ODD, BUT WOR'S...

like a BOOK—
because its volumes of more than 110 great success stories contain such startling results as: The candy company whose 10 stores were swamped by 5,000 people shouting, “Please, gee, gimme!” for a candy bar mentioned on one WOR announcement.

like a LAMP—
because it lights up the eyes of the majority of ¼ of all the people in the United States and makes them very eager to go out and buy maybe old mandolins and fabricated beeswax, or whatever you might like to sell for cash, fast.

like an EXPLORER—
because it trips daily into such places as the Gaspé, in Canada, and talks persuasively in counties like Prince and Queens and Kings on Prince Edward Island; which, we might add, is not just a bus ride from New York or Trenton. Southward you'll hear it talking pleasantly in Jenkins, Elbert and Oconee counties in Georgia, which are just a tired man's stroll from the Florida border.

coming!

WOR—heard by the most people where the most people are

TWO GREAT TELEVISION STATIONS
WOR-TV, NEW YORK...CHANNEL 9...WOIC, WASHINGTON, D.C.
Hartford, Michigan is about 125 miles from Chicago. Serving the needs of the rich Van Buren County agricultural area, it is also the home of Ohmstede Hardware Store, owned and operated by genial Eddie Ohmstede. A former Nebraskan, he has been in the hardware and lumber business most of his life.

Besides carrying a variety of general hardware items, Mr. Ohmstede has enlarged his business to include heavy household appliances, radios and toys. A progressive merchant, he recently added a new glass front, improved his display counters.

According to Mr. Ohmstede, the majority of his customers, who are from surrounding farms, listen to WLS for service and entertainment. Further, they often demand brand merchandise. That's why Mr. Ohmstede insists on carrying only standard brands—radio advertised brands. He says, "It's important to my business, since I deal with folks who listen to WLS."

It is for these people that a large part of WLS service and entertainment has been developed. Frequent vegetable and fruit market reports and trends; daily farm news broadcasts; latest weather reports—these are vital factors for successful farming to the people of Van Buren County. WLS is their station, and they know it, too. For nearly a quarter of a century, a friendly, family spirit has existed between WLS and these listeners.

Van Bureau County represents a sizable market—with retail sales of over $25½ million dollars and an effective buying income of $23½ millions. WLS popularity in this market is further borne out by county BMB figures—72% day, 74½ night.

The reaction of this one merchant and one county, in WLS's 567 day-time BMB counties, speaks of confidence and trust in WLS service. This confidence and trust leads to acceptance and belief—the basic ingredients of advertising results. Your John Blair man will tell you how this confidence can be put to work for you.
INTERMOUNTAIN NETWORK OFFERS EVEN MORE FOR '49

All within the past year, the Intermountain Network has added 4 new stations and further improved the facilities of 7 more stations. And there has been no increase in rate.

So, for '49, you can buy 20 stations for intensive coverage of the intermountain west. Or, if you prefer, you can buy single groups exactly as you wish.

Note the changes during the past year:

More Power, Better Frequencies

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>State</th>
<th>Formerly</th>
<th>NOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>KOVO</td>
<td>Provo, Utah</td>
<td></td>
<td>250 watts, 1240 KC</td>
<td>1000 watts, 960 KC</td>
</tr>
<tr>
<td>KVNU</td>
<td>Logan, Utah</td>
<td></td>
<td>250 watts, 1230 KC</td>
<td>1000 watts, 610 KC</td>
</tr>
<tr>
<td>KFXD</td>
<td>Nampa-Boise, Idaho</td>
<td></td>
<td>250 watts, 1230 KC</td>
<td>1000 watts, 580 KC</td>
</tr>
<tr>
<td>KVRS</td>
<td>Rock Springs, Wyo.</td>
<td></td>
<td>250 watts, 1400 KC</td>
<td>1000 watts, 1360 KC</td>
</tr>
<tr>
<td>KWOY</td>
<td>Sheridan, Wyo.</td>
<td></td>
<td>250 watts, 1400 KC</td>
<td>1000 watts, 1410 KC</td>
</tr>
<tr>
<td>KPOW</td>
<td>Powell, Wyo.</td>
<td></td>
<td>250 watts, 1230 KC</td>
<td>1000 watts, 1260 KC</td>
</tr>
</tbody>
</table>

KLO Ogden, Utah—Now operating with 5000 watts, plus directionalized power—a signal equivalent to 16,000 watts of power.

New Additions

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>State</th>
<th>Formerly</th>
<th>NOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>KMON</td>
<td>Great Falls, Mont.</td>
<td></td>
<td>5000 watts</td>
<td>560 KC</td>
</tr>
<tr>
<td>KRAM</td>
<td>Las Vegas, Nevada</td>
<td></td>
<td>1000 watts</td>
<td>920 KC</td>
</tr>
<tr>
<td>KSVC</td>
<td>Richfield, Utah</td>
<td></td>
<td>1000 watts</td>
<td>690 KC</td>
</tr>
<tr>
<td>KOWB</td>
<td>Laramie, Wyo.</td>
<td></td>
<td>250 watts</td>
<td>1340 KC</td>
</tr>
</tbody>
</table>

THE INTERMOUNTAIN NETWORK Inc.

Concentrated Coverage where the people live

Closed Circuit

ANGUISHED hopes of prospective telecasters for prompt operation in ultra-high frequency band (600 me area) will be dashed temporarily anyway when reports on RCA-NBC UHF tests are released. Experimental station which has operated since last September in conjunction with WNBY Washington blew entire supply of tubes. Station went off air last week, having completed test cycle. Terrific heat in those frequencies burned out tubes, sometimes in minutes. This doesn’t spell doom but means lots of laboratory work may yet be necessary.

REPORTS that AFM will hurry to revise copyright laws so musicians can obtain income from records spun by disc jockeys and played on music machines were discounted Friday by Milton Diamond, general counsel of AFM. He said, “We are working on a problem but it is a long range matter which will require considerable study. It won’t be worked out tomorrow.”

ED CRANEY, head of Pacific Northwest Broadcasters, is resigning KXXL Spokane, which he owns in partnership with former Sen. Burton K. Wheeler family and with Saul Haas, president of KIRO Seattle, from trade association because of disagreement with NAB fight against White Bill at last session and his contention that NAB lacks standing in Congress. He also contends NAB has not functioned in best interests of independently-owned stations. No comment from NAB.

IN KEEPING with new approach toward co-ordinate action between Congress and administrative agencies, FCC Chairman Coy shortly will meet informally with Senate Interstate & Foreign Commerce Committee chairman-designate, Edward C. Johnson of Colorado, to discuss legislative picture. From that conference probably will stem kind of recommendations FCC would like to have committee consider next session.

BRISTOL-MYERS Co., New York (Ipana toothpaste) ready to place spot announcement campaign through Doherty, Clifford & Shenefield, New York.

NEARLY COMPLETE FM Assn. analysis of station ownership expected to show at least 35% of all FM stations now on air are owned by newspapers.

RADIO’S top winter social event—annual dinner of Radio Correspondent’s Assn.—slated in Washington Feb. 5. Understood acceptance received from President Truman.

PONTIAC shopping for TV exploitation of new models, probably using all-star film show timed for special floor showings.

CUBA and Argentina, which recently walked out of International High-Frequency Broadcast Conference, are again taking part in (Continued on page 86)

Business Briefly

MOTOROLA TV PLAN • Motorola Inc., Chicago, planning network video show to be telecast one evening weekly. Motorola this year started minute movie for video, using spots throughout country. Firm expects to continue special events on TV. Agency, Gourlain-ColBie, Chicago.


WPTZ NAMES NBC SPOT • NBC Spot Sales appointed national representative for WPTZ (TV) Philadelphia, Philco-owned station.

TV OUTPUT SPURTS, RMA NOVEMBER FIGURES SHOW

OUTPUT of TV receivers zoomed in November to 122,304, four times January total, Radio Mfrs. Assn. announced Friday. This brings total TV output since war to 890,000 sets, of which 705,593 were turned out in 11 months of 1948. November TV jump of 28% over October due to efforts to meet pre-Christmas market (early story page 85).

AF-FM output of 165,701 units slightly under October due to two November holidays but weekly production rate 54% greater than weekly average for first nine months of year. Total November set production by RMA member-companies, 90% of industry, was 1,110,127 units, bringing 1948 total to 12,894,488. Output of straight AM receivers down again, 827,122 compared to 869,076 in October.

NEW YORK WEIGHS USE OF RADIO TO SELL CITY

NEW YORK CITY officials and business leaders Friday discussed sponsored radio travel programs to sell city as tourist center and site for new industries. Bernard F. Gimbels, Gimbels Bros. president and head of New York Convention and Visitors Bureau, said: “Radio will be an important feature of our promotion because it reaches every part of the country.” Abe Stark, New York commerce commissioner, also emphasized value of using radio.

Special committee will be appointed to make budget recommendations, including radio.

ESSO MOOD

ART WORK and music but no spoken words are used to build holiday mood in one-minute television spot Esso Standard Oil Co., New York, is using in 11 TV markets. Only sponsor identification is picture of quartet of service station dealers singing season’s greetings from company’s current highway poster display.

BROADCASTING • Telecasting
These six progressive stations are effectively creating sales for many national advertisers. Their unusual sales-producing ability is based on outstanding listener loyalty—developed and held through skillful local programming and NBC Network Programs—the best shows in radio. Write for full information and rates.

STEINMAN STATIONS

Represented by

ROBERT MEEKER ASSOCIATES

New York  San Francisco  Chicago  Los Angeles
To our many friends in radio, and to all who may chance to read this, our sincere and warm good wishes for a joyous holiday season.

Represented nationally by

EDWARD PETRY & CO., INC.

New York • Chicago • Los Angeles
Detroit • St. Louis • San Francisco
Atlanta • Boston
YOU CAN CRACK THE

Heart of Flint!

... A $200,000,000 Retail Sales Market

Business is good in Flint, where the retail trading zone boasts a population of approximately 277,500. Here, where manufacturing of automobiles and everything that goes into them is the prime industry, factory payrolls are enormous—average income high. In 1947 the per family income in Flint was $6,107—will be even higher for 1948.

Retail sales in Flint jumped from nearly $72,000,000 in 1940 to approximately $200,000,000 in 1947—an increase of 175%. For Genesee County as a whole, they zoomed to over $234,000,000.

You can make sales history in Flint, too! You can get the same amazing sales results over WFDF that Flint's own radio-wise retailers are experiencing. Get into the picture—get the facts and let Flint's radio station favorite* spearhead your own sales drive!

*Latest Hooperatings give all three listener-preference firsts to WFDF—morning, afternoon and night!

910 Kilocycles

WFDF FLINT

MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFMB Indianapolis—WEOA Evansville
You can't cover California's Bonanza Beeline without on-the-spot radio

Your sales story may be strong. But is it being heard? That's your problem in the Bonanza Beeline—the $3.75 Billion Dollar market of inland California and western Nevada. Because you can't sell Beeline people with outside radio.

Living inland, they naturally have strong local interests... and favorite local radio stations.

So to be heard in the Bonanza Beeline—where annual retail sales top those of Philadelphia—use on-the-spot radio. Schedule the five BEELINE stations.

Together they blanket the whole area... individually they're long time local favorites. Bakersfield people, for instance, have been listening to KERN since 1932. And BMB shows KERN's city audience as 81% daytime, 94% at night. Ask Raymer for more BEELINE facts.

†Sales Management's 1948 Copyrighted Survey
Feature of the Week

Mr. Cott (1) supervises recording, as writers Singer (r) and Zaret (second from r) add instructions to The Jesters.

WNEW New York, whose “Little Songs on Big Subjects” elevated the singing commercial to an educational and cultural plane, last week finished a new series of jingles which promise to be an even bigger hit than their predecessors. These are “Little Songs About the UN.”

Like “Little Songs on Big Subjects,” which were simple but telling arguments for racial and religious understanding, the Little Songs About the UN” are catchy tunes which can be sung easily. They include a country dance, march, polka, children’s play song and a Dutch clog dance, and their words point out the importance of peace and understanding.

On All Accounts

HOOVER was in the White House, and kitchen-ware manufacturers were expanding their pots to accommodate a second chicken when a bright young lad of 17 walked into the Monte Proser publicity office in New York and walked out, an interview later, with a job as office boy for the firm. That was Adrian Samish’s introduction to show business. Today, 20 years later, still very much a boy, Mr. Samish is president of one of the largest creative enterprises in radio, Show Productions Inc., a subsidiary of Dancer-Fitzgerald-Sample, New York.

A year after his “baptism by fire” Adrian Samish joined Chester Erskine, producer, as an assistant stage manager. Shortly afterward he outgrew his “assistant” status to stage manage such Broadway productions as “I Love an Actress,” “Criminal Code” and “Subway Express.” He remained with Mr. Erskine for five years. From stage manager he progressed to composer, writing the score for a Schubert production, “Hello Paris.” When that show closed Mr. Samish journeyed to Montauk Point, N. Y., to direct a stock company, but he returned to New York in 1935 for his first job in radio as director of True Story on ABC, for the Kudner Agency. A year later he moved to Young & Rubicam where he was head of production and worked on such shows as We The People, The Aldrich Family, Helen Hayes, Silver Theatre and Screen Guild.

After six years with Y & R he went to Hollywood in 1942 to direct two pictures for Paramount, but on Dec. 7, 1941, Pearl Harbor Day, he returned to radio in Washington to produce, direct and edit The March of Time series. For his work on this series he was awarded the annual Advertising Award for exceptional achievement.

In 1943 Mr. Samish joined ABC as vice president in charge of programs and television. Under his direction such programs as the Henry Morgan show, I Deal in Crime, Bride and Groom, Ladies Be Sated and four others were conceived, created and—what is equally important—sold.

In 1947 Mr. Samish resigned from ABC to join D-F-S and on Aug. 15 of that same year he was named president of D-F-S’s Show Productions. He is now responsible (Continued on page 88)
When you choose the Yankee Network to sell New England, you follow in the footsteps of men who are already successful in selling New England.

These men know the value of Yankee home-town stations to get their messages across with a smash. They know that in every trading area there is a large Yankee market, made up of habitual listeners to Yankee programs. They know that every Yankee station has acceptance with the local merchants who co-operate in brand promotions.

Every Yankee station is like a local salesman who knows his territory better than any stranger can know it, and covers it more thoroughly and with greater success.

The men who sell New England know that buying Yankee is putting 24 crack salesmen to work in 24 top markets. You can buy any individual station, or any group to fit your needs or the whole network.

“"This is The Yankee Network”"
In Knoxville and East Tennessee advertisers get amazing results at amazingly low cost on WROL, NBC for East Tennessee. Your Blair or Cummings Representative can give you complete details and availabilities.

Greater Coverage • Greater Audience • Lower Cost

John Blair & Co.
National Reps.

Harry Cummings
Jacksonville, Fla.
Southeastern Rep.

WROL
620 Kilocycles
5,000 Watts

WROL-FM 76,000 Watts, 97.3 MG, Channel 247
East Tennessee's Most Powerful Station

Irving D. Auspitz elected to post of executive vice president of Weiss & Geller, Chicago. For six years Mr. Auspitz has been vice president and creative director of agency.

Marc H. Spinelli, former senior television director for WRGB Schenectady, N. Y., and now TV production instructor for American Telecasting Corp., Hollywood, joins Television Unlimited, new Hollywood agency, as supervisor of TV productions.

Bernard R. Linkins appointed secretary of KAL, Ehrlich & Merrick, Washington. He is also general manager and director of layout. Mr. Linkins joined agency in 1933.

Thomas J. Richards, formerly with WSOY Decatur, Ill., joins Cox Adv., Columbus, S. C., as head of radio department.

George R. Bixby announces formation of his own agency, George R. Bixby, located at 171 Westminster St., Providence, R. I. He was with Bixby-Hanaway Adv., which has been dissolved.

Jim McGarry, manager of radio promotion and publicity at BBDO, New York, is the father of a boy, Seamus Kevin.

Mary Dunlavey, time buyer at Pedlar & Ryan, New York, for the past four years, announced her resignation effective Dec. 31. Prior to joining Pedlar & Ryan, Miss Dunlavey was with Ruthrauff & Ryan, and Erwin, Wasey Co. in a similar capacity. She has announced no future plans.

Cornwell Jackson, vice president in charge of Hollywood office, J. Walter Thompson Co., and Oliver Hofts, formerly assistant to Mrs. Lorena Danker, contact woman on Lux soap account, have absorbed duties of Mrs. Danker, resigned (Broadcasting, Dec. 12).


Paul R. Waddell of copy staff at Young & Rubicam's Chicago office, appointed associate copy director.

Art Hackett, formerly of James Lovick Ltd., Toronto, joins McKim Adv., Toronto.

Rhoades & Davis on Jan. 1 moves its San Francisco office to 79 Post St.


Raymond C. Kemper, formerly staff producer with Don Lee Broadcasting System, joins radio production staff of Hollywood office of McCann-Erickson.

Ed Holley, account executive with Martin Klitten Co., Los Angeles, is the father of a girl, Suzanne.

Charles Hogen, vice president, N. W. Ayer & Son, Hollywood, transfers to New York office after first year to handle new business. Also transferring at same time in ROL Ryder, agency account executive, who goes to Chicago office on United Airlines account which will be centralized there.

Edward A. Grossfeld, formerly with Kuttner & Kuttner, Chicago, opens his own advertising firm, Edward A. Grossfeld & Staff, 225 N. Michigan Ave., Chicago.

William Girard opens advertising and publicity offices under his name in Beverly Wilshire Hotel, Beverly Hills, Calif. Telephone: Crestview 1-5015.

Mills, Lund & Mann Inc. organizes in Chicago with offices at 53 W. Jackson Blvd. Lloyd Mills, president, formerly was president of Schnell-Mills Inc.; Malcolm Lund previously with Young & Rubicam, and Harold F. Mann formerly with publications in building industry.

Byron Page Lyman joins Frederick E. Baker & Assoc., Seattle, as account executive and radio director.
Here's wishing you...

in a good old-fashioned way...

a very merry Christmas & a happy New Year...

from one of the world's most prosperous markets:

WMTland

(Ask the Katz man for proof!)
AND A MERRY CHRISTMAS TO YOU!

WHHM wishes to take this opportunity to thank those time buyers who bought spots or programs on WHHM in 1948.

We know the results more than justified your expectations—judged by the high rate of renewals and the merry ring of the cash register.

May you and your clients continue to enjoy the fine business that comes when you use the station that DELIVERS MORE LISTENERS PER DOLLAR IN MEMPHIS.

WHHM, Memphis, Tennessee

Music, News and Sports 24 hours daily

Patt McDonald, manager

FORJOE & CO., representatives

Member Association of Independent Metropolitan Stations

Page 14 • December 20, 1948

New Business


BARRICINI CANDIES, New York, appoints Madison Adv., same city, to handle advertising. Current radio schedule, sponsorship of Ted Casey Show (Mon., Wed. and Fri.), 5:30-5:45 p.m. on WMGM New York, will be maintained until Jan. 1, 1949, when new radio plans will be made.

WILSON & Co., Chicago meat packers, will sponsor transcribed across-the-board program on WMAQ Chicago, featuring vocalist Patti Clayton and organist Johnny Duffy from 11:45-12 noon, CST beginning Jan. 15, for 26 weeks. Agency: Cannady, Ewell & Therber.


MORRIS B. SACHS Co., Chicago retail merchants, renew 52-week contract for the 10:15-10:30 p.m. CST period across-the-board on WENR Chicago. Program formerly heard at this time, But Not Forgotten, to be replaced with new show starring Skip Farrell, baritone, starting Dec. 27. Agency: Rathrauff & Ryan, Chicago.

GENERAL APPLIANCE Co., Oakland, Calif., through Ad Fried Adv., same city, signs option contracts for half-hour program, Television Tryouts, with KPIX (TV) San Francisco; scheduled to go on the air this month, and KGO-TV, same city, due on the air in early spring (BROADCASTING, Dec. 6).

EUGENE ROTHMUND Inc., Somerville, Mass. (ready-to-eat meat products), appoints John C. Dowd Inc., Boston, to handle advertising. Television will be used to promote new Rothmund product, Dutchman's Pork Sausage.

P. LORILLARD Co. (for Old Gold cigarettes) and NEDICK'S STORES Inc., both New York, sponsoring 10 Ivy League basketball games on WMGM New York.

PEPSI-COLA BOTTLING Co. of Cleveland to sponsor an 18-game college basketball schedule on WBOV Cleveland Heights, Ohio.


YAMI YOGURT Products Inc., Beverly Hills, Calif. (cultured milk products), today (Dec. 20), starts additional radio schedules on three Los Angeles area stations.—six weekly quarter-hour recorded Dinner Concert on KGRID San Fernando Valley; two weekly quarter-hour sponsorship of Cecil Brown and the News on KHJ Los Angeles; and five weekly participations on Shopping Highlights on KFVD same city. All contracts for 52 weeks. Agency: William Kester & Co., Hollywood.

AMERICAN HOME PRODUCTS, Chicago (cake mixes), sponsoring Tuesday and Friday participation on Budah Karmey Show (4:45-5 p.m. CST), on WENR Chicago for 26 weeks starting Jan. 3, 1949. Agency: W. Earl Bothwell Inc., Chicago.

Network Accounts • • •

WM. WRIGLEY Jr. Co., Chicago, sponsor of Gene Auty Show, Sundays, 7-7:30 p.m. on CBS, switches show to Saturdays 8:30-9 p.m. time slot effective Christmas Day.


GENERAL FOODS, New York (Jello), sponsoring My Favorite Husband to replace Mr. Ace & Jane, Friday, 8:30-9 p.m. on CBS (BROADCASTING, Dec. 15). Agency: Young & Rubicam, New York.

KRGV is the Voice

Listened to by the 250,000 people living throughout the length and breadth of the Lower Rio Grande Valley of Texas... Located at the Southernmost tip of Texas in the delta of the Rio Grande... So rich that it can be compared with the valley of the Nile... So progressive that no other section in the entire United States has outstripped it in growth. In 1935 its bank deposits were $9,000,000.00 — in 1947 $118,084,714.00. The Farm Cash Income in 1935 was $12,500,000.00, but in 1947 it was $132,501,000.00 — nearly TWELVE TIMES AS GREAT within a period of twelve short years. Let KRGV deliver the land that Citrus, Vegetables, Cotton, Poultry and Oil has made known as the GOLDEN GARDEN OF AMERICA.

KRGV the Voice of the Magic Valley of the Rio Grande

WESLACO, TEXAS
1290 KC. — 1000 WATTS
Affiliated with National Broadcasting Co. and Lone Star Chain
Represented by Taylor - Borroff & Co., Inc.
The Patron of the Week

DOTY EDOUARDE
Time Buyer & Television Director
Badger, Browning & Hersey, Inc.

To add to his many honors and titles, some attained as a buck sergeant in the ATC in India and others as a big league time buyer, Doty has just been elected a Patron. Today, he received from the William G. Rambeau rep a certificate of membership in the Honorary Order of Patroons and the deed to a tract of land in the heart of Patroon country.

*PATROON — Aristocratic Landholder of the Hudson Valley

Only the WPTR-WBCA combination can give you these extras in the great Albany-Schenectady-Troy markets:
Regional coverage in New York State and New England at local rates.
Simultaneous broadcasts on America's first commercial FM station.

The FACT of the week

10,000 Watts of POWER Night and Day

PATROON BROADCASTING COMPANY, HOTEL TEN EYCK, ALBANY, N. Y.
About the best copy we can think of at this time of year is a hearty

Merry Christmas

to all!

WSM
NASHVILLE
Your *salesmen* may blanket the area...

Your salesmen spend a lot of time building up your distribution areas ... making your product conveniently available to more and more people. Are you using the advertising medium that backs up their efforts by reaching the maximum num-

---

*Combined circulation of the largest newspapers in Schenectady, Albany and Troy, N. Y.*

Total circulation in area — 119,877 (Audit Bureau of Circulations)
does your advertising?

ber of prospective customers? Is your advertising selling as effectively as your salesmen? ... Here are three maps of the Schenectady area. Which of the three major media can do the best job of backing up your salesmen?

WGY is just one example of the complete market penetration of stations represented by NBC Spot Sales. For a similar analysis of any of the markets listed below, call your nearest NBC Spot Sales Office. You’ll be amazed at how thoroughly these stations blanket the areas where your prospects live.

New York ............... WNBC
Chicago ............... WMAQ
Philadelphia .......... KYW
Cleveland ............... WTAM
Washington ............... WRC
Boston-Springfield .......... WBZ-A
San Francisco .......... KNBC
Pittsburgh .......... KDKA
Denver .......... KOA
Schenectady .......... WGY
Fort Wayne .......... WOWO

LEGEND

- 50 to 100% of total families reached
- 25 to 49% of total families reached
- 10 to 24% of total families reached

SPOT SALES

EW YORK - CHICAGO - HOLLYWOOD - CLEVELAND - WASHINGTON - BOSTON - SAN FRANCISCO - DENVER
WHY is it that any given radio show may go like a house afire in one city, yet barely "get by" in another? You (and we) know that it's often differences in the audiences involved.

For 23 years, we of KWKH have concentrated on knowing our audience in this particular section. We've studied our own and our competitors' programming, surveyed our listeners, kept abreast of likes and dislikes. We know the type of program that gets listeners' attention and buying action from every segment of our audience. We "wrote the book" for this area—and are still editing it!

Let us tell you the whole story. It's unduplicated in the Shreveport area.
By HERMAN BRANDSCHAIN
THE AFM ban against the transcription companies will be lifted this week, thus providing what is regarded as an important shot in the arm to the recorded program industry. This became known in New York Friday only four days after the similar ban against recording companies had ended a union boycott of recording studios effective since Dec. 31, 1947. The transcription ban had started the same day.

Milton Diamond, general counsel for the American Federation of Musicians, said there was a possibility the actual signing would take place today (Monday), A. Walter Socolow, attorney representing many of the transcription companies, said the signing might be delayed beyond today in order to add further industry signatories to the agreement. It is known that the agreement is in type and could be presented around a council table with additional names of late starters added in a matter of hours.

Early TV Film Pact
Also forecast for early settlement is the problem of payment of union musicians for the making of films for television. The ban against recording and transcription companies was applied by James C. PetriUlo, AFM president, because the Taft-Hartley Law outlawed union-administered welfare funds. The formula that ended the recording ban, applying also to transcriptionists, provides for establishment of an impartial trust to administer a royalty fund for the benefit of unemployed musicians. The same trusteed will administer both the recording and transcription funds.

The transcription royalties will be payable to the trustee at the rate of 3% of gross sales, the same royalties in effect under the old agreement. The recording royalties in the new agreement are slightly higher than in the old.

Early last week, a few companies executives admitted that with the signing of the recording trust agreement, their own industry would be subject to immediate economic pressure to make peace as quickly as possible. Industry leaders said the signing would touch off a decided stimulus to the transcription business.

C. O. Langlois, president of Lang-Worth Features Programs, said that although his company was in a good music position because of backlogs, the lifting of the ban would enable his company again to become competitive with phonograph record companies.

Robert W. Friedheim, director of NBC Radio Recording Division, said, "I believe the return of union musicians to transcription will stimulate business, for many advertisers wishing to use music in various ways have necessarily been holding off."

First Cut After Ban
End of the ban against recordings was formalized shortly before 5:52 p.m. Tuesday, at which time the press was called to in a mob-scene type of conference held jointly by the recording industry leaders and the AFM.

Little more than an hour later, at 4:55 p.m., Columbia Records made a recording which it claimed was the first cut after the ban lifting. Other companies quickly followed, some rushing deliveries to hit the tail-end of the Christmas market.

At the news conference, held in the AFM's New York office of Mr. PetriUlo in the General Electric Bldg., 570 Lexington Ave., New York, the AFM president sat behind his walnut desk and, despite being outnumbered by industry representatives, took over the show.

On his right, he was flanked by Frank White, president of Columbia Records, the industry spokesmen, and on his left by Samuel Rawlins Rosenbaum, Philadelphia lawyer who was named impartial trustee at $25,000 a year of the welfare fund agreement which ended the ban.

As photographers asked the three to move closer together for a picture, Mr. PetriUlo, who has a germ phobia, cautioned Mr. White: "Don't cough."

Mr. White, with a cold, coughed. Then photographers asked Mr. PetriUlo to shake hands with the pair. He first extended his little finger toward Mr. Rosenbaum in the PetriUlo shake, but eventually shook hands all around.

Then Mr. PetriUlo was asked how (Continued on page 62)

AFM's president, James Caesar PetriUlo (second from r), beams as agreement is reached in New York ending musicians' strike against record-manufacturing companies. L to r: Frank White, president of Columbia Records; Henry Kaiser (in background), AFM attorney; Mr. PetriUlo, and Samuel Rosenbaum, administrator of AFM welfare fund which the agreement re-establishes. Fund is created by a royalty tax on records.

MUSIC PEACE
(Also see AFM stories, page 22)

FCC Rules Paramount Controls

FCC RULED last Thursday that Paramount Pictures clearly controls Allen B. DuMont Labs and proposed to deny Paramount-DuMont television applications for San Francisco, Detroit, Boston, Cleveland, and Cincinnati.

The decision, although "proposed" rather than final, revived speculation that Paramount may seek to sell its approximately 30% DuMont interest, on which FCC placed an estimated current market value of $8 million as against a total investment of $164,000.

But in any event the film company is expected to put up a fight for reversal of the decision before it is made final, and there was belief the fight would be carried into the courts if necessary.

If it stands, the decision leaves Paramount already in possession of its full quota of television stations. FCC's multiple-ownership rules forbid ownership of more than five TV outlets by persons or firms under common control. Through two acknowledged subsidiaries - Paramount Television Productions and Balaban & Katz Corp. - the film company owns KTLA Los Angeles and WBBK Chicago, respectively. Du Mont owns WABD New York, WTTG Washington, and WDTV Pittsburgh.

The decision, adopted as written by FCC Examiner Jack P. Blume, offered the Commission's first de-
GREEN LIGHT for the AFM-recording company trust and labor agreements was announced by Labor Secretary Maurice Tobin. It was accompanied by a letter supporting the opinion from Attorney General Tom Clark. Approval of both proposed trust and labor agreements as being within the letter of the Taft-Hartley Act, was announced last Saturday evening. The Justice Dept. had indicated earlier, through Solicitor Gen. Philip Perlman (then Acting Attorney General), it made no practice of issuing rulings to businessmen on legality of their contracts but only to the President and government agencies.

Mr. Clark delivered his supporting opinion in reply to a memorandum from Labor Secretary Maurice Tobin, who had requested an interpretation of "such views you may wish to express in this matter."

Sees Good Faith
The Attorney General wrote: "I think we are entitled to assume that these agreements will be carried out in accordance with their terms. On that assumption, and on the basis of the careful consideration which has been given to this Department (Justice) as well as in the Dept. of Labor, I am prepared to express my agreement with the conclusion reached by your solicitor (William S. Tyson). ..." (See text)

ROSENBAUM
Welfare Fund Administrator Well-Qualified

THE MAN whom record manufacturers and the American Federation of Musicians have chosen as impartial trustee and administrator of the union's $2 billion royalty welfare fund has a solid radio background and is well known to both recorders and musicians.

Samuel Rawlins Rosenbaum, once president of WFIL Philadelphia, during the war commanding officer of Radio Luxembourg and presently a practicing attorney and vice-president and director of the Philadelphia Orchestra Assn., brings to his new post many years of wisdom and experience in public service.

The new $25,000 a year trustee would seem to enjoy the confidence and esteem of both parties to the proposed agreement: record manufacturers and labor agreements, as well as the Labor Dept. itself.

The administrator of the trusteeship will become one of the biggest dispensers of instrumental music.

Conversant with musicians, music users and the radio industry, he talks in terms of the "economic and human problem." Mr. Rosenbaum has staunchly advocated as a basic working formula a readjustment of royalty royalties, with Congress conferring a performer's copyright, such as exists for composition and performance.

"It is the jukebox rather than radio which is the worst offender," Mr. Rosenbaum wrote BROADCASTING last year. "Radio does give substantial employment; the jukebox gives none... Radio alone could make its peace with the musicians, and continue to thrive mightily. But since legislation like Taft-Hartley, radio is now only part of the commercial music problem..."

The trustee is in the commanding position of having viewed and studied the royalty problem from diversified angles. As chairman of the Independent Radio Network Affiliates from 1937-1947 he was among those directly instrumental in remouling NAB. Mr. Rosenbaum served similarly on NAB's Labor Relations Committee.

Mr. Rosenbaum entered radio in 1934 when WLIT Philadelphia, owned by Lit Bros. (of which he was director), was consolidated with WFI. Appointed president in 1936, he was... (Continued on page 8)
HOPE FOR WHAS

BOB HOPE, NBC comedian and movie star, filed a deadline application last Monday at FCC to match two pending applications by Mr. Hope, purchasing WHAS-AM-FM-TV Louisville, Ky., radio properties of "Courier Journal" and "Times" there.

He would switch the WHAS affiliation from CBS to ABC, the application discloses. Mr. Hope, filing under the corporate name of Hope Productions Inc. under FCC's AVCO rule proposed to match offers of Crosley Broadcasting Corp. and The Fort Indy Corp. Crosley, owned by AVCO Mfg. Corp. and licensee of WVL Cincinnati and other radio outlets, had filed the original bid two months ago [BROADCASTING, Sept. 27]. Fort Indy, also a multiple-station operator, filed for priority eight [BROADCASTING, Dec. 13]. A comparative hearing upon the three requests almost certainly will be called.

Hope Productions Inc., newly formed corporation of which Mr. Hope is sole owner and president, tendered its application through the Washington law firm of Cohn & Marks. The application said that "applicant will make available to local Louisville residents or organizations a stock interest in the corporation for $1 and will be retained by Mr. Hope." The comic listed his net worth in excess of $2,000,000.

Potential ‘Partner’
The U. of Louisville was reported unofficially a potential ‘partner’ of the radio star in his bid for the station, although spokesman for the Hope interests said no commitments had been made and the chairman of the university trustees, J. Verser Conner, said he was not aware of any.

Rogers Morton, president of Ballard & Burdick Co. and a trustee of the school, said he was acquainted with a Chicago representative of the Hope interests and that "we are trying now to work something out for the university." He said the school, a pioneer in education by radio, owns a 10% interest of shares but that the basis on which they would be acquired had not been worked out.

Mr. Hope was quoted in the Louisville-Courier-Journal, associated in ownership with WHAS, as saying he had heard the university was "very interested in getting a piece" of the station if he acquired its local ownership. He said he would be sympathetic to a move from CBS to ABC.

The station is a 50 kw 1-A clear-channel outlet on 840 kc. WHAS, which has not yet commenced operation, is assigned Channel 9 (186-192 mc).

The Hope application presented only bare essentials regarding corporate set-up, proposed program plans and other details. It was stated that all of these matters would be fully covered by the Commission in the comparative hearing expected to be ordered.

The application did report that the present WHAS staff organization would be retained and that overall about 98 persons would be employed in the combined AM-FM-TV operation. This would include 52 persons in the program department, 10 in administrative, 31 in engineering and 6 in sales department.

"The applicant is keenly aware of the responsibilities of a broadcast outlet," the application said. "The applicant has a keen realization of the importance of being in a position in providing entertainment programs of the finest character."

