montclair, N. J.</td>
<td>4000</td>
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<td>ROTHROCK &amp; BAIReY</td>
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<td>Worthington C. Lent</td>
<td>Consulting Engineers 1200 18th St., N. W. Room 1210 DISTRICT 4127</td>
<td>7821</td>
<td>Consulting Radio Engineers</td>
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<td>WELDON &amp; CARR</td>
<td>WASHINGTON, D. C. 1605 Connecticut Ave. MI 4151 DALLAS, TEXAS 1728 Wood St. Riverside 3611</td>
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<td>Consulting Radio Engineers</td>
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<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc. 134 Clarence St., Phone 7-277 Lake Charles, La.</td>
<td>3373</td>
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<td>GUY C. HUTCHESON</td>
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<td>LEE E. BAKER</td>
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<td>301</td>
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<td>A. R. Bitter</td>
<td>CONSULTING RADIO ENGINEERS 4731 Monroe Street TOLEDO 4, OHIO Telephones—Kingswood 7631, 9541</td>
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<td>TOM M. WILLETTE</td>
<td>PAUL A. deMARS ASSOCIATE 1499 CHURCH ST., N.W. DE. 1234 WASHINGTON 5, D. C.</td>
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<td>RUSSELL P. MAY</td>
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<td>ANDREW CORPORATION</td>
<td>CONSULTING RADIO ENGINEERS 363 E. 75th St. Triangle 4400 CHICAGO 19, ILLINOIS</td>
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<td>CHAMBERS &amp; GARRISON</td>
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Use the TOP Hoopered Station in Nebraska's Capital City Market

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BROADCASTING

Milestones...

- Special 18 page television section was published by The Milwaukee Journal, licensee of WTMJ-TV Milwaukee, on Nov. 28 to honor station's first anniversary on air. Front page and some advertisements were in color, and section featured television news stories, features and highlights of WTMJ-TV's first year of operations.
- St. Georges & Keyes, New York advertising agency, held a ninth-anniversary party attended by 100 guests. Proceedings, including election of "Miss Coverage," an annual anniversary event, "mock televised" by WCBS-TV.

Down in Carolina

Nothing Could be Finer

WNAO RALEIGH
North Carolina
The News and Observer Station
5000 WATTS • ABC • 850 Kc.
Ask AVERY KNODEL, INC.

BROADCASTING • Telecasting

First in This
BIG WEST TEXAS MARKET

KFWO
Lubbock

Only station saturating rich Western Washington market!

KIRO
CBS SEATTLE TACOMA

The Pioneer
50,000 WATT STATION
OF THE PACIFIC NORTHWEST
710 KC

First because its the CENTRAL SELLING FORCE of the vast geographical, trading, financial, industrial, commercial, and educational center located at Lubbock... BECAUSE it can open the door to this multi-million dollar market...it's a KEY STATION—KFWO—the station with the consistent clear signal. 1340 on the dial. Affiliated with AMERICAN BROADCASTING CO., Inc. LONE STAR STAR
Represented by TAYLOR-BORROFF & CO., INC.

John Barron
Consulting Engineer Dies

John H. Barron, 48, sole owner of the Washington consulting radio engineers firm bearing his name, was found dead in the garage of his Bethesda, Md., home Dec. 4. Death was due to asphyxiation.

John Barron had operated the firm, located in Washington's Warner Bidg., since November 1935. Previously he had served as senior engineer in FCC's engineering department. He started in Federal radio legislation in December 1925.

The consultant firm will continue to operate along the same pattern as in the past, according to George E. Gaultney, an associate of Mr. Barron. A possible change of name is dependent upon the will of beneficiaries, he said, and may be discussed in the next few weeks. Clyde H. Bond is the other associate in the firm.

Mr. Barron is survived by his wife Ruth, and two daughters Elizabeth and Violet.
Help Wanted

Managerial

Wanted—Assistant general manager with capability to succeed for station. Requires minimum of five years' experience in advertising, human relations, and general management. Typical potential earnings—60,000. Apply: Box 973, BROADCASTING.

Wanted: Sales manager with background in management. Prefer experienced general manager. Salary up to $60,000. Box 567, BROADCASTING.

Wanted: Director of network sales. Requires extensive sales experience. Must have experience in network sales and be familiar with network sales techniques. Salary $80,000. Box 418, BROADCASTING.

Wanted: New York City station manager with experience in management, sales, and programming. Must have experience in managing a large sales and marketing department. Salary up to $60,000. Box 289, BROADCASTING.

Wanted: Experience in advertising, sales, and management. Must have experience in advertising sales and be familiar with advertising techniques. Salary up to $70,000. Box 328, BROADCASTING.

Wanted: Experience in advertising and sales. Must have experience in advertising and sales and be familiar with advertising techniques. Salary up to $80,000. Box 456, BROADCASTING.

Wanted: Sales manager with experience in sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $70,000. Box 520, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $80,000. Box 290, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $70,000. Box 521, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $80,000. Box 291, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $70,000. Box 522, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $80,000. Box 292, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $70,000. Box 523, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $80,000. Box 293, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $70,000. Box 524, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $80,000. Box 294, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $70,000. Box 525, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $80,000. Box 295, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $70,000. Box 526, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $80,000. Box 296, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $70,000. Box 527, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $80,000. Box 297, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $70,000. Box 528, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $80,000. Box 298, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $70,000. Box 529, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $80,000. Box 299, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $70,000. Box 530, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $80,000. Box 300, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $70,000. Box 531, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $80,000. Box 301, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $70,000. Box 532, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $80,000. Box 302, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $70,000. Box 533, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $80,000. Box 303, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $70,000. Box 534, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $80,000. Box 304, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $70,000. Box 535, BROADCASTING.

Wanted: Manager of sales and marketing. Must have experience in sales and marketing and be familiar with sales and marketing techniques. Salary up to $80,000. Box 305, BROADCASTING.
Situations Wanted (Cont'd)

Announcer, Prominent New England debut, desires permanent affiliation with progressive station in major market. Likes present setup, but feels qualified for a position as B.C. 3rd, single, excellent appearance. Two year college, four years in radio, including some TV experience. Expert at playing roles, highly versatile. Top Hoopers, major market respond. Has show ideas built around thorough knowledge may be obtained by writing. Discreet, without reference. Box 449, BROADCASTING.

Situations Wanted (Cont'd)

San Jose radio, seeks position as top western announcer. Will answer. Box 198, BROADCASTING.

Situations Wanted (Cont'd)

Box station has an opening for a second announcer. Would like to be located in north central states. /Peter Lewickf, 4812 S. Avera Ave., Chicago, III.

Thoroughly experienced announcer with excellent delivery, proven results. Unmarried veteran. Personality jockey- ing. Authoritative narrator. Top production, 10 years experience. References. Box 522, BROADCASTING.

Announcer, experienced, some program directing, two years TV, four years radio, 15 years experience employed in NYC. Desire change for better. Single, good references. Please write to Box 31, BROADCASTING.

Top announcer with punch delivery that will sell. Seeking position as personality jockey. Spoons,____maste- rful, professional, dependable. Northeast. Box 523, BROADCASTING.

Experienced announcer, single, desires position on small sales or development staff. Presently located in studio, some results! Best references. All letters answered. Box 329, BROADCASTING.

Chief engineer, 20 years experience, construction and rebuilding. Will build station for any size community. Box 685, BROADCASTING.

Engineer desiring permanent position in any city, no bad habits, experienced, reliable. Box 457, BROADCASTING.

Engineer, five years veteran, three years television and radio engineering at large Chicago school. Desires AM with TV plans. Box 462, BROADCASTING.

Engineer, eight months broadcast, marine, amateur, factory experience, technical training. Desires permanent position with western station contemplating television. Located in California. Resume available, first box. Box 385, BROADCASTING.

Chief engineer. Eighteen years supervisory experience, network and independ- ent. Twenty years experience in exceptional military communications record. Presently located 3 years of excellent references including present employer. Desires permanent position. Contact Joseph T. Flinders, 8816 Hedding Road, San Jose, Calif.

Engineer, first position in six years broadcast experience, three as chief, wants position. X'ing home, studio, announcements. Available two weeks. Box 428, BROADCASTING.

Transmitter supervisor, ten years experience including AM and FM installation and expansion station in west. Box 411, BROADCASTING.

Engineer, 1st class phone, servicing radios at present. Age 51, married, five children. Has extensive experience in combination man or transmitter maintenance, control and service. Vertical, R. J., Box 317, Dallas, Texas.

Chief engineer-10 years experience, transmitter, control, directional systems. Highest engineering degree. Write Box 506, BROAD- CASTING.

Chief engineer available. Experienced, at home in design, reliability, testing. Welcome new construction, repaired equipment. Box 447, BROAD- CASTING.

Announcer, recording, transmitting, two years experience. Sixty thousand dollars each. Box 476, BROAD- CASTING.

Chief Engineer. Eight years experience. Three installations including one new station. Located in January first. Box 385, BROAD- CASTING.

Chief Engineer desires position in midwest or southwest. Box 521, BROADCASTING.