TV Factor
"With the advent of television broadcasting," it stated, "the applicant recognizes a keen responsibility for providing programs which will maintain the highest standards which Station WHAS has set forth in its past operations. The experience of Mr. Hope in the entertainment field will be invaluable in his pursuit of his objectives in local broadcasting."

It continued, "At the same time the applicant has a keen realization of the influence which television in providing entertainment programs of the finest character.

THE CBS-NBC Tug-of-War

THE CBS-NBC tug-of-war for comedy talent last week settled down to a long pull, with neither side losing, nor gaining ground, according to the best reports.

The greatest interest was centered upon the CBS offer to the Phil Harris-Alice Faye show, the program which sent Ben Duffy, president of BBDO, scurrying to Hollywood for conferences with his client and the program's sponsor, Rexall Drug Co.

It was indicated that the drug firm was exhibiting some hesitancy in changing networks and time. The program, now heard on NBC Sundays: 7:30-8 p.m., would be heard on CBS Sundays at 8-9:30 p.m. if the CBS invitation were accepted.

An additional problem confronting Mr. Duffy was the resched-uling of the program's syndicate and "pro-Wildroot" program, another BBDO client, in the event Rexall and Mr. and Mrs. Harris agreed to go to CBS.

Sam Spade now occupies the Sunday night time into which CBS would like to put the Harris-Faye program.

At week's end there was no resolution of the Rexall-Wildroot proposed shift.

Rexall Drug's contract with NBC for the Harris-Faye show runs through the broadcast of Feb. 20. Since CBS hopes to transfer the show to its network on Jan. 2 (the date of the first performance on CBS of Jack Benny), it was understood that CBS had offered to use a recorded rebroadcast of the program in the Jan. 2-Feb. 20 period. If it occurred, that development would be unique in network history.

CBS overtures to at least two other NBC shows, "Rogers McGee & Molly" and "Red Skelton," were still in the discussion stage [BROADCASTING, Dec. 13].

Meanwhile, NBC announced it would move Fred Allen from his Sunday 8:30-9 p.m. period to Sunday 8-9:30 p.m. spot which will be vacated by Edgar Bergen, who announced a fortnight ago he would quit radio after his Dec. 26 broadcast. Mr. Allen is sponsored by Ford Dealers through J. Walter Thompson Co.

That still left NBC with the 8-9:30 p.m. Sunday period to fill. A second NBC star, Al Jolson, who is sponsored by Kraft through J. Walter Thompson, Thursdays, 8-9 p.m. period, was reported to be, too, contemplative quitting radio.

Mr. Jolson, remarking that "Jolson is right," thought he might retire after his present season. He qualified his statement, however, by saying he would continue if his broadcasts could be tape recorded.

Agency sources in New York were inclined to minimize Mr. Jolson's inclination with regard to retirement. Mr. Jolson was the third leading radio figure to announce intentions of retiring. Mr. Allen [BROADCASTING, Dec. 13] has spoken of quitting after completing this season. To date only Mr. Bergen has issued definite word of quitting.

December 20, 1948 • Page 23

AFM FACTION

FORMAL protest was made Thursday evening by the defeated faction in the recent election of New York Local 1 of the American Federation of Musicians.

The protest was filed by the union's "unity-coalition" party with Richard McCann, who won the election on a narrow margin, did not accurately reflect the voting.

According to Al Manuti, executive director of Local 1 which was defeated by 89 votes for the presidency by Richard McCann, a new election will result in victory of his party over the "blue ticket."

‘VOICE’ DISCS

Shipment Abroad Renewed

"VOICE of America" has reinstated its shipment of special musical discs to foreign countries after a year and a month, according to the State Dept.'s International Broadcasting Division.

The 15-minute package programs, comprising music of all types, are being shipped once a month and are destined for relay by the German civilian-operated station in Berlin to people in the Soviet-occupied zone, in exclusive of the regular "Voice" program schedule, which is normally relayed by the American Forces Network.

First shipment of 32 sets, numbering some 4,913 records, went out last month to 79 destinations. IBD is currently preparing December's shipment.

No New Switches

CBS—NBC BOUT

CBS-NBC BOUT
At this point, we called in the local radio station (WHEB Portsmouth) and explained our predicament and asked for their help. The station promptly offered to assist in any way they could and pointed out that if they were to be of real help they must have our full cooperation in setting up a logical radio campaign.

Explains Program

Many hours were spent explaining our merchandising program to the station and when this was completed the station made no suggestions, but did say they would analyze our problems and would then offer their advice. During the discussion of our merchandising plan, it was brought out that there were four distinct groups to whom our merchandising would appeal. In rating their importance (based on dollar inventory) the working girl was our best customer. The homemaker, teenagers and children, were rated in that order.

The station pointed out that probably one of the reasons we had been unable to evaluate our present radio campaign was because it was aimed at only one of our four buying groups. The entire radio budget of the preceding years had been spent appealing to only the homemaker. The working girl, teenagers and the children naturally could not listen at 10 o'clock in the morning.

The station then explained the radio plan used by Joske's of San Antonio, Tex. We immediately saw the merits of the "Joske Plan," but doubted its practicability for a store the size of ours in a city of less than 20,000. It was explained that our problem was similar to Joske's, and if the basic idea of having our programs at specific groups was sound, it would be modified to fit our needs and budget.

The idea of radio reaching into all adjacent communities through one station appealed to us since this could not be accomplished with less than eight newspapers.

We naturally were hesitant to approve any plan which meant a substantial increase in our advertising budget. Despite our original intention of reducing costs we agreed to listen to WHEB's plan. We believed that drastic action was needed and if a plan could be worked out perhaps it would turn the tide in our favor.

Plan Is Presented

Several days passed before that station said they had a plan for us. The company officials were invited to the station for the presentation. Each of us was given a concise copy of what the station called "the Junior Joske Plan." They suggested four quarter hours daily, each appealing to our four respective customer groups. They suggested that we sponsor a 7:45 a.m. program aimed at the school children. The time selected, they said, was the right time for most youngsters to arise and they felt this would help mothers overcome one of the morning problems of getting their children up in sufficient time for school. The program would include news of school activities, constant reminders of the need to hurry along so as not to be late for school, snappy wake-up music and safety hints. The title of this program was the School Bell.

To appeal to the "homemaker group" the station offered a program called Memory Lane at 10 each morning. The station pointed out that at this time was not too competitive with the network programs and the program would present "Bill Elliot, mature baritone, appealing to a fairly wide age group with music from the '20's, '30's and '40's."

Teen-Age Show

Each afternoon at 4:30 we were to bring a show aimed at the teenager, the title suggested was Junior Disc Jockeys, and the format included interviews with high school students who became "Junior Disc Jockeys" for the day; they selected their own music and introduced each selection.

One of the most important programs was the 6:30 Dinner Date program which was patterned pretty much after the network supper club shows.

The cost of these programs ran about seven times the current expenditure, but we admitted that drastic advertising plans were necessary. We pointed out that if this plan should fail it would probably mean the end of any radio advertising for our store, but if this plan could produce sales, then we believed that it was worth continuing.

'Dracatic' Plan

The station said that they realized that their suggestion was pretty drastic, and that they were taking a gamble encouraging such a radical change in our store's advertising plans, and expressed that they were confident in the result this program would bring. They also pointed out that since our operations needed a substantial increase in volume, it would take a substantial advertising plan to do it.

Worth a Try

After several more meetings ... it was finally agreed that the plan was worth a try. Our original commitment of thirteen weeks only, with the understanding that at the end of that time we would weigh the results, and then determine whether we should renew or not. The station more than lived up to its promises of promotional tie-in by installing radio in each department of the store. This was aimed at making the store personnel more conscious of what was being advertised on the air. Price headers were used throughout the store on radio advertising merchandise, and three displays were set up promoting the four shows. Six months have passed since the "Junior Joske Plan" was inaugurated, which in itself indicates that the radio programs reflected substantially in our sales figures.

FIRST practical use of a newly developed method of extending television coverage has been made at the Washington and WNBT stations. The new method, known as "television carrier synchronization," will permit the number of video stations contemplated by the FCC originally to operate as planned, despite the interference factors which upset such plans and became one of the difficulties which led to the FCC freeze on TV allocations.

Operating Since Dec. 11

Known as "television carrier synchronization," the new method has been in regular operation since Dec. 11, employing facilities at the RCA Labs, Princeton, N. J. Gen. Sarnoff pointed out that introduction of the service permitted interference-free service to thousands of additional viewing families in the "fringe" of the two stations.

He added: "Use of synchronization permitted a closer spacing of television stations on the same channel than is possible without this method of reducing interference between stations."

RCA engineers stressed, however, that they did not consider it desirable for stations using the same channel to be less than 150 miles apart, and that they were making it possible for stations that close together to telecast on the same channel without interference, which was the original hope of the FCC.

It was pointed out too that a similar system could be established to synchronize any two or more television stations operating on the same assigned channel. Although the equipment is not yet in production, engineers estimated it would cost no more than $5,000.

Announcement by Gen. Sarnoff followed less than two weeks after an engineering conference in Washington by the FCC to review the problem of tropospheric interference, as the co-channel disturbance is called.

At that time, RCA and NBC reported experiments on synchronization and recommended its use. FCC Chairman Wayne Coy has been notified of initiation of the service.

The interference, which occurs for the most part in fringe areas of television coverage, shows up on TV screens as moving horizontal black bars. This is described as a "Venetian blind" effect.

The interference is due to characteristics of the troposphere or upper air masses, which cause television signals to be refracted over long distances with signals from several transmitting stations being received simultaneously in certain localities. The extent of interference depends on the strength of the interfering signal and the difference in carrier frequencies of the stations involved.

Kell Ideal

Ray D. Kell, head of the television section of RCA Labs, conceived the idea of synchronizing the carrier frequencies to reduce the cross-bar interference. As the difference in carrier frequencies is reduced, the number of interference bars diminishes. When there is no difference in frequencies, there are no bars.

The equipment consists of two units. The first is at RCA Labs in Princeton; the second at WNBT. When the system is in operation, signals from New York and Washington stations are compared electronically at the output of the two radio receivers located at Princeton.

Information regarding frequency differences of the two distant transmitters is carried as frequency modulation of a 1,000-cycle tone by telephone line to New York. The frequency shift of this tone is utilized to change the frequency of the New York transmitter to maintain it on exactly the same frequency as the Washington transmitter. The operation of the system is entirely automatic and is said to require little or no attention.

Trammell Lauds Advance

Nick Trammell, president of NBC, commented on the operation: "Another great engineering advancement in television broadcasting has been achieved by the RCA Labs Division of the Radio Corp. of America, and we at the National Broadcasting Co. are proud indeed to have had the opportunity to put it into operation immediately."

FEDERAL PAY

Commission Boost Backed

PROPOSED salary increases for top government executives, including FCC members, were given the weight of Presidential support last week.

Speaking for President Truman during hearings on the Flanders-O'Connor-Baldwin bill, which would boost the commissioners' pay from $10,000 a year to $16,500 [Radio-Television, Nov. 15], Budget Director James E. Webb said the President suggested an even more liberal scale of salary increases for high-level federal appointees. Under this scale, FCC commissioners would get $17,500.

The committee hopes to have its bill, providing increases for 218 appointed officials, ready for Congressional action before Jan. 20.

The measure also got support from former President Herbert Hoover, now heading the Hoover Commission on reorganization of the government, and from others who stressed the need for higher pay to attract and hold high-caliber executives.

HENNOCK TEA

Honors Commission Women

FRIEDA B. HENNOCK, first woman FCC commissioner, was hostess Dec. 15 at a reception and tea honoring the women of the Industry, wives, Mrs. Wayne Coy, Mrs. Edward W. Webster, Mrs. Rosel H. Hyde, Mrs. Robert F. Jones, Mrs. George E. Storling and Mrs. Paul A. Walker [Broadcasting, Dec. 13].

Other guests included all women employees who have been with the FCC 10 years or longer, wives of members of the Cabinet, of the Supreme Court, of other government officials, of members of Congress from Indiana, of the late state of FCC Chairman Wayne Coy, and the commissioners.

Entertainment included a mind-reader, Miss Walton of 1948 who sang, and the 32-voice Chesapeake & Potomac Telephone Co. Choir. Paul A. Porter, former FCC chairman, served as master of ceremonies, this reception was held in the Raleigh Room of the Raleigh Hotel, 5 to 7 p. m.

ATTENDING the reception and tea given by FCC Commr. Frieda B. Hennock, for the wives of fellow FCC members and other radio women were (1 to r) Mrs. Paul A. Walker and Commr. Walker and Mrs. Wayne Coy and FCC Chairman Coy.

MBS PRESIDENT Edgar Kobak (r) greets J. E. (Ted) Campeau, CKLW Windsor-Detroit president and general manager, at party CKLW gave recently in New York. CKLW is preparing to increase power to 50 kw early in 1949.

CAMPBELL CO.

Hoagland to Direct Radio

JOHN HOAGLAND, radio director of Robert W. Orr & Assocs., New York, joins Campbell Soup Co., Camden, N. J., as supervisor of radio programs in the company's advertising department, effective Jan. 3. Mr. Hoagland has been with the Orr agency since 1945 and prior to that was with NBC and ABC.

During the war he was awarded the Distinguished Flying Cross and an Air Medal with eight clusters. He was also a member of the British Desert Air Force Late Arrival Club, composed of men shot down behind enemy lines but who managed to return to their bases.

In his new duties, Mr. Hoagland will be associated with Campbell Soup Co.'s Club 15, Edward R. Murrow and The News, Walter O'Keefe's Double or Nothing and a number of spot campaigns.

No replacement has been named at the Orr agency as yet.
INAUGURAL

THE FIRST major on-the-spot news telecast from Washington to midwestern audiences will be made Jan. 20 when President Truman begins his second White House term. Stations of the four eastern and midwestern video networks, to be linked by a pooled telecast of the proceedings, will cooperate in televising the event, cable Jan. 12, will receive a lighting of the parade, which is expected to last five hours. Two mobile units and a blimp are also included in the NBC radio coverage plans.

ABC’s activities will be headed by Thomas Velotta, the network’s vice president in charge of news and special events. ABC’s complete staff of 200 commentators will be on hand, headed by Elmer Davis of the Washington bureau, and Ted Malone from New York. Bryson Rash, Presidential announcer; Martin Agronsky, Jack Bell, John Edwards, Backhouse, George Hicks and Jack Fraser will be stationed at various vantage points throughout the city.

As many as 16 locations will be covered by ABC including, along with NBC, the top of the Washington Monument and the Capitol dome.

ABC headquarters will be in a booth beneath the Capitol steps, from which all operations, under management of Mr. Roskind, will be commended.

CBS Plans

Davidson Taylor, CBS vice president and director of public affairs, and Wells (Ted) Church, will supervise Columbia’s radio pick-ups, which will originate from points along the Mall, including Blair House, the Treasury, and the reviewing stands. Commentators describing the highlights will be headed by Edward R. Murrow, John Daly and Charles Collingwood. Engineers will include the use of a helicopter. Edmund Chester, news and special events director, and Robert Bendick, assistant, will head the CBS video pool participation.

A. A. Schechter, Mutual vice president of news and special events, assisted by Hollis Seavey and Arthur Feldman, of the MBS Washington bureau, will coordinate the network’s comprehensive radio coverage.

Special engineering crews from NBC, CBS and more will go to Washington to assist crews on the scene, and several jeeps carrying mobile units will be used in addition to regular broadcast crews at Mutual vantage points. MBS commentators, including Fulton Lewis Jr., Bill Hillman, Henry La Cossitt, Cedric Foster and Bill Stetson, will cover locations at the Senate chambers, roof of the Apex bldg., the Senate Office building and the marquises of the Raleigh and Washington hotels.

Marking their first actual telecast of the inauguration will come with reporting the army party on the evening of Jan. 19, with Inaugural day pick-ups starting at 11:30 a.m. when the President leaves his home for the Capitol.

The appointment of Samuel O. Youngheart, executive vice president of Mutual and Legler, M. M., of New York, to head the national advertising participation committee for the Inaugural has been announced by Charles R. Hildreth, general chairman of the Inaugural committee.

Agencies Aid Asked

Mr. Youngheart’s committee will solicit the aid of advertising agencies and advertisers in the dissemination of information concerning the history, traditions and significance of the Presidential Inaugural.

NCB’s vice president, John C. Torn, and President of the National Broadcasting Association, will call upon both Mr. Warlick and Mr. Legler, and Donald Gibbs, head of the creative department of that agency, have been appointed chairman of the committee to assist Mr. Youngheart.

Representatives of the four TV networks involved—NBC, CBS, ABC and DuMont—met Thursday afternoon with officials of A&T and Chesapeake & Potomac, local telephone company, to discuss programming aspects and make plans. Plans by the Inaugural committee have not completely crystallized as yet and probably won’t until a week or so before Inauguration Day.

A Washington communicationiss, attended the meeting, held at WTAG (TV), DuMont’s Washington outlet, and later examined camera vantage points in the District preparing a comprehensive listing of programming details. No central channeling point has been selected as yet, but the local telephone company which will choose, it was learned. Telecasts will be funneled by a program coordinator.

NAB CONTEST

State Finalists Chosen for ‘Voice’ Awards

STATE winners in the second “Voice of Democracy” contest were announced Friday by NAB. The winners will compete for four nationwide $500 scholarships. NAB, Radio Manufacturers Assn. and U. S. Junior Chamber of Commerce, sponsor the contest.

No. 1 Houston; Eric Johnston, president, Motion Picture Producers Assn.; Frances Perkins, Civil Service Comm.; Governor, Connecticut; and Ferd Snow, Dixie Junior College, St. George, Utah, retiring president of the National Education Assn.; James Stewart, actor.

The contest was officially endorsed by the U. S. Office of Education.

State winners were:

Alabama, Mary Ann Watson, Lafayette; Alaska, winner’s name to be announced later; Arizona, winner’s name to be announced later; Arkansas, Norma Jean Turman, DeQueen; California, winner’s name to be announced later; Colorado, Carolyn DeGoed, Loveland; Connecticut, Elaine Nagle, Waterbury; Delaware, Janice Sabelia, Wilmington; District of Columbia, Carol LaRosa, Washington; Florida, Randy Whitney, Lakeland; Georgia, Tom Evans, Newnan; Idaho, Richard Rash, Pocatello; Illinois, Norman Peltz, Chicago; Indiana, Arthur Flickinger, Kendallville; Iowa, George Wettstein, Muscatine; Kansas, George Mclellan Jr., Hutchinson; Kentucky, Bill Winters, Newport; Louisiana, Elizabeth Breau, New Iberia; Maine, Denise Paquet, Biddeford; Maryland, Nancy Eaton, Westernport; Massachusetts, Daniel Deklyn, Great Barrington, Michigan, Neil Jack- en, Redford; Minnesota, Kerren Johnson, St. Paul; Mississippi, winner’s name to be announced later; Missouri, O. C. Cherryhart, St. Louis; Nebraska, Phyllis Clark, Havre; Nebraska, Joan Pacek, Nebraska; New Hampshire, winner’s name to be announced later; New Hampshire, Gertrude Penrod, Merrimack; New Jersey, Barbara Lettan, Spotswood; New Mexico, Robert Hernandez, Albuquerque; New York, Harry Harr, Penn Yan; Ohio, winner’s name to be announced later; Oklahoma, Charles Wilson, Norman; Oregon, Edward French, Eau Claire; Pennsylvania, winner’s name to be announced later; Pittsburgh; Rhode Island, Rita Bisson, Newport; South Carolina, winner’s name to be announced later; South Dakota, Robert Crutchfield, Orangeburg; South Carolina, winner’s name to be announced later; Tennessee, Max Notowitz, Memphis; Texas, winner’s name to be announced later; Utah, Dave Cavin, Cheyenne; Vermont, winner’s name to be announced later; West Virginia, Richard Reeves, Wheeling; Wisconsin, John Lettenfieber, LaCrosse; Wyoming, Carl Giniel, Casper.

STATE winners in the second “Voice of Democracy” contest were announced Friday by NAB. The winners will compete for four nationwide $500 scholarships. NAB, Radio Manufacturers Assn. and U. S. Junior Chamber of Commerce, sponsor the contest.

No. 1 Houston; Eric Johnston, president, Motion Picture Producers Assn.; Frances Perkins, Civil Service Comm.; Governor, Connecticut; and Ferd Snow, Dixie Junior College, St. George, Utah, retiring president of the National Education Assn.; James Stewart, actor.

The contest was officially endorsed by the U. S. Office of Education.

State winners were:

Alabama, Mary Ann Watson, Lafayette; Alaska, winner’s name to be announced later; Arizona, winner’s name to be announced later; Arkansas, Norma Jean Turman, DeQueen; California, winner’s name to be announced later; Colorado, Carolyn DeGoed, Loveland; Connecticut, Elaine Nagle, Waterbury; Delaware, Janice Sabelia, Wilmington; District of Columbia, Carol LaRosa, Washington; Florida, Randy Whitney, Lakeland; Georgia, Tom Evans, Newnan; Idaho, Richard Rash, Pocatello; Illinois, Norman Peltz, Chicago; Indiana, Arthur Flickinger, Kendallville; Iowa, George Wettstein, Muscatine; Kansas, George Mclellan Jr., Hutchinson; Kentucky, Bill Winters, Newport; Louisiana, Elizabeth Breau, New Iberia; Maine, Denise Paquet, Biddeford; Maryland, Nancy Eaton, Westernport; Massachusetts, Daniel Deklyn, Great Barrington, Michigan, Neil Jacken, Redford; Minnesota, Kerren Johnson, St. Paul; Mississippi, winner’s name to be announced later; Missouri, O. C. Cherryhart, St. Louis; Nebraska, Phyllis Clark, Havre; Nebraska, Joan Pacek, Nebraska; New Hampshire, winner’s name to be announced later; New Hampshire, Gertrude Penrod, Merrimack; New Jersey, Barbara Lettan, Spotswood; New Mexico, Robert Hernandez, Albuquerque; New York, Harry Harr, Penn Yan; Ohio, winner’s name to be announced later; Oklahoma, Charles Wilson, Norman; Oregon, Edward French, Eau Claire; Pennsylvania, winner’s name to be announced later; Pittsburgh; Rhode Island, Rita Bisson, Newport; South Carolina, winner’s name to be announced later; South Dakota, Robert Crutchfield, Orangeburg; South Carolina, winner’s name to be announced later; Tennessee, Max Notowitz, Memphis; Texas, winner’s name to be announced later; Utah, Dave Cavin, Cheyenne; Vermont, winner’s name to be announced later; West Virginia, Richard Reeves, Wheeling; Wisconsin, John Lettenfieber, LaCrosse; Wyoming, Carl Giniel, Casper.
OF THE COUNTRY'S 39,950,000 families on Jan. 1, 1948, 94.2% or 37,983,000 had 1,939,500 home receivers in working order, according to a BMB report issued last week. In addition, there were 5,944,000 portable sets and 9,416,300 families owning 10,037,900 auto receivers—a grand total of 73,782,900 sets of all kinds in usable condition as of the first of the year.

Median daily listening was 5 hours, 53 minutes, BMB found: 1 hour, 48 minutes in the morning; 1 hour, 53 minutes in the afternoon; 3 hours, 6 minutes in the evening. Amount of family listening tended to increase by family size, the higher the medians being 4 hours, 55 minutes for families with one or two members; 6 hours, 16 minutes for three and four-member families, and 8 hours, 55 minutes for families with five or more people.

Listening also varies somewhat with economic status, BMB reports, giving the median daily listening time as 6 hours, 2 minutes in income families, 5 hours, 4 minutes for middle income families, and 5 hours, 23 minutes for the lowest income group.

The telephone users listen most in the morning: 1 hour, 54 minutes, compared to 1 hour, 46 minutes for the middle and 1 hour, 44 minutes for the lower families. In the evening both group listen 3 hours, 15 minutes, compared to 3 hours, 12 minutes for the middle group and 2 hours, 47 minutes for the lower.

The low income families listen most in the afternoons, 1 hour, 58 minutes, compared to 1 hour, 55 minutes for the medium income group and 1 hour, 48 minutes for the top income families.

Telephone subscribers listen more (daily median of 5 hours, 58 minutes) than non-phone families (5 hours, 42 minutes), while there is no difference between homes with and without electricity, each having a daily evening median of 5 hours, 53 minutes.

Breakdowns of the extent and type of radio ownership and daily listening by city-size, urban non-farm and farm groups and by nine geographic regions are included in the 48-page report, which also has a page on the anticipated growth during 1948 (1,270,000 sets had been bought by April 1; 2,621,700 families were planning to buy 2,646,400 during the remainder of the year); and a page on Canadian radio families (2,818,000, 89.9% of the country's total families). An insert revises certain regional figures in light of new census data: according to "Tell the Truth or Dare, Who Owns Radios?" the booklet was prepared for BMB by O'Brien & Dorrance in the best picture, it was found that there was a great difference in radio ownership, with amusing drawings and light, short copy on the left-hand pages balanced by tables on the right.

274 Subscribers

BMB, with 774 subscribers as of last Thursday, is more than three-quarters of the way toward the goal of 1,000 subscribers. That number was proposed by NAB as a total to be reached before the second national wide survey of station and network listening is undertaken next March.

The total also represents a considerable advance over the 682 members which had subscribed to BMB in December 1945, three months before the first cross-country survey. In fact, that survey had only 630 listeners for the March 1, 1946, 24-hour period, a total only slightly over 700 when the area reports came out that fall.

The present subscriber list includes four national networks, four independent networks, 999 stations, 127 FM stations and 13 TV stations. It represents an increase of 88 since July and of nine during December.

Also in line with NAB recommendations was the appointment of an NAB advisory committee to aid the BMB research committee in giving proper consideration to engineering factors in conjunction with BMB audience measurements [Broadcasting, Dec. 13, Nov. 29].

With Royal V. Howard, NAB director of engineering and one of the BMB engineering advisory committee also includes Neal McNaughten, NAB; William Duttera, NBC; Earl C. Johnson, MBS; William Lodge, CBS; Frank Marks, ABC.

January Meeting

Committee is expected to hold its first meeting in January. Its first task is to consider the relationship between nighttime signal and nighttime audience, so that it can help users of the BMB data to interpret nighttime audiences in terms of signal availability.

Also in news "scoop" of the area report, network report and complete set of station audience reports for Study No. 1, made in March 1946, BMB has reduced the prices of these reports to one-third the original price.

The area report, listed at $35, is now $11.50. The network report is down from $25 to $8.25. The complete set of reprints of the reports of the more than 700 stations and sponsors in the first study, formerly costing $65, is now available for $25.50. Prices had previously been cut to half of the original figures.

---

**CBS AFFILIATES**

**Sunday Block, TV Discussed**

TELEVISION and the Sunday evening AM lineup were principal topics discussed at meeting of CBS affiliates from ten western states Dec. 13 and 14 in Hollywood [Broadcasting, Dec. 15]. Twenty-five promotional audio pieces from 22 stations attended.

Video is "most fluid" and today's TV operation may be in discard within a comparatively short time, William B. Lodge, CBS vice president in charge of general engineering, told the group.

Mr. Lodge invited the affiliates representatives to attend the second annual CBS Television Clinic at the Waldorf-Astoria Hotel, New York, Jan. 21-23.

CBS executives were noncommital in reply to questions concerning the remainder of the Sunday evening aural radio line-up. Plans were announced, however, to give full-scale promotion to the shift of Jack Benny from NBC to CBS....
Radio Act Revision?

By Ed Keys

A complete overhaul of the Communications Act and perpetuation of a Congressional probe of the FCC will probably be the major recommendations to the 81st Congress of the House Select Committee to Investigate the FCC. Committee members will consider the report during an executive session Dec. 30.

The committee, rendered ineffective by the elections, abandoned its active investigation of the Commission during an executive session Dec. 3 [Broadcasting, Dec. 15]. Rep. Forest A. Harnett (R-Ind.), retiring chairman of the committee, gave no hint of the investigating body's temper last Wednesday. "I think it is absolutely necessary," he told Broadcasting, "that we re-visit the entire Communications Act, in light of our experience and the experience of the Commission since the last Congress.

'Complete Overhaul'

Revisions, Congressman Harnett felt, should take the form of a "complete overhaul."

The Hoosier legislator lent confirmation to reports [Broadcasting, Nov. 27] that Rep. Harnett would ask continuation of the Select Committee in an article appearing under his byline in the Dec. 5 issue of the Public Utilities Fortnightly.

"A continuation of the Congressional investigation of FCC," Congressman Harnett wrote, "is the principal recommendation of the final report by the House Select Committee of the 80th Congress.

The final report will be considered at an executive session of the committee Dec. 30 at 3 p.m. Dec. 30. Rep. Frank T. Bow, committee's ranking minority counsel, disclosed last Wednesday.

Other sections of the report are expected to deal with the committee's heavy-handedness in FCC-FCC decision on political broadcasts, the Scott case on atheists' right to equal radio time, its blue book, on postmaster, licensing practices, and the committee's investigations of communications matters in Puerto Rico.

Approval of the report is awaited by a Republican majority on the committee, but action which the reshuffled 81st Congress will take on it is problematical.

New Standards

There is a chance the investigation may be continued under a subcommittee formed by the new Select Committee. Previous opposition of those who will hold key positions in the new House of Representatives, however, diminishes the possibility of the probe continuing under a Select Committee [Broadcasting, Nov. 22].

Congressman Harnett, in the Public Utilities Fortnightly article, emphasized that "despite its shift in political leadership, one of the really important problems to face our new administration and our people, the 81st Congress undoubtedly will be that of formulating a new set of standards by which to regulate, or to improve the regulation of, our vast communications industry.""

"...no overall estimate of the money invested in the various industries regulated by the FCC has ever been made by an authoritative source, so far as I know," he continued, "but it would be on the conservative side to say that FCC has an important economic effect on an investment totaling literally tens of billions of dollars, in which millions of Americans have a stake.

"Through its supervision of the vast radio industry, the FCC either encourages or discourages trends in both engineering development and in program content. These programs, as we know, are heard by millions of Americans every day and every night, as well as by millions of citizens beyond the confines of our national boundaries."

Chairman Harnett indicated that the committee had found the FCC's activities in the role of "program advisor" to the nation's stations was indicative of a "potentially harmful trend in regulation."

When the Commission under-takes to dictate the contents and character of radio programs, the legislator wrote, it is assuming an authority which has absolutely no basis in law.

"Is (FCC) policy-making and directing personnel," he wrote, "certainly are aware that the Commission does not have to wield a meat axe to exert pressure and influence upon broadcasters.

"Because the FCC's power to license and periodically renew licenses is literally the power of life and death, the broadcasters must be sensitive to even the slightest implication on the part of the Commission. Former FCC Chairman Fly once amusingly spoke of this situation as 'regulation by raised eyebrow.' It was!"

Recalls Former Actions

Pleading for "government by law, not man," Chairman Harnett recalls the Scotts and Port Huron decisions and pointed out that there is nothing to prevent future commissioners from issuing decisions "even more detrimental to the public interest." Such fundamental liberties, he said, 'should not be at the mercy of passing whims of political appointees.'

Rep. Harness urged Congress to "write out, in black and white, a better law to guide the FCC, the radio station owners, and our people."

Hill Leaders

The legislators most prominently mentioned to head the Senate and the House Interstate Commerce Committees, which are responsible for radio legislation, last week indicated they would accept the chairmanship of their respective committees.

Sen. Edwin C. Johnson (D-Col.), most likely candidate for chairman of the Senate Interstate and Foreign Commerce Committee, indicated last Thursday that he expects to take the reins of that committee.

Rep. Robert Crozier of Ohio, ranking Democratic member of the House Committee, said last Thursday, "It is very unlikely that I will refuse the chairmanship."

Congressman Crozier will probably continue to devote the bulk of his energies to railroads and transportation legislation, observers believe. It was felt likely that he might appoint a communications subcommittee to deal with radio legislation. This subcommittee reportedly would be headed by Rep. Alfred L. Bulwinkle (D-N.C.), if he is fully recovered from his current illness or by Rep. J. Percy Priest (D-Tenn.), who is another Democratic member of the House Select Committee to Investigate the FCC, and fourth ranking Democratic member of the House Commerce Committee.

The veteran Colorado Senator, whose interests have also revolved principally about railroad legislation, emphasized that he intended also to concern himself with radio legislation. Sen. Johnson told Broadcasting he was undecided on whether a communications subcommittee would be appointed if he assumed the chair. He is determined, however, to serve on a communications subcommittee, if it is appointed.

No decision will be reached on the advisability of continuing the Senate committee's study of communications until Congress convenes in January, Sen. Johnson said. He declined comment on what radio legislation might be expected from the committee during the new Congress.

K & E Xmas Gift

A REAL Christmas gift was made by Kenyon & Eckhardt last week. The New York agency gave to a group of radio editors the adoption of a child through Foster Parents Plan for War Children. The agency will assume the full cost of the child's care for one year, and every month during the year will receive both necessities and luxuries as a result of the gift. The child's name is Wladislaw (Waldus) Tomaszak, 13-year-old deaf and dumb youngster born in Warsaw, Poland.

WCOP Wins

First in Wheaties Contest

WCOP Boston has been declared first prize winner in the Wheaties-Wilson "See the Game" contest conducted recently among ABC affiliates by the network's promotion department.

Prize was an all-expense trip to the National League professional championship football game yesterday (Sunday) for Station Manager Craig Lawrence. Nine-runners-up—footballs autographed by members of the teams—were awarded WBSR Pensacola, Fla.; WLXK La Crosse, Wis.; WELI New Haven, Conn.; KIPF Klamath Falls, Idaho; KOME Tulsa; WDAK Columbus, Ga.; KBIO Burley, Idaho; WXKY Albany, and WBCM Bay City, Michigan.

ABC, Gillette

Will Air Sugar Bowl Game

The SUGAR BOWL football classic, played New Year's Day between the universities of Oklahoma and New Orleans, will be broadcast exclusive of ABC. The play-by-play account of the post-season clash between the two unbeaten elevens will be sponsored by the Gillette Safety Razor Co., New York.

Harry Wismer, ABC sportscaster, will describe the game for the seventh consecutive year. The annual Sugar Bowl game broadcast is a featured highlight of the Gillette Cavalcade of Sports series.

Pepsi-Cola Plans

NEGOTIATIONS between Pepsi-Cola Co., its agency, the Brown Co. and ABC officials were under way last week for the soft drink firm to buy two half-hour weekly shows on ABC starting Jan. 11. It was understood that one of the programs to be placed on the series is Counterpunch. Gross annual billings will total $1.8 million for the time.

Johnson and Crosser Appear Certain

Sen. Johnson

Rep. Crosser

K & E Xmas Gift

A REAL Christmas gift was made by Kenyon & Eckhardt last week. The New York agency gave to a group of radio editors the adoption of a child through Foster Parents Plan for War Children. The agency will assume the full cost of the child's care for one year, and every month during the year will receive both necessities and luxuries as a result of the gift. The child's name is Wladislaw (Waldus) Tomaszak, 13-year-old deaf and dumb youngster born in Warsaw, Poland.

WCOP Wins

First in Wheaties Contest

WCOP Boston has been declared first prize winner in the Wheaties-Wilson "See the Game" contest conducted recently among ABC affiliates by the network's promotion department.

Prize was an all-expense trip to the National League professional championship football game yesterday (Sunday) for Station Manager Craig Lawrence. Nine-runners-up—footballs autographed by members of the teams—were awarded WBSR Pensacola, Fla.; WLXK La Crosse, Wis.; WELI New Haven, Conn.; KIPF Klamath Falls, Idaho; KOME Tulsa; WDAK Columbus, Ga.; KBIO Burley, Idaho; WXKY Albany, and WBCM Bay City, Michigan.

ABC, Gillette

Will Air Sugar Bowl Game

The SUGAR BOWL football classic, played New Year's Day between the universities of Oklahoma and New Orleans, will be broadcast exclusive of ABC. The play-by-play account of the post-season clash between the two unbeaten elevens will be sponsored by the Gillette Safety Razor Co., New York.

Harry Wismer, ABC sportscaster, will describe the game for the seventh consecutive year. The annual Sugar Bowl game broadcast is a featured highlight of the Gillette Cavalcade of Sports series.

Pepsi-Cola Plans

NEGOTIATIONS between Pepsi-Cola Co., its agency, the Brown Co. and ABC officials were under way last week for the soft drink firm to buy two half-hour weekly shows on ABC starting Jan. 11. It was understood that one of the programs to be placed on the series is Counterpunch. Gross annual billings will total $1.8 million for the time.
Success story:

WLEE helps new business enterprises as well as old in Richmond.

Recently a plumbing and heating man left the contractor he was working for and went in business for himself. He decided to use the 10 a.m. news on WLEE to advertise his new venture. His phone started to ring by 10:15!

This new business has already started to thrive through the sale of complete heating systems directly traceable to the announcements on WLEE. New personnel has been added due to the increase in business. Also, because of the calls through WLEE, he is now offering an extra line of heaters to his growing list of customers.

Follow the lead of the local Richmond merchants! More of them use WLEE than any other station in town. And they get results. So will you. Call in the Forjoe man, and get the full WLEE story.

WLEE Mutual in Richmond

TOM TINSLEY, President
IRVIN G. ABELOFF, General Manager
FORJOE & CO., Representatives

BROADCASTING • Teletcasting

December 20, 1948 • Page 29
Sports Video

Television is the biggest threat college sports have ever faced, and the only thing such institutions can do for their own protection is to take a stand against it. That opinion was expressed to Broadcasting last week by Rome F. Schwagel, athletic director of Georgetown U.

The nature of the stand colleges must take against video, he said, is to refuse to permit the televising of any football game.

Mr. Schwagel made the statement following a debate of the proposition, "Resolved That Television Will Be Beneficial to College Athletics, Especially Football." The debate was part of the program of the Eastern College Athletic Conference at the Biltmore Hotel in New York.

He labeled as "just plain silly" the argument of television proponents that a telecast of a football game would be good for the game and the gate.

Analog "Isn't There"

"Such an argument," he said, "draws an analogy between radio and television. The analogy just isn't there."

He added it was true that radio did what the curiosity of listeners and did finally make new sports converts who filled stadia around the country.

"But television," he said, "doesn't what curiosity. It satisfies it and leaves nothing to the imagination."

The result is, he believes, that continued televising of gridiron games will rob colleges and universities of the income from their only profitable sport.

"When that happens," he said, "all college sports will be doomed. Football pays for all the others — for 8 to 16 other sports."

He emphasized that colleges had finally awakened to the problem television posed. As a member of the television committee of the ECAC, he said, he was in part responsible for obtaining commitments from virtually every eastern college to delay signing contracts for football telecasts for 1949.

Such colleges will withhold decision on gridiron agreements until after a meeting Jan. 7-8 in San Francisco by the National Collegiate Athletic Assn., at which an NCAA committee will make a report on a survey it is conducting on the effect of television on college athletics. Meanwhile, said Mr. Schwagel, personally is going to take to the road in a campaign around the country to awaken other colleges to what he considers the danger of televising of grid contests.

Already, he emphasized, television has hurt football gates. At Georgetown, he said, he refused to permit telecasts this year. They were stopped last year after it was decided they adversely affected attendance.

Alumni have made threats, too, he pointed out. An alumnus told Bill Bingham of Harvard, he said, that unless the alumnus got a ticket inside the 20-yard line next year he'd rather stay home and see the game televised.

"Well, the Harvard Stadium has 58,000 seats and only 20,000 of them are between the two 20-yard stripes," Mr. Schwagel said. "Wouldn't you consider a statement like that a threat?"

Basketball doubleheaders in Madison Square Garden in New York also have suffered from TV, he asserted. He said that for the first time in years it has been possible at every doubleheader this season except one to buy tickets at public sales. Television, he emphasized, is the reason.

Pro football in Washington also has been affected, he said. He pointed out that for the first time in nine years the Redskins in the District of Columbia are not playing to capacity.

Watch it in Comfort

"And if you have a television set," he went on, "why go to the game? I get two complimentary tickets to these games every Sunday. But why should I go? I can sit in my living room, in a comfortable chair, in my bedroom slippers, watch the game — and at the same time be home with my family."

Hardest hit of all, if television expands further, will be the small colleges, he argued.

"What would anyone want to go to a small college game when he can see the biggest game of the day in his living room?" he asked, and then added:

"The televising of just one big game over an eastern seaboard network could kill the gate for scores of smaller colleges and even for some big universities."

Already, he said, many small colleges have felt the impact of telecasting of gridiron sport. He cited a college that expanded into the competitive field of bigger games in their areas — and it has given them considerable concern.

Mr. Schwagel emphasized further that he is not opposed to television as a medium. He is a set owner, has appeared on telecasts several times and has enjoyed seeing and being seen.

"The trouble with it is," he said, "that it can carry a football game with eyewitness effect. In fact, it is possible to follow the ball and the backfield on the television screen better than from many seats in the grandstand."

Others Seem to Agree

He expressed the opinion that he did not believe arrangements whereby a sponsor or network would guarantee a given college remuneration for loss of gate would help the general situation. Such a contractual formula, be heled, might help one institution while others not being televised at all would suffer.

Following the debate, sentiment from the floor of other athletic directors appeared to favor his stand enthusiastically.

Mr. Bingham, Harvard athletic director, said a lot of people informed him they would see the next Harvard-Yale game on television rather than sit behind the goal posts.

H. Jamison Swarts, athletic director at U. of Pennsylvania, said Penn's crowds in 1947 were larger than during the past season, which witnessed a rapid growth in television set circulation.

Rev. James A. Carey of Seton Hall, declared that television will hurt us in preventing us from taking care of the minimum number of boys in sports."

Asa Bushnell, secretary of the ECAC, closed the discussion by asking, "How can you expect to get new customers if they are offered seats that give a poorer view than you get on television?"

The argument that television would benefit rather than hurt football was made by Noran Kersia, executive assistant to the vice president in charge of television of NBC and by Edwin F. England, research associate of NBC.

Their arguments were: Aural broadcasts of baseball had boosted attendance and telecasts would do the same; telecasts can't bring all the color of a game that actual attendance experiences and so on-the-spot eye-witnesses will always come; there is the possibility that if football is not telecast, followers of the game might be wooed to other interests and interest in the gridiron sport would die.

Spot Sells

THREE one-minute spot announcements on WPIX (TV), New York News station, brought 1,500 orders for "The Guide," a magazine which offered a one-year's subscription and a Walco filter for $3.50. Complimenting station, Samuel Tabak, publisher of the publication, reported that the responses covered the entire WPIX reception area from Connecticut to New Jersey, Westchester to Long Island, as well as New York City.
**FRENCH VIDEO Standards Adopted**

FOUR CHANNELS and 819-line definition will be provided in standards to be established in France looking toward a national television system, according to a preliminary French Government notice.

Prospects for establishment of a national system in the immediate future were not considered bright, however, in view of the heavy costs involved. The system will be under government control.

The preliminary notice said four channels will be used, located in the 174-216 mc band. Three of the four will be in the 174-216 mc area, which is also the upper region of the band assigned to commercial television in the U.S. The 819-line definition compares with the U.S. 525-line system.

Meanwhile, it was reported that the medium-definition transmitter (450 lines) now operating intermittently in the Paris area on 42 mc will continue in use until January 1950.

**ABC-TV**

Hammons Named Advisor

EARLE HAMMONS, president of Lion Television Pictures Corp., New York, has been named film consultant for ABC's video operations. The appointment, said to be the first in a series of moves to secure superior film fare for television, was announced by Paul Mowrey, national director of ABC television.

Mr. Hammons is the founder and former president of Education Pictures Inc., New York, and president of the Lion Corp., he heads what is said to be the first major company concerned exclusively with producing and distributing motion pictures for video.

Commenting on his new post, Mr. Hammons said he would carry out plans to combine the best virtues of the motion picture art with the power of the video industry.

**VIDEO SURVEY**

**Leisure Time Activities Affected, Says ARI**

TELEVISION is likely to produce some drastic changes in the way people spend their leisure time, declared Audience Research Inc. after conducting simultaneous surveys of the evening activities of non-television and television-viewing homes in New York, Philadelphia and Los Angeles.

ARI's Merger of seven TV stations was announced last week toward a National Television System, according to Philip G. Lasky, general manager. ARI and its A.M. affiliate, KSFQ, Test patterns were slated to begin last week.

Mr. Lasky

About half of KPIX's weekly schedule will be sponsored time, Mr. Lasky said. Initial sponsors include Philco, Emerson Radio, Hoffman Radio, Disney Hats, RCA dealers, Bank of America, Roos Bros. (apparel chain), Emporium, San Francisco department store, Benrus Watch and Polaroid.

Keith Kerby is program director of Channel 4, and Donald Campbell is corporate manager.

KPIX, granted to Associated Broadcasters Inc., will operate on Channel 5 (760 kHz). Studies are in San Francisco's Mark Hopkins Hotel. One of the station's major initial telecasts will be the New Year's Day Shrine East-West football game.

**KDFL-TV CBS**

Brings Affiliates to 20

KDFL-TV Salt Lake City is now a CBS affiliate effective immediately, Herbert V. Akerberg, network vice president in charge of station relations, announced last week.

The addition of KDFL-TV brings the total number of CBS television affiliates to 20. The station operates on Channel 4, and is owned and operated by the Intermountain Broadcasting Corp., Salt Lake City, with S. S. Fox general manager.

KSL continues as Columbia's 50 kw AM outlet in Salt Lake City.

**VIDEO REPORT**

**Production Quality Improves, Says Agency**

"THE YEAR 1948 has seen no new methods of doing television commercials, but there has been a considerable improvement in over-all quality of production," says Geyer, Newell & Ganger, New York.

It was prepared under the direction of Donald S. Shaw, agency vice president in charge of radio and television.

Report divides video commercials into seven types:

**BROADCASTING • Telecasting**

(1) Straight voice commercials—"drop-in" announcements done without interruption to camera action announcement now on the camera.

(2) Straight voice commercials on audio—with the camera on the program only.

(3) Voice and sight commercials with both product and announcer in camera and:

A. Product being demonstrated.  
B. Product just being sold by voice description.

(4) An amplification of (3) with a cast assisting the announcer.

(5) Video "interview" or "monolog" type of commercial, with or without an annoucner to assist with and without the product being shown.

(6) The "live puppet" commercial originated and developed by Geyer, Newell & Ganger, with audio being done by announcer or cast not on camera—while the cast "acts out" the commercial on camera. This method allows for "models without voice", makes possible copy which would be awkward in the first person singular, and cuts down rehearsal time.

Film Commercials

(7) Film commercials, usually of one-minute duration, and applicable to all the general types of commercials as well as film of outdoor shots, factory, manufacturing methods, etc.

Decrying the advertiser whose determination "to wring the last drop out of his allotted time succeeds only in most thoroughly annoying the viewer" and the almost irresistible temptation to be "cute" or "tricky," the report states: "We at Geyer, Newell & Ganger believe in the philosophy of keep it 'simple.' It's a lot better to err on the side of simplicity than it is to submerge a sales message in a veritable welter of visual effects.

"The type of commercial should be chosen to fit the program. No one word has ever been more abused than the description 'integrated' as applied to commercials—yet the success of a commercial depends as much on its clever

(Continued on page 55)

December 20, 1948 • Page 31
VIDEO TALENT
4-Union Merger Proposed

TWO-FOLD PLAN for setting up national jurisdiction over television talent was reached last week following several days’ discussions between representatives of talent unions in Hollywood.

Plan involves: (1) Merger into one unit of Actors Equity, American Federation of Radio Artists, American Guild of Musical Artists and Chorus Equity; and, (2) formation of partnerships between merged unions and Screen Actors Guild to determine television rulings for all membership.

According to all agreements, television collective bargaining contracts must be approved by both partners.

It was further agreed to invite American Guild of Variety Artists to join merger.

In addition, group decided that each partner should contribute initial sum of $100,000 for immediate use in television organization and administration.

Plan will be submitted for approval by governing boards and memberships of unions involved, as well as American Federation of Labor International and Associated Actors and Artists of America.

POWER BOOST
WHNC-TV’s Request Denied

WHNC-TV New Haven, Conn., was denied permission by FCC last week for modification of its special service authorization to increase operating power. The SSB, granted in June for commercial operation, calls for 500 w power on assigned Channel 6 (80-86 mc).

FCC last week also placed in its pending file, until lifting of the freeze on television actions, applications of seven television networks, an advertising agency and a television station.

“We are encountering difficulties in our leasing or obtaining television rights for dramatic adaptations,” he wrote in his invitation.

“In the course of pursuing these rights, we find the agents and authors seem to be quite well organized in their demands, but it appears to me that we, the buyers, do not present a united front and this weakens our efforts.”


“I am particularly interested in the possibility of NBC or others reaching us,” White said.

ABC’S WIGHT
Leaves to Head Mathes TV

READ Hamilton Wight, a member of ABC’s television sales department and executive producer for ABC of Stop the Music, becomes director of the radio and television department of J. M. Mathes Inc., New York, effective today (Dec. 20).

Mr. Wight was also executive producer of ABC’s The Paul Whiteman Record Club. Before joining the WGN studios.

Mr. Wight had been associated with the William Morris Agency as manager of the Chicago and Midwest radio department.

During 1933 and 1944, Mr. Wight was vice president of World Broadcasting System, acting as manager of the Chicago office. He was in charge of the system’s studio and sales organization as well as the manufacture of electrical transcriptions. Prior to that he was in the advertising department of Proctor & Gamble where he handled radio activities when the soap company first went into radio advertising.

John Bates, radio director of W. M. Mathes, and William H. Vila, director of television and motion pictures, have resigned. Mr. Bates expects to reveal future plans after Jan. 1. Mr. Vila will announce his sooner.

VIDEO BUYERS
Discuss Standardization

STANDARDIZATION of literary property contracts for television was discussed at a meeting called last Thursday in New York by Henry S. White, president of World Video Inc., and attended by representatives of television networks, an advertising agency and a video station.

“We are encountering difficulties in our leasing or obtaining television rights for dramatic adaptations,” he wrote in his invitation.

“In the course of pursuing these rights, we find the agents and authors seem to be quite well organized in their demands, but it appears to me that we, the buyers, do not present a united front and this weakens our efforts.”

Representatives of ABC, CBS, DuMont and NBC television networks, WPIX New York, J. Walter Thompson Co., and Film Equities attended. The following conclusions were reached, Mr. White said.

ZELE Chevrolet Co. and Torrington National Bank and Trust Co., both Torrington, Conn., have signed to sponsor play-by-play coverage of 19 basketball games over WTOR Torrington.

IN-FLIGHT TV
Kitty Hawk Event Covered

AN EXCLUSIVE in-flight telecast took place last Friday when NBC’s full eastern TV network carried the video version of dedication ceremonies welcoming back the Wright brothers’ Kitty Hawk plane to the Smithsonian Institute. The program was fed through facilities of WNBW (TV), network’s Washington outlet, in cooperation with the Air Force.

NBC’s telecast, which began at 8:40 a.m., included interviews with pilots and former Wright plane personnel.

A short film, showing early flight of the Kitty Hawk, opened the telecast from NBC Washington studios. Chief Justice Fred Vinson introduced Vice President Elect Alben Barkley, who delivered an address.

The network used three cameras—one in the C-47 plane, and one each inside and outside of the Institute. The telecast was transmitted from the plane to a ground receiving station and then converted by coaxial cable to WNBW studios.

The Air Force furnished a flight of 18 B-26s, 24 jet fighters and one B-50 for the ceremonies. The planes circled the grounds twice. NBC’s Jack Roney handled the description of the flight.

TELEVISION TONIGHT
A program no advertiser can afford to miss

See what experience can do to make the most effective use of advertisers' most powerful new selling medium. Turn to WNB T 7:05 P M

For Philip's presentation of Collier's All-American 1948 football team

Produced by W. WALLACE ORR, INC.
New York--Philadelphia
Plaza 3-7800

ADVERTISING to advertisers is the new plan being used by W. Wallace Orr Inc. Above is a reproduction of the type newspaper advertising used by the agency in New York papers to plug one of its clients' television shows.

FORD TELEVISION
Will Abandon Kinescoping

EFFECTIVE with the first telecast of the Ford Television Theatre on CBS-TV in January, the show will not be kinescoped because of the difficulties of getting dramatic properties, it was disclosed last week by Kenyon & Eckhardt, agency handling the show for Ford.

With the decision to abandon recording the show the agency will be able immediately to telecast plays and stories which have been previously filmed by Hollywood. Since the television program will not be kinescoped but telecast live, none of the kinescope clearances will be needed. In addition, a much wider source of properties will be available.

To get the widest possible coverage for the live program, K&S is expected to extend the program to midwestern network, if CBS succeeds in its request for that time on the East-Midwest cable link opening Jan. 15.

TV LEGAL SCRAP
Do AM Rights Cover Video?

QUESTION of whether the word "broadcasting" in a legal contract includes telecasting is raised in a suit filed by Baltimore’s Century Athletic Club against the New York owners of the Baltimore Coliseum. Attorneys arguing the point before Judge E. Paul Mason in City of Baltimore, last Wednesday said they could not find a previous legal ruling on it.

Century got broadcast rights for Monday night boxing shows from the Coliseum under a lease and arrangement in 1943. The club contends rights include television.

Attorneys for Arena Realty Co., New York, owners of the Coliseum, countered with the assertion that there is a vast difference between aural broadcasting and television that TV rights are distinct separate and a challenge in the contemporary culture." Others were Erik Barnouw, chief of the radio program bureau of Columbia U. and president of the Radio Writers Guild of the Authors League of America, and the Rev. Wilfred Parsons, professor of political science at the Catholic U. of America.

NEW FILM FIRM
To Specialize in Musicals

TELECONCERT Inc., a new company for the production and distribution of musical films, has been formed in New York. With offices in New York, the Teleconcert organization will create films for television, motion picture, theatre and home.

Although official spokesmen for the company have announced the engagement of Leopold Stokowski to select the music, conduct the orchestra, supervise the visual aspects, they have not announced a conductor for the films, BROADCASTING learned that Mr. Stokowski is actually owner and president of the firm. Henri Leiber, film producer and vice president of Teleconcert, New York, associated with Jack Robbins, is vice president of the new corporation.

Page 32 • December 20, 1948
"Is that-un the Biggest you got?"

Porch paint or pianos, the Red River Valley hayseed buys with a lavish hand because he makes big dough.

The Effective Buying Income of the average North Dakota family in the Valley is $5,599! (Sales Management, 1948.) That's higher than the average of any state in the Nation — well above the $4,975 for the whole of North Dakota.

WDAY's 26-year hold on our Rural Rich is one of the amazing stories of the Nation. Write us — or Free & Peters — for the facts!

FARGO, N. D.

FREE & PETERS, INC. Exclusive National Representatives • NBC • 970 KILOCYCLES • 5000 WATTS
VIDEO TUBES

Zetka Plans 16" Glass

BATTLE between glass and metal tubes for television receivers is forecast by announcement that Zetka Television Tubes Inc. will put 16-inch glass tubes into produc- tion in the first quarter of 1949. Present 16-inch tubes are of the metal variety. In announcing the new tube, Hamilton Hoge, president of Zetka as well as of United States Television Mfg. Co., receive manufacture, stated:

"The all-glass television tube is expected to be superior in many respects to metal-jacketed tubes of the same size. The price will be more attractive and the glass tubes will have a longer performance life.

"In addition, a lower power drive can be used and no protective jacket will be needed to protect public from voltage danger due to metal sides of tubes. Under present conditions, the glass tube will not run head on into the shortage of special alloys necessary for metal tubes. The picture area of this 16-inch tube is definitely larger than that of the 15-inch tube."

At the same time it was announced that Zetka common stock is being offered to the public at $1 a share through Willis E. Burnside & Co., New York brokerage firm.

The 280,000 shares, with a par value of 10c each, will, if all sold at $1, net the company $224,000 after the underwriter has received his discount of 20c a share or $56,000. Proceeds will be used, among other purposes, to repay loans of $42,564.31.

RCA VICTOR, Camden, N. J., has announced production of new AM-FM table model radio. Retail price is $49.95.

CHAMPION Joe Louis tossed one of his famous bombshells at radio and TV during interview on Bill Cambell's sports show on WCAU Philadelphia Dec. 13. There will not be any broadcasting or televising of his next championship fight, said the Brown Bomber, unless he gets a $250,000 cut, six times the amount he received for rights to the Walcott fight.

Wright Plant

DuMont to Use for TV Lab

CLIMAXING more than six months of negotiations, the Allen B. DuMont Labs, New York, last week officially took title to the former Wright Aeronautical Plant in East Paterson, N. J. Announcement of the transaction was made by Dr. Allen B. DuMont and George English, Mayor of East Paterson.

The plant was acquired from the War Assets Administration. It consists of a modern one-story structure, with a floor area of 500,000 square feet.

The new headquarters will be used for television receiver assembly, general offices and engineering laboratories. It is said to be the largest and most modern television assembly plant in the world. Machines and equipment for production lines will be moved immediately, and an estimated 4,000 people will ultimately be employed at the new plant, the firm said.

DuMont recently acquired a modern plant in Clifton, N. J., for cathode-ray tube production.

KOA Denver has been honored by the Forest Service, U. S. Dept. of Agriculture, in recognition of Distinguished Public Service for broadcasting the fire prevention programs "Forests Aflame," for participating in the Cooperative Forestry Fire Prevention Campaign, and in other ways giving continued support to the conservation of the Forest's forest resources.

TV Fee Demand

Pa. Asks Bars to Pay Up

THE PENNSYLVANIA State Liquor Control Board in Harrisburg, regulating licensees of the Supreme Court's November ruling, is demanding $350,000 in amusement permit fees from 5,000 bars showing television for their customers.

The bulk of these bars are in the Philadelphia area. They are being asked to pay $120 a year, or 20% of the annual liquor license fee. Licensees holding amusement permits are not affected.

The board also is preparing to rule that coin-operated sets are not tax-free. The Philadelphia Retail Liquor Dealers Assn., however, contends that coin-operated television sets should escape the tax since the law exempts coin-operated motion picture machines from the levy.

"We will likely rule that this is not the case," said Horace A. Gelbaum, the board's deputy attorney general. "I don't think that was the intent of the Legislature."

The PRLDA has had a test machine installed in the cafe of Patrick Cavanaugh, association president and one of the appellants from the board's original ruling.

The city of Philadelphia soon is expected to follow the state's demand for additional license fees with similar demands for amusement fees.
Words

A few years ago we published an advertisement in which we stated that 'words are tools of peace'. How true this statement is becomes even more evident at the Christmas season for then so many words are sent and spoken and they all speak of 'peace and good will'!

As we look back over this year now drawing to a close we are heartened by the progress men have continued to make toward peace even in the face of tremendous and stubborn opposition. In this progress radio broadcasting has played a great and willing part. It has been a test of this medium's worth and the test has been well met.

As we look toward a New Year let us resolve that each tomorrow will find American broadcasting meeting its obligations in the 'public interest, convenience and necessity' willingly, honestly and eagerly that all the world may continue to learn that free men still live and treasure the American Way of Life!

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

NBC AFFILIATE

December 20, 1948
A NEW STAR IS BORN - -

On Sept. 29 “T-Day”—a happy-hearted puppet smiled into a television camera—and into the heart of Atlanta! Overnight a new Star was born—WOODY WILLOW—Woody, with all his puppet friends, has won a permanent place in the affection of a constantly growing children’s audience with a tremendous buying influence.

WOODY WILLOW was created exclusively for WSB by Don and Ruth Gilpen—the talented couple who give life to the puppets, and is televised five days a week. WOODY WILLOW is but an example of the creative and production ability—the program know-how already evidenced at . . .

THE EYES OF THE SOUTH

Represented Nationally by EDWARD PETRY CO.
COMMERCIAL TELEVISION broadcasts accounted for 431 hours of time in the first week of November—an increase of 46 hours from the preceding month, according to the 57-station Rorbaugh Report on Television Advertising. Of this time, 96.8% was program time, and 4.2% announcements. (See Table I). Programming occupied 13% more of the total in November than in the previous month.

Sports programming was especially heavy during the height of the gridiron season—with a total of 203 hours of remote sports broadcasting, most of which was football. Sports commentary and these remote shows accounted for 53.6% of all commercial broadcast time in November.

Second ranking program type was dramatic, which was fourth ranking in October. Other major types of entertainment on television in November were news, variety and children’s programs.

Dramatic shows jumped two notches from October to reach second place in video programming, while variety fell from second place to fourth. News stayed in its third place spot in both months. Children’s programming climbed from fourth to fifth place in the month. (See Table II).

Excluding sports remote broadcasts, which occupied more than half of the commercial telecasting programming, 143 hours of programming originated in the studio with live talent. Films occupied 49 hours of telecasting; and a combination of film, slide, or live broadcasting in the studio made up the rest of the national television diet (See Table III).

Nearly two thirds of all announcements were on films; while 24 of the 29 hours of news programming were news-film telecast. Dramatic programming was made up of network live shows, for the most part—with only 4 of a total of 474 hours on film.

The following program types showed an increase in percent of total broadcast time during October:

- Audience participation, 1.1%; children’s programs, 1.2%; drama, 7.9%; education, 1.1%; fashion, 0.1%; household hints, 1.1%; musical, 0.3%; sports, 2.5%; special events, 0.5%.

The following types showed a decrease:

- Discussion, 2.7%; news, 1.2%; variety, 7.7%; weather announcements, 1.3%.

Though there is still heavy emphasis on sports programming—other and more widespread forms of television entertainment are going on the air as can be seen from Table III. Dramatic programming, part of the increase, having gained a total of about 28 hours from the previous month. These figures are for all forms of telecasting advertising.

Separating the network program content from spot and local programming, the story is slightly altered. Here, as in the over-all picture, sports are predominant. In the spot and local field, sports take up nearly two-thirds of all programming, while the next ranking category is announcement, totaling 7.4% of commercial time (See Table IV).

News, variety and children’s programs are the next most popular form of advertising in the local field.

The final table shows the breakdown of advertisers by sponsorship of programming. More than half the spot advertising sponsors bought programs, while 201 of the 372 local advertisers confined their time purchases to weather, time and other commercial announcements (See Table V).
NEW WABD (TV) New York daytime advertiser is General Mills who presents Ted Steel (seated, center) five times weekly, 12:30-1 p.m. With Mr. Steel are (seated, l to r) Bill Cash, ass't adv. mgr., and Lowry Crites, dir. of media, General Mills, and standing: Russ Neff, radio and TV dir. Knox Reeves; Humboldt Greg, Dumont sales mgr., and Ed Smith, G. M. radio-TV prod. dir.

THAT'S not a new type reading lamp on the desk of David B. Stein (ll), WNEW New York account executive—it's a Theraplate. Demonstrating the new therapeutic lamp is Frank W. Kingett, president of Infra-Appliance Corp., Theraplate manufacturer, sponsor of two shows on WNEW.

HELPING celebrate 14th anniversary of Your Neighbor, heard on WMAQ Chicago and sponsored by Wieboldt Stores, is Paul McCluer, NBC Central Division sales manager. Mr. McCluer was formerly announcer on program. Present show commentators are Kay Lane (l) and June Marlowe.


WHEN Hirsch Clothing Co. offered $25 dresses for $9 during its Passing Parade on WGN and WGNB (FM) Chicago, half of 1,500 women shoppers bought them. Surveying results are (l to r) L. I. Hirsch, firm founder; William McGuineas, WGN commercial manager, and Walter Schwimmer, exec. v.p., Schwimmer & Scott.

BEAMING about new KNBH (TV) Hollywood mobile unit are (l to r) A. H. Saxton, chief engineer, NBC Western Division; Albert (Bud) Cole, KNBH mobile unit supervisor; R. W. Clark, TV operations supervisor, and John E. Burrell, video field supervisor. The 9,500 pound unit is equipped with racks for cameras and micro-wave equipment and can handle four camera chains.

F. W. MITCHELL (l), general manager of Motor Sales Inc., approves the format of Motor Caravan, five-a-week show to be sponsored by the firm on WTCN and WTCN-FM Minneapolis-St. Paul. In on the make-up of the nightly half-hour strip are (l to r) F. Yan Konynenburg, vice president and general manager of the stations, and Ray C. Jenkins, account executive with Erwin-Wasey, Minneapolis agency on the account.

LATEST wind information for residents of the "hurricane belt" is provided WSWN Belle Glade, Fla., listeners thanks to this Bendix "Windial" at the station. Inspecting the equipment is Tom Watson Jr., president of Seminole Broadcast Co., licensee.

THOMAS B. McFADDEN (r), manager of WNBC New York, accepts a citation for station's part in juvenile delinquency control from G. Howland Shaw, chairman of the Nat. Conference on Prevention and Control of Juvenile Delinquency.
Takes all kinds.

For any advertiser who wants to attract a major audience and keep it coming back for more... make conversation and comment among customers... promote prestige, build business and better sales... WPIX presents the widest possible variety of remote pick-ups and studio productions... Children's shows, sports events, pertinent programs for the homemaker... comprehensive news coverage, public service presentations... comedy, drama, movies... all offer the advertiser an unusual opportunity to reach more prospects in a new major market with a new major medium—big enough now to rate room on any advertising schedule... and coming up fast in New York!

For full facts, production costs, and time rates on WPIX programs currently available for sponsorship or syndication—franchises of growing value in a growing market... just write, wire or phone...

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

FCC REFUSED last week, for the second time, to permit Oilman Edwin W. Pauley’s Southern California Television Co. to file an “AVCO” competing bid for Mrs. Dorothy Thackrey’s KLAC-TV Los Angeles without bidding for all the Thackrey stations up for sale.

The ruling left the pending $1,045,000 sale of KYA San Francisco and KLAC and KLAC-TV to Warner Bros. Pictures unchallenged by any competing offer under the AVCO open-bidding rule, since the deadline for rival bids fell Nov. 29. Even so, FCC’s next step apparently has not been decided.

The complicating factor is Southern California Television’s request that its offer to buy KLAC-TV be considered an application for KLAC-TV’s channel if it could not be accepted as a “competing bid” under the AVCO Rule [BROADCASTING, Dec. 6]. FCC did not discuss or even mention this request in its order.

FCC already has two applications for KLAC-TV’s channel and has taken no action on either. One was filed last March by KPRO Riverside, which had a grant for Channel 1 before that channel was reallocated from television to fixed and mobile services. The other was filed in September by KFAC Los Angeles.

In last week’s order, adopted with Comm. Robert F. Jones dissenting, the Commission not only refused to let Southern California Television bid on KLAC-TV separately, but also refused to hear oral argument on the question.

Southern California had argued that the Court of Appeals decision in the WJR Case [BROADCASTING, Oct. 11] required FCC to at least listen to oral argument before deciding. But FCC drew a distinction between the rights of “an existing licensee,” which was involved in the WJR case, and those of “a possible competing transferee” such as Southern California. FCC declared:

The Commission does not consider that it is required on the basis of the decision of the Court of Appeals to extend to a possible competing transferee, such as the instant petitioner, the same right to oral argument there given to an existing licensee, and does not, in the exercise of its administrative discretion, deem oral argument necessary to its consideration of the question of whether separation of broadcast stations is required for the purposes of the AVCO Rule.

The order reaffirmed the earlier denial of Southern California’s request that Mrs. Thackrey be required to place a separate price on each of the three stations being sold, so that competing bids could be filed for any one [BROADCASTING, Nov. 1].

Southern California, in indicating its intention to apply for KLAC-TV’s channel if not allowed to bid for purchase of the station separately, said it would reimburse Mrs. Thackrey for “reasonable expenditures” she has thus far incurred in building and operating the station.

In Buffalo

COLUMBIA AND

WGR

ARE THE BIG NAMES FOR 1949

5000 watts night and day on radio’s most favorable wave length...550 kc...gives advertisers the best reception in Western New York’s rich market.

Check the spectacular two-year rise of WGR’s Hooper ratings under the station’s new ownership* and...with Columbia’s new galaxy of headliners...watch what happens in 1949.

*Leo J. (“Fite”) Fitzpatrick and I. R. (“Kie”) Lawasberry

K-Pix-ture Size

UNUSUAL questions are nothing new in radio, but KPIX (TV) San Francisco got a real stopper last week. A woman called the station to find out what size picture the station broadcast. She was about to buy a video receiver, she said, and wanted to be sure she purchased one with the proper screen size to fit KPIX’s picture.

BASEBALL

Minors’ TV Ban Rejected

A PROPOSAL by the minor baseball leagues that network broadcasts and telecasts of major or minor league games be prohibited was flatly turned down Monday by major league magnates at their annual winter meeting in Chicago’s Palmer House.

Last week the minors, meeting in Minneapolis, voted unanimously to amend major-minor club rules so that aural radio and television play-by-play reports would be limited to stations whose transmitters are within the club’s “home territory.” [BROADCASTING, Dec. 13.] But the proposal had to be ratified by the majors before it could become an amendment to the major-minor working agreement. This the majors refused to do.

The action was taken during the opening minutes of the two-day huddle. Observers said there was little discussion and the vote was taken “with dispatch.” It is expected, however, that the minors will press their point during the coming year when they expect television to start making inroads into their “gate.”

The minors had defined “home territory” as the area within a 50-mile radius of the club’s ball park. Play-by-plays of a club’s road game could be carried by stations in the club’s “home territory,” but only with the consent of the other club involved in the game, they proposed.

Court Video Ban

NEW JERSEY, in a new ruling from the State Capital at Trenton, will prohibit the telecasting of criminal trials. A ban on picture-taking and radio broadcasts in courtrooms already in effect.
You're sure
WHEN IT'S 100% PRESTO

Pictured here is an all-Presto single channel recording system. Above is the block diagram, worked out for this equipment by Presto engineers.

When you need recording or transcription equipment you can't go wrong if you make the complete system 100% Presto.

For Presto is the world’s foremost manufacturer of recording and transcription equipment and discs. And Presto’s experience with countless installations, including all the big ones, will aid you in achieving greater efficiency and trouble-free operation.

The recorder is the EDG with direct gear drive. The amplifiers are the 39-B three channel preamp, the 41-A limiter, the 92-A 60 watt recording amplifier, and the 89-A monitor.

Multiple channel installations consist of as many duplications of the basic channel as are needed with the addition of switch or patching facilities. When you think of recording, think of PRESTO.
ADVERTEST STUDY

TELEVISION set ownership has grown over 58% in the past six months. This and other information on video ownership and viewing has just been released by Advertest Research, New Brunswick, N. J.