Married, 19 years experience, 13 years in radio, in charge of transmitter, designer, engineer. Eighteen years super- experience. Box 395, BROADCASTING.

Top west engineer. Eight years experience, serving news and weather. Finest coup, fitness. Box 411, BROADCASTING.

Barney Fields, 5855 Irvine, North Hollywood, Calif.

Top announcer with punch delivery that will sell. Seeking position as personality jockey. Spoons,____maste- rful, professional, dependable. Northeast. Box 523, BROADCASTING.

Experienced announcer, single, desires position on small sales or development staff. Presently located in studio, some results! Best references. All letters answered. Box 329, BROADCASTING.

Announcer, one year as an- nouncement operator with 20 watt sta- tion. Bored with job. Will move to larger city or station. Will work in anywhere in the world. Box 516, BROADCASTING.

Announcer, headline job with punch delivery. Wants to be in major market. Will work anywhere in the world. Box 516, BROADCASTING.
FM NETWORKS

Continental Signs Rural

RURAL Radio Network (FM) last week signed an affiliation agreement with Continental Network (FM). Rural will take Continen-
tal's 15 kc service off the direct wire from WASH (FM) Washin-
ton, Continental key, to Alpine, N. J., carrying it to its own high-
fidelity line from New York and relaying by air pickup.

Agreement was signed by Bruce Gervan, Rural general manager, and Everett L. Dillard, Continental president. Rural operates six outlets in New York State.

Continental has added a series of tape hookups to its wire-air network in the East. Tape affiliates, receiving service by air mail, include KSBR San Francisco, KEAW Chicago and WLRD Miami Beach, Fla. Continental is negotiating with other stations and regional hookups to expand its station list.

With addition of stations in the

Miscellaneous (Cont'd)

TRANSCRIPTION PRO-
DUCERS—we are attempting to build the largest library of transcriptions in Western New York. Will you help us? Ad-
dress advertising material to F & H ADVERTISING COM-
PANY, INC., 65 EAST AVENUE, ROCHESTER 4, NEW YORK.

For Sale

CONSTRUCTION permit for sale. 500 watt AM Calif-
ia. Immediate reply nec-

BOX 496, BROADCASTING

MIAMI CITY

WGBS in Political Middle

A LONG-STANDING feud in Miami city government circles came to the fore last week when four city commissioners obtained equal time on WGBS to answer Mayor Robert L. Floyd's weekly public service broadcasts.

Since his election a year ago, Mayor Floyd, a former FBI agent, has been presenting a Saturday evening program, Our Mayor Speaks, devoted to city hall activ-
ties. Recently four of the five commissioners criticized the Mayor for broadcast remarks concerning the closing of a night club on city-
owned property, and requested equal time.

Stanton P. Kettler, WGBS man-
gaging director, announced that the segment following the Mayor's program would be set aside for a commission representative to present his views. Mayor Floyd's weekly reports to the people will continue "unhampered," he added.

Marketbook Information

The following information should be inserted on page 132, BROAD-
casting MARKETBOOK. Pope County: Total families 3,760, per cent radio 97.6%, radio families 3,660. Ramsey County: Total fam-
ilies 95,190, per cent radio 98.7%, radio families 94,000.

National Radio Employment Agency

1655 NORTH CHEROKEE ST. :: HOLLYWOOD 28, CALIF.

Dear Station Manager:

"Necessity is the Mother of Invention." The radio and television indus-
try has always needed a placement service which specialized in interviewing and screening radio personnel.

The National Radio Employment Agency was created for that purpose. The founders of the agency are former radio men who have been active in the field for many years and understand your personnel problems.

We do a complete screening for you so it is no longer necessary for you to take the time to interview hundreds yourself. Whatever your per-
sonnel needs, you can choose from applicants qualified for the position.

When we send a resume and audition disc to you, you have the as-
surance that all references and auditions have been thoroughly checked.

There is no charge to you for this service. Write to us for full par-
ticulars. MAKE US YOUR OFFICIAL PERSONNEL MANAGER.

Sincerely
National Radio Employment Agency

P. S.: Write, wire or phone Hudson 2-3283
FM GRANTS

Three Given CPs

CONSTRUCTION PERMITS were granted by FCC last week for one Class A and two Class B FM stations, all of which heretofore have held conditional grants. Each FM outlet received modification of their CPs for new powers and other conditions.

Ohio State U., Columbus, Ohio, licensee of AM educational station WOSU, was granted permit for noncommercial educational FM outlet on Channel 209 (98.7 mc) with effective radiated power of 14 kw and antenna height above average terrain of 300 ft. Estimated cost of construction is $42,000.