Advertest used panels as a basis for its research, concentrating its efforts in three counties of north-central New Jersey. This area was chosen because it is well within the reception distance of metropolitan New York TV stations and the population is sufficiently varied so as to be indicative of total video set ownership.

Several reasons prompted Advertest to use the panel system, including: (1) The highly volatile composition of the TV audience; (2) the experimental nature of TV programming in the use of the new medium, and (3) the need for inexpensive drawing information that was accurate from this constantly changing audience.

Initial Panel
The initial panel consisted of 150 members who were selected from 463 prospects. Data in the report is based on information drawn from the first panel and corroborated by two others. The period of the report covered Sept. 20 to Oct. 17, 1948.

Panel members receive a questionnaire each week, on which they report all programs watched and the number watching. Special questions, to be answered by the respondent before returning the form, are included. This has proved effective, Advertest reports, in recording the habit changes in the TV audience.

Set-owning families were found to average 3.65 members. Single people own only 1% of the sets with families of six or over having only 8%. Families of four were highest with 33% while families of two own 18%, three 26% and five 14%.

The table model set is found to be the most popular, accounting for 61% of the sets as opposed to 39% for consoles.

RCA leads the field in this survey with 36% of the sets while 31% of the sets are Philco. In third place is DuMont with 14%.

As of Nov. 1 it was reported that over 58% of all sets had been purchased within the last six months. Advertest found that 91% of the sets had been purchased within the last year. Set owners of 18 months or over accounted for only 3%.

As in other surveys, the Advertest report showed radio listening far below average in television homes. The average home reported it listened to the radio about 11 1/2 hours a week. A total of 69% reported they listened less than ten hours with 31% reporting more than ten hours.

The average radio listening for these TV owning families has decreased an average of 57% with 81% reporting their radio listening has decreased over 40%.

Movie attendance also has dropped for the families surveyed, with six out of every ten TV set owners indicating that they now see a great deal fewer movies since buying TV. Only one out of ten said that movie attendance remained the same.

Father Selects Programs
When it comes to who selects the programs, father still wears the pants. He reportedly selects the programs most often in 47% of the families. Mother gets her pick 25% of the time and the children get their say most often in 22% of the families. Guests and other people select the programs to be seen 6% of the time.

On the controversy of film or live entertainment, approximately one-third of the adult audience remained impartial, with a marked majority favoring live shows. A plurality of the children's audience, however, favors films. Of the total response 17% like film best, 46% like shows best and 37% like both equally well. A detailed breakdown indicates the following:

WOMEN:
- like films best: 7%
- like shows best: 66%
- like both equally: 27%

MEN:
- like films best: 9%
- like shows best: 65%
- like both equally: 26%

CHILDREN:
- like films best: 44%
- like shows best: 16%
- like both equally: 40%

Those who like the films say they enjoy the excitement and diversification offered. Comments against films include "poor quality" and "old." Films were also indicated to take too much time.

Live Shows
Those who cast their vote for live shows gave such reasons as "not too long and good entertainment," "... top notch performers," "... original and educational."

As to the question of eye strain, 57% indicate it does occur. On this subject Advertest has this to say: "Many respondents listed stations on which eye strain occurs most frequently. It is noteworthy that all metropolitan stations were mentioned to a fairly equal degree. Therefore it is likely that such factors as make, screen size, antenna, installation etc. of the TV set are the chief causes of television eye strain."

"Old films" were named as the cause of eyestrain by 38% of the set owners. Almost 15% said that it occurred in watching "ice hockey." Long periods of watching also accounted for eyestrain with 40% indicating it occurs after three or more hours.

In giving an estimate of the number

(Continued on page 75)

Page 42 * December 20, 1948

BROADCASTING * Telecasting

EXCLUSIVELY *
Delivers the Columbia 14 County
San Francisco-Oakland Bay Market!

KQW

It's Katherine Kerry on KQW

Have you something to sell to women in the San Francisco Bay Area? Try Katherine Kerry's potent participating program.

Journalist, commentator, fashion expert Kerry's unique, columnist-like coverage of the woman's world provides a perfect setting for your sales message. Guest-speaking at fashion-shows, women's clubs and other gatherings keeps her in the public eye - adds authority to what she says about your product.

Yes, in this multi-billion dollar market it's Katherine Kerry on KQW for sales in maximum quantity at minimum unit cost.
BIG Christmas Greetings to you from the BIG Middle West. And in this BIG area the BIG station KFAB sends you BIG wishes for a BIG year to come.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE
WHAS "Star"

KENTUCKIANA'S
IROQUOIS AMPHITHEATRE
The World's Most Beautiful Outdoor Theatre
A CIVIC, NON-PROFIT ORGANIZATION

the only radio station SERVING all of the
Broadway legit box office had sagged badly . . . Road show business was also off . . . everywhere movie house grosses were fading.

It was a gloomy prospect for Kentuckiana's Iroquois Amphitheatre. Coming up was the 10th anniversary season of summer outdoor musical shows staged by this civic, non-profit organization of Louisville. Rising production costs demanded greater attendance—yet the theatre was in a slump.

WHAS stepped in to provide the answer. The Amphitheatre's promotional campaign was overhauled to give it more popular appeal. The ticket-selling story was woven into an entertaining musical broadcast with star vocalists, actors, chorus and studio orchestra. WHAS sold 25 Louisville firms on sharing the cost with the station. And for six weeks, "Music Under The Stars" took to the air—telling Louisville and Kentuckiana listeners of the Amphitheatre's summer attractions.

Text of letter to Victor A. Sholis, Director, WHAS, from James W. Henning, President, Louisville Park Theatrical Association.

"Our books have just been closed on our 1948 summer season. The results are extremely cheering to all of us on the board of the Iroquois Amphitheatre.

"Theatre box office receipts in general were down this summer. In the face of this prevailing situation, the paid attendance and receipts from ticket sales at the Amphitheatre this summer surpassed those of 1947.

"Much of this success must be credited to the new star salesman we had on our side this year—Station WHAS. It was a great job your staff did in producing this series of elaborate musical broadcasts. But it was an even greater job the WHAS programs did in promoting more business for our box office.

"Please convey our sincere thanks to everyone at the station."

rich Kentuckiana Market

50,000 WATTS * 1-A CLEAR CHANNEL * 840 KILOCYCLES

Victor A. Sholis, Director
J. Mac Wynn, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY
Editorial

Santa Wears A Mask

CHARITABLE impulses are characteristic of this season, but it may be that recording companies have let their generosity exceed reason in presenting James C. Petrillo's union with $10,000.

The restoration of the AFM royalty agreement, with only those modifications required to comply with an inconvenient law, cannot be defended as good business practice. It was an arrangement conceived in a wartime economy, reared in a postwar inflation and revived, after a year of inactivity, to a state of such maturity that it will be difficult if not impossible ever to know it down.

The five-year contract will oblige record manufacturers to pay an estimated $2 million a year into a welfare fund whose purposes, however admirable, have implications beyond this instance. What happens when Mr. Petrillo calls upon broadcasters and telecasters for similar deals?

In restoring the royalty system the recording companies have succeeded in renewing their production after a year's lapse—a manifestly desirable objective—but they have also established a principle which may not be so easily obeyed in the event the current boom period is followed by anything approaching bust.

True, the royalty payments are in proportion to sales, but a diminution of sales volume would necessitate a greater profit per unit of sales. It would be then that the pinch of royalty payments would begin to be felt.

Transcription companies are by way of following the record makers in obedience to the royalty principle. A distressing question is: Who will be next? An even more distressing question is: Five years from now, how much?

FCC Pay Scale

THIS CONGRESS évé, as on similar occasions during the past dozen years, there's political lip-service about the plight of policy-level Government executives because of low pay. The AFM raisins to even more is $10,000 a year—the identical pay provided for the old Federal Radio Commissioners 21 years ago.

If you're to believe the reports, Congress will take up salary increases as one of the first orders of business when it convenes two weeks hence. Nonpolicy-level employees, and indeed Congress itself, have been provided for with increases. On the FCC, department heads appointed by the commissioners draw more dollars than their bosses, named by the President, with the advice and consent of the Senate.

We have said harsh things about the FCC, this one and its predecessors—and meant them. But we have depreciated the low scale as a deterrent in obtaining qualified men to serve on that increasingly important agency.

This Commission, we believe, is the best ever to serve as an overall group. We've seen them all. That is not to condone all that this FCC does or has done.

We can't conceive of a single voice in opposition to the increases to $16,500 for commissioners, and perhaps $17,500 for the chairman.

If Congress doesn't increase the scales—and rather promptly—we suspect two and possibly more members of the FCC will resign.

Chairman Wayne Coy will probably find himself forced to leave without completing his term running until 1951. Comr. E. M. Webster, who sacrificed a $5,000-year retired pay as a Coast Guard commodore to accept the $10,000 FCC post (he can't draw his retired pay while working for the government) will have a decision to make when his term expires next June, if pay isn't increased by that time.

Comr. Robert F. Jones voluntarily relinquished a seat in Congress, which with pay and other benefits netted him more than double the FCC scale. Comr. Frieda Hennock gave up a law practice, paying at least five times the FCC's per annum, to accept the FCC call.

Congress, having taken care of itself, and of the government masses, now should see to it that the handful in the highest echelon of civilian government are paid a livable wage commensurate with their stations.

Red Riding Hoax?

IS THERE Communist infiltration of radio?

Such charges are being made with greater frequency and intensity—particularly against network radio. Several affiliates have asked their networks to screen their talent and program staffs. The other day a station notified its network it will drop a particular program unless allegations of "Communist front" connections are disproved.

Much of the talk probably is irresponsible. But there should be no indifference or lethargy. Radio, after all, is the most direct and potent medium of today.

Recently, Counterattack, publication of an organization which styles itself as using "facts to combat Communism," alleged that it had discovered Communists appearing on three of the biggest programs sponsored by three of the very large corporations in America.

It seems to us that the networks, which have the responsibility of clearing programs for their affiliates—the licensees—should screen personnel charged with program origination or production, just as the government now is requiring a loyalty check. Stations, as individual licensees, have the same responsibility. Those who may be Communists, or who lean that way, should be dismissed.

The problem then returns to the network and the station—not to the advertisers, the agency or the producer. Let's get the facts and take appropriate action, if action is needed.

Who Gets The Gate?

IN THE OPINION of a number of college athletic directors, television is going to do what neither snow nor rain nor chilly cement seats could do—keep the public away from football. The growing number of professional collegiate athletic commission meeting in New York last week portends a gloomy future for telecasters who hope to carry college sports. Unless telecasters, acting in unison, produce cogent reasons to change this opinion, they are likely to find their cameras barred from many stadia.

One network, NBC, was represented at the college meeting, and, as far as impartial observers could detect, he arguments failed to abate the fears of the athletic directors, who seem convinced that people won't make the effort to attend games in person if they can watch them in the comfort of their homes.

Plainly, no single network or station can stem the growing belief that television will kill the college sports gate. If telecasters want to continue to carry college games, they will have to act in concert and quickly to change the course of the prevailing winds.

Our Respects To—

DON BERNARD

WHEN youthful Bernard Schweitzer was given a major part in the stage play "The Bad Man" back in 1923, the producer declared his name wasn't Spanish enough to carry the role. In fact it sounded anything but Spanish, so the young actor-singer was billed as Don Bernard.

It looked so good on that Chicago theatre marquee he has used it ever since.

But many of his other "credits" have passed under the bridge since those days when he did "two a day." Although on occasion his fine tenor voice is heard in song, he finds no time to engage in professional stage theatricals today.

Now headquartered in Hollywood, he is directing West Coast operations of the William Esty Co. In addition to his administrative duties, Don Bernard supervises production of NBC Screen Guild Players and The Jimmy Durante Show, both sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes).

With Delaware, Ohio, as birthplace and the date Aug, 19, 1902, he received his grade and high school education in that city. After school and during vacations he worked for his father, John J. Schweitzer, now a retired justice of the peace who then operated a wholesale cleaning and dyeing plant. Don drove a truck for his father. He also used it at night to pick up his "date."

Entering Ohio Wesleyan in fall of 1918, he majored in music. A violinist as well as singer, he played the lead in many a campus production. He also toured the hinterlands in light opera during summer vacations. He graduated in 1922 with a B.A. His next move was to Chicago.

He enrolled in Busch Conservatory of Music and Dramatic Arts, and at the same time secured a job as singer on KYW (now Philadelphia). This was the start of his radio career. On the station's inaugural program he was co-starred with Mary Garden, famed soprano of yesteryear.

Busy for the next two years, what with school and KYW assignments, Don Bernard also conducted a boys' choir at Holy Name Cathedral and oratorio and choral societies around Chicago.

To augment income he also worked for Balaban & Katz theatre chain as singer, playing three shows per day. It was five daily on Saturday and Sunday. He was lead tenor in many of the feature picture prologues.

With completion of his Chicago musical (Continued on page 88)
And a “Bagful” for You,
Mr. Advertiser!

These days in Texas, the wool crop is measured by the carload, instead of bagfuls. Texas is first among the states in sheep raising and wool production. And most of the annual yield is produced in the WOAI Daytime Primary Area*.

Add the cash return** from cattle, cotton, spinach - a few more in which Texas is first - and you have bulging pocketbooks ready and waiting for WOAI-advertised products.

In this prosperous territory, WOAI is the only single medium affording complete coverage. Think what that means in high homes per dollar - low cost per sale - and see your Petry man about availabilities, now.

*BM 50% - 100% Counties  
**Net Farm Income $255,821,000  
© SM 1948 Survey of Buying Power
WHO STANDS OUT
The patient, painted cigar-store Indian did a good job of bringing the people in, of distinguishing one store from all others...until everybody had a wooden Indian. Then somebody had to create some new characters to attract the customers.

It's like that in radio today. Everybody knows the job radio can do in calling the customers in. But who stands out “in front of your store” is still very important. It’s got to be the right show.

That’s why so many of the country’s biggest and smartest advertisers are turning to CBS Package Programs. They’ve found it pays to have shows like Suspense, My Friend Irma, or Arthur Godfrey out there in front.

There are 21 sponsored CBS Package Shows on the air today—the largest operation of its kind in all radio. But it doesn’t stop there. Right now, in work or on the air, are other shows, ranging the whole field of programming. Among them, very likely, is the show to stand in front of your store, and call the customers in. (For instance, have you heard Life with Luigi? Or My Favorite Husband?)
North Carolina's Golden Triangle

WINSTON-SALEM
GREENSBORO
HIGH POINT

No. 1 Market In the South's No. 1 State

288,700 People*

$271,683,000. Retail Sales

$41,987,000. Buying Income

*Copr. 1948

Sales management Survey of Buying Power; further reproduction not licensed.

saturated by

THE STATIONS
MUST PEOPLE LISTEN TO
MOST!
Serving the Rich Heart of Kansas

NOW 5000 WATTS

More than 199,000 stout Kansan hearts beat to the tempo of the Wichita opus. It costs you less per unit to sell the Wichita market because Wichita People are quicker to sense the relationship of quality to value—they're quick to buy because employment continues at top levels in the oil industry, agriculture, manufacturing, and livestock raising—the BIG 4 contributors to steady business everyday in this vital heart of Kansas. Nearly everybody has a hand in Wichita's financial wealth, the extent of which is indicated by check clearings through Wichita banks, amounting to over $1,350,000,000.00 for the first half of 1948. Reach this rich market through KANS, the station with a place in every Wichitan's heart!

5000 WATTS DAY • 1000 WATTS NIGHT

Represented by TAYLOR-BORROFF and CO., INC.
THE FIRST ENTRY for a 1948 George Foster Peabody Radio Award in the field of public service by a local station has been submitted by WDSR Lake City, Fla., Dean John E. Drewry of U. of Georgia's Henry Grady School of Journalism announced.

Owen W. Parnacott, WDSR program director, indicated the entry was based on the station’s activity in promoting a community recreational and camping program for Lake City’s children.

The awards are presented annually to radio stations and programs having made outstanding achievements in the various fields of broadcasting activity. The total number of prizes was raised this year to eight, with the addition of an award for the most outstanding program promoting international understanding.

Other Awards

Other prizes will be presented to the program or series by a regional station making an exceptional contribution to the welfare of the community or region the station serves; the program or program series by a local outlet making a similar contribution to its community; outstanding reporting and interpreting of news, entertainment in drama; entertainment in music, educational program and children’s program.

"Listening posts" committees of prominent citizens in key cities, have been keeping records of accomplishments and are preparing their recommendations for final consideration. Recommendations may also be made by stations, networks, radio editors of newspapers or magazines or any interested person or organization.

The awards presented each spring at a New York City meeting of radio stars and executives, are administered by the Henry W. Grady School of Journalism.

Transcriptions, scripts and general information should be sent to Dean Drewry at the university’s school of journalism. Deadline for entries is Jan. 8, 1949.

WNBC Award

(See Radiorama, page 8)

FOR LAUNCHING NATIONAL Youth Month last September with an all-day “Salute to Youth,” WNBC New York has been awarded a Citation by the National Conference on the Prevention and Control of Juvenile Delinquency. Citation was presented to Thomas B. McFadden, station manager, by G. Howard Shaw, chairman of the conference, at a symposium at Washington’s Mayflower Hotel. An album of transcriptions of the program, was presented by Mr. McFadden to President Truman.
DURR'S NEW ROLE

CLIFFORD J. DURR, former FCC member, made his first Commission appearance as a private attorney last Wednesday, but withdrew after opposing counsel protested.

He appeared as an attorney for the American Communications Assn. (CIO). The hearing was FCC's investigation of a merger of operations of the American Cable & Radio Corp. Mr. Durr came armed with an FCC waiver of its rule prohibiting former members to appear for two years in any case they handled while on the Commission.

But James A. Kennedy, AC&R attorney, objected to his participation on grounds that the case had its inception while Mr. Durr was on the Commission.

Mr. Durr contended he had never taken a position on the case during his commissionship, and, in effect, that it didn't actually become a "case" until after he left, since the Commission did not call the hearing until after his term expired last June 30.

He said he saw nothing improper in his participation and that, further, he had been given advance approval by Edward K. Wheeler, partner and son of Burton K. Wheeler, counsel for AC&R's parent company, International Telephone & Telegraph Corp.

Comr. Paul A. Walker, presiding, ruled that Mr. Durr was properly in the case; but Mr. Durr, saying he wished to avoid any possibility of embarrassing the Commission by remaining, withdrew voluntarily.

College TV Series

BELIEVED to be the first weekly video series by an American university, The Johns Hopkins Science Review, was inaugurated on CBS TV last Friday, 9-9:30 p.m. The programs, presenting scientific laboratory demonstrations, are telecast over the network via WMAR-TV Baltimore. The series will not be aired on Christmas or New Year's eves.

KMLB

MONROE, LOUISIANA

★ TAYLOR-BORRUFF & CO., INC.
National Representatives
★ AMERICAN BROADCASTING CO.
5000 Watts Day • 1000 Watts Night

HAS MORE LISTENERS IN NORTHEASTERN LOUISIANA THAN ALL OTHER STATIONS COMBINED
FM DELETIONS
Four Get FCC Approval

FOUR FM stations were granted delinquency of their authorizations last week by FCC. All were required by the station permittees.

Yanke Network Inc., New England regional network and operator of several AM and FM stations, turned in its construction permit for WONS-FM Hartford, Conn., where it owns WONS, AM outlet. No reason was given. Yankee earlier had relinquished its authorization for WMNE. Yankee's FM outlet on top of Mt. Washington, N. H., which had been given up in late September [BROADCASTING, Oct. 4].

Jackson Broadcasting Co., Jackson, Tenn., turned in its CP for WJXX there because the cost of construction would not be justified by the probable income, it stated. Firm had withdrawn its AM application because of the considerable circumstances in the local broadcasting situation, FCC indicated.

Trent Broadcasting Corp., owner of WTTM Trenton, N. J., gave up its permit for WTTM-FM due to the delay in receiving approval for its proposed television outlet there. Trent indicated it planned a combined FM-TV operation.

WJZM-FM Clarksville, Tenn., was dropped by Elmer T. Campbell and John P. Shefiall, operators of AM outlet WJZM Clarksville. FCC stated WJZM did not believe it economically sound to undertake the investment required for a first class FM station.

AM GRANTS
Dunkirk Gets Fulltime

NEW FULLTIME standard station and improved facilities for four existing AM stations were granted last week by FCC.

Dunkirk Broadcasting Corp., Dunkirk, N.Y., received construction permit for new outlet on 1410 kw at power of 500 w, fulltime, and direction. FCC, in turn, granted Dunkirk's application and composed of 23 stockholders, all area businessmen. Principal are: A. A. Schmidt, trained at WJTN Jamestown N. Y., president and 25% owner; Paul Renken, in daily business, vice president; James McHugh, financier, and bookkeeper, secretary 20%; Gerald Duss, stock contractor; with Allegheny Ludlum Steel Co., treasurer 10%.

KWWB Wichita, Kan., was granted switch in frequency from 592 to 1430 kc to fulltime on 1410 kc, directional.

KMA McKinney, Texas, received power boost from 500 w to 1 kw, operating daytime on 600 kc.

WSST Southern Pines, N.C., was granted increase in power from 500 w to 1400 kc, to operating daytime on 1340 kc.

WSVS Vicksburg, Miss., was granted switch in frequency from 592 to 1400 kc. Power is 1 kw, daytime only.

PAPER FAVORED
In Belleville, Ill., Case

NEWSPAPER applicant—Belleville, Ill., News-Democrat—was favored by FCC last week over non-newspaper applicants in proposed decision for new AM station in that city. Construction permit would require facilities of 1 kw fulltime on 1260 kc, direction.

Concurrently the Commission had reported a final decision in a request of Times Pub. Co., East St. Louis, Ill., for new AM station on 1400 kc, 250 w fulltime, while granting competitor Erie Broadcasting Co. (See story page 82).

In the Belleville case, FCC proposed the Advocate of Robert G. Stephenson Jr. for 250 w fulltime on 1230 kc in St. Louis on engineering grounds and to deny the request of WMVW East St. Louis, Ill., to switch from 250 w fulltime on 1410 kc to 1 kw on 1260 kc. Mr. Stephenson seeks facilities being relinquished by WIL St. Louis, holder of construction permit for switch to 5 kw on 1400 kc.

The News-Democrat bid was favored since Belleville has no local fulltime facility while East St. Louis has one. Although Belleville and East St. Louis are both part of the St. Louis metropolitan area, and both receive multiple AMs, East St. Louis was found to be a separate economic and political community. It also is county seat of St. Clair County, which includes East St. Louis. Belleville now has a daytime only station, WIVB. It operates with 250 w on 1060 kc.

Regarding the newspaper issue, FCC concluded it is not applicable in this case because Belleville has a competing paper, the Daily Advocate, which is of opposite editorial policy. Three St. Louis daily also circulate there in addition to the major dailies. Mr. Stephenson, who has received switch in frequency from 592 to 1430 kc to fulltime on 1410 kc, directional.

The Commission denied the request of Mr. Stephenson because his proposed station would fall far short of satisfying the FCC standards on interference-free service in metropolitan areas. Although it would compare with the operation WIL is relaunching, FCC pointed out WIL was on the air before the regulation. FCC indicated it did not feel obligated to "perpetuate this inadequate coverage." Mr. Stephenson is chief engineer of WCNT Centralia, Ill., owned by his father.

FCC found that the proposed Belleville grantee also would not fully meet the standards on metropolitan area interference-free service, but it would be outweighed in supplying the new local fulltime facility.

Sunoco Show Salutes

AS CHRISTMAS salute to soldiers at Walter Reed Hospital, Washington, D. C., NBC's Three-Star Extra was presented during last Sunday night's broadcast from the Army hospital. Commentators Ray Henley, Ned Brooks and Felix Morley also participated in a special program presented in entertainment. Show is sponsored by Sun Oil Co., Philadelphia.

WPAT, FM SALE
Paper Buys 90% Interest

SALE OF 90% interest in WPAT Paterson, N. J., and associated FM station WMNJ by Donald Flamm and James V. Cosman to the Passaic Daily News was approved last week by FCC. Consideration is $527,400.

Mr. Flamm, former owner of WMCA New York, sells his entire 50% interest while Mr. Cosman sells 40% of his 50% interest to the Daily News. The newspaper is controlled by the Dow J. Drukker family and the paper is owned by WVBF (FM) Paterson.

Other transfers approved by the Commission included WBVP Beaver Falls, Pa.; KFVS and KFVFS-FM Cape Girardeau, Mo., and WNDM Madison, Wis.

Details of the transactions follow:

WPAT WMNJ Paterson N. J., Granted transfer of control of New Jersey Broadcasting Co. Inc., licensee, through Paul E. Flamm of his 50% interest and by James V. Cosman of his 50% interest to the Passaic Daily News for the 90% holding. Consideration of $527,400. Paper is controlled by the Drukker family and operates WDWF-PAT FM) Paterson, to be given up. Mr. Cosman is to remain with WPAT, which operates daytime station WPAT with 1 kw.

WBVP Beaver Falls, Pa.—Granted assignment of interest to Frank H. Smith Jr. to WBVP new firm in new which he holds 90% interest. Incorporation is of following: Mr. Smith, 90% owner; Lillian M. Smith, his wife, secretary 10%; B Peter, his son, general sales manager, and Charles O’Neil—bookkeeper and vice president 20%; and Charles On, bookkeeper-treasurer 10%. Mr. Peter pays $10,000 for his interest and expenses. WBVP is assigned 250 w fulltime on 1250 kc.

KFVS KFVFS-FM Cape Girardeau, Mo.—Granted assignment of license for AM and CP for FM from Hirsch Broadcasting and Radio Co. to Hirsch Broadcasting. Oetaire continues as sole owner. Corporation was formed to separate his business interest. He is also licensee of WKEO-Cairo, Ill., and KFVS Platte River, Mo. KFVS is assigned 1 kw, day 500 w night.

WISC Madison, Wis.—Granted transfer of license of WISC Wisconsin Ind. licensee, through transfer of 49.5% interest in licensee, Broadcasting Co., to Evening Telegram Co., Duluth, Cent. Cent. Broadcasting Co. is licensee WEAU Eau Claire, Wis.; Morgan Murphy and his son, John, are in Central Broadcasting. Through individual holdings Bechtel 50.5% of WISC (before transfer). Mr. Morgan is 77.5% owner of the Evening Telegram, WISC is assigned 1 kw fulltime on 1480 kc.

Feltis Son

HUGH FELTIS, BMB president, became the father of a boy, Ed- ward H. Feltis, on Dec. 11. He is the Feltis' third child and first son.
FM GRANTS

29 Actions Taken by FCC

NINE FM construction permits, eight of which are Class B stations, were granted Dec. 15 by the FCC en banc.

The Commission also granted FM CPs to seven outlets, in lieu of previous conditional grant of FM CPs to five existing stations.

The Commission adopted an order setting aside its Class B conditional grant to WRDW-FM Augusta, Ga. The subject to the condition that the antenna site and construction be approved by the CAA. The application, FCC said, was dismissed for failure of prosecution. The assignment for WRDW-FM was Channel 254 (98.7 mc) with effective radiated power of 20 kw.

CPs Issued

FM construction permits issued and facilities were:

KXOK-E, Fort Worth, Texas, to Broadcasting Inc., Sacramento, Calif.—Class B, Channel 307 (106.5 mc), ERP 13 kw, antenna 170 ft., conditions.

KPEL-FM, Eunice P. O'Fallon, Inc., Monroe, La.—Class B, Channel 321 (105.0 mc), ERP 3 kw, antenna 220 ft., conditions.

WKER, Waukegan Broadcasting Corp., Waukegan, Ill.—Channel 224 (87.2 mc), ERP 1 kw, antenna 280 ft., conditions.

KCON, Continental Broadcasting Co., Atlantic City, N.J.—Class A, Channel 306 (106.5 mc), ERP 20 kw, antenna 200 ft., conditions.


KBMA, First Baptist Church of Beaumont, Beau mont, Tex.—Class B, Channel 300 (107.8 mc), ERP 2.9 kw, antenna 210 ft., conditions.

KBUK, Buckner Orphans Home, Dallas, Texas—Class B, Channel 300 (107.9 mc), ERP 3 kw, antenna 300 ft., conditions.

KKSU, San Antonio Baptist Ass'n, San Antonio, Tex.—Class B, Channel 278 (105.7 mc), ERP 2 kw, antenna 370 ft., conditions.

The following stations were granted the indicated changes over previous conditions:

KFAC-FM Los Angeles—To change power from 270 kw to 58 kw and antenna from 2,700 ft. to 800 ft., from 350 to 298 ft.

WWN Wabash, Ind.—To change power from 10 kw to 11 kw and antenna from 100 to 220 ft.

WBCW-WBKO-Blackford, Ill.—To change power from 17 to 18 kw and antenna from 100 to 600 ft.

KWOW Omaha, Neb.—To change power from 42 to 81 kw and antenna from 550 to 540 ft.

WIDL-Allentown, N.Y.—To change antenna from 800 to 830 ft.

WHF-FM Rock Hill, S.C.—To change power from 2.1 to 9.4 kw and antenna from 310 to 188 ft.

WAUK-FM Waukesha, Wis.—To change power from 190 to 325 kw.

New construction permits to replace expired permits were issued to the following:

WBBR, Michigan State College, East Lansing, Mich.—Channel 213 (106.5 mc), ERP 7.5 kw, until Jan. 17, 1946; old expiration date July 15, 1946.

WWS, W.W. Smith, Directors of the Chicago Theological Seminary, Chicago—Channel 315 (107.5 mc), ERP 3 kw, until April 14, 1949; old expiration date April 14, 1940.

KOPP-FM, James B. Littlejohn, Glendale—Class B, Channel 301 (106.5 mc), ERP 1 kw, until Feb. 12, 1949; old expiration date April 14, 1940.

KQWI-FM, Winter-Ornsen, Broadcasting Co., Inc., Owensboro, Ky.—Channel 223 (105.5 mc), ERP 8 kw, until April 14, 1949; old expiration date Oct. 24, 1948.

KAUI-FM, Harry B. Bay Broadcasting Co., Santa Cruz, Calif.—Channel 299 (107.7 mc), ERP 3.2 kw, until April 14, 1949; old expiration date Oct. 24, 1948.
FM PROMOTION

FMA Lays Plans For 1949

The American Broadcasting Company announces that the new 1949 schedule will begin in January. The network will continue its policy of offering a wide variety of programming in all time slots. The network will also continue to emphasize original programming, with a particular emphasis on the American Theater of the Air, which has become one of the network's most popular shows.


An FMA board member, Mr. Dillard said the board had adopted a flexible 1949 budget permitting use of more funds for promotion, with a reserve fund established.

"FM must get to the public," Mr. Dillard said, pointing to the 5,000,000-plus FM receivers in listeners hands. Among promotional measures will be local campaigns by stations as well as national drives. He said FM has been sold as a technical medium, and now must be sold as a business medium.

Cordial Relations

Mr. Dillard, also a member of the NAB board representing FM stations, foresees cordial relations between the two associations, with NAB doing the overall industry job and FMA serving strictly as a promotional agency. No negotiations for merger have been held as in the case of NAB and Television Broadcasters Assn., he said, in discussing relations of the two associations, but the two groups are coordinating better.

Members of the Inland press group are forming a committee to discuss FM promotion with FMA, following the two-day Chicago meeting. Member IDPA members made it clear that they believed that screens have been in existence for hundreds of years but are still promoting extensively. They pointed out that any opposing business organization must keep on promoting.

William E. Ware, FMA president, who called the joint meeting, staged a demonstration of program service of Western FM Network. The network's inaugural transmission was fed to the Chicago meeting via WEAW Evanston, with each station along the route signing off in order.

Mr. Ware complained that AT&T refused to lease a segment of its 250,000 mile line to plug a gap in the rebroadcast relay used by Western, claiming the company insisted he use land lines for the whole network if it desired the link. The FMA board directed Leonard H. Marks, general counsel, to investigate and take "appropriate action."

The board adopted unanimously a resolution opposing merger with any other organization. Text of the resolution follows:

WHEREAS there exists a continuing need for a strong promotional organization to further the specific interests of FM broadcasting; and

WHEREAS this need brought about the formation of the FM Association, now therefore

BE IT RESOLVED that the FM Association Board of Directors go on record in favor of expanding the promotional activities of the Association, and

BE IT FURTHER RESOLVED that the Board unanimously oppose any merger with any other organization.

Resolution to FCC

Another resolution instructed Mr. Marks to prepare a resolution for the FCC rectifying FMA's stand in favor of granting low-power FM stations to church groups, using the present 88-92 mc educational band.

Named to the FMA budget committee were Ben Stroube, WWDC-FM Washington, chairman; Frank A. Gunther, REL New York; David G. Taft, WCTS Cincinnati; Edward Wheeler, WEAW.

Among speakers at the joint meeting were Edwin H. Armstrong, inventor of FM; Frank E. Pellegrin, national sales manager of Transit Radio and R. E. Lindgren, president of Store Broadcasting Service, Chicago.

In explaining his plan to compete with wired music services through FM, Mr. Lindgren drew objections from some of the FM broadcasters who objected to omission of commercials by use of supersonic devices on sets in public places. Several observed that their main purpose is to reach as many listeners as possible with sponsors' messages.

SERVICE BIDS

Contract Costs Revised

A NEW SECTION of the Armed Services Procurement Regulation, dealing with allowable costs in cost type contracts for the Army, Navy and Air Force has been adopted by the three departments after coordination by the Munitions Board, it was announced last Wednesday.

Developed by the Armed Services Audit Coordination Committee, headed by Rear Admiral Frank Baldwin, the new section is based upon the principle that reasonable and necessary costs of performance should be allowed.

Among the four major items now permissible, but previously not allowable in computing contract costs, is advertising in trade and technical journals.

Admiral Baldwin described the new section as "a little more favorable to advertising as it was during World War II." He said that none of the advertising benefits allowable during the last war had been lost.

The section does not apply to general competitive bid contracts. It becomes mandatory on Feb. 1, 1949, for all cost-plus contracts, for which radio advertising was not allowed during World War II, Adm. Baldwin said.

Adoption of the section is described as a further step in the development of uniform procurement regulations for all three departments, officials explained.

Taishoff Speaks

REGULAR meeting of the Chicago Radio Management Club Dec. 15 was highlighted by an address by Sol Taishoff, editor and publisher of Broadcasting. Mr. Taishoff spoke on "Radio—Horizons Unlimited." Largest turnout in the history of the club was reported.
WEATHER FAX

FIRST transmission via facsimile of an official U. S. weather map, was made last Monday night by WGHF-FM New York. Establishing what it hopes will continue as a regular public service feature, the FM station, in cooperation with the U. S. Weather Bureau, will transmit the maps daily at 5:55 a.m. and 9:55 p.m.

Monday night’s broadcast was recorded in the offices of the New York City Board of Transportation, the first organization to make official use of the service. The station, owned by Capt. William C. H. Finch, USNR, will also interrupt by signal regular FM broadcasts to present special facsimile bulletins and maps when conditions so necessitate.

According to Capt. Finch, interest has already been expressed in possible sponsorship of the weather map broadcasts which can be of considerable aid to transportation companies, common carriers, shipping outfits and farmers in the Rural (FM) Radio Network area, which also receives the service.

Later, Capt. Finch hopes to transmit the maps via multiplex, so that voice and pictures are sent simultaneously, and those with FM receivers who own or rent facsimile recorders, will receive a complete oral report, without interruption of FM service.

Capt. Finch, designer of the Weatherfax, an addition of the original facsimile, said to be more effective in recording such pictures as weather maps and similar charts, explained that such reports will be received by facsimile machines of any type.

Transportation officials in New York said that the facsimile system would be used to attain more effective co-ordination between the weather bureau and the transit system, in an effort to avoid emergencies like those that resulted from the snowstorm of last Dec. 26.

If weather transmission by facsimile proves successful, the system may be installed throughout the transit system for transmission of messages of various types.

The facsimile weather service is also planned for Chicago [BROADCASTING, Nov. 15].

IRE 1949 MEET

March 7-10 in New York

THE INSTITUTE of Radio Engineers will hold its 1949 national convention March 7 to 10, 1949, at New York’s Hotel Commodore and Grand Central Palace.

"Radio Electrons—Servant of Mankind" will be the theme of the technical sessions, social events and manufacturers’ exhibits.

Every aspect of electronics, including studies of nuclear energy, loran, radar, aural radio and television, will be discussed as well as many new developments as yet unknown to the layman.

Conclave will be launched by a get-together cocktail party, a luncheon to honor the IRE’s incoming president, Stuart L. Bailey, and the annual banquet, at which the 81 members newly elevated to the fellowship will be welcomed.

STAFFERS BLEED

CBS Forms Blood Bank

CBS is really getting blood from its hard-working staffers. On Wednesday, Dec. 15, a blood reserve system for its own personnel and their families got underway.

In cooperation with the Red Cross, a Columbia blood bank is being collected to which all members of the organization are being urged to contribute.

The Red Cross mobile unit was at Studio 3, 21st floor, CBS Bldg., at 245 Madison Ave., 11 a.m.-4 p.m. Wednesday. The bank will be re-supplied after a year.

REPRODUCTION of map sent by fax.

WAR RADIO BAN

Unlikely Under NSRB Plan

THE EMERGENCY powers law recommended by the National Security Resources Board to President Truman Dec. 10 does not preclude a war muzzle for the nation’s radio industry and press, an informed source revealed last week.

A section on censorship of communications calls for mandatory censorship only of transmissions to or from this country. Domestically, the World War II voluntary censorship system would be in use for radio stations, newspapers and publications, according to authoritative reports.

An outline of eight repatriation legislation required to install the 20-point program was orally presented to President Truman and Cabinet members at an earlier date than had been originally intended [BROADCASTING, Dec. 13]. This was regarded in official circles as a tribute to NSRB Chairman Arthur M. Hill, whose resignation became effective last Wednesday.

Mr. Hill during his service on the board was on leave of absence from his position as chairman of the executive committee and director of the Greyhound Corp. He learned the day before the program was presented at the White House that he had been elected a director of the International Telephone & Telegraph Corp.

John R. Steelman, Presidential advisor, has been named acting director of NSRB until a permanent appointment is made by President Truman.

NSRB proposals will be presented in written form to the President early in January. If the recommendations are accepted, President Truman will seek Congressional approval of them.

The program includes many measures on the books during World War II. The bulk of these were repealed in the postwar period. The basic aim is to reinstall these legislative measures, such as priorities, they will be in effect when and if an emergency occurs.

WNAG GRENADE

Construction Work Begun

CONSTRUCTION has begun on WNAG Grenada, Miss., and is expected to be completed within 60 days. An affiliate of Mid-South Network, it will operate with 250 w unlimited on 1490 kc. Licensee is Birney Imes Jr., of Columbus, Miss.

Studios, offices and transmitting plant will be on the ground floor of Grenada’s Hotel Barwin. The station will use RCA equipment and will be affiliated with MBS and the Keystone Broadcasting System as well as Mid-South.

Station manager is Monroe Looney, a member of Mid-South’s engineering staff for eight years. His wife, Barbara Looney, will handle traffic and secretarial work.

December 20, 1948 • Page 57
The proposed decision upholds an earlier opinion issued by the Commission holding that DuMont is under Paramount control [BROADCASTING, Dec. 23, 1946], but goes more exhaustively into the question. "The record in the instant case," FCC said, "move amply supports the conclusion previously reached." The decision continues: When, as here, the stock of a corporation is widely distributed in small amounts among some 8,500 stockholders and when one, and only one, of these stockholders has the right to exercise veto power over actions requiring the approval of the stockholders; it is the absolute right to select a minimum of three of the eight directors and four of the six officers of the corporation; when its nominees have control of the books and records ... and must give their written approval before monies can be paid out or contracts requiring the payment of money's executed or effective; and where this pattern of operation cannot be changed without this stockholder's approval, then no other conclusion is possible than that this stockholder exercises control over the corporation ..."

"No Merit" The decision found "no merit" in Paramount's argument that it has never exercised control over DuMont. Nor did FCC consider it "decisive" that "thus far Paramount has not interfered with the day-to-day manufacturing and broadcasting activities of DuMont." "Control," the decision held "exists if the right or power to control is present, and it is not necessary that the right or power be exercised." Further, the decision said:

"The fact is that Paramount can and has exerted its authority and influence the broadest extent, directly and indirectly, to the benefit of the corporation. Paramount's argument that it does not interfere with DuMont's operations is without merit. The fact that Paramount cannot change the status quo at DuMont without the written consent of the DuMont stockholders is immaterial. Paramount has the right to hold a majoritarian influence in the affairs of DuMont."

Ridge Picked Truman MAJ. EDNEY RIDGE, president and general manager of WBIG Greensboro, N. C., "called the Truman administration as far back as February and stuck to his predictions." The Greenboro Sun makes this remarkable commentary. Ridge is a political forecaster in a column headed "Just Don't Get Excited," in its Dec. 9 issue. In addition to the above prediction, the Sun quotes Maj. Ridge as saying in September, "Truman is picking up strength, not losing it." In the article Ridge says the newspaper, Maj. Ridge said the Truman campaign was gathering strength at American "crossroads" and that when the vote was counted Truman would be re-elected. The WBIG head man just didn't get excited. He knew Truman was in.

condition that the DuMont interest be sold. But he thought such a condition would be acceptable only if Paramount were allowed an extensive period in which to sell, not a mere 60 or 90 days.

Among those mentioned as prospective purchasers have been A V CO Mfg. Corp. and CBS [BROADCASTING, Feb. 9]. AVCO's Crosley Broadcasting Corp. currently has three TV stations—WLWT Cincinnati, WLWC Columbus, WLWD Dayton—and is seeking to buy WHAS Louisville, including WHAS-TV. Presumably it would have to dispose of one if it acquired the Paramount interest and if the interference continued to be regarded as control. CBS has only one wholly owned television outlet—WCBS-TV New York—but has bought WBTH Waltham, Mass. subject to FCC approval, and has a 49% interest in KTTV Los Angeles.

Dr. Allen B. DuMont, president of DuMont Labs, and owner of the largest block of Class A stock (5.5%), also is considered a potential purchaser of the Paramount interest, perhaps in conjunction with some of his associates. He has said flatly that the company is not for sale [BROADCASTING, Feb. 9].

Holder Since 1938 Paramount has been a DuMont stockholder since July 1938. As sole owner of Class B stock, it has the right to elect the secretary, assistant secretary, treasurer, assistant treasurer, and three of the eight directors of the company. No corporate action requiring the approval of the stockholders may be authorized without the affirmative vote of a majority of the Class A and Class B stockholders, voting separately.

In addition, FCC's decision noted, Paramount has a voice in the election of the president, vice president, and five of the eight directors, who are also Class A stockholders. Unless specifically authorized by the directors, company checks must bear two signatures: That of the president or vice president (named by Class A stock-
Rosenbaum

(Continued from page 22)

an active figure in the music battles of 1937 and 1942.

A native of Philadelphia, Mr. Rosenbaum received a law degree from the U. of Pennsylvania in 1913. His book, *The Rule-Making Authority in the English Supreme Court*, published by the same university in 1917, served as a basis for the reform of court procedures in this country.

Mr. Rosenbaum was named assistant U. S. Attorney in Eastern Pennsylvania after World War I, prosecuting cases which arose under war statutes. General law practice followed in 1919, and from 1920 to 1924 he was assistant city solicitor in charge of all litigation relating to public utilities in Philadelphia.

The new trustee has long been active in the reality and music fields. In 1926 he engaged in real estate and mortgage financing, and four years later was elected a vice president of Bankers Bond & Mortgage Co. and Bankers Securities Corp.

Music-wise Mr. Rosenbaum has been a board member of the Philadelphia Orchestra Assn. since 1925, and supervised the Robin Hood Dell concerts in Philadelphia from 1938 to 1941.

Directed Radio Luxembourg

In World War II, as a colonel, he directed Radio Luxembourg, the Army's potent psychological weapon. He was awarded the Legion of Merit and numerous decorations from the Duchy of Luxembourg, Czechoslovakia and other European countries.

Under his command the joint Army-OWI Psychological Warfare Division's use of tricks and scoops gave Radio Luxembourg a reputation as a live-news station and an enviable record for listenership in German territory. Some of its biggest scoops: First broadcast of complete military government trial; first answer in Germany to Hitler's last speech; text of Yalta Declaration in several languages; V-E and V-J coverage in as many as 13 languages.

Col. Rosenbaum broadcast commentaries regularly in French and German as "an American lieutenant colonel." OWI's review of the stations paid tribute to him as a man whose "leadership, management and tact... accomplished harmonious cooperation...."

Michigan state chairman of the Communist Party.

In refusing Mr. Winter's request, Mr. Pomeroy wrote that "we will not knowingly permit broadcasting over Radio Station WILS by the Communist Party or any other organization as a similar character unless we are ordered to do so by the FCC or by statutory mandate of the Congress."

...our signal strength is quite amazing...

...we are picked up constantly within a radius of 150-200 miles away. In Syracuse 50 miles away we sound like a local station... we believe that this is a combination of the tower itself and the radiating system...."

J. E. WILLIAMS
General Manager, Station WGAT
Utica, New York

For proven stability and peak efficiency "Look to Lingo" and get the advantage of these 5 "exclusives":

1. Moderate Initial Cost
2. Low Maintenance Cost
3. Top Performance Assured
4. Easy to Erect
5. Over 50 Years Experience

Write for Pertinent Data

We will be glad to supply advice on such problems as proper radiator height, ground systems, and other related problems. For factual data please indicate location, power and proposed frequency.

JOHN E. LINGO & SON, INC.
EST. 1897
CAMDEN, N. J.

SATISFACTION IS THE KEY TO LINGO'S PROGRESS

Vertical Tubular Steel RADIATORS

December 20, 1948 • Page 59
GLICKMAN
Signs 2-Year WMGM Pact
MARTY GLICKMAN, WMGM
New York sportscaster, has signed with the Metro-Goldwyn-Mayer outfit for a two-year contract. Reportedly squashing efforts of other local radio and television stations to obtain his services, Mr. Gluckman’s new contract so increased his fees that his total earnings will be in the neighborhood of $30,000 per year.

With Mr. Gluckman’s contract expiring Jan. 1, strong rumour had persisted that he would resign to accept the number two baseball spot with Russ Hodges for WMCA New York and Chesterfield. Bartle Lebhar Jr. (Bert Lee), the station’s key man in sports broadcast negotiations, instigated the new contract to prevent a local replica of the network raiding parties now making headlines.

Mr. Gluckman’s new contract gives him the right, provided he’s not booked for football broadcasts on WMGM, to do play-by-plays on other radio broadcasts not heard in the New York area, or on any television game broadcast without restrictions. Simultaneously, Mr. Gluckman is being relieved of his sports director duties, with a replacement in that post to be announced shortly.

TREASURY Dept. award went to WENR-TV Chicago for special half-hour show; S. Treasury Salutes, on behalf of U. S. savings bonds.

BENNY IS TOPS
Named ‘Best Comedian’
“CHAMPION of champions” and “best comedian” honors went to Jack Benny Dec. 14 in Motion Picture Daily’s 13th annual radio poll for film magazine, newspaper and magazine radio editors and columnists voted both top honors to the NBC star, soon to become a CBS personality.
Fred Allen won both classifications last year and was second this year.

Other honors awarded included:
Comedian Herb Shriner, most promising star of tomorrow; Eve Arden, best comedienne; Fibber McGee and Molly, best comedy team; Bing Crosby, best m.c., best male popular vocalist and film personality most effective in radio; James Melton, best male classical vocalist; Dinah Shore, best female popular vocalist; Rise Stevens, best female classical vocalist; and Don Wilson, top announcer.

MEMO TO:
ANNE WRIGHT, J. WALTER THOMPSON.
When you buy Cincinnati, look at all stations and see who gives you:
1. Cincinnati Metropolitan Audience
2. Cincinnati Trading Area Audience
3. Bonus 10 store outside audience AND AT NO EXTRA COST.
Your Answer? WCKY—of course!

MEMO TO:
ANNE WRIGHT, J. WALTER THOMPSON.
When you buy Cincinnati, look at all stations and see who gives you:
1. Cincinnati Metropolitan Audience
2. Cincinnati Trading Area Audience
3. Bonus 10 store outside audience AND AT NO EXTRA COST.
Your Answer? WCKY—of course!

HARRY S. TRUMAN has been voted “Man of the Year” by an overwhelming majority of United Press radio clients, Phil Newsum, UP radio news manager, announced last week.

Radio news editors of UP selected the Presidential election as the year’s biggest news story.

COMMITTEES were named last week by Radio Mfrs. Assn. to arrange RMA’s 25th anniversary celebration to be held May 15-16 at the Stevens Hotel, Chicago, coincident with the annual Parts Trade Show.

Taking part in the silver anniversary tribute will be the Electronic Parts & Equipment Mfrs. Assn. of Chicago, Eastern Sales Managers Club, West Coast Electronics Mfrs. Assn. and National Electronic Distributors Assn., sponsoring the trade show and industry conference jointly with RMA.

RMA President Max F. Balcom is arranging participation of military and other government officials as well as broadcasters. Leslie L. Muter, Muter Co., Chicago, research firm, on behalf of committee in charge, has named a group of special committees. Chairman are Paul V. Galvin, Motorola Inc., program and speakers; W. B. McGill, Westinghouse Radio Stations Inc., broadcasting; Charles M. Hofman, Belmont Radio Corp., entertainment; Thomas A. White, Jensen Mfg. Co., seating and arrangements.

Writers Defended
Writers exclusively are not to be blamed for a low program rating, although much of the time they are held responsible directly, A. C. Nielsen and C. E. Hooper, market research analysts, told members of the Radio Writers Guild in Chicago Wednesday night. Each of the men, heads of national marketing research firms, outlined his methods of research and ramifications of program ratings. They spoke to an audience which included also station and agency personnel, and were introduced by James Cornell, radio research director at Poole, Cone and Belding, Chicago. Shelby Gordon, vice president of the Midwest Division of RWG, planned the forum.

FIRST 15 PROGRAM HOOPERRATINGS
Based on Dec. 15, 1948 Report

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor &amp; Agency</th>
<th>Hooperating</th>
<th>YEAR Ago</th>
<th>+or-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chef Benny*</td>
<td>163</td>
<td>American Tobacco Co. (BDBO)</td>
<td>27.1</td>
<td>27.7</td>
<td>-0.6</td>
</tr>
<tr>
<td>Radio Theatre</td>
<td>153</td>
<td>Lever Bros. Co. (JWFT)</td>
<td>24.8</td>
<td>23.1</td>
<td>+1.7</td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly</td>
<td>165</td>
<td>S. C. Johnson Co. (NLAB)</td>
<td>22.6</td>
<td>25.8</td>
<td>-3.2</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>135</td>
<td>Lever Bros. Co. (JWFT)</td>
<td>31.2</td>
<td>34.0</td>
<td>-2.8</td>
</tr>
<tr>
<td>Weller Winchell</td>
<td>219</td>
<td>Andrew Jergens Co. (Ory)</td>
<td>20.2</td>
<td>20.3</td>
<td>-0.1</td>
</tr>
<tr>
<td>Phil Harris &amp; Alice Faye</td>
<td>160</td>
<td>Rexall Drug Co. (BDJO)</td>
<td>19.7</td>
<td>19.2</td>
<td>+0.5</td>
</tr>
<tr>
<td>Goodman's Toliet</td>
<td>149</td>
<td>Upjohn Div.-Lever Bros. (YAR)</td>
<td>19.4</td>
<td>20.5</td>
<td>-1.1</td>
</tr>
<tr>
<td>My Friend Irma</td>
<td>152</td>
<td>Pappas Div.-Lever Bros. (YAR)</td>
<td>17.7</td>
<td>17.1</td>
<td>+0.6</td>
</tr>
<tr>
<td>Bing Crosby</td>
<td>240</td>
<td>Philco Corp. (Hutchins)</td>
<td>17.7</td>
<td>17.8</td>
<td>-0.1</td>
</tr>
<tr>
<td>Charlie McCarthy</td>
<td>172</td>
<td>Standard Brands Co. (JWFT)</td>
<td>17.7</td>
<td>24.2</td>
<td>-6.5</td>
</tr>
</tbody>
</table>

TOP TEN DAYTIME HOOPERRATINGS
Based on Dec. 15, 1948 Report

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor &amp; Agency</th>
<th>Hooperating</th>
<th>YEAR Ago</th>
<th>+or-</th>
</tr>
</thead>
<tbody>
<tr>
<td>McPerkins (CBS)</td>
<td>80</td>
<td>Proctor &amp; Gamble (D-F-S)</td>
<td>7.8</td>
<td>7.4</td>
<td>+0.4</td>
</tr>
<tr>
<td>Radio Dallas</td>
<td>146</td>
<td>Sterling Drug (D-F-S)</td>
<td>7.4</td>
<td>7.1</td>
<td>+0.3</td>
</tr>
<tr>
<td>Big Sister</td>
<td>93</td>
<td>Proctor &amp; Gamble (Compton)</td>
<td>7.2</td>
<td>7.9</td>
<td>-0.7</td>
</tr>
<tr>
<td>When a Girl Marries</td>
<td>77</td>
<td>General Foods (Diamond Crystal Salt)</td>
<td>7.1</td>
<td>7.2</td>
<td>+0.1</td>
</tr>
<tr>
<td>Portia Faces Life</td>
<td>89</td>
<td>General Foods</td>
<td>7.1</td>
<td>6.4</td>
<td>+0.7</td>
</tr>
<tr>
<td>Backstage Wife</td>
<td>146</td>
<td>Sterling Drug (Compton)</td>
<td>7.0</td>
<td>7.3</td>
<td>-0.2</td>
</tr>
<tr>
<td>Our Gal, Sunday</td>
<td>84</td>
<td>Whitewell Pharmaceutical (D-F-S)</td>
<td>7.0</td>
<td>7.3</td>
<td>-0.2</td>
</tr>
<tr>
<td>Arthur Godfrey*</td>
<td>104</td>
<td></td>
<td>6.4</td>
<td>6.9</td>
<td>-0.5</td>
</tr>
<tr>
<td>10-30</td>
<td>166</td>
<td>National Biscuit (McCann-Erickson)</td>
<td>6.0</td>
<td>6.1</td>
<td>+0.1</td>
</tr>
<tr>
<td>10-45</td>
<td>165</td>
<td>Lipton Div.</td>
<td>6.0</td>
<td>5.9</td>
<td>+0.1</td>
</tr>
<tr>
<td>(Average of Sponsored Periods)</td>
<td></td>
<td></td>
<td>6.0</td>
<td>6.1</td>
<td>+0.1</td>
</tr>
<tr>
<td>Right to Happiness*</td>
<td>152</td>
<td>Proctor &amp; Gamble Co. (Compton)</td>
<td>7.0</td>
<td>6.0</td>
<td>+1.0</td>
</tr>
<tr>
<td>Rosemary</td>
<td>146</td>
<td>National Biscuit (Orr)</td>
<td>6.9</td>
<td>6.1</td>
<td>+0.8</td>
</tr>
<tr>
<td>Young Widdler Brown</td>
<td>146</td>
<td>Sterling Drug (D-F-S)</td>
<td>6.7</td>
<td>6.8</td>
<td>-0.1</td>
</tr>
</tbody>
</table>

*Sets-in-use and share of audience are identical.

BENNIS OF THE WEEK
HT, Say UF Radio Clients
"CHAMPION of champions" and "best comedian" honors went to Jack Benny Dec. 14 in Motion Picture Daily’s 13th annual radio poll for film magazine, newspaper and magazine radio editors and columnists voted both top honors to the NBC star, soon to become a CBS personality.

Fred Allen won both classifications last year and was second this year.

Other honors awarded included:
Comedian Herb Shriner, most promising star of tomorrow; Eve Arden, best comedienne; Fibber McGee and Molly, best comedy team; Bing Crosby, best m.c., best male popular vocalist and film personality most effective in radio; James Melton, best male classical vocalist; Dinah Shore, best female popular vocalist; Rise Stevens, best female classical vocalist; and Don Wilson, top announcer.

KWW Stockton, Calif., has moved to new offices and studios at 612 E. Market St. New quarters affords station five times as much operating space as it had in old location.
MONITOR RULE

Tightened for AM Outlets

ALL STANDARD stations after March 1 must employ frequency and modulation monitors, FCC has announced. The rule was relaxed by the Commission under certain conditions during the war because the monitors were not readily available.

Some stations granted after the war also have been allowed to operate without monitors for this reason and a number are believed to be still so operating. FCC said it has found that the units are available again in sufficient quantities and waivers of Commission rules on use of monitors no longer are necessary.

Amendments to Sec. 3.23

The Commission also has reported amendments to Sec. 3.23 of its rules regarding operating hours to allow Class IV stations, licensed for daytime or limited hours only, to operate any additional hours upon notifying FCC and the Commission district engineer. About six outlets may benefit from the changes.

Meanwhile, FCC explained last week that its grant of a fortnight ago to WPFB Middletown, Ohio, for 100 w night operation on 910 kc, a regional facility, does not set a new policy [Broadcasting, Dec. 13]. WPFB is licensed as a Class III outlet for 1 kw daytime on 910 kc. It asked 100 w night operation (Class IV authorization) because no local service was available there. The station showed the night operation would not interfere with any existing station.

FCC pointed out that several other stations have been operating in this manner for some time and that the Commission’s rules provide for such authorization where the applicant proves he meets the requirements and will serve public interest. One Commission spokesman said there are few areas in the country where this would work because of engineering factors.

RECOGNITION

Labor Insures Big Labor Radio Budget

LABOR is so impressed with the job radio did in the recent election that a budget which may reach as high as half a million dollars may be used on the airwaves in the next 14 months for political education drives and in national elections.

The money would be spent by Labor’s League for Political Education, whose by-laws are to be changed to permit the organization to accept ten-cent contributions from all AFL members for the purpose of “political education.”

A meeting to discuss the plans was held in Washington on Tuesday by the league’s steering committee. The committee discussed the advisability of daily radio broadcasts.

It also is known that two types of programs are to be considered: Transcriptions made by legislators, which will be given local publicity before being aired, and national and regional network programs which will permit a local “cut-in.”

The local “cut-in” programs were highly regarded in the November political campaign. They were the strategy of Morris Novik, radio-labor expert and former aide to the late Mayor Fiorello La Guardia. Mr. Novik bought late network time and had 60 to 100 local station cut-ins for local can-

N. Y. BAR HIT

Hearing Ban Plan Blasted

ALBERT L. WARNER, WOL Washington - Mutual commentator and president of the Radio’s Correspondents’ Assn., blasted the New York Bar Assn. in his MBS broadcast Saturday for its attitude on Congressional committee hearing broadcasts.

One of the association’s proposals for revision in the conduct of Congressional investigations is for prohibiting broadcasts and the taking of pictures at committee hearings. The association gives as its reason for the proposal a desire to insure fair treatment for all persons under investigation. “It is difficult to see how the banning of radio broadcasting of public hearings, whether it be broadcasting or by recording for later presentation,” said Mr. Warner, “has the slightest connection with preserving the rights of the individual. If an individual is being treated unfairly, it will show up in the actual voices of the hearings—the questions, the answers, the comments—even more clearly than in a newspaper account.”

Pointing out that a public hearing is aimed at educating not only all members of Congress but the public at large, Mr. Warner added: “What kind of horse-and-buggy reasoning is this then that would let newspaper reporters into a hearing but not the medium [radio] which is reporting factually to the public the actual testimony and the whole scene?”

TV COURSE

Given in San Francisco

R. A. ISBERG, chief engineer of KNX-TV and KNX-FM, San Francisco Chronicle stations, is conducting a television course for radio operators in conjunction with the San Francisco Public Schools. Of the class of 250, 75% are radio servicemen, according to Mr. Isberg.

Guest speakers and an alternate teacher, George Mathison of KPIX (TV) San Francisco, have assisted Mr. Isberg. Basic text for the course is Television Simplified by River (D. Van Nostrand Co.).

Best Wishes

for th’ Holiday Season

from all th’ gang

at WCHS

Yrs.

Algy

5000 Watts at 580 Columbia Programs

WCHS

Charleston, W. Va.

December 20, 1948 • Page 61
Music Pact
(Continued from page 21)

he reconciled the peace pact with his statement that he would never permit musicians to make another record.

"Great Americans," he replied, "have a right to change their minds. You know Abe Lincoln did."

"Shall we call you Abe after this?" asked Mr. White.

"No," was the modest reply.

For the benefit of the cameras, Mr. Rosenbaum signed the trust agreement.

"That's a pretty nice handwriting for a lawyer," observed Mr. Petrillo.

Points Agreed On
But when all the horseplay of the conference was completed, these points were made:

(1) About 5,000 union musicians will be employed at one time or another in the next year in the making of records.

(2) The record business, which has been down as much as 35%, according to Mr. White and other industry executives present, hopes to get a much needed shot in the arm from new music discs.

(3) The settlement will mean no increase in cost to record buyers, although it may mean slight increases in costs of manufacture. The manufacturers will absorb the increases.

(4) Since the creation of the recording and transcription fund in 1945, about $5,000,000 was collected and about $1,250,000 remains in the old fund. How this surplus will be spent will be decided by the AFM executive board, but veteran hospitals and boards of education are expected to hear the bulk of the free instrumental music to be supplied by the fund.

(5) Mr. Rosenbaum will open a New York office to administer to his trusteeship. With an estimated $2,000,000 yearly to spend for musical entertainment around the country, Mr. Rosenbaum will become one of the world's biggest dispensers of instrumental music, able to cover areas not touched since vaudeville days.

(6) The Taft-Hartley Law's applicable provisions can be circumvented by the ingenuity of lawyers. Milton Diamond, AFM lawyer, is given credit for conceiving the formula which ended the deadlock.

The news conference followed announcement in Washington on Monday evening that the welfare fund agreement did not violate the Taft-Hartley Law. Legality of the agreement was upheld by Attorney General Tom C. Clark and William S. Tyton, solicitor for the Dept. of Labor.

The Attorney General's opinion was regarded as rather unusual, amounting to an advisory opinion. It was noted, however, that the Attorney General did not give his opinion to private individuals but to the Dept. of Labor, thus fulfilling a proper function of his office of giving the executive department legal advice.

A question he had to decide was:

Does the agreement naming a trustee violate Sec. 302 of the Taft-Hartley Act, which makes it a criminal offense for employers to make any payments to "representatives of his employees" and for employees to accept such payments?

Position of Trustee

Both Mr. Tyson and the Attorney General held that the trustee was not a representative of the employees, since he is named by the employers. It also pointed out that the trustee shall not represent labor unions or employees. The trustee is named by the employers and his successor by the Secretary of Labor as long as the T-H Law is in the books.

The ruling from Washington set in motion the signing which took place Tuesday and the news conference following it.

Mr. White began the conference by issuing the following statement:

The participating record companies and unions involved in these negotiations have come to such a mutually satisfactory and successful conclusion. We appreciate the cooperative spirit evidenced by Mr. Petrillo and members of his executive board, and by his general counsel Mr. Diamond, who originally suggested the plan on which the present settlement is based. And we are particularly happy that we have been able to procure the service of such an able person as Samuel Rosenbaum to administer this public trust.

Mr. Petrillo then issued this statement:

The ruling by the Justice and Labor Departments and the signing of agreements continuing the free public music program adds up to a very nice Christmas package—for the record industry, the public and, most importantly, for the public.

Since the recording ban went into effect almost a year ago we have been trying to devise a plan that would not violate the effect of the T-H law on our profession without foregoing the public right to records.

It was not possible, however, to obtain the cooperation of Secretary of Labor Tolbin and Tom Clark. Clark has made it clear that he will not have been possible.

From a practical point of view the public is to be congratulated upon industry's cooperation under the leadership of Samuel R. Rosenbaum, as trustee, a proposal in which union membership was involved.

The agreements signed today put into effect the trusteeship and a contract for the employment of musicans for recording.

We are advising our locals immediately of the action. This means prompt resumption of recording.

Then Mr. Rosenbaum was introduced and the trust agreement was given out.

132-Page Document

The agreement was a 132-page document, printed, covered and bound like a big book. About 20 pages of it set up the terms of the agreement and most of the remainder set forth a schedule, dividing the trustee's jurisdiction into 654 geographical parts and setting forth what percentage of funds were to be spent in each area.

The agreement provides for payments to the trustee as follows:

(1) 1% on all records selling under $1.

(2) 1 1/2% on records over $1 but not over $1.25.

(3) 2% for each record selling over $1.25 but not exceeding $1.50.

(4) 5% for each record selling for more than $1.50 but not over $2.

(5) 2 1/2% for records priced over $2.

(6) For records, wire or tape recordings which are made up of two or more ordinary records retailing at less than $1 each, 1% of the retail price of each component record. However, in no case will more than 1 1/4% of the manufacturer's retail price of such multiple jobs or wire or tape recordings be collected.

Multiple Recordings

(7) Where multiple jobs, wire or tape recordings are made up of records retailing for more than $1 each but not more than $1.25 each, 1 1/4% of the manufacturer's suggested retail price of each record will be charged. However, in no case will more than 1 1/4% of the manufacturer's suggested retail price of such multiple jobs or wire or tape recordings be collected.

These payments are slightly higher in some respects than those under old schedules.

Under the old royalty agreement, 1/4 was paid for each 354 record sold, 1/2 for each 504 record and 3/4 for each 756 record and 1 for each 1 record. Now 1% is to be on all records selling for less than $1.

A slight increase in payments also will take place in the next category—1 1/2% will now be collected on records selling for more than $1 but not more than $1.25. Under the old agreement, 1/2 was paid on such records.

Records selling for more than $1.25 but not more than $1.50 will now be taxed 2%. These used to be subject to a 1% levy.

Records selling for more than $1.50 but no more than $2 will now be hit for 5%, whereas the old charge was 3 1/2%.

When prices of records exceed $2, the royalty fund will get 2 1/2%,
just as under the old agreement.

Each of the 12 record companies which are signatory to the agreement, paid to the trustee upon signing the agreement, a sum amounting to 33 1/3% of the payment which it is estimated will become due by Feb. 14, 1949.

Length of Agreement

The manufacturers then are required to pay at the schedule set forth for the various priced records for all discs made from masters recorded between Sept. 20, 1948 and Dec. 31, 1947 and between Oct. 1, 1948 and Dec. 31, 1948. The agreement thus will run for 5 years and 17 days.

The record makers will make the payments within 45 days after the end of each calendar half-year (45 days after June 30 or Dec. 31) at the trustee’s New York office. But to help the manufacturer’s bookkeeping, they can work out other half-yearly payment times.

Manufacturers, however, will have the burden of supplying considerable information to the trustee: The number of discs, or tape recordings sold during the period, their suggested retail price, excise and sales taxes borne by the manufacturer. The trustee will also have the right to examine and audit a manufacturer’s records for the purpose of verifying information supplied to him.

The trustee not only has the duty of keeping the funds but also of spending them through performances of instrumental musicians throughout the United States, its possessions and Canada. Mr. Rosenbaum is instructed in the agreement to arrange for such performances as will “contribute to the public knowledge and appreciation of music.”

During each half year, he is required to spend not less than 90% of the total amount in a fund existing on the previous Dec. 1 or June 1, as the case may be. Thus, he will have about $900,000 to spend each six-months period, if collections turn out as forecast.

In spending the money, he will pay musicians the union scale, engage concert halls, arrange for advertising and publicity, consult with business, civic, school and institution officials on such performances. He will not act as an agent of the union, it is emphasized.

Instructions are also set forth as to the handling and banking of money, the right to sue for sums owed by record companies who may become in default. For his part, the trustee is required to furnish financial statements of his operations to the record companies and the union.

Although Mr. Rosenbaum was designated as trustee by the record companies, his successor will be picked not by the companies but by the Secretary of Labor.

But in the event the Taft-Hartley Act is repealed, the agreement provides that the incumbent trustee shall resign and the president of the AFM be permitted to designate a successor.

The trustee is permitted, under the agreement, to sign trustee pacts with other manufacturers not yet signed. At the initial signing, the following were present to sign for their companies:


Columbia Records: Mr. White; Ralph Colin, general counsel.

Dana Music Co.: Walter Dana, president.


DeLuxe Record Co.: Dave Raun, president.

King Records: Jack Pearl, vice president.

Loew’s Inc. (M-G-M records):

Irvin N. Greenfield and Frank B. Wallen.

Mercury Record Corp.: John Hammond, vice president; Paul Kern, counsel.

National Sound Corp.: Albert Green, president; Warren Troob, counsel.

Radio Corp. of America: James Murray and Joseph McDonnell, both vice presidents of RCA-Victor Broadcasting.

Mr. Rosenbaum, Philadelphia lawyer and 1932-42 president of WFIL, said the 13 recording firms expect to gross $250,000,000 in the next year.

He estimated that at least $1,500,000 would be paid during the first year of the agreement as record manufacturers already have paid $100,000, one-third of the total amount due for the last quarter of 1948, into the trust fund.

Business Reduced

“At the present time, the record business is greatly reduced,” Mr. Rosenbaum said, “but we expect the fund will receive an estimated $2,000,000 each year. The payments are spread out among the manufacturers and when they estimate gross sales at $250,000,000, the royalty payments will be fully absorbed. The agreement will not affect the sales price to the consumer.

Expenditures from the fund, under terms of the agreement, must be for live musicians divided geographically in fixed percentages in areas corresponding to the union’s 654 locals.

“The purpose of the trust,” Mr. Rosenbaum explained, “is to arrange and organize the presentation of personal performances by instrumental musicians throughout the United States and Canada on such occasions and at such times and places as in the judgment of the trustee will contribute to the public knowledge and appreciation of music.”

Mr. Rosenbaum estimated Philadelphia will receive approximately $45,000 during the next year from the fund for such events as free public concerts, veterans’ and hospital entertainment and other projects.

The funds will be distributed on a per capita basis of union membership and in such a way as to “avoid disproportionate” spending in the three areas of greatest membership—New York, Chicago and Los Angeles. Of the funds, $300,000 of each $1,000,000 will be spent in the 13 leading cities in this country and Canada.