WGCH Greenwich, Conn., owned by Greenwich Broadcasting Corp., received Class A CP for Channel 540 (96.8 mc) with ERP 240 kw and antenna 160 ft. WRSW Warsaw, Ind., owned by Reub, Williams & Sons, received Class B CP for Channel 229 (99.3 mc) with ERP 36 kw and antenna 230 ft. WWFW-FM Fairmont, W. Va., owned by Fairmont Broadcasting Co., received Class B permit for Channel 222 (99.5 mc), ERP 14 kw, antenna 240 ft.

CPs in lieu of previous conditions were granted to the following:

WTUX-WFM Wilmington, Del.—Change antenna height from 500 to 390 ft.

WNWA Indianapolis, Ind.—To change power from 13 to 48 kw and antenna height from 590 to 390 ft.

WDFP-FM Dubuque, Iowa.—To change power from 12 to 10 kw and antenna height from 250 to 170 ft.

KCHI-AM Sedalia, Mo.—To change power from 12.2 to 15 kw.

WNEF Fairmont, N. Y.—To change power from 29.5 to 19 kw and antenna from 710 to 610 ft.

WAGF-AM Syracuse, N. Y.—To change power from 14 kw to 16 kw and antenna from 410 to 410 ft.

WTOI-FM Toledo, Ohio.—To change power from 20 to 56 kw and antenna from 300 to 410 ft.

WPBO-AM Providence, R. I.—To change antenna from 440 to 410 ft.

CAST of The Mark of Zano, dramatic series aired by WEA (FM) Evanston, Ill., will cooperate with Mothers of World War II in distributing Christmas gifts to veterans at Vaughan General Hospital, Maywood, Ill.

FM GRANTS

Number of commercials on the four nationwide networks, Oct. 31

<table>
<thead>
<tr>
<th>Channel</th>
<th>Number of commercials</th>
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<tr>
<td>1</td>
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<td>4</td>
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November Additions

- Koger-Frazier
- Program NEW YORK TIMES
- Channel: Channel 1
- ERPS: 950 kw
- Antenna Height: 1,500 ft
- Licensee: New York Times Company

November Deletions

- WTUX-WFM
- Channel: Channel 1
- ERPS: 950 kw
- Antenna Height: 1,500 ft
- Licensee: New York Times Company

Network Accounts

(Continued from page 16)


MUTUAL BENEFIT HEALTH and Accident Assn. of Omaha renews its MBS contract for the fifth year Jan. 2 when it replaces Behind the Front Page with Mayor of the Town, Sundays at 7:30 p.m. EST. Contract is for fifty-two weeks. Agency: Ruthrauff & Ryan, Chicago.

BARRASOL Co., Indianapolis, effective Jan. 2, to sponsor CBS-TV Week in Review program comprising film highlights of Monday through Friday CBS Television News. Program will move from 7:15-11:30 a.m. to 7:15-1:30 p.m. period. Agency: Erwin, Wasey & Co., New York.

PROCTOR & GAMBLE, Cincinnati, renewes Ma Perkins show, Mon.-Fri., 1:15-3:00 p.m. on CBS, effective Dec. 27. Agency: Dancer-Fitzgerald-Sample, New York.


NATIONAL BISCUIT Co., New York (Nabisco shredded wheat), to sponsor The Straight Arrow, an adventure series, three weekly on MBS effective about Feb. 1. Exact days and times of half-hour program have not been set, but one half-hour will be aired in the evening and two in the daytime. Agency: McCann-Erickson, New York.

GENERAL FOODS, New York, through its agency Young & Rubicam, New York, announces cancellation of Mr. Ace & Jube program, Fridays on CBS, effective Dec. 31. Replacement is to be announced.

PROCTOR & GAMBLE, Cincinnati, renewes Big Sister (1-15-15 p.m.), Young Dr. Malone (1-30-1:45 p.m.) and The Guiding Light (1-45-2 p.m.), all Monday through Friday on CBS. Compton Adv, New York is P & G agency.

Adler JEWELERS

117 W. 42 St. • New York 18
Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Superbly Good Job'

EDITOR, BROADCASTING:

On page 3 of this week’s issue of TELECASTING (insert in Nov. 29) BROADCASTING-TELECASTING) is an article done by Bruce Robertson on Bulova television. I want you to know that we think Bruce did a superbly good job on this and his factual approach to our television effort is more than normally recognized and appreciated by us because of the aversion of our client to publicity. In his case, all the remarks on the article from the executives of the company have been laudatory – no more can I say.

Terence Clancy
Vice President
The Blow Co.
New York

Fills a Crying Need

EDITOR, BROADCASTING:

I should very much like to have this particular sheet [TV SHOW-SHEET] sent on to me each month. For some time there has indeed been a crying need for just such a graphic and easily assimilated collection of television facts. Congratulations on your work and thanks again.