New York will receive $51,500; Chicago, $40,000; Los Angeles, $39,500 and Philadelphia, $28,500, out of each $300,000. Montreal, the smallest of the 13 cities, receives $7,500. The lowest amounts received by any geographic areas are less than $100 per year. Thirteen Texas counties, for instance, will get only $51.10.

“For a long time,” Mr. Rosenbaum said, “I have believed it is in the best interests of the mechanical musical industries to do something to counteract technological unemployment caused by their processes. To do so is not a private WPA, for it helps to encourage a future supply of live talent without which our methods of record production are helpless.

“In 1938, the radio industry adopted a voluntary Plan of Settlement to help in this direction. Now the recording publishers are offering their contribution. No doubt other segments of the commercial musical industries eventually will join in a more equitable solution. It is obviously unfair for the recorders alone to carry the burden.”

The Whistle Stop

In RESPONSE to listeners’ requests, WGN, Chicago Tribune station, is rejuvenating the steam whistle salute of one long and one short blast given by the Robert E. Lee as a station identification feature and time signal. Last Tuesday, the station again sounding the original steamboat’s whistle at noon and midnight. Blasts from the boat’s whistle were first aired coast-to-coast Nov. 13, when Col. Robert R. McCormick, editor and publisher of the Tribune, used it to highlight his speech on Steam Boat Years” on the Chicago Theatre of the Air broadcast.

Irving N. Greenfield and Frank B. Wallen.

Mercury Record Corp.: John Hammond, vice president; Paul Kern, counsel.

National Sound Corp.: Albert Green, president; Warren Troob, counsel.

Radio Corp. of America: James Murray and Joseph McDonnell, both vice presidents of RCA-Victor Broadcasting.

Mr. Rosenbaum, Philadelphia lawyer and 1932-42 president of WFIL, said the 13 recording firms expect to gross $250,000,000 in the next year.

He estimated that at least $1,500,000 would be paid during the first year of the agreement as record manufacturers already have paid $100,000, one-third of the total amount due for the last quarter of 1948, into the trust fund.

Business Reduced

“At the present time, the record business is greatly reduced,” Mr. Rosenbaum said, “but we expect the fund will receive an estimated $2,000,000 each year. The payments are spread out among the manufacturers and when they estimate gross sales at $250,000,000, the royalty payments will be fully absorbed. The agreement will not affect the sales price to the consumer.

Expenditures from the fund, under terms of the agreement, must be for live musicians divided geographically in fixed percentages in areas corresponding to the union’s 654 locals.

“The purpose of the trust,” Mr. Rosenbaum explained, “is to arrange and organize the presentation of personal performances by instrumental musicians throughout the United States and Canada on such occasions and at such times and places as in the judgment of the trustee will contribute to the public knowledge and appreciation of music.”

Mr. Rosenbaum estimated Philadelphia will receive approximately $45,000 during the next year from the fund for such events as free public concerts, veterans’ and hospital entertainment and other projects.
For News of All Radio

For News of All Radio

SUBSCRIBE NOW!

BROADCASTING/MAGAZINE
870 NATIONAL PkW. D.C.
1 WEEKLY NEWS ISSUE AND INDEX
SEASONAL SUBSCRIPTIONS
2 YEARS $12
1 YEAR $6
1 MONTH $1
ADD 50c FOR REGISTERED MAIL

NAME
COMPANY
ADDRESS
CITY
ZONE

BROADCASTING/MAGAZINE
870 NATIONAL PkW. D.C.
1 WEEKLY NEWS ISSUE AND INDEX
SEASONAL SUBSCRIPTIONS
2 YEARS $12
1 YEAR $6
1 MONTH $1
ADD 50c FOR REGISTERED MAIL

NAME
COMPANY
ADDRESS
CITY
ZONE

Pact
(Continued from page 28)
future litigation involving the At-
torney General's office.
Atty. Gen. Clark's sanction, in
the light of that established tradi-
tion, was held in some quarters to
be of an advisory nature to another
government agency within another
cornerstone rather than a circumvention
of ordinary procedure. Mr. Tobin, in
his letter to Atty. Gen. Clark, had
solicited "your advice as to conclu-
sions" of the solicitor, it was ob-
scure.
In any event, his opinion fell
within the realm of government
enforcement sought by recording
companies and the AFM, which
had already agreed among them-
se, and paved the way for con-
tritional negotiations.

The Attorney General's inclusion
of the words "in good faith, ac-
cording to their terms," together
with "assumption," was interpret-
ed to reserve the possibility of
an appeal prosecution should any
legal means develop. Only viola-
tions of criminal law would be in-
volved, however.

Furthermore, observers pointed
out, the decision now removes
any inclination on the part of the
union as manufacturer to dissoc-
ate from the plan without government
approval.
In his Dec. 10 letter to Atty.
Gen. Clark, Secretary Tobin noted
that "the trustee is to be design-
ated by the recording companies
(collectively) and successor trus-
tees are to be selected by the Secre-
tary of Labor. In the event, how-
ever, that applicable laws in the fut-
ture should not prevent such ac-
tion, the president of the union
may then designate the successor
trustee."

In effect, it meant that if the
Trustee's decision were eventually
pealed or amended, or otherwise
altered to permit such action, "then,
and only then," may Mr. Petillo as Federal
president designate the successor
trustee.

It was observed that the union
is given limited rights and privi-
ileges with respect to administering
the trust agreement, "sometimes
alone and sometimes in conjunc-
tion with other organizations. . . ."

Union rights, coincident with
AFM's "very definite interest in
and relation to the trust agree-
ment and can assert, on the suc-
tee," were advanced by Mr. Tyson
in his memorandum opinion.

The solicitor explained that "the
trustee must consult the federa-
tions and unions, but the trustee
must furnish the federation
and employees with certification
by the Federation that services
have been received or contracted
for. In addition, the trustee must
furnish the record companies and
recording companies with a semi-annual
statement and report.

The proposed labor agreement
between the companies and AFM
provides that the trust agreement is
a "right of control over such opera-
ations."

The "independence" of the trust-
ee was also emphasized in the
performance of his functions "on
the sole basis of the public inter-
est. The above opinions are
self-produced and do not represent
one of the parties and are not
without the other."

Copies of the labor solicitor's
memorandum and opinions and let-
ters exchanged between Atty. Gen.
Clark and Secretary Tobin were
sent to attorneys of the recording
companies, as well as AFM, in New
York. They include: Capitol Rec-
ords, Columbia Records, Decca
Records, King Records, Loew's (M-G-M) Records, RCA Victor, Mercury
Record Corp., RCA, and
Photographs Record Mfrs. Assn.

Legal counsel for the AFM of
the U. S. and Canada is Poletti,
Diamond, Friedin & Mackay.

Memorandum to Secretary Tobin
from Solicitor Tyson follows:

You have requested my opinion as
for the legality, under the Labor-Manage-
ment Relations Act, of a proposed
Trust Agreement to be entered into by
the legistation phonograph recording
companies and a trustee for the
administration for the execution of a Labor
Agreement between these companies
and the American Federation of Mus-
icans.

The Agreement provides for the pay-
ment of the royalties which shall be
paid to the Trustee of certain percentages
of the net earnings of the record
companies, and of the royalties
paid on phonograph recordings
produced by members of the American
Federation of Musicians between Sep-
tember 20, 1940, and December 31, 1947,
and between October 1, 1948, and De-
ceber 31, 1953 (par. 2). The Trustee
is to be entitled to receive also, from
representing employees in carrying out the Trust
Agreement. Since the union is given
sole power to appoint the Trustee only
independently of the Labor Management Relations
Act, 1947, it was or re-vised as at ame.
ished by the Trustee's judgment, with the public
knowledge and consent of the
union, to which the union must then designate.

The Trustee is to be designated by
the recording companies collectively,
and to have power to act for the
purposes of administering the trust, in
the interest of the recording companies, and
shall be given notice of any action
of the union. The Trustee must receive
the certification by the Federation
of the companies that services have
been received or contracted for.
In addition, the trustee must
furnish the record companies and
recording companies with a semi-annual
statement and report.

The proposed labor agreement
between the companies and AFM
provides that the trust agreement is
a "right of control over such opera-
ations."

The "independence" of the trust-
ee was also emphasized in the
performance of his functions "on
the sole basis of the public inter-
est. The above opinions are
self-produced and do not represent
one of the parties and are not
without the other."

Copies of the labor solicitor's
memorandum and opinions and let-
ters exchanged between Atty. Gen.
Clark and Secretary Tobin were
sent to attorneys of the recording
companies, as well as AFM, in New
York. They include: Capitol Rec-
ords, Columbia Records, Decca
Records, King Records, Loew's (M-G-M) Records, RCA Victor, Mercury
Record Corp., RCA, and
Photographs Record Mfrs. Assn.

Legal counsel for the AFM of
the U. S. and Canada is Poletti,
Diamond, Friedin & Mackay.

Memorandum to Secretary Tobin
from Solicitor Tyson follows:

You have requested my opinion on
the legality, under the Labor-Manage-
ment Relations Act, of a proposed
Trust Agreement to be entered into by
the legistation phonograph recording
companies and a trustee for the
administration for the execution of a Labor
Agreement between these companies
and the American Federation of Mus-
icans.

The Agreement provides for the pay-
ment of the royalties which shall be
paid to the Trustee of certain percentages
of the net earnings of the record
companies, and of the royalties
paid on phonograph recordings
produced by members of the American
Federation of Musicians between Sep-
tember 20, 1940, and December 31, 1947,
and between October 1, 1948, and De-
ceber 31, 1953 (par. 2). The Trustee
is to be entitled to receive also, from
representing employees in carrying out the Trust
Agreement. Since the union is given
sole power to appoint the Trustee only
independently of the Labor Management Relations
Act, 1947, it was or re-vised as at ame.
ished by the Trustee's judgment, with the public
knowledge and consent of the
union, to which the union must then designate.

The Trustee is to be designated by
the recording companies collectively,
and to have power to act for the
purposes of administering the trust, in
the interest of the recording companies, and
shall be given notice of any action
of the union. The Trustee must receive
the certification by the Federation
of the companies that services have
been received or contracted for.
In addition, the trustee must
furnish the record companies and
recording companies with a semi-annual
statement and report.

The proposed labor agreement
between the companies and AFM
provides that the trust agreement is
a "right of control over such opera-
ations."

The "independence" of the trust-
ee was also emphasized in the
performance of his functions "on
the sole basis of the public inter-
est. The above opinions are
self-produced and do not represent
one of the parties and are not
without the other."

Copies of the labor solicitor's
memorandum and opinions and let-
ters exchanged between Atty. Gen.
Clark and Secretary Tobin were
sent to attorneys of the recording
companies, as well as AFM, in New
York. They include: Capitol Rec-
ords, Columbia Records, Decca
Records, King Records, Loew's (M-G-M) Records, RCA Victor, Mercury
Record Corp., RCA, and
Photographs Record Mfrs. Assn.

Legal counsel for the AFM of
the U. S. and Canada is Poletti,
Diamond, Friedin & Mackay.

Memorandum to Secretary Tobin
from Solicitor Tyson follows:

You have requested my opinion on
the legality, under the Labor-Manage-
ment Relations Act, of a proposed
Trust Agreement to be entered into by
the legistation phonograph recording
companies and a trustee for the
administration for the execution of a Labor
Agreement between these companies
and the American Federation of Mus-
icans.

The Agreement provides for the pay-
ment of the royalties which shall be
paid to the Trustee of certain percentages
of the net earnings of the record
companies, and of the royalties
paid on phonograph recordings
produced by members of the American
Federation of Musicians between Sep-
tember 20, 1940, and December 31, 1947,
NEWS CLINICS

Ga., Ala. Sessions Held

survey on cooperation among stations and newspapers, with greatest cooperation found in the South.

Charles A. Fell, managing editor of the Birmingham News-Advertiser, predicted stations will find themselves "more and more actively engaged in news-gathering on your own resources." For all practical purposes, he said, newspapers and broadcasters differ only in the fact that one uses graphic arts, the other speech arts.

RADIO VOTES

Carry California Bill

RADIO's POWER in the November elections has been heralded nationwide, but a little-known story from the California campaigns is still being written. James W. Gerrard, president of KRNO San Bernardino, reports that radio exclusively turned out the tide for Proposition No. 4 on the California ballots. Known as the Old-Age-and-Pension Measure, the proposition was an initiative bill amending the state constitution to provide an advance in state pensions paid to the aged and blind.

Heavily Contested

The measure was heavily contested by over 90% of the state's newspapers, Mr. Gerrard states, and the Chambers of Commerce, with heavy billboard and newspaper paid advertising, urged a "No" vote.

Leader of the pension plan, George H. McClain, editor of the National Pension Advocates, used radio exclusively in his fight for the measure, according to Mr. Gerrard. Mr. McClain purchased time on seven independent stations throughout the state and vigorously launched his single-handed campaign in straightforward talks to the voters.

His intensive schedule called for a quarter-hour broadcast, six days a week (Monday through Saturday). The voters heard—and surged through with a wave of "Yes" votes as a result.

The Los Angeles workshop followed the same pattern that in Georgia with Arthur C. Stringer, NAB staff executive, participating in both sessions.

Los Angeles, WSFA Montgomery, read a paper by Howard E. Pit, WSFA president, and urged stations to develop a news personality, with rounded coverage serving as a powerful audience winner. Louis Read, WABB Mobile, said the public believes in radio news, with sponsors usually willing and anxious to buy what the public believes in and wants.

On-the-Spot Coverage

James Reese, WWJB Jasper, Ala., foresees a growth in on-the-spot coverage by stations. James T. Owby, WCTA Andalusia, Ala., spoke on on-the-spot coverage by small stations, describing Missippi's cooperative venture which sprouted up from the Democratic Convention last summer under the name "States Rights Network." The project more than paid expenses and spurred local interest in radio news.

Richard Warner, WHBS Huntsville, Ala., reported results of a
Cheyenne ‘Bonus’

THE CHRISTMAS auction marking climax of the annual city-wide holiday season bonus project sponsored by KPBO Cheyenne will be held Dec. 22 in Cheyenne Junior High School. Area residents then will have opportunity to use the “bonus money” they have been saving to bid on a large assortment of prizes. Business firms in the Wyoming capital have been giving the “bonus (fake) money” to their customers. Each customer gets as much in “bonus money” as he spends.

TV FUND INC.

Issues First Annual Report

NET ASSETS of Television Fund Inc., Chicago, after its first two months of operation, is $274,985, equal to $9.12 per share, according to the first annual stockholders’ report issued Friday by President Chester D. Tripp. The Oct. 31 portfolio had a $163,626 market value, representing common stocks of 24 companies within the television and electronic industries. Net unrealized appreciation totaled $3,762, with cash amounting to $107,628, Mr. Tripp reported.

Television Fund was incorporated last May 27. Actual operation began after stock was sold Aug. 20.

RADIOVOTER

Electronic Audience Measuring Planned

RADIO listeners who blow their tops for want of sisting announcers, announcers, and sponsors who desire immediate answers to such questions as “Do you like a L-O-N-G cigarette?” will have their Utopia when National Electric Ballots Inc., New York, gets firmly established.

Introduction of the firm’s Radio- voter, a continuation of the work of the late Dr. Nevil Monroe Hopkins, inventor and developer of the Hopkins System of Radiovoting, was made Tuesday, Dec. 7, at New York’s Waldorf Astoria.

An electronic method of instantaneous audience measurement and a device whereby listeners can register immediate response to a given question, Radiovoter is pitch to, or may be a part of, any radio or television set.

At present the Radiovoter is a small electro-mechanical device that plugs into existing outlet. The listener’s radio plugs into the device which, to woo home set owners to allow its installation, is encased in a wood cabinet housing automatic clock.

The gadget consumes about 2c worth of electricity per month, switches on automatically with the radio.

Operating from a radio broadcasting station as its central point, the Radiovoter system works by means of a high pitched tone signal, transmitted by a signal oscillator to the listener’s Radiovoter.

Various sound frequencies are used for different purposes. Tone “A” for example, determines immediately the sending station’s listening audience. Tone “B” enables audience participation in a registration for a particular poll. The “B” tone can be varied in pitch to survey selected groups, and otherwise. Persons interviewed at time of Radiovoter installation, and belonging to specified groups, recognize designated signal pitch.

Listener Joins Survey

At repeated signals, the listener signifies first his desire to participate in a poll, then his eyes, “yes” or “don’t know.” Within a half-hour, the company’s spokesman said, results of highly controversial issues, or reactions to a sponsor’s query, can be made known to interested parties.

Measurements of both the listening audience and survey results are immediately recorded by readout power factor and reactive power indicator at a central electric power station. Individual votes by known set owners are not recorded, but the mass vote is easily determined against the registration of those previously indicating desire to participate.

Making its pitch to the radio industry as a whole, National Electric Ballots foresees its system as an overall accurate measurement bureau for all radio stations. Since recorders for all stations can be placed at one neutral point, the firm feels that its figures can be used for the radio industry as a whole.
Leighton Charges Nelson With Seizure Plot

CHARGES that his former partner's complaint against him was part of a plan to "seize sole and absolute control" of WSNY Schenectady have been filed with FCC by Winslow P. Leighton, president of the station.

Replying to allegations filed by George R. Nelson, former WSNY manager [Broadcasting, Aug. 16], Mr. Leighton flatly denied any improper stock transactions and charged that Mr. Nelson's petition to the contrary was "in bad faith."

Mr. Leighton, filing the answer for Western Gateway Broadcasting Corp., WSNY licensee, told the Commission: "The inferences raised as to the stock acquisitions are groundless. There was and is no concealed ownership. Full, complete reports of all stock acquisitions were made promptly. There was no intent to violate any statute and it was not and is not believed that any statute is violated."

Asked Investigation

Mr. Nelson had asked for an FCC investigation of "a series of stock transactions" by which he claimed Mr. Leighton, with whom he formed WSNY in 1942, had gained control without his knowledge or FCC's consent.

He contended Mr. Leighton bought shares to a point where he and a sister held control, and charged that Mr. Leighton is actual owner of the additional shares listed as owned by Mr. Leighton's sister or held for her benefit.

Mr. Leighton replied that some of the stock purchases were made with Mr. Nelson's knowledge and that in no case was there any improper purchases.

The 13 shares acquired for his sister, Miss Barbara Leighton, were paid for and are owned by her, he declared. Even without these 13 votes, he said, the subsequent election of new directors would have carried—by a vote of 48 to 38 instead of 61 to 38.

Mr. Leighton charged that the Nelson petition was "really presented as a tool to revoke the license of WSNY in order to obtain ultimately a new radio station license for himself [Mr. Nelson]."

He claimed that Mr. Nelson has formed Public Service Broadcasting Corp., hoping to have WSNY's license revoked and then to apply for its facilities. Incorporators of this firm, he said, were Mr. Nelson; William G. Avery, former WSNY secretary, and Edward F. Flynn, former program manager.

"Obsessed by Ambition"

He said Mr. Nelson, with whom he had been associated in an advertising agency since 1936, "in recent years [has been] obsessed by an ambition to dominate both the advertising agency and radio station ... In his lust for power Nelson deliberately endeavored to seize sole and absolute control of both businesses. As to the agency he has succeeded by dissolving Leighton & Nelson and forming ... George R. Nelson Inc and taking over most of the profitable business of the old agency."

He accused Mr. Nelson of trying to undermine his authority in hope that Mr. Leighton would resign and sell his stock, a minority interest equal to Mr. Nelson's. When Miss Leighton increased her interest from 4 shares to 17, he said, Mr. Nelson saw "a real threat to his original plan" and persisted in his effort to "take over" the station despite Mr. Leighton's assurances that her acquisitions would not endanger his position in the station.

But the situation "grew steadily worse," Mr. Leighton declared, with the result that he dismissed Mr. Nelson as general manager last June 21.

Concerning eight employees Mr. Nelson had said were dismissed or resigned because of Mr. Leighton's conduct, Mr. Leighton said Mr. Nelson himself arranged for the resignation of Cecil Woodland to become manager of WCSS Amsterdam; that two were dismissed; that three resigned to join Mr. Nelson in George R. Nelson Inc., and that two others resigned and later went to work at WCSS or WOKO Albany.

He submitted affidavits of employees to support his contention that Mr. Nelson sought to undermine his authority.

Mr. Leighton asked FCC to dismiss Mr. Nelson's petition and also to rule on whether the law's requirement of FCC approval of transfers is applicable to the WSNY transactions. He argued that only minority interests are involved and that therefore there has been no "transfer of control." But if FCC rules otherwise, he asked Commission approval of the transactions.

Dog's Life

ALTHOUGH some skeptics may feel radio is going to the dogs, Bill Tedrick, manager of KWOC and KWOC-FM Poplar Bluff, Mo., feels the dogs may be coming to radio. When a hotel resident found his dog missing, he enlisted station's aid. Two hours after an announcement had been aired, Byron Kearsey Jr., program director, found the dog sitting on the studio doorstep, waiting for someone to let him in.

The Fountainhead of Modern Tube Development is RCA.
A PLAYBACK ONLY TAPE REPRODUCER

Here is Santa's answer to letters from sponsors, program directors, and FM "tape networks".

A tape playback unit ± 1 DB from 45 to 15,000 cycles with better than 50 DB signal to noise and undetectable distortion or flutter. Completely self contained on a rack panel 19" x 31½"; it is manually controlled and functionally designed with no relays, solenoids, or any frills.

Fast FORWARD or REWIND without rethreading and a playing time of 3 minutes for "SPOTS" to 72 minutes for Opera using SAFE double faced reels to protect the tape.

Casting less than half our famous companion RECORD-PLAYBACK unit it is now available for delivery. Phone, Wire, or Write!

On Radio Silence
EDITOR, BROADCASTING:
I have read your editorial "Radio Defense Reserve" [Broadcasting, Nov. 22] and have given this subject considerable thought . . . and have been quite concerned because there has been no definite indication that radio is being included in the plans for mobilization for war—or as you refer to it in your article—the "Civil Defense Plan."

In your article you state—"Radio silence, which was never invoked during World War II, remains an open question. In that last conflict the horrors of war were kept from our shores."

Our experience here on the Pacific Coast does not bear out your contention that radio silence was never invoked during World War II. As you probably know, KNBC (then KFO San Francisco) was the key station for all of northern California and was used by the Fourth Fighter Command to control all radio services during blackout and radio silence periods.

In the early part of the war, following Pearl Harbor, there were many times that the Fourth Fighter Command deemed it necessary to invoke complete radio silence in this area, sometimes lasting for several hours at a time.

I think you would be interested in knowing that we set up a very simplified system of coded messages which worked very efficiently and effectively throughout the entire war period. Also, during the war the emergency control system was expanded to include Pacific Regional Network facilities for the use of the Fighter Command. The system was set up in cooperation with all four networks plus all independent stations in the area. While this system was never used, it did prove to the Fighter Command during tests that it would be a valuable asset in the event of emergency.

It occurs to me that the successful experience of this area during World War II would be of invaluable assistance to whoever is delegated to integrate radio into the mobilization plans . . . KNBC and its entire personnel stand ready to cooperate in any way possible.

John W. Elwood
General Manager
NBC San Francisco

FM BUS ADS

PROPOSED Transit Radio rate formula for advertising use of its FM service to bus riders is 75¢ per thousand riders during rush hours, $1 a thousand for other times. General Manager Frank E. Pellegrin told a group of New York agency executives on Wednesday. Those prices, he explained, are for a 50-word announcement on a 200-time contract. In addition, Transit Radio plans a "time-of-schedule" package based on total audience rather than number of announcements, at a 10% discount.

One announcement every 20 minutes and one newscast an hour are set aside as "national option time," permitting the sale of these to national advertisers without delay for time clearance.

Copy Limited
Copy is limited to 50 words per spot, except for spots of news programs who are allowed a 10-word opening and 60-word closing for a 2-minute newscast, a 10-word opening and a 75-word closing on a 3-minute newscast.

Transcriptions are acceptable, Mr. Pellegrin said, if they are made so as to permit use of the "voice enhancer" which steps up the volume of newscasts and announcements as reproduced in the buses.

Announcements are limited to not more than one every five minutes, less than allowed by the NAB code in number of announcements and time devoted to commercials, Mr. Pellegrin said. He reported that in cities in which Transit Radio currently operates, reaction of bus riders to the service has been overwhelmingly positive.

In addition, he said, there are indications that the FM home audience also listens, making a plus for Transit Radio advertisers.

Agency executives found acceptable the circulation data provided by transit company ridership statistics of hourly traffic and their periodic composition of ridership analyses—laborers, executives, shoppers, school children, etc., as well as passenger flow as measured by the "doodymeter." This is a device developed by Edward G. Doody Co., which counts passengers entering and leaving the bus in much the same way as the Nielsen Andmeter records dial turnings of a home radio set.

Agency group recommended that rate card and contract forms be standardized, using the NAB-AAAA pattern in each case. They also asked that for each market they be furnished market and station data in addition to those on riders.

Under Plan
FM stations currently operating under the Transit Radio plan are: WCT5 Cincinnati, KXOK-FM St. Louis, KBRC-FM Houston, WPLH Huntington, WBCX Wilkes-Barre, Pa. Contracts have either been signed or are in negotiation in a list of every major market throughout the country, Mr. Pellegrin said.

Luncheon meeting at the Stork Club was attended by Linnea Nelson, J. Walter Thompson Co.; Frank Silvernail, BBDO; Frank Coutier and John Clark, Young & Rubicam; John Kucera, Biow Co.; Beth Black, Joseph Katz Co.; George Kern, Benton & Bowles; T. J. McDermott, N. W. Ayer & Son; Gordon Mills, Kudner Agency; Henry Clohessy, Compton Adv. Transit Radio representatives were Mr. Pellegrin, William Ensing, William Shrewsbury.
AFRA VOTE
N. Y. Local Elects

AFRA's New York local last week announced the members elected to its 1949 board in elections which closed Nov. 30.

Total number of ballots cast was 953, a drop of 100 from the 1145 figure of 1947. Elected were:

Actors: *Clayton Collyer, 491 votes; *Anne Seymour, 377; Alan Bunce, 364; Virginia Payne, 364; Ted De Corsia, 347; Vinson Hoytworth, 338; *Verna Morris, 338; My Jostyn, 328. (Failing of election were: Leon Janney, 322; Elizabeth Morand, 299; Arnold Moss, 288; Lucile Wall, 288; Ann Thomas, 274; James Van Dyk, 278; Frank Butler, 256; Horace Brahim, 218; Ralph Cameron, 212; Bill Quinn, 212; Sydney Smith, 185; Linda Carlin Reid, 152; Philip N. Clarke, 66.)

Announcers: *Nelson Case, 477 votes; *Braun Gerhar, 461; Edward Herliby, 452; *Dan Seymour, 388; Kenneth Banghart, 371. (Failing of election were: George Hicks, 378; Dwight West, 340; Richard Stark, 314; Dan Honeck, 272, and John Patrick Costello, 267.)

Singers: Lanny Ross, 447; Irene Beasell, 395; Conrad Thibault, 386; Julie Conaway, 355; Travis Johnson, 328; Gordon Cross, 323; Chuck Goldstein, 321. (Failing of election were: Genevieve Kenow, 312; Eugene Lowenthal, 302; Donald Davis, 300; John Neher, 277; Norman Horne, 274; Ken Bower, 254; Janis Baumgartner, 175; Mike Stewart, 109.)

Staff Announcers from Independent Stations: Gene Ransom, 390. (Failing of election were: Joe OBrien, 284.)


AFRA HITS T-H
Reapel Advocated

DEMAND for repeal of Taft-Hartley Act and immediate re-enactment of Wagner Labor Relations Act was voted by the annual meeting of the New York local of AFRA, according to its publication, Stand By!

Other business reported at the meeting: Report by George Keller, local executive secretary, on the progress of plans to merge all performers' unions; report that negotiations with television management were so unsatisfactory that it was decided to drop talks, and concentrate on merger as the most practical method of securing an ultimately satisfactory TV agreement; report that the local closed its fiscal year as of Sept. 30 with a surplus of $72,136.61.

DISCUSSION in the trial procedure is format of What's Your Verdict? which debuted Dec. 6 over WLWT (TV) Cincinnati. Judge Nelson Schwab, Hamilton county Common Pleas Court, presides, and studio audience acts as jurors. Home viewers also vote on such questions as: Should businesses be forced to provide parking facilities for customers?; or Should Ohio adopt a unicameral legislature? Show is heard each Monday from 8:30-9 p.m.

The Booking Agent
WMAR-TV Baltimore has inaugurated new weekly variety program, The Booking Agent, televised Wednesdays at 8:45 p.m. The 15 minute comedy format is used as showcase for guest musical talent. Each week a situation is worked into the script to spotlight visiting "big name" act from local theatres and night clubs. Program centers around "Joseph Nerney," a fast talking booking agent who constantly lets choice acts slip through his fingers, and his stong "McGiggins." "Joseph" is played by Jim McManus, WMAR-TV announcer, and "McGiggins" by Frank Harms, writer and director of show.

Getting to the Point
SUBJECTS of deep import to teenagers such as "How Can High School Girls Be Popular With The Boys?" will be taken up on new weekly half-hour Teen Forum series on KMPC Los Angeles. Each week panel of six students from a different local high school will discuss the subject.

Santa's Here Again
FOR over 18 years Santa Claus has appeared on WCSC Charleston, S. C., and this year he's back again. He listens to letters written by children and transcribed for his listening on the air and he reads aloud letters sent by children and comments on them. Before he arrives from the North Pole he speaks by shortwave to the youngsters who can't write.

The first 1,000 letters sent in by children are personally answered by Peter Pixie, Santa's helper, who is flown from Canada, and most original and sincere letters have a chance to win $25, $10 or three $5 prizes. In addition to Santa's reading letters Mickey Pixie and his "speedy orchestra" and songstress Trixie Pixie entertain the children with music and song. Mickey's speedy orchestra is accomplished by playing a 33⅓ record at speed of 78 r.p.m.

KFBC Cheyenne, Wyo., has its own "Mystery Man" show. Program heard from 9-10 a.m. features giveaway jackpot of prizes to lucky winner who identifies the "Mystery Man." Show is sponsored by Wyoming Trading Piggy-Wiggly Store and originates from there each day (Mon.-Sat.). On Saturdays a local student is honored as store by the boy or girl of the week.

Christmas Memorial Program
KNBC San Francisco carried a special Christmas Memorial program dedicated to Luther Burbank and broadcast from his home on Dec. 11. Program featured a narrative on life and spirit of Mr. Burbank and was climaxed by a description of the lighting of the giant Cedar of Lebanon tree under which Mr. Burbank is buried. Christmas music was supplied by Madrigal Singers of Santa Rosa Junior College.

Names, Names, Names
BILL GOLD, who writes a column in The Washington Post, began Mon.-Fri. series of half-hour programs on WTOP Washington, Nov. 29. Program, This Is Washington, will carry into radio formula that made "The District Line" one of most popular features in the Post: Local news, names, short quips, names, local features, names and names. In addition, This Is Washington will bring neighbors to the WTOP microphone to tell their own stories.

Midnight Dancing Party Back
WBT Charlotte, N. C., Midnight Dancing Party is back on the air. Popular disc show with Kurt Webster as m.c. had been off the air for six months, but popular demand has brought it back. Show is heard each Saturday from 10:30 p.m. to midnight.

CBS (TV) Toast of the Town made its Midwest debut on WJBK-TV Detroit on Dec. 19.
HARRY J. MccLEARY has joined KFI (FM) Los Angeles engineering staff.

CHARLES J. GSPANN, staff engineer of WNJR Newark, N. J., is the father of a girl, Mary Ethel. Mr. Gspann has been appointed emergency coordinator of Amateur Radio Communications for Linden, N. J.

KSD St. Louis has announced that its new transmitting plant, equipped with 5000 w RCA transmitter and four 400-foot antenna-towers, is now in operation.

H. & H. BUGGIE & CO., Toledo, Ohio, has announced production of new series, 1100 Rotary Shaft Stels, designed to meet needs of receiver and transmitter manufacturers for a moisture sealed and waterproofed rotating shaft.

ANDREW Corp., Chicago, has announced production of new FM antenna, model Multi-V, which can be side or top mounted to standard AM antenna at cost of $250 for side mounting or $425 for top. Antenna can be used for transmitters with up to 10 kw power.

GENERAL ELECTRIC, Schenectady, N. Y., has announced development of a new system for elimination of winder-caused radio interference, which is being incorporated into manufacture of all GE Inert-Arc welders.

OLYMPUS MINSTRELS
Here is entertainment that capitalizes on the new "look-see" technique . . . and captivates Sunday evening audiences of WLW-T. The troupe of twenty-five is complete with interlocutor, end men, soloists, quartet and 15-piece orchestra. With all of the sight and sound appeal of the old-time minstrels, this half-hour show is a natural for selling the WLW-T market.

FTC SECRETARY
Daniel Succeeds Johnson
FEDERAL TRADE Commission last Monday announced the appointment of D. C. Daniel as Commission secretary, succeeding Otis B. Johnson, who retires at year's end after holding that position for 26 years. His appointment is effective Jan. 1, 1949.

Mr. Daniel has been an attorney on FTC's trial staff for more than 11 years. He was admitted to the Tennessee bar in 1929, engaging in private practice of law and serving as city attorney in Paris from 1933 until 1938.

Mr. Johnson, whose government career spans nearly 44 years, has been Commission secretary since August 1922—the third person to hold that position. He entered federal service at age of 16 and joined the Commission in 1915 when the Bureau of Corporations was merged with the new agency created by the FTC Act of 1914.

For the second time Southern Bell Telephone Co. failed to provide adequate line facilities for use by WLAF LaGrange, Ga., according to a statement by the station Dec. 2. A Bell official admitted that WLAF lines once again through misunderstanding had been disconnected a few hours before the scheduled broadcast of a football game in Atlanta, Nov. 29, according to the station.

WLAF had previously filed a protest with the Georgia Public Service Commission charging Southern Bell with failure to set up lines for coverage of a game in Gainesville Nov. 12 and asking for a "complete investigation" [BROADCASTING, Nov. 22].

The second "failure" arose Nov. 29 after the telephone company's Atlanta office had originally issued an order for lines to service WLAF Friday, Nov. 26, according to C. J. Yates, Georgia manager of SPBC. When the game was postponed, WLAF requested similar facilities for the following Monday. Station employees found, instead, that all lines were dead, Ed Mullinax, WLAF manager, reported.

Mr. Mullinax quoted Mr. Yates as having admitted a Bell employee disconnected "special telephone services ordered by WLAF, and while there he also cut the line for the WLAF line to feed the football game." Station had ordered phone service to prevent recurrence of the situation which had occurred last week. The line condition was reported in ample time for repair but none was forthcoming, Mr. Mullinax said.

Investigation Made

The Public Service Commission investigated the original WLAF complaint and Southern Bell presented its position in which it stated every precaution had been made to prevent such slippages, according to Mr. Mullinax. In reply to WLAF's complaint, Walter R. McDonald, commission chairman, said that the "employee . . . failed in his duty" and that the test board man who was contacted at the time "did not know of the temporary arrangements which had been made." He said the company had advised to set up necessary machinery in the future to double-check such matters.

Mr. Yates said he regretted the two misunderstandings in his office, but added the latest would not have occurred if the game had not been postponed. The Gainesville and southeastern difficulties were "exceptions," he said.

Commenting on Mr. Yates' letter after the first experience, Mr. Mul-

inax said: "The promises of Southern Bell certainly must be taken with an air of suspicion. It would be better to see where a public utility would make such statements before the Commission without actually doing something in good faith to back them."

The company has agreed to cancel $9.70 and $22.80 in line charges for the two failures.

William R. Seth, former media promotion director of W. B. Adams, New York, has joined the Musak Corp., New York, as head of new advertising and promotion division.

FREDERICK W. ZIV Co., Cincinnati, has announced following sales: David G. Evans Coffee, St. Louis, through Glen R. Stocke & Assoc., same city, has purchased Favorite Story show in New York market; WHAI Greenfield, Mass., is now carrying Wayne King Show and Favorite Story. Renewals announced by Ziv include: Gun Lombardo show on WMPB Memphis; The Wayne King Show on KSL Salt Lake City and KANS Wichita, Kan.; and Easy Aces on WKRT Cortland, N. Y. Also announced was the purchase of seven of its transmitted shows to WSUM Fairmont, Minn. Sale included five half-hour and two quarter-hour shows.


M. C. Gregory, former general manager of WHBS Huntsville, Ala., has joined Houston office of Frederic W. Ziv Co., and will represent Ziv in southeastern Texas.

GUILD RADIO FEATURES Ltd., Toronto, has been appointed Canadian sales representative for the syndicated quiz feature Who's Talking, produced by Hal Tate Productions, Chicago.

Jim Bridges, writer-producer for Frederic W. Ziv Co., Cincinnati, and Gloria Jo Ann Piconne were married last month.

Mr. Mullinax said: "The promises of Southern Bell certainly must be taken with an air of suspicion. It would be better to see where a public utility would make such statements before the Commission without actually doing something in good faith to back them."

The company has agreed to cancel $9.70 and $22.80 in line charges for the two failures.

in the Triple Cities
Binghamton • Johnson City • Endicott
It's Always a Good Bet
To Put your Money on the

WLNH

NORTHWESTERN URBAN UNIVERSITY

in the Triple Cities
Binghamton • Johnson City • Endicott
It's Always a Good Bet
To Put your Money on the

WLNH

NORTHWESTERN URBAN UNIVERSITY
AP NEWS CLINIC  
Execs Study Radio Needs

A SERIES of news clinics, designed to explore ways of gathering news and presenting it more effectively on radio, have been inaugurated by the Chesapeake Associated Press Radio Assn. More than 20 station executives and news editors from District of Columbia, Virginia and Maryland attended the first two sessions held at WWDC Washington Dec. 7.

The clinic examined in detail AP reports to determine how to get maximum value from typical wire news services. Stewart Phillips, manager of WAKB Hart- 
gtown, Md., pointed out the advantages of regularly assigned legmen on station news staffs for gathering of local copy. James Connolly, WITI Baltimore news editor and chairman of Chesapeake news committee; Ben Strouse, WWDC general manager and as- sociation vice president, and Howard L. Kany, WPAP Washington representative, also took part in discussions.

Problems relating to news presentation by television stations also were aired, principally by Cassius M. Keller, WRC Washington news editor, and Al Weinfeld, WMAR- TV Baltimore. Mr. Keller supervises news shows on WNEW (TV) Washington.

Among others attending were: Charles Warren, WOL Washington; Fred Hoffman, WTOP Washington; Norman Reed, Milton Ford, Bill Cox, Willis Conover, Roy Dungan and Felix Grand, WDQC; Emile Tannen and Tom Kenney, WJZ Baltimore; Bill Irwin, WMFD Frederick, Md.; Charles H. Eckstein, WJAB Baltimore; WPPK Alexandria, Va.; Matthew War- ren, Sid Willard and Art Lamb, WEAM Arlington, Va.

Al Warner Returns

ALBERT L. WARNER, chief of WOL-MBS Washington news bureau, returned to his desk last Monday after a three-months’ leave of absence due to illness. He has resumed his Congress Today series, heard week nights on WOL, 6:30—6:45 p. m. Mr. Warner’s other MBS duties—for whom he Meet the Press and the Washington pickup man for Mutual Newsweekly—will be renewed again in the near future, according to WOL.

OFFICERS of the Maine Broadcasters Assn. for 1949, elected at organization’s second annual meeting Nov. 23 at Augusta, Ore. (l to r): Creighton E. Gatchell, general manager of WGAN Portland, president; Corlston D. Brown, president of WTVL Waterville, secretary-treasurer, and Edward E. Guercsey, general manager of WLBZ Bangor, vice president.

FLA. AP RADIO  
Stone Heads New Unit

JERRY STONE, general manager of WDB Daytona Beach, Fla., has been named president of the newly organized Associated Press Broadcasters Assn. of Florida, which held its first meeting a fortnight ago between sessions of the fall convention of the Florida Assn. of Broadcasters.

Others elected include Garldand Powell, Jr., WRUS Gainesville, vice president, and Sam Morton, AP Florida bureau chief, secretary. Named to the board of directors were Bill McBride, WDBO Orlando; Charlie Davis, WPWG West Palm Beach; Herschel Graves, WTAL Tallahassee, and Houston Cox, WCLE Clearwater.

The association, like other state AP broadcasters’ organizations, was formed to stimulate the exchange of news between AP member stations and to act as a liaison between members and AP in improving radio news reports. Mr. Stone appointed a four-man con- tinuing study committee to examine the AP news report and seek ways of improving it. Those chosen: Ken Skelton, WPAL Tampa; Fred Clampil, WWD Miami; Larry Rollins, WSIR Winter- haven, and John Bunning, WHOO Orlando.

GEORGE DEAN, former executive director of community affairs for KOMO Seattle, has been placed in charge of public service and public relations.

PAUL MOSS, sports authority, has been appointed boxing consultant and producer for CBS. Mr. Moss will handle coverage of CBS-TV boxing attractions, utilizing films from training camps and interviews with contestants in order to give a more complete picture of the event at hand.

NEW ENGLAND  
Bickford AP Head

LELAND BICKFORD of the Yankee Network, was elected president of the New England Associated Press Broadcasters Assn. at its first annual meeting in Boston Dec. 13. Gene Zack of WSPR Springfield was named vice president and C. G. Douglass, chief of the AP Boston bureau, secretary-treasurer.

The broadcasters adopted a constitution and considered methods of promoting their common interests. Speakers at the meeting included G. E. McLaughlin, managing editor of the Rutland, Vt., Herald, who urged cooperation between newspapers and stations; State Senator Sumner Whittier of Everett, Mass., who explained his bill which would permit broadcasts of committee hearings in the state house; State Senator William Geary of Lowell, and Paul H. Kutschenreuter, chief meteorologist of the Boston office of the U.S. Weather Bureau.

Directors named were: F. E. Whitmarsh, WBZ Boston; Ron Cochran, WCPQ Boston; James Chalmers, WEIM Pittsfield, Mass.; Al Spokes, WJOY Burling- ton, Vt.; Frank Hoy, WLA Lewiston, Me.; John Hogan, WCAU Portland, Me.; Tom Powers, WUMR Manchester, N. H.; Arthur Rothfeld, WFEA Manchester; Arnold Schoen, WPBO Providence, R. I., and William Koster, WPJB Providence.

WABY Albany, N. Y., is cooperating in promotion of the New York State Freedom Train which is being constructed in Albany, and which will carry documents from the archives of that state.
NOW—completely new.

YOU CAN BE SURE... IF IT'S Westinghouse

Full accessibility: built-in lighting, convenience outlets, full-length doors, and ample working space.
Completely new design—not just a “worked over” old design—embodies every engineering improvement the present state of the art affords. The new Westinghouse AM 50 HG-2 includes features not available in any other transmitter today. Check these high lights of the latest addition to the famous Westinghouse line:

1. No tube rectifiers: the use of metal rectifiers in all power supplies eliminates rectifier tube replacement cost and greatly increases reliability and dependability of operation.

2. Extended supervisory control: complete supervisory control system, co-ordinated with sequential interlock system and with overload and safety protection systems, is provided.

3. Minimum floor space: the transmitter proper, which determines the basic building requirements, consists of only six individual, uniform cubicles. Floor space requirements are minimized and installation is simplified.

4. Fewer tubes and tube types: only twenty operating tubes of only seven types are used in the entire transmitter, including three diodes for r.f. rectification and a voltage regulator tube.

5. Centralized control: Operation is made easy and definite by provision of complete controls and indicators on the front panels of the transmitter cubicles. Motor-driven controls are used.

6. Built-in spares: the transmitter includes a complete spare crystal oscillator unit, a spare blower and motor unit, and complete provisions for a spare tube for each power amplifier and modulator tube.

Add to these features the uncompromising quality of every Westinghouse transmitter, and you can see immediately why the new Westinghouse 50 HG-2 is your choice for 50-kilowatt operation. Call your local Westinghouse representative today, for full details, or write the Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.
TERRY MALERBA has joined KWJP (FM) Pittsburgh as music librarian and assistant in the production department.

ALVIN FLANAGAN has joined KTLB (TV) Los Angeles as producer.

ROBERT ROBB, head of KCMA Los Angeles' entertainment department, appointed national co-chairman for radio for National Security Week in Southern California.

DENNIS DAY, of NBC Day in Life of Dennis Day and Jack Benny Show, is the father of a boy, Patrick J.

WILLIAM STEWART, KLAC Hollywood disc m.c., and Roberts Marks, secretary to Fred Henry, KLAC assistant general manager and program director, have announced their marriage.

WILLIAM HENDERSO has joined announcing staff of KEEN San Jose, Calif.

VIRGIL SMITH, chief transcription man at KWK St. Louis, is the father of a boy.

RITA GLOVER joins KTTV (TV) Los Angeles as scenic director.

BOB WALSH and RUTH LAWSON of WPXO Clarksburg, W. Va., have announced their marriage.

CHARLES LANSFORD has joined WPAY Portsmouth, Ohio, announcing staff, JOHN R. KORNBACK also has joined station in that capacity.

WARREN ANDERSON, musical director and announcer at WGFG Kalamazoo, Mich., is the father of a boy, Ronald Franklin.

WHAT-FM ON AIR Has Foreign Tongue Shows

OPERATION OF WHAT-FM Philadelphia started Dec. 10 on Channel 287 (105.3 mc) with 20 kw. Station is an AM affiliate of WHAT, which are licensed to Independance Broadcasting Co., Philadelphia.

WHAT-FM duplicates all regular programs of WHAT and carries in addition to its English and Negro programs, foreign language broadcasts in Italian, Jewish, Lithuanian and Spanish.

VET Video Films

VETERANS Administration has announced a change in format for its series of video films now being used by 43 television stations throughout the country. A new lead for each one-minute cartoon and more animation characterize the new films, which will be released shortly to supplement previous stock of 38. Series is available without cost to stations, on request from a VA branch office. A new film is released each week, with stations retaining prints in their libraries.

DON JOHN ROSS, vice president of Hartford (Conn.) Chapter of AFRA, and morning man at WDBC Hartford, is being included in the forthcoming publications of the International Who's Who and Who's Who in America.

GEORGE W. CREEMENS has joined WKEK Peoria, III., as program manager. He has been with KWMT Des Moines, where he created first Junior Town Meeting of the Midwest.

LESLIE GOODMAN has joined EKN San Diego, Calif., as traffic manager. Mrs. Goodman replaces M R S . E L M A KRAUSE, who has resigned to join her husband in Honolulu.

STEVE PHILLIPS, formerly of WIBM Jackson, Mich., and a freelance announcer, has joined announcing staff of WBBM Chicago.

DALE C. SMITH has joined WLLB Carrollton, Ga., as announcer and copywriter.

BOB MICHAEL, m.c. of Midnight Dancing Party on WRTA Altoona, Pa., has been appointed station's music director.

WINSTON (Winkie) HOPKINS, one of the leading voices in the nation, has joined WBBM Chicago.

VIDEO ACADEMY

To Make Awards Jan. 25

FIVE AWARDS, for various achievements in television, will be made at first annual awards banquet and seminar of Academy of Television Arts & Sciences Jan. 25 at Hollywood Athletic Club.

Awards, in the form of "Emmy" statues, will be given for following: Most popular local television program, to be determined by public ballots; best film produced in Los Angeles for television, and overall achievement for 1948 by a local TV station, to be determined by Academy membership; and outstanding technical achievement for year, decided by Academy Technical Committee.

WIBW, The Voice of Kansas in Topeka

Agriculture

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.
KRTN STARTS
Raton Outlet on 1490 kc
KRTN Raton, N. M., began operations Dec. 12 on 1490 kc with 250 w unlimited. The station is using a temporary antenna under special FCC authorization, granted after KRTN had experienced construction delays which prevented its scheduled November opening.
KRTN and its sister station, KFUN Las Vegas, N. M., are owned and operated by Southwest Broadcasters Inc., Las Vegas.
Stanley K. Brown has been named KRTN manager.

Trilling Joins
LIONEL TRILLING, novelist, critic and professor of English at Columbia U., joined the advisory board of NBC University Theater, succeeding the late Dr. Harry Morgan Ayres. At a meeting of the board on Wednesday (Dec. 8), plans were made to build a two-year curriculum for NBC University Theater and to blueprint long-range plans for the network's education-by-radio project in the field of literature.

Mr. Sowell
First objective of TAB, Mr. So- well announced, will be a closer coordination of the public service activities of Ten- nessee stations. In addition to his radio activities, Mr. Sowell serves as president of the Nashville Advertising Federation and vice president of the Nashville Sales Execu- tive Council.
TAB elected Earl Winger, of WDOD Chattanooga, vice presi- dent, and Jack Draughon, WSIX Nashville, secretary-treasurer. The board of directors includes John Hart, WBIR Knoxville; Marshall Pengra, WATO Oak Ridge, and T. B. Baker, WKDA Nashville. C. E. Arney Jr., NAB secretary-treasurer, attended the meeting and assisted in drafting the organiza- tional plans.

 Allied Arts

LOUIS G. PACENT Jr. has been ap- pointed vice president in charge of manufacturing of Radio Speakers Inc. subsidiary of Emerson Radio & Phonograph Corp., New York. He formerly plant manager.
WALTER H. STELLNER and ELMER H. WAVERING have been appointed vice presidents of merchandising and product design, respectively, at Mo- torola Inc., Chicago. Mr. Stellner was formerly in charge of home radio and television set design, and Mr. Wavering headed automotive product design.
ARNOLD MARQUIS, radio and television producer, has formed radio and television production offices at 6404 Hollywood Blvd., Hollywood.
BELL TELEVISION Inc., New York, has opened a branch office in Pitts- burgh. Headquarters are in the High- land Blvd. Office is under manage- ment of CARL B. CHRISTIANO and ROBERT E. STAR.
RECTOR A. CASTELLUCCI has joined Wagner-Adendorf Mfg. Corp., New York, as general sales manager.
RALPH HACKBUSCH, vice president and general manager of Strong- carbé Limited, Toronto, has been elec- ted president of Canadian Radio Tech- nical Planning Board.
PHILCO DISTRIBUTORS Inc., New York division, has moved its offices from 565 6th Ave. to 47-51 33rd St., Long Island City, N. Y.
DEL WILSON has joined Radio-TV Employment Bureau Division of Radio's Reliable Resources, Phila- delphia, as technical director. Mr. Wilson will report directly to

TENNESSEE ASSN.
Sowell Heads New Group
REPRESENTATIVES of 31 Ten- nessee stations formed the Tennes- see Assn. of Broadcaster Dec. 10 at Nashville. F. C. Sowell, manager of WLAC Nashville and a member of the NAB education committee, was elected pres- ident.

Mr. Sowell
Serving a rich market—almost equally divided between rural and urban areas—Mr. Sowell feels that use of these foremost stations to get real sales push.

December 20, 1948 • Page 75
December 10 Decisions...

DOCKET CASE ACTIONS

Decision Denied

Announced memorandum opinion and order denying petition for reconsideration of WTVI, Inc. (WTVI), New Britain, Conn., requesting Commission to reverse its decision announced April 11 re its application and those of Central Connecticut Bstg. Co., New Britain, and The Hartford Times Inc. (WHIT), Hartford, or in alternative, seek said decision and order further hearing.

AM-1450 kc

Upon joint petition of Ben K. Weatherall and Ray G. Green, former report to incorporate engineering expert and stipulate for use of Weatheraxx, closed record, and granted application of Weatheraxx for new station at Aberdeen, Maine, 1600 kc 1 kw W, until ann., dismissed as moot that part of petition insofar as the application relates to Weatheraxx station since its application was dismissed on Oct. 29 at his request.

Adopted memorandum opinion and order denying petition for rehearing applications in Docket Files 170-143 and 170-144, William Wood, Pa., (requesting) Commission to reconsider and set aside its decision of Sept. 9 (which denied petitioner's application), and granted con- tinuation of William Wood Radio Bstg. Inc., Wheaton, Pa., granting of Lycoming's application without further proceedings other than appropriate decision, or (3) hold oral argument on petition for rehearing and issues therein.

AM-1460 kc

Upon petition of George A. Smith, adopted order granting application for new station at Jackson, Tenn., 1600 kc 200 w uns., cond.; estimated cost $92,500.

AM-1460 kc

Adopted order (1) severing from con- tinuation proceedings and removing from hearing docket amended application of Crescent Bay Bstg. Co. for new station at Santa Monica, Calif., 1600 kc 1 kw D, (2) denied application of Tom C. Carroll tr/a San Fernando, Calif., 1400 kc 250 w D.

AM-30 kc

Upon petitions filed by WLAP, Lexington, Ky., and Queen City Bstg. Inc., Cincinnati, Commission adopted memorandum opinion and order, (1) denying petition of American Bstg. Corp. (WLAF) to correct order providing for further hearing in this proceeding; (2) dismissed as moot petition by Queen City Bstg. Inc. for postponement of date of further hearing; (3) denied Queen City's petition for leave to amend its application; (4) granted petition of Queen City for order requiring selection of application for prosecution by Scripps-Howard Radio Co., granting the application for professional services for its application for and for the right to file a petition for change of control; (5) requests that Scripps-Howard be required to make selection between its applications for (a) operation on 630 kc; (b) application for transfer of control of WLKC, and (c) application for transfer of control of WTVL, to Scripps-Howard Radio Inc., Cincinnati, and association of applicable to move WTVL to Cincinnati, and dismisses application it desires not to prosecute; and further ordered that Scripps-Howard is di- rected to make selection as to which of foregoing applications it desires to prosecute and to notify Commission as soon as practicable of date of release of this memorandum opinion and order and to dismiss application it desires not to prosecute (Comrs. Walker, Hyde, Steele).

BY COMMISSION EN BANC

AM-1400 kc


AM-1460 kc


AM-1460 kc


—Granted CP new standard station 1460 kc 750 kw W, engineering cond.; estimated cost $14,400.

—AM-1220 kc

The Magic City Bstg. Co., Birmingham, Ala.—Granted petition in Docket Files 731 and 732 for construction permit ant.—antenna 1220 kc 1 kw D; engineering cond.; estimated cost $14,400.

—AM-1570 kc

Function City Bstg. Co., Function City, Kan.—Granted petition in Docket Files 743 and 744 for construction permit ant.—antenna 1570 kc 1 kw D; engineering cond.; estimated cost $14,400.

Modification of CP

KOME, Tulsa, Okla.—Granted mod. CP to change from D- to N-D to KYOK, and from standard station to install FM ant. on top one tower.

Changes in DA

WGAN Portland, Me.—Granted CP modification of standard station 1370 kc 500 kw W, change frequency from 1220 kc to 1370 kc, increase power from 250 kw to 1 kw, modify transmitter station location and install new trans.; cond.

Modification of CP

WEAB Allentown, Pa.—Granted mod. CP to specify 500 w-d in conformance with DA-70 license amendment; and change DA-70 operation, engineering cond.

Petition Denied

Bay State Bstg. Co., and Whaling City Bstg. Inc., New York City.—Denied petition of Webb Co., requesting that application be granted to transfer the standard station 1370 kc 500 kw W.

KMDM Baltimore—Denied memo- randum opinion and order denying petition of 1600 kc 500 kw W, for change of control on Oct. 27 denying petition which requested rehearing of application, be consolidated for hearing with mut- ually conflicting applications for hearing of facilities filed by Sidney H. Tinley Jr. and Belvedere Bstg. Corp.

WDWS Champaign, Ill.—Granted changes in ground system and change trans.; and change to unlimited hours.

Modification of CP

KTRN Chattanooga, Tenn.—Granted mod. CP to make changes in DA; cond.

Change of Site

WLO LaPorte, Ind.—Granted re- quest to terminate local station of trans- site.

Modification of License

KGAL Alamosa, Colo.—Granted mod. license to change from specified hours 6 a.m. to 4:30 p.m. and 6 p.m. to 9:30 p.m. to uns. cond.

Petition Granted

WFPB Middletown, Ohio—Granted petition to remove from hearing docket, and granted application for mon. for change of control after local sunset with 100 w power on assigned 910 kc.

ACTIONS ON MOTIONS

(Proposed by Commissioner Webster)


Guy Gannett Bstgs. Services, Portland, Me.—Granted petition to dismiss without prejudice; TV application.

KFKR-FM Sacramento, Calif.—Granted petition to reconvene hearings on application to specific different types of TV stations, denied petition for rehearing; new hearing date be advanced to June 1, 1949.

KQTA Silver Gate Bstg. Co. (As- signor), San Diego Bstg. Co. (As- signee), San Diego, Calif.— Granted petition to dissolve all three joint venture for the exclusive disposition of CP and license for station KQTA.

Radio New Orleans Inc., New Or- leans—Granted petition to dismiss without prejudice; new hearing date be advanced to June 1, 1949.

KVAK S. H. Patterson (Assignor), ABC Affiliates, Inc., (Assignee), Sacramento, Calif.—Granted petition for indefinite continuance of hearing presently scheduled

FCC Correction

CALL LETTERS of WNWJ, FM station at Paterson, N. J., were granted in FCC dec- isions Dec. 8 as WHNJ. Operator is North Jersey Bstg. Co. Inc.

Dec. 21 on application for assignment of license to Sherlock, Aberdeen, Wash.—Commission on its own motion continued hearing on the matter Dec. 18 at Seattle, Wash., to Feb. 3, 1949, at that place.

KNEU Provo, Utah—Commission on its own motion restored hearing on application for FM station, 820 kc, in Utah on Dec. 21 to Jan. 6.

WMEX Boston—Granted petition in- so far as it relates to the portion of Issues 5 (b) and (c) of Commission's amendend order of Nov. 26, 1948, and dismiss as petition requests that portions of issues 5 (b) and (c) be stricken from the record as denied.

Hollywood Community Radio Group, Hollywood, Calif.—Granted petition to dissolve without prejudice AM application.

BY THE COMMISSION

WMEX Boston—Granted petition for continuation of hearing now scheduled Dec. 22 to Jan. 6, 1949, and to hold teleconference at that place, in re application for renewal of license, and order for continuance of hearing.

December 10 Applications... ACCEPTED FOR FILING

AM-750 kc

WXQI Buckhead, Ga.—CP increase 1 kw to 5 kw, for AM type trans.

Acquisition of Control

WTVL Waterville, Me.—Acquisition of license to Grant D. Brown through reorganization of firm.

Modification of License

WGAT Columbus, Ga.—Petition for assignment of licensee to Board of Regents University System of Georgia, for and on behalf of the University System of Georgia.

Modification of CP

KTSA San Antonio—Mod. CP increase power etc. for extension of con- traction.

License Renewal

Whatcom Radio Corp.—Application for renewal filed application for following AM stations: KKKI Bakers- field, Calif.; KGJJ Los Angeles; WTVI Hartford, Conn.; WWHO Danville, Ky.; WDRK Salina, Kan.; WROK Knoxville, Tenn.; KQSB Mankato, Minn.; WEXL Scranton, Pa.; WDDN South Bridge, Mass.; WJZ Baltimore, Md.; WDSM Superior, Wis.; WHEEL Kansas City, Mo.; WDKA Miami, Fla.; WFPS Santa Fe, N. M.; WFBT New York City, N. Y.—CP to Revert.

License Renewal

WGWV-AM Ferndale, Mich.—CP to Revert.

WFRS Grand Rapids, Mich.—Same.

License Renewal

WFTO-LA Los Angeles, Calif.—License renewal FM station.

Modification of CP

WLAC Columbus, Ga.—Mod. CP new commercial TV station to change station call, frequency, assignment of call, and changes in station, station call, frequency, and assignment of call.

Wrhs-AM FM-AMS Columbus, Ga.—Modification of license for purchase of 100% common stock.

Modification of License

KVAN Vancouver, Wash.—Mod. li- cense for change of location from Vancouver to South Shore of Emit Lake, Lake County, Ore. Re- quest waiver Sec. 3.39(a).

(Continued on page 78)
### CONSULTING RADIO ENGINEERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JANSKY &amp; BAILEY</strong></td>
<td>Executive Offices, National Press Building</td>
<td>204-2460</td>
</tr>
<tr>
<td></td>
<td>Offices and Laboratories, 1329 Wisconsin Ave., N. W.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Washington, D. C.  Adams 2414</td>
<td></td>
</tr>
<tr>
<td><strong>McNARY &amp; WRATHALL</strong></td>
<td>RADIO ENGINEERS, 906 N. 1st St., Washington, D. C., Santa Cruz, Calif.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>40 years of professional background</td>
<td></td>
</tr>
<tr>
<td><strong>PAUL GODLEY CO.</strong></td>
<td>Upper Montclair, N. J. McWirt 3-3000 Little Falls 4-1000 Labs: Great Notch, N. J.</td>
<td></td>
</tr>
<tr>
<td><strong>GEORGE C. DAVIS</strong></td>
<td>501-314 Munsey Bldg.—Sterling 0111 Washington 4, D. C.</td>
<td></td>
</tr>
<tr>
<td><strong>Commercial Radio Equip Co.</strong></td>
<td>Everett L. Dillard, Gen. Mgr., International Bldg., D1 1219 Washington, D. C.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Porter Bldg., 1600, 501 N. Jonesboro Rd., Kansas City, Mo.</td>
<td></td>
</tr>
<tr>
<td><strong>A. D. RING &amp; CO.</strong></td>
<td>26 Years' Experience in Radio Engineering, Munsey Bldg., Republic 2347 Washington, D. C.</td>
<td></td>
</tr>
<tr>
<td><strong>FRANK H. McINTOSH</strong></td>
<td>710 14th St., N. W.—Metropolitan 4477 Washington, D. C.</td>
<td></td>
</tr>
<tr>
<td><strong>LOHINES &amp; CULVER</strong></td>
<td>Munsey Building, District 8215 Washington, D. C.</td>
<td></td>
</tr>
<tr>
<td><strong>HERBERT L. WILSON</strong></td>
<td>1025 Connecticut Ave., N. W. Washington 6, D. C. NA 7161</td>
<td></td>
</tr>
<tr>
<td><strong>WELDON &amp; CARR</strong></td>
<td>Washington, D. C. 1605 Connecticut Ave., Mi. 4151 Dallas, Texas 1728 Wood St. Riverside 3611</td>
<td></td>
</tr>
<tr>
<td><strong>E. C. PAGE</strong></td>
<td>Consulting Radio Engineers, Bnd Bldg., Executives 5710 Washington 5, D. C.</td>
<td></td>
</tr>
<tr>
<td><strong>Rothrock &amp; Bailey</strong></td>
<td>Suite 604, 1757 K St., N. W. National 0196 Washington 6, D. C.</td>
<td></td>
</tr>
<tr>
<td><strong>JOHN J. KEEL</strong></td>
<td>Warner Bldg., Washington, D. C. 13th &amp; E St., N. W. National 6513</td>
<td></td>
</tr>
<tr>
<td><strong>WARREN C. LENT</strong></td>
<td>Consulting Engineers, Washington, D. C. 1200 18th St., N. W., Room 1210 District 4127</td>
<td></td>
</tr>
<tr>
<td><strong>HERBERT L. WILSON</strong></td>
<td>1025 Connecticut Ave., N. W. Washington 6, D. C. NA 7161</td>
<td></td>
</tr>
<tr>
<td><strong>GILLES BROS.</strong></td>
<td>1108 Lillian Way, Gladstone 6178 Hollywood, California</td>
<td></td>
</tr>
<tr>
<td><strong>KEAR &amp; KENNEDY</strong></td>
<td>1703 K St., N. W. Sterling 7932 Washington, D. C.</td>
<td></td>
</tr>
<tr>
<td><strong>GILE BRO S.</strong></td>
<td>1108 Lillian Way GLadstone 6178 Hollywood, California</td>
<td></td>
</tr>
<tr>
<td><strong>NATHAN WILLIAMS</strong></td>
<td>Allocation &amp; Field Engineering, 20 Algoma Blvd., Ph. Blackhawk 22 Oshkosh, Wis.</td>
<td></td>
</tr>
<tr>
<td><strong>PREISSMAN &amp; BIESER</strong></td>
<td>AM, FM, Television Allocation, Station Design Management Training Associates 3308 14th St., N. W. Washington 16, D. C. Adams 7999</td>
<td></td>
</tr>
<tr>
<td><strong>WILLIAM L. FOSS, Inc.</strong></td>
<td>Formerly Colton &amp; Foss, Inc. 927 13th St., N. W. Republic 3880 Washington, D. C.</td>
<td></td>
</tr>
<tr>
<td><strong>H. V. ANDERSON</strong></td>
<td>Consulting Radio Engineers, 134 Clarendon St., Phone 7-277 Lake Charles, La.</td>
<td></td>
</tr>
<tr>
<td><strong>SILLMAN &amp; BARCLAY</strong></td>
<td>SPECIALIZING IN ANTENNA PROBLEMS, 1011 New Hampshire Ave., RE. 6646 Washington, D. C.</td>
<td></td>
</tr>
<tr>
<td><strong>LYNNE C. SMEBY</strong></td>
<td>Radio Engineering Consultant, Executive 5051 1833 M Street, N. W. Executive 1320 Washington 6, D. C.</td>
<td></td>
</tr>
<tr>
<td><strong>GEORGE P. ADAIR</strong></td>
<td>Radio Engineering Consultant, Executive 5051 1833 M Street, N. W. Executive 1320 Washington 6, D. C.</td>
<td></td>
</tr>
</tbody>
</table>

**December 20, 1948 • Page 77**
December 13 Decisions

Docket Case Actions

AM-1260
Announced proposed decision looking to the grant of application of Belleville, N.J., for new station at Belleville, N.J., 2800 to 17000 w.

BY COMMISSION ON BANC

Petition Denied

KERO-J. E. Rodman (Assignee), Paul R. Bartlett (Assignee), and Kern County Bankers (Assignees), Bakersfield, Calif.—Adopted memorandum opinion and order denying petition by Kern County Bankers, Ltd., requesting that Commission determine whether or not its order of Aug. 19, denying Kern County Bankers’ petition for reconsideration and rehearing in the matter of the examination of KERO, Inc., on June 2, granting consent to assign of all licenses to J. E. Rodman, is still in effect.

Southern California Television Co., Los Angeles, Calif.—Adopted order denying petition by Southern California Television Co. No. 86100 (1) that the Commission reconsider memorandum opinion and order of Oct. 28, and grant its petition of Aug. 10, requesting that parties to proceeding in re application of Doris S. Thacker and Werner Brown Pictures Inc. involving transfer of control of KTSB KVLK KLAC-TV, be required to state separate consideration for each of stations being transferred; (2) that Commission allow filing of an opening brief on Aug. 10; and (3) that expiration date for filing competing applications be extended.

BY THE COMMISSION

CP to Reinitiate

WPTZ Philadelphia—Granted CP for reinstatement of CP as mod., which authorized new TV station, Channel 7 (60-66 Mc), ERP vis. 10.7 Kw, aur. 10.7 Kw.

December 14 Decisions

BY THE SECRETARY

Harris County Broadcast Co., Houston, Texas—Granted assignment of license for KSII and CPs for KIWH and KQHK to Shamrock Broadcast Co.

KSMS San Antonio, Calif.—Granted extension of time in which to carry out assignment of license from Polkco and Fawco to WATO Inc.

WOMC Quincy, Ill.—Granted license new standard station, and specify studio location; 1440 to 1 Kw DA

WESTEL Ohio, Ohio—Same—900 to 1 Kw DA

BY COMMISSION ON BANC

Petition Denied

HENRY DUPRE, special events director, WLII New York, signatures over the check for $12,100 to Six Flags, Inc. (r.), head of the 24 children’s wards in the South’s largest charity hospital. The money, raised by WWL, will be used to buy two-way communications equipment so the children can listen to the radio and have lesson taught by Selma Klein (l.), Orleans parish school board teacher.

WAZL Hazelton, Pa.—Granted li- cense change frequency, to 5150 to 4700 FC, ant. on AM tower and change location.

KUTT Wichita Falls, Texas—Granted license new standard station and change re stockholders.

KQHD San Antonio, Texas—Granted license new standard station and change hours, etc.

KQKH Houston, Texas—Granted license new standard station, 740 to 1 Kc DA

WHIS Bristol, Conn.—Granted license change frequency, to 1440 to 1500 Mc, DA to 1 Kw.

WSYV Claremont, N. H.—Granted license new standard station 1330 to 1300 Mc DA to 1 Kc.

WTSY Sandusky, Ohio—Granted license new standard station 1390 to 1300 Mc.

WMJP Madison, Wis.—Accepted CP for new CP, change from 2 to 3 Mc DA to 1 Kc.

KRMF Elyria, Ohio—Same —930 to 1 Kc.

KQOM Havre, Mont.—Granted license new standard station and change location; 730 to 1 Kc.

KPRC Houston, Texas—Granted license new standard station; 740 to 1 Kc.

KWMF Milwaukee—Granted license install aux. trans. at present location of 2300 to operate on 2300 Mc.

KOJN Havre, Mont.—Granted license new standard station; 730 to 1 Kc.

KWHI St. Louis, Mo.—Granted license new standard station; 740 to 1 Kc.

KWHW Madison, Wis.—Accepted CP for new CP, change from 2 to 3 Mc DA to 1 Kc.

KQCW Cincinnati—Accepted CP for new CP, change from 2 to 3 Mc DA to 1 Kc.

KVIP Montgomery—Accepted CP for new CP, change from 2 to 3 Mc DA to 1 Kc.

KRMF Grand Rapids, Ind.—Accepted CP for new CP, change from 2 to 3 Mc DA to 1 Kc.

KQCM Columbus, Ohio—Accepted CP for new CP, change from 2 to 3 Mc DA to 1 Kc.

KXLY Spokane, Wash.—Granted license new standard station and change location; 1030 to 1 Kc.

KQCM Calgary, Alberta, Canada—Same —1070 to 1 Kc.

KFCW Columbus, Ohio—Same —1070 to 1 Kc.

WHILL Rutland, Vt.—Same—900 to 1Kw.

WGAZ Utica, Ky.—Granted license change frequency, change hours, increase power.

KGCC Sidney, Mont.—Granted license new standard station; 730 to 1 Kc.

KHRC Hilo, H. —Granted license change frequency, increase power etc.

December 14 Applications

ACCEPTED FOR FILING

AM-1410

Dunkirk Broadcasting Co., Dunkirk, N. Y. —CP new AM station 1410 Kc 500 w.

AM-1420

Columbus, Ohio—CP change frequency, to change re stockholders.