Wilmot M. Tuttle
Vice President
Radio Director
Ruthrauff & Ryan
New York

Proof Positive

EDITOR, BROADCASTING:

The TELECASTING SHOW-SHEET fills a great need. We liked it so well we bought the front and back covers.

J. L. Van Volkenburg
Vice President
Director of Television
CBS Television Network

WNAX Farm Show

EDITOR, BROADCASTING:

I want to thank you for carrying as our feature of the Week in the November 29th issue, the story on our Minnesota winner of the WNAX Farmstead Improvement Program. But I wonder if you caught the significance of that story and its connection with an article on Page 50 of the same issue, wherein the National Planning Association’s Agricultural Committee stated that radio has a job to do in the maintaining of farmers’ prosperity.

This statement by the committee, and released at the same time, urged farmers to “buy convenience, comfort, and shorter working hours with their boom-time profits.”

This is exactly what the WNAX Farmstead Improvement Program has actually had in operation for over a year, and the banquet story carried in the “Feature of the Week” was the culmination of the first year of this program, wherein the objectives are clearly defined to influence farm families exactly along the lines indicated by the National Planning Association.

It may be of interest to you to know that during the past years, 1,043 farms in 203 counties in five states have been doing a concerted and active job in converting their profits into durable and consumer goods, rather than the utilizing of this money to buy more land at inflated prices. This policy is a furtherance of a program which WNAX has carried ever since the war, called Your Land and Mine, in which we have pointed out continuously to the farmers the danger of high inflated land prices.

The WNAX Farmstead Improvement Program in its first year has gone far to divert the attention of the farmers in its state area to these problems.

“Hats off” to BROADCASTING for recognizing this problem and giving it space.

“Hats off,” too, to the National Planning Association’s Agricultural Committee for a scholarly report on a problem which WNAX recognized nearly eighteen months ago, and has been doing something constructively about.

Robert R. Fincher
Vice President
General Manager
WNAX Yankton, S. D.

Long Step Forward

EDITOR, BROADCASTING:

While I had occasion to mention it to you in person while I was in Washington I just wanted to once again let you and your staff know how much I enjoyed the supplement, TELECASTING, in your magazine of Nov. 29. It looks beautiful and for my money the longest step forward BROADCASTING has taken in a long time.

Keep up the good work.

G. Bennett Larson
Director of Television
WCAU Philadelphia

On All Accounts

(Continued from page 18) and participated in four major battles.

In December 1945, upon his discharge, Mr. Kearns returned to the Bates agency where he took over the Brown & Williamson account and served this important advertiser until May 1948, when he was named vice president and supervisor in charge of C-P-P. He became a partner Nov. 30 [BROADCASTING, Dec. 11].

The account currently sponsors the Dennis Day Show on NBC, and Our Miss Brooks on CBS. In addition Colgate Dental Cream is one of the biggest spot announcement users in radio. Colgate will also enter television early next year.

The Kearns—she is the former Caroline Dodge—have been married since 1930 and live in Manhattan. Mr. Kearns is a member of the Springfield Golf Club, L. I. During his Nebraska advertising days he was president of the Omaha Advertising Club in 1924 and was reelected in ’35.

His hobbies are golf and swimming.

KMUS-FM to 10 kw

KMUS-FM Muskgowee, Okla., is off the air for two weeks—Dec. 6 to 20—while the power is boosted from 1 to 10 kw. Transmitter moves from the studios to AM transmitter, according to Virgil G. Evans, station manager. Labeled to Muskgowee Broadcasting Co., the FM outlet is on Channel 268 (101.5 mc).
Promotion

...'This Is WRFD Speaking'...'

PROFITS

ROCH ULMER, m.c. of KSTP Minneapolis-St. Paul morning Clock Watcher show, hasn't missed a single broadcast despite fact he has been confined to Miller Hospital, St. Paul, since Nov. 29. His 8-9 a.m. show is broadcast direct from bedside via remote installation. Sympathetic listeners have delivered him with cards, flowers and telephone calls.

Aida Salvation Army

KXOM St. Louis will aid the Salvation Army in its sponsorship of "Tree of Lights," part of annual Christmas Kettle program. Army goal is $40,000. "Tree" has 400 dark bulbs, and for each $100 contributed a bulb will be lit. When goal is reached a lighted star will appear on top of "Tree." Kick-off ceremonies were broadcast on Dec. 2 over KXOM with civic and service leaders in community participating. Station will carry report broadcasts throughout campaign.

Timebuyers Guide

IN ORDER to keep radio timebuyers informed on progress of WCSI (FM) Columbus, Ind., station is printing a monthly Radio Time Buyers Guide. Guide shows station's outstanding success story each month along with detailed breakdown of schedule denoting every program of availability. Guides will be distributed on 10th of each month.

Radio Uses Radio

PROMOTION for national "Favorite Story Contest" took a new twist when KOIL Omaha, Neb., used radio to promote radio. Station aired two spot announcements daily over KOUC, owned and operated by Creighton U. in Omaha, to announce contest to student body on campus. According to KOIL, response for contest blanks has increased.

WMAQ Promotion Folder

FOUR-HUNDRED presentation kits for local and network advertisers are being mailed monthly by WMAQ Chicago, as evidence of station's promotion activities. Folders contain copies of all advertising, promotion and publicity matter furnished each advertiser. Format of kit is nine-by-twelve inch folder of dark blue, printed in red and white. Pocket-style insert is used as files for promotion data.

Santa Takes the Air

IN Erie, Pa., Santa Claus arrived early, and by air. But Donner and Blitzen, and the sleigh stayed home. WIKK Erie sponsored his arrival via helicopter. Santa landed on the roof of Sears Roebuck store downtown to usher in the Christmas season.

Music for Shoppers

WCSC Charleston, S. C., is bringing music to harassed Christmas shoppers. Station arranged with members of Retail Merchants Assn. and other retail merchants to soothe the nerves of shoppers and salespeople with music. From 10:30-11:30 a.m. and 3:30-4:30 p.m. each shopping day WCSC brings shoppers a program of uninterrupted Christmas music.

Housewives Are Heard

IN ORDER to promote public relations, and be of public service to its listeners outside of its immediate area WCSI Columbus, Ind., has started a roaming street interview program. Show is transmitted to one week'sadvance of broadcast, and features interviews with housewives in six southern Indiana towns.

PERSONNEL

IRWIN ZELTNER, publicist in entertainment field, has joined "Arthur Godfrey's Talent Scouts" stage shows as publicity director.

FRANK MCGIVERN, promotion-publicity director of WCPH Chicago, is the father of a boy, David Francis.

GEORGE A. KOEHLER has been appointed assistant director of advertising, promotion and public relations for WWHO Philadelphia and its FM and TV facsimile affiliates. Mr. Koehler was with station for three years in special events and as publicity director.

FLORENCE MORSE of MBS publicity staff, and Richard Webb, film actor, plan to be married Dec. 18.

KIBH Seward, Alaska, has become fifth CBS Alaskan affiliate and 179th affiliate of the network. Station, owned by William J. Wagner, operates with 250 w on 1340 kc.
IT'S MAGIC
Chicago Ad Club Executives Give 'Pitches'

MAGIC designed to snare advertisers by pointing up sales "pitches" will be demonstrated in Chicago Thursday. Occasion is the Chicago Federated Advertising Club's annual benefit luncheon for boys and girls in the Off-the-Street Club given by Chicago agency executives, all members of the Society of American Magicians.

Holman Faust, vice president and radio director of Mitchell-Faust, will illustrate, with magic, "How Long Copy Should Be," and another advertising message with a true-life fish story. "With apologies to Thomas and Toni," he will exact a "hair-raising" episode in a facsimile voting booth with Jack Laemmle and L. J. Sholly, account executives at Foote, Cone & Belding and Maxson Inc., respectively. (Thomas and Toni establishments throughout the country for men who prefer their locks in lieu of baldness.) After the importance of sequence in a presentation to a client is emphasized, Mr. Sholly will illustrate the point-of-sale type display.

The luncheon at the Stevens Hotel will be opened with an invocation by Dr. Preston Bradley, pastor of the People's Church and conductor of his own religious program on WGN.

Gordon Taylor, vice president and account executive at Reindorff & Finn, will introduce Jim Ameche, radio artist. The Off-the-Street chorus will sing Christmas carols, and boys and girls who are members of the club will perform with a special tumbling act. Jerry Colonna, star of the Bob Hope Show, will highlight the luncheon performance, scheduled to include also a two-barbershop quartet comprised of CFAC members and George Alexander, "doubletalker."

KENEHAN RESIGNS
Leaves FCC for Law Firm

EDWARD F. KENEHAN, chief of FCC's New and Changed Facilities Branch (AM), Broadcast Division, Bureau of Law, resigned to the Commission last Wednesday to join the Washington law firm of Welch, Mott & Morgan as attorney.

Mr. Kenehan joined FCC in March 1946 upon resignation from the Army as major. His first assignment was as an attorney in the branch (then section) of which he subsequently became chief. He was named hearing examiner by the Commission in June 1947, but resigned to accept an attorney's position immediately to head the AM branch. (Broadcasting, June 23, 1947.)

MYERS TO N.Y.
Dolton Shifts to WRC WNBW

LORIN S. MYERS, former promotion manager of overall NBC Washington operations—WRC, WRC-FM and WNBW (TV)—has been transferred to NBC advertising and promotion department in New York, James H. Nelson, advertising and promotion director, announced Dec. 3. He will serve as assistant to George H. Wallace, network sales promotion manager.

Tom Dolan, press chief at WJZ, WJZ-TV, WNBW and WRC's Washington stations, for three years, has been appointed to succeed Mr. Myers at the NBC Washington outlets.
FCC Actions (Continued from page 88)

December 9 Decisions

BY COMMISSION EN BANC

 Renewal of License

WSAT Salisbury, N. C.—Granted renewal of license for period ending Nov. 1, 1951.

Assignment of License

KORC Miami, Fla.—Granted assignment of license from Raymond R. Moelker to Herbert S. Boles to Raymond W. River.

KTH Paul Valley, Ala.—Granted assignment of license from James W. Jackson, individual, to Paul Valley Broadcasting Co., to W. J. Allen and James W. Jackson, to John H. Bass.

KTHC Santa Maria, Cal.—Granted assignment of license from Santa Maria Broadcasting Co. to John H. Poole for $27,550.

Transfer of Control

KFRU Cedar Rapids, Iowa.—Granted consent to transfer all outstanding stock from minority owner, Starney Inst. to Co. to H. J. Waters Jr. and Mahlon R. Aldridge Jr. for $39,000.

KPAB KAIR Laredo, Tex.—Granted transfer of control from W. E. Hanson to Davis and J. K. Perikis by sale of 100% of stock for $90,000.

KBRO McAllen, Tex.—Granted assignment of license from McAllen Broadcasting Co. As a., Inc. to Frontier Broad. Co. Inc. for $150,000.

Transfer of Control

WCCM Lawrence, Mass.—Granted transfer of control from WCCM Broad. Co. to Donald F. Fischer, Lawrence Institute of Tech., and Richard E. Fisher, and John A. Arns, 30% each, with control to be assumed by 30% of outstanding stock for $150,000.

WGEM Quincy, Ill.—Granted transfer of control from WCCM to Co. to Donald F. Fischer, Lawrence Institute of Tech., and Richard E. Fisher, and John A. Arns, 30% each, with control to be assumed by 30% of outstanding stock for $150,000.

KQDO Butte, Mont.—Granted transfer of control from WCCM to Co. to Donald F. Fischer, Lawrence Institute of Tech., and Richard E. Fisher, and John A. Arns, 30% each, with control to be assumed by 30% of outstanding stock for $150,000.

KGGL Quincy, Ill.—Granted transfer of control from WCCM to Co. to Donald F. Fischer, Lawrence Institute of Tech., and Richard E. Fisher, and John A. Arns, 30% each, with control to be assumed by 30% of outstanding stock for $150,000.

KDOJ Laramie, Wyo.—Granted transfer of control from WCCM to Co. to Donald F. Fischer, Lawrence Institute of Tech., and Richard E. Fisher, and John A. Arns, 30% each, with control to be assumed by 30% of outstanding stock for $150,000.

KBKH Seattle, Wash.—Granted transfer of control from WCCM to Co. to Donald F. Fischer, Lawrence Institute of Tech., and Richard E. Fisher, and John A. Arns, 30% each, with control to be assumed by 30% of outstanding stock for $150,000.

KTRY Tucson, Ariz.—Granted transfer of control from WCCM to Co. to Donald F. Fischer, Lawrence Institute of Tech., and Richard E. Fisher, and John A. Arns, 30% each, with control to be assumed by 30% of outstanding stock for $150,000.

KJOJ Medford, Ore.—Granted transfer of control from WCCM to Co. to Donald F. Fischer, Lawrence Institute of Tech., and Richard E. Fisher, and John A. Arns, 30% each, with control to be assumed by 30% of outstanding stock for $150,000.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SPECIAL REACTIONS 9

Class

Station

Licensed

CPS

FM Stations

196 724 196

FM Stations

196 724 196

TV Stations

7 116 7 116

49 are on air; 148 are on air; 116 are on air; 141 are on air.

Uncle Sam's 'Voice' (Continued from page 24)

fios and transcribed off the line; 211,048 pressings made from master.

While producing for NBC Washington in the mid-30's, Mr. Allen got the hunch that much of the scattered government radio activities could be coordinated into a studio that could be added to the new Dept. of Interior building. When Secretary Harold L. Ickes found he had saved $300,000 here and there, Mr. Allen said he approved the penthouse studio.

Out of the Allen dream came the elaborate 20x40-foot main studio, fully equipped with everything a broadcast station could want except for a transmitter. A Nagalog in balcony seats 60. Air-conditioning, booms, sound effects machines, Steinway, Novachord, Presto cutting machines, control panels were provided at a cost of nearly $200,000 at depression prices.

Got Navy Gear

During the war the penthouse inhabited equipment from the Navy, monitoring devices from the FCC, voice-distorting gadgets built for the Public Health Service's venereal disease programs and similar bequests. Remaining also are stacks of aluminum - base blanks, of which the armed forces had an ample supply during the war, which turned out to be valuable and glass-base discs.

Secretary Ickes used the studio to record regular talks, sent to stations like press releases, after the department had been at war, he had the right to use general administrative funds to disseminate information by the most economical and efficient means.

Andrew H. McFarland, budget funds only for a director and secretary-receptionist plus a couple of engineers—$22,000 a year in 1948! While the studio itself was completely reimbursable, collecting $15,000 and up per year from other government agencies.

Besides the main studio is a large reception room with Chinese red lacquer transmitter, a covered table, lighting, plush carpets, fancy bird trim, offices, supply room and a whole nest of corridors and cubbyholes, under control.

Everything is in working order, new tubes having been installed some months ago.

"Voice" operations in the penthouse are just getting underway. The studio will be in full swing by Jan. 1. Even with these elaborate facilities a heavy share of the programming will still originate in New York. Details, however, have not yet been set out.

The designers even had television in mind when they drew their plans a decade ago. And perhaps before another decade Uncle Sam's 'Voice' will be seen as well as heard in the farthest corners of the earth.

December 13, 1948 • Page 97
FCC GIVES SCRIPPS-HOWARD CINCINNATI ULTIMATUM

FCC RULED Friday that Scripps-Howard Radio must decide in 10 days which it wants to do: (1) abandon applications for new FM stations in Cincinnati from 1220 to 630 kc, or (2) its proposal to buy WVLK Versailles, Ky., and move it to Cincinnati [BROADCASTING, Sept. 20].

The FCC said it will hold further discussion of the station license application which was approved by the FCC on May 1 in the case of Queen City Broadcasting Inc., one of two rivals of WCPO in the 630 kc band, with 5 kw day and 1 kw night. As the additional rival, Comr. Hartf, was informed by, Comr. ABC, and Gnesti Hartf, 250 auth. have applied for, are prohibited from filing applications, prohibited from further proceeding, and their petition for rehearing was denied.

KAST Astoria, Ore., granted switch from 250 to 1230 to 1 kw on 1370 kc, directional. WPFB Middletown, Ohio, operating 1 kw day on 910 kc, given authority to use 100 kw after localizard, April 1. KGCH Alamosa, Colo., given change of hours from specified (7 a.m.-4:30 p.m. and 6:30 p.m.) to unlimited, operating 250 w on 1450 kc. New station grants:

1 FULL TIME, 4 DAYTIME CPs GRANTED BY FCC

CONSTRUCTION PERMITS for one fulltime, four daytime AM stations granted by FCC Friday. Three existing outlets won facilities improvements.

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NEW YORK'S YEAR-ROUND COVERAGE BLANKET

WINS 1010 ON YOUR DIAL • CROSLEY BROADCASTING CORPORATION
Where Most Sales Are Made—There, MUTUAL has added New strength

Over 64% of the nation's retail and food sales and over 65% of the drug sales are made in the 137 Metropolitan Market districts. And in these very same Metropolitan Markets Mutual has been steadily adding new strength as an advertising medium. Now, advertisers get even more value from Mutual in markets where most sales are made.

The charts below picture four aspects of Mutual's strength. Another point, not shown, is that Mutual uses enough power for coverage and wastes none. That's why Mutual offers this major market coverage at a profitably low cost.

Mutual is a "Major Market Network"—with a plus of economical selective coverage of "middle" and "main street" markets. More and more Mutual deserves consideration in your selling plans for 1949 and the years ahead.

Growth In Number of Metropolitan Markets Covered From Within By Mutual Stations. (1934-1948)

Percentage of Mutual's Coverage of Sales Made In the Metropolitan Markets (as of November, 1948).

Growth In Number of Mutual's Stations with 1000 Watts And Over in "Metropolitan Districts". (1934-1948)

These Are the Important Metropolitan Markets In Which Mutual Power Has Been Or Is Being Increased.