AM-1430

KWE Florence, S. C.—CP change from 5 to 9 Kw to 5 to 12 Kw 100 w. DA

AM-1440

WPS Evansville, Ind.—Granted license new standard station and change re stockholders.

AM-1450

WTSY Sandusky, Ohio—Same —930 to 1 Kc.

AM-1460

KRMF Elyria, Ohio—Same —930 to 1 Kc.

AM-1470

KQOM Havre, Mont.—Granted license new standard station and change location; 730 to 1 Kc.

AM-1480

KXLY Spokane, Wash.—Granted license new standard station and change location; 1030 to 1 Kc.

CP to Reinitiate

WHJJ Greensburg, Pa.—CP to reinstat re CP increase.

License Renewal

License renewal applications filed by following stations: KRTM Jonesboro, Ark.: KPJB Marshalltown, Iowa; WCVW Cohoes, N. Y., WQPC Cincinnati; WGLN Glen Falls, N. Y.

Modification of CP

KJY Tabaco, N. Mex.—Mod. CP new AM station for extension of completion date.

KXNI Fargo, N. D.—Same.

KTRH Houston, Texas—Mod. CP new AM station to change from 1 Kw DA to 2 Kw DA.

WICA Ashtabula, Ohio—Mod. CP in- crease power etc. for extension of completion date.

VT—Mod. CP increase hours etc. for extension of completion date.

KWKM Arenbo, R. —Mod. CP for extension of completion date.

License Renewal

WHA-FM Madison, Wis.—License renewal.

Modification of CP

KDYL-AM Salt Lake City—Mod. CP new commercial TV station to decrease to 2 Kw DA to 1.7 Kw DA.

KXIN Des Moines, Iowa—Same —930 to 1 Kc.

License Filing

Assignment of License

WOOF Dothan, Ala.—Assignment of license new AM station to D. D. Dowling Jr. and Owens Fitzgerald Alexander 2/3 to A. Dowling Jr.

WHFA-FM Madison, Wis.—License renewal.

Modification of CP

KDYL-TV Salt Lake City—Mod. CP new commercial TV station to decrease to 2 Kw DA to 1.7 Kw DA.

RCAs Institute, Inc.

A Service of Radio Corporation of America

The oldest and largest research and development organization of the radio industry.

Address: 940 Eighth Avenue, New York, N. Y.

When you think of REPLACEMENTS

RE-PIPE with... AMPEREX ALL TYPES — TRANSMITTING AND RECTIFYING TUBES AMPEREX ELECTRONIC CORP. 25 Washington St., Brooklyn, N. Y.

When you think of REPLACEMENTS

RE-PIPE with... AMPEREX ALL TYPES — TRANSMITTING AND RECTIFYING TUBES AMPEREX ELECTRONIC CORP. 25 Washington St., Brooklyn, N. Y.
Hanna Harbors Misgivings On '49 Radio Program

IN SPITE of general agreement among UNESCO nations on the necessity for world-wide mass communication by radio, Michael R. Hanna, U. S. representative and advisor to UNESCO, returned from the conference with misgivings as to the general success of what he termed "an excellent 1949 program."

Mr. Hanna, general manager of the Cornell U. stations, WHCU and WCHU-PM 1050-AM 1050-AM, and director of NAB District 2, was U. S. representative at the Paris UNESCO Radio Programme Conference and advised the U. S. delegation to the general UNESCO conference at Beirut, Lebanon.

Acceptance of the American proposal that the radio commission of the UN group be essentially a program producing agency, rather than merely a "clearing house" for such material, may be implemented only in the democracies, Mr. Hanna said.

Support for the "clearing house" idea which came from several countries, including Hungary and Czechoslovakia, "Iron Curtain" countries, he interpreted as indicating a desire to obtain all possible information, but with reservations as to whether

IN SPITE of general agreement among UNESCO nations on the necessity for world-wide mass communication by radio, Michael R. Hanna, U. S. representative and advisor to UNESCO, returned from the conference with misgivings as to the general success of what he termed "an excellent 1949 program."

Mr. Hanna, general manager of the Cornell U. stations, WHCU and WCHU-PM 1050-AM 1050-AM, and director of NAB District 2, was U. S. representative at the Paris UNESCO Radio Programme Conference and advised the U. S. delegation to the general UNESCO conference at Beirut, Lebanon.

Acceptance of the American proposal that the radio commission of the UN group be essentially a program producing agency, rather than merely a "clearing house" for such material, may be implemented only in the democracies, Mr. Hanna said.

Support for the "clearing house" idea which came from several countries, including Hungary and Czechoslovakia, "Iron Curtain" countries, he interpreted as indicating a desire to obtain all possible information, but with reservations as to whether
Situations Wanted (Cont'd)

Staff announcer. Single, veteran, universi-
ty trained, desires position at leading radio station in City, New York. Experience and references available. Box 434, BROADCASTING.

Metropolitan post. Experienced, highly ca-
pa. Please apply on file. Happy in present job, but have under-
standings of other positions, available on notice that will be reasonable to both. Extremely production-conscious. Box 535, BROADCASTING.

Sportscaster-engineer, smooth talk, play-by-
play, baseball, football, basketball. Thoroughly experienced in arena sports during sports lulls; topelight voice. $125 weekly. Will go anywhere. Box 487, BROADCASTING.

Announcer—3 years experience in all phases of network, commercial, and affiliated work. Experienced programmer. Box 428, BROADCASTING.

Technical

Chief engineer—Desires permanent connections with progressive organization. I am 40 years old, size 60, weight 185, can furnish any re-
sources, character, and ability. Twenty years experience AM, FM, TV. Congenial working environment more important than salary. In the right station, I will give full details first reply. Strictly confidential. Box 551, BROADCASTING.

Engineer, first phone. veteran, three years experience, desires position at large Chicago station. Prefer TV or AM with good future. Box 48, BROADCASTING.

Technician, first phone. No broadcasting experience, but ham radio 10 years, radio service and repair, in warm climate. Lloyd Conway, 2887 West 15th St., Los Angeles, Calif.

Chief engineer. Eighteen years supervi-
sory experience, network and inde-
pendent. One to fifty kw. Installation and maintenance engineer. One and half years’ experience as company engi-
neer. Has 9 kw. equipment and three kw. broadcast first since 1928. Thor-
oughly familiar with RCA transmitting and Gates studio equipment. Ex-
perience as Audio engineer, control board, an-
ouncer. Desires permanent position in radio. Married, veteran, thirty-four years of age, two children. Box 547, Philadelphia.

Employment Service

Job-clump! There is no job-clump here,
for (more than 3 years experience), stations hire. Box 564, CHICAGO.

For Sale

Stations

For sale: New 250 watt station in general and agricultural area in heart of the heart of Puerto Rico. Address Box 594, BROADCASTING.

Equipment

For sale, new General Electric 250 watt FM transmitter, complete with tubes and crystals. Q.E. FM sta-
tion monitor. 206 ft. 1/3 inch rigid coaxial, 200 ohms. Semiauto
dehydrator. Make offer. J. R. Watkins, 1510 Wabash Avenue, Chicago, Ill.

For sale: One used 250 watt type 230 GE transistor broadcast transmitter complete with spare tubes. One used RCA 200 watt complete with spare tubes. All in very good condition.

KXAL, Wallace, Idaho.

New latest model FM transmitter 10 kw complete with frequency and modu-
lation equipment plus 4 ohm. 4,000 ft. of 3/16 coaxial line with fitting. Write Ray Boot, Chief Engineer, Broadcasting Company, 723 N. 3rd Street, Milwaukee, Wisconsin.

For sale—200 dollars less than current net. Latest model RCA 68-B audio production unit with RCA 69-D control panel. Used. Call or write. Box 595, BROADCASTING.

Situations Wanted (Cont'd)

Engineer-announcer experienced all phases of radio. Seeks position as progressive station. Southeast pre-

Fourteen months Merchant Marine experience. Dependable, honest, efficient, good judgment. Box 591, BROADCASTING.

Program director—A penny post card attracts. Box 497, BROADCASTING.

Farm director available immediately. Two years experience with news, live-
talent. DJ at 100 watt. Excellent references. Mike Shaltz. Box 114. E. Barker, Tuscola, Illinois. Call 117-F.

Production, programmg knowhow. Young engineer desires continuity head of affiliate. Network script sales. For-

Turn over to us and we will fill the bill. Box 567, BROADCASTING.

Continuity writer, employed, seeks position in Washington, D.C. Has traffic, music and announcing background. Box 564, BROADCASTING.

Wanted

Commercial manager who loves to sell. If married, has a brand new apartment ready to move into. Station on the air 8 years. Position open now or the first of January, 1948. Our employe-

ees, because of our commercial manager leaving to become general manager of another station, are now paying over $8,000 per year. Please write.

Box 588, BROADCASTING.

For Sale

New crystal controlled signal generator. Hickok 1 X ranges 125 Hz to 240 kilocycles. Also ready to-put-in unit. We are young, energetic people. For sale—Used WE D-7908 AM cou-
ping unit with all meters. Serviceable condition. $1100 value. Give re-
corder. Best offer. KBN, Omaha, Nebr. Box 563, CHICAGO.

Recording equipment. Presto k-8. Ex-

KXLV, ST. LOUIS, MO.

SITUATION WANTED

Managerial

GENERAL MANAGER available for estab-
lished station. More than 16 years experience as station manager, sales manager and all operations experi-
ence. Available after January 1st. Refer-
ence for Washington, D. C., southeast
ash. Write Box 34, BROADCASTING.

SITUATION WANTED

Managerial

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly

ANNOUNCER WITH BUSINESS experience, in appearance and a ball of fire

situation: Looking for a station manager and over-

WANTED

RADIO TIME SALESMAN

We need a top salesman in good standing in your area. He must have

Salesmen

Have you ever sold anything for

• NEW YORK • HOLLYWOOD • CHICAGO

America's Oldest School Devoted exclusively to Radio Broadcasting Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free booklet B. Approved for G.I. Training

NEW YORK 20 N.Y.; RADIO CITY, N.K. Bldg., NEW YORK 20, N.Y.

CHICAGO 4, 111. 225 5th, Webske Avenue, NEW YORK 38, CALIF. 4726 Melrose Avenue

School

RADIO BROADCAST STATIONS

BUYERS SELLERS

Prompt Confidential Service

RADIO BROADCAST STATIONS

NATIONAL RADIO STATION BROKERS

5031 Suntan Blvd., Normandy 7848

RADIO BROADCAST STATIONS

Los Angeles 27, California

Questions: Are you interested in new num-

... and seasoned sales staff will develop accounts for your station on co-sponsored fea-

... Mutual Radio Features

121 N. Allen Street

... and seasoned sales staff will develop accounts for your station on co-sponsored feature programs. Inquiries solicited immediately.

... Mutual Radio Features

121 N. Allen Street

... and seasoned sales staff will develop accounts for your station on co-sponsored feature programs. Inquiries solicited immediately.
On All Accounts
(Continued from page 10)
for the following programs: The Lone Ranger, Betty Crocker
and Light of the World, ABC; Beulah
Shine, Jack Smistik, CBS; Max
Pembine on NBC and CBS, and
Brighter Day on NBC.
Show Productions television
lists the following: Mary Kay and
Johnny on NBC-TV and Small Fry
on WABD, DuMont New York
video outlet. In addition, both Betty
Crocker and Lone Ranger will be in
violation next spring.
The Samishes—the is the former
Tina Witte—were married on
March 15, 1947. They live on their
own farm, Hickory Hallow, in
Beford Village, N. Y.
Mr. Samish's favorite hobby is
the breeding of boxer dogs on his
farm. He also hunts and loves to
fish for trout, salmon, and—as he
puts it—talent.

WKZO PLANT
Dedication Announced

FORMAL DEDICATION of its new "block-long radio city" is
planned for the week of Jan. 1 by
WKZO Kalamazoo, Mich., and
its sister station WJEF Grand
Rapids, Mich.

Housed on the second floor of
the Burdick Hotel, the "radio city"
has been in construction over a
year and will cost approximately
$150,000. The station is owned by
Feteri Broadcasting Co.
The plant consists of four new
"floating" studios, all cushioned
on air and acoustically engineered.
There is one ultra-modern polycylindrical studio, one of
the Midwest's largest theatre studios and two
working studios.

New engineering facilities
include a master control console desk
with separate and complete
control rooms for each studio. Com-
plete space and plans have been in-
cluded for the addition of TV
facilities, when such plans go into
use in that area.

HOOPER TOP 20 STATIONS
September, 1948

<table>
<thead>
<tr>
<th>MORNING</th>
<th>AFTERNOON</th>
<th>EVENING</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Station</strong></td>
<td><strong>Share of Audience</strong></td>
<td><strong>Station</strong></td>
</tr>
<tr>
<td>WCCO Minneapolis-St. Paul</td>
<td>47.7</td>
<td>WKY Oklahoma City</td>
</tr>
<tr>
<td>WTW Richmond</td>
<td>40.1</td>
<td>WKPX Houston</td>
</tr>
<tr>
<td>KFLY Los Angeles</td>
<td>39.2</td>
<td>WDRB Louisville</td>
</tr>
<tr>
<td>WPLJ New York</td>
<td>41.7</td>
<td>WHEC Rochester</td>
</tr>
<tr>
<td>WJZ Baltimore</td>
<td>41.2</td>
<td>WSBF Syracuse</td>
</tr>
<tr>
<td>WOR New York</td>
<td>41.1</td>
<td>WJDL Des Moines</td>
</tr>
<tr>
<td>KQV Omaha</td>
<td>39.5</td>
<td>WSBF Toledo</td>
</tr>
<tr>
<td>KJAF St. Louis</td>
<td>38.9</td>
<td>WSMF Cleveland</td>
</tr>
<tr>
<td>WSMF Cleveland</td>
<td>38.3</td>
<td>WJFP Toledo</td>
</tr>
<tr>
<td>WJEF Milwaukee</td>
<td>36.0</td>
<td>WMAR Baltimore</td>
</tr>
<tr>
<td>WJZ Baltimore</td>
<td>34.0</td>
<td>WLMI Miami</td>
</tr>
<tr>
<td>WDCO Providence</td>
<td>32.6</td>
<td>WIND Miami</td>
</tr>
<tr>
<td>WFBM Indianapolis</td>
<td>32.5</td>
<td>WMBV Pittsburgh</td>
</tr>
<tr>
<td>KGO San Francisco</td>
<td>31.8</td>
<td>WWJ New York</td>
</tr>
<tr>
<td>WKY Oklahoma City</td>
<td>31.7</td>
<td>WJSH Philadelphia</td>
</tr>
<tr>
<td>WJCG St. Louis</td>
<td>31.7</td>
<td>WYTV Dallas</td>
</tr>
<tr>
<td>WJCT Detroit</td>
<td>31.5</td>
<td>WACU Richmond</td>
</tr>
<tr>
<td>WAVE Cleveland</td>
<td>31.3</td>
<td>WAGE Syracuse</td>
</tr>
<tr>
<td>WAVE Cincinnati</td>
<td>31.3</td>
<td>WPGN Building</td>
</tr>
</tbody>
</table>

This tabulation includes subscribing stations in those cities where City Hooper ratings
were measured during the month. Those stations
are considered in relation to the number of stations
operating in the city.

ERIE GRANT

THE POSSIBILITY of a court test of FCC's general preference for
non-newspaper applicants was seen
last week as the Commission issued
its final decision in the Erie, Pa., 1400 kc
case.

The decision, effectuating FCC's
final approval in the case [Broad-
ing competition, July 26], granted Erie
Broadcasting Co.'s application for
1400 kc with 250 w and denied
those of Times Publishing Co. and
Community Broadcasting Co., also
seeking 1400 kc.

In another decision handed down
Monday the Commission made
final its proposed decision to grant
the station to Erie County
Broadcasting Co., for a new 250 w
station on 1400 kc at Panama City,
Fla., and to deny St. Andrew Bay
Broadcasting Co.'s request for the
same assignment [Broadcasting,
Oct. 11].

FCC eliminated the Times
Publishing Co. application from
consideration in the Erie case on

Eastern Network Station
A very attractive single station market sit-
uation that is showing good earnings and has
an excellent potential.

Located in a desirable smaller city. This
fulltime network property is very fairly
priced at $50,000.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.

<table>
<thead>
<tr>
<th>WASHINGTON, D. C.</th>
<th>DALLAS</th>
<th>SAN FRANCISCO</th>
</tr>
</thead>
<tbody>
<tr>
<td>James W. Blackburn</td>
<td>Philip D. Jackson</td>
<td>Ray V. Hamilton</td>
</tr>
<tr>
<td>Sterling 4341-2</td>
<td>Central 1777</td>
<td>Ekbroid 5-5972</td>
</tr>
</tbody>
</table>

Feature of the Week
(Continued from page 10)
values of a strong United Nations.
The new series was prepared by the
station in cooperation with the radio
department of the UN. The
Court of the Records and distributing
them to radio stations
throughout the U.S. will be
bore by WNEW.

The records songs will get an even
wider distribution than was gained by
the tolerance jingles, which have been
played on more than 1,200
U.S. stations on tape. Through the
offices of the UN, the BBC may even
wind up broadcasting the jingles—which
antecedents plainly enough are
the commercials which British radio cannot
abide.

Radiodiffusion Francaise is re-
cording the jingles in French, with
Edith Piaf, a Parizian chanteuse
now in New York, singing the
lyrics, and will play them over its
facilities.

Australian and New Zealand
radio systems have already spoken
for the time WNEW and the UN
radio department get their distribution campaign in full
swing, the jingles will be broadcast
in dozens of different lands and languages. It is believed.

The UN jingles were written by
Hy Zaret and Lou Singer, the
team that turned out the successful
tolerance tunes. Sung by The Jesters, a
male trio, the jingles were
recorded by the WNEW studio or-
chestra with a few musicians added.

Titles include "I Want to Live in
a Friendly World," "We're Building
a Happier World," the "UN
Charter Song," the "Round the
World Polka," and "The Alphabet
Song."

Sample lyrics:
If you run short of a cup of
milk and somebody's in,
I want to know that she won't say 'no'
and if she spits out the milk.
Or the church I worship in...
How can I have a cup in each case?
Or my great grandfather's name.

Ted Cott, WNEW vice president and
program director, who superv-
ised production of the jingles, an-
ounced that radio stations desire-
ing to use the new jingles could re-
quest them either from WNEW or
from Dorothy Lewis, of the UN
radio department at Lake Success,
N. Y.

Argosy Music, New York, N. Y.

based on operation as an inde-
pendent.

Ownership of the grantee com-
panies:

Erie Broadcasting—Thomas Phillips
Jr., chief engineer of WRPT Kingsport,
Tenn., owns 30%; William M. Schuster,
wholesale radio dealer, and his wife,
owns 20%; Schuster's business
coworker, and his brother, Cecil, an
attorney, own 20%; and 10% will be
sold to general manager, Mr. Phillips
chief engineer.

Bay County Broadcasting—Edward
Holmes, engineer with WTPS (FM) in
Orlando, and his wife, owns 35%;
and Robert L. Dukate, WTPS an-
chor, owns 10%. The introduction of a
new partner was made to increase the
number of shareholders and make the
station, equal partners. Mr. Dukate
will be chief engineer and assistant
manager.
...For Art's Sake

IF YOU hear Jesse James—the wrestler, not the historical figure—boasting one of these nights at Turner's Arena, "I've got so much more than Gorgeous George, why should I fight him?" don't be surprised, for it's literally true. The lanky D. C. grappler has been snapped up by WOIC (TV), imminent Bamberger station, as a fulltime artist and staff designer—that's he, that's WOIC-TV. Washington had the same idea the past year during which he served them on a part-time basis while touring the wrestling circuit. Jesse—Soterios Anton Pappas, in part—wanted to give up the game but WOIC has wisely insisted he continue to appear at the Arena—for a while at least. He will handle station's TV art work.

Respects

(Continued from page 46)

course in the fall of 1924 the young husband moved with his wife to New York. There he played the Publix theatre circuit from coast to coast and in scenes from light and grand opera. Through an ill health contracted while touring in the South, he temporarily lost his singing voice.

Following a much needed rest, Mr. Bernard went to work on neighboring WAU (now WHHC) Columbus, Ohio. That was in early 1925. Besides managing the station, he devised program ideas, wrote them, sold them and announced them. He also conducted the staff orchestra and sang as the station's featured vocalist. And during that time he wrote glowing publicity copy about a fellow named Vincent O'Brien. That's the name he used on the air as orchestra conductor-singer.

His WAU programming attracted attention. He devised such effective combinations of dramatic production with special musical scoring and sound that John Elwood, then head of NBC New York programs and now general manager of KNBC San Francisco, invited him to join the network staff in New York as producer-director.

In the fall of 1926 he found himself at NBC's 71 Fifth Avenue studios. His credits on well known programs are numerous. Included were Lucky Strike program with B. A. Calvin's 75-man orchestra and the Atwater Kent Hour.

Don Bernard incidentally is credited with handling the first grand opera broadcasts in the United States. They were from famous groups at the Metropolitan. He commuted between the two cities each week to direct those broadcasts.

When NBC made him Central Division program manager in the winter of 1927, Chicago again became his home. He helped the network in planning its Merchandise Mart studios, making his headquarters for the next five years, he produced such well known network shows as Empire Builders for Great Northern Railroad; The Armorial Hour, scored by Armour Packing Co.; The Chicago Symphony broadcasts for Standard Oil Co.; and Studebaker Champions for Studebaker Automobile Corp. He also devised and produced for five consecutive years the annual Good Friday epic The Seven Last Words of Christ.

Takes Agency Post

Hays MacFarland Adv. (now MacFarland, Averyard Co.) offered him the post of radio director. Don Bernard left NBC, taking over in September 1932. In his new capacity he was responsible for such shows as NBC's Lives at Stake for General Tires and CBS Pennzoil Parade, with Hal Kemp, sponsored by Pennsylvania Oil; and

Don Lee Broadcasting System, then western outlet of CBS, invited him to join the regional network as West Coast program director for the fall of 1932. He packed bag and baggage and moved to Hollywood. With the networks dissolving affiliation some two years later, Mr. Bernard joined CBS as Hollywood staff director.

Meanwhile, in 1934, a producer's berth became available in Stratemeyer's New York radio department. He took it. Continuing with the agency for two years, he produced CBS's Camel Show with Benny Goodman; NBC's Luncheon at The Waldorf with Ilika Chase for Camel cigarettes; CBS's Meet Mr. Meek sponsored by Lever Bros.; and a variety of daytime series for other agency clients.

Then Don Bernard resigned to freelance. He took on various production assignments for the next few years. Included was an appearance as Guest of Honor at the Hollywood Athletic Club, Inc. in the annual gala. One of the highlights of his relaxations. Breeding of Irish setters which started out as a hobby has now become a profitable business venture for the Bernards.

Great outdoors are his principal hobby. His wife and young David often join him on hunting and fishing trips. They go in for horseback riding too. Making 16mm sound motion pictures is one of his relaxations. Breeding of Irish setters which started out as a hobby has now become a profitable business venture for the Bernards.

Six foot one, with brown hair and brown eyes, and weighing a good 195 lbs., Don Bernard carries with him the energy of a bounding rubber ball.

He likes to enthuse over the grand gang he has to work with—stars, writers, supporting players and script girls. A pat on the back goes to the engineer and sound effects too.

He maintains membership in the Masquers Club of Hollywood and Radio and Television Directors Guild. He was the latter's first West Coast president.

GENERAL FOODS

Say TV Cost High

RISING television production costs was the reason for General Foods and The Theatre Guild of the Air's decision to quit negotiations for a video presentation Sunday on NBC-TV, an agency executive has revealed to BROADCASTING.

Until a joint statement was released by the guild and General Foods last Wednesday, it was expected that the show would go on the television network sometime after Jan. 1.

Meanwhile General Foods will continue to hold their p.m. Sunday night NBC-TV time. For the time being the present show Author Meets the Critics and Meet the Press will continue to be featured during that period.

Benton & Bowles, New York, and Young & Rubicam, New York, handle the General Foods television programming.

Why Not for YOU!

Nation Wide ... Seattle, Washington ... Lubbock, Texas ... Hopeville, Ky. ... Olean, New York ... and more than 150 other markets. Temperatures are captivating radio audiences. Adding much to radio station profits. These clever 14 second jingles covering each degree of temperature from minus 40 to plus 160. Proved that "Come On" spark in otherwise dry weather reports.

Stations are enthusiastic. Sponsored by the new consistently. Temperatures are TESTED, SUCCESSFUL, and are making many new friends. They will make money for you.
Third annual $1,000 scholarship awards will be made by WFEN Philadelphia on Jan. 17, 1949, to the best essays submitted by a boy and girl high school students in the local area on the subject: "What Would Be Benjamin Franklin's Recommendation for Control of the Atom Bomb?" Each $500 scholarship will send the winners to the Charlie Morris Price School of Advertising, operated by the Poor Richard Club, Philadelphia. Teachers of winners will receive U.S. savings bonds and runners-up memberships in the Franklin Institute.

Housewife's Helpers

ANNOUNCERS Bill Murphy and Bob Marshall, of WGBS Miami, Party-Line program, had to prove their worth as "housekeepers" as result of a contest conducted on that show. Mrs. Josephine Merrett of Coral Gables, Fla., correctly identified the program's theme song, and received, as her prize, a basket of groceries from the two announcers. The groceries were relegated to the pantry and the announcers attached to mops, brooms, pots, pans and the family washing for the day.

PERSONNEL

MARC BOWMAN, promotion manager of KOIN Portland, Ore., has been appointed director of new regional civilian Red Cross blood center in the city.

FRANK JAFFE, promotion manager of WGBS Miami, has been elected vice president of the Statistical Exchange of Florida for 1949. He formerly served as program chairman of organization, a clearing house for blood center personnel on south coast.

CARROLL NYE of CBS Hollywood publicity staff, and Dorothy Stewart, script girl on ABC Groovee Marx Show, were married Dec. 4.

Simplified FCC Form

SIMPLIFIED application forms have been proposed by FCC for experimental, experimental facsimile, development or international stations. Proposed Form 309 is application for construction permit or modification of permit while Form 310 is for license and Form 311 renewal of license. The Commission's proposal would cut the number of required forms from five to three and reduce total paper work from 31 pages to 10 pages. Certain pertinent rules changes are involved. Comments must be filed with FCC on or before Jan. 14.

TEXAS Quality Network, WFAA Dallas, WOAI San Antonio and KPRC Houston, received National Safety Council's award "for the best regional network program for the 'year round' division of the fourth annual farm safety radio contest."
FCC Actions
(Continued from page 79)

December 16 Decisions

DOCKET CASE ACTION
Paramount—DuMont

Announces proposed decision to sever all TV stations of Black Diamond Lab Inc. for new television stations in Cleveland and Columbus, in the interconnection of Paramount Television Productions Inc., United Paramount Theatres Inc. and New England Theatres Inc. for new television stations in San Francisco, Detroit and Boston, respectively, in accordance with FCC decree in proceeding in 3650 et al., and to deny these applications.

Since Paramount Pictures Inc. exercises complete control over工程施工 works for the establishment of five television stations, etc. (see page 21).

BY COMMISSION EN BANC
FM Authorizations

FM actions of FCC included: Setting aside of one CO for failure of prosecution; granting of one Class A and two Class B FM CPs; granting CP in lieu of previous cond. to seven outlets; granting restoration of five FCC stations which expired (See story page 51).

AM—1410 kc Dunkirk Bont, Corp. Dunkirk, N. Y. Grant CP AM station 1410 kc to Dunkirk Bont, Corp.

Modification of License
KMEX McKinney, Tex. Granted CP increase in power from 500 to 1 kw, operating on 1600 kc. Engineering cond. Modified of CP

AM—950 kw

WSTS Southern Pines, N.C. Granted CP increase in power from 500 to 1 kw and install new engineer cond.

Modification of CP
WSVS Crewe, Va. Granted mod. CP to increase frequency from 650 kc to 800 kc.

Transfer of Control
WPAT White Plains, N. Y. Granted transfer of control of licensee to Jack H. Flanner by sale of licensee's interest to James C. M. Peters, 800 W. 7th St., New York.

Assignment of License
KWVS-KPAC Fort Lauderdale, Fla. Assigned license of KWVS to KPAC for three years.

License Renewal
WMCK Keokuk, Iowa Assigned renewal of license to WMCK pending approval in proceeding No. 10.

Northwest Sets Record

TELEVISION set production for the first two weeks of November reached a record 60,000 units and was expected to hit 120,000, when all of November's sets are shipped. The figures were based on reports received only from RCA members.

November Sets Record

TELEVISION set production for the first two weeks of November reached a record 60,000 units and was expected to hit 120,000, when all of November's sets are shipped. The figures were based on reports received only from RCA members.

FCC BOX SCORE
Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO DECEMBER 16

CLASS

On Air

Licensed

CPS

Cond

GPs

Pending

Hearing

AM STATIONS

1,080

1,745

313

50

10

FM STATIONS

604

7

116

12

12

183

102

* 15 on air.

TELEVISION APPLICATION

Greensboro, N.C.—N.—City Adversaries

WPAT 25.6 kw visual, 14.3 kw audio, 360 kw ERP 198.6 kw power, estimated cost $110,000, first year operating cost $35,000, revenue $75,000, 5000-CPS, which has application pending for Channel 11 (186-196 me) at Charlotte, N. C., to licensee WAYS-FM Charlotte, Columbia, S.C., and WOCG Greensboro, N.C. Harold H. Thoms, 55% owner of Inter—City, is licensee Whit Durham and principal owner of WISE-FM Asheville, N. C., and with Mrs. Thoms is chief owner WEAM Arlington, Va., Filed Dec. 16.

AM APPLICATIONS

Cleveland, Miss.—Blair Imes, 1400 kc, Board, unlicensed, (Own), WNAG Grenada, Miss., changing facilities. Estimated cost $15,000. Mr. Imes is owner WCB1 Columbus, WeLO Tupelo, WMOX and WMOX-FM Reidsville, N. C., Filed Dec. 10.

San Antonio, Tex.—Henry Lee Taylor, 1400 kc, 150, unlicensed. Estimated cost $15,000. Firm proposes limited commercial operation with St. Mary's University students presenting certain programs. Principals: Mark Perkins, general manager and purchaser KPAB Laredo, Tex., president-general manager and 45% owner; John Gordon Lloyd, KPAB commercial manager, station manager (65 %, St. Mary's, 15 %, Joseph T. Kenny, consultant; 10 % president; 10 % Ralph G. Landley, attorney; secretary-treasurer (10 %, Al M. Heck, attorney, 35 %, Filed Dec. 13.

ALL-RADIO DRIVE

More Subscribers To Be Sought

INTENSIVE drive to bring in additional subscribers will be started soon by the new All-Radio Presentation committee, formed Dec. 10 to direct Christmas project (Broadcasting, Dec. 13).

With 383 stations already having tried to bring the rest of the nation's advertisers to line three. Three networks have subscribed $50,000, and the National Radio Station Representatives has indicated it will subscribe $7,000. Following the NAB summer-autumn district meetings it was disclosed that over $600,000 had been pledged by stations.

The new executive committee, authorized to act for the top committee, will meet Dec. 19 in the BMI building, New York, with Lewis H. Avery, of Avery-Knolde Inc., to report on problems of showing and circulating the finished movie, basic promotion effort of the presentation. MR. Avery is chairman of the committee on distribution.

Chairman Gray, WIP Philadelphia, chairman of the top committee, has called a Jan. 15 meeting of the full committee to consider the shooting script. When this script has been approved, bids will be asked for shooting the film with hope of completing the project in time for the NAB convention in April.

Working on the script under direction of Victor M. Ratner, CBS, is Allen Sloan, documentary script writer. Mr. Ratner prepared the basic coverage material for the summer while on leave from CBS. The three network subscribers—NBC, CBS and ABC—have agreed to work for the film, giving control of the entire project. The film had already started a radio promotion project at the time NAB decided during the 1947 convention that it should participate on an industry-wide basis.

Members of the executive com-

Pledge Policy

STATION subscribers to the All-Radio Presentation may pay their pledges now, should they desire, according to the committee in charge. The committee said many stations wanted to make their payments during the 1948 calendar year for fiscal purposes. The committee is arranging to submit bills for payment of pledges but fears delay in printing may prevent sending of statements before Jan. 1.

‘VOICE’ RELAY

French Agreement Held Up

THE U. S. and French governments have temporarily shelved an announcement of a mutual agreement giving the State Dept.'s International Broadcasting Divi-

sion another relay of "Voice" somewhere in Africa. The announcement is pending further French consideration, it was learned last week.

Construction on the relay base is believed to be proceeding according to schedule, however.

Originally, it was understood, the French had rejected the U. S. version of the release papers, asking further analysis of the literal interpretation with which they disagreed.

In consideration of the political aspect involved, it was felt that the French government may have insisted on that inclusion as a “face-saving” device. The diplomacy of the situation was also emphasized in relation to present frequency fight among nations at the International High Frequency Conference in Mexico City.

December 20, 1948  •  Page 85

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE SIMULTANEOUS SERVICE REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

AFFILIATE
FCC TO PROBE PROGRAMS OF WPAB PONCE, P. R.

PROGRAM SERVICE investigation of WPAB Ponce, P. R., to commence Jan. 10 in Ponce with FCC Hearing Examiner J. Fred Johnson Jr. presiding, Commission reported Friday. Announcement came concurrently with granting of WPAB petition for clarification of issues in proceeding ordered year ago on station's license renewal application [BROADCASTING, Dec. 22, 1947; Jan. 12, 1948].

Commission to investigate whether promises of program service made in application to FCC have been carried out; nature of program service since Nov. 1944, with respect to proportion of commercial time, number of spot announcements and amount of time devoted to discussion of public issues; amount of investment in serial revenues obtained and amounts spent on programs; policy planned for future service; what contracts have existed regarding network or rebroadcast programming, station management and block time sales and if block time pacts have been duly reported.

FCC OPERATOR RULE

FCC Friday adopted new rule to (1) reflect Communications Act's requirement that radio operator licenses be issued only to U. S. citizens found qualified, and to (2) prevent operators whose licenses have been suspended or who are involved in suspension proceedings from escaping penalty, by declaring them temporarily ineligible to apply for commercial radio operator licenses of any class. Effective date: Jan. 31.

PARAMOUNT'S POSITION

FCC's PROPOSED decision finding Paramount Pictures controls Allen B. DuMont Labs. (early story page 21) is "only a preliminary step in the determination of the question of the Paramount-Dumont relationship as far as the station ownership is concerned," Paul Raiborn, Paramount vice president in charge of television, said Friday. He indicated film company will continue to try to convince FCC it does not have control.

WMCA-FM TO START

WMCA New York's FM affiliate starts Christmas Day at 2:30 p.m., Leon Goldstein, vice president in charge of operations, announced. WMCA-FM will be on Channel 222 (92.3 mc). Its schedule will include duplication of WMCA programs, 3-9 p.m. FM transmitter is atop Channing Bldg., Lexington Ave. and 42d St., New York.

JOHNSON DROPS WARING

S. J. JOHNSON & SON (wax), Racine, Wis., Dec. 28 drops Tuesday and Thursday sponsorship of "Packers Special" show (NBC, five-a-week, 10-12:30 a.m.). Programs to be sustaining.

ABC ACQUIRES RIGHTS

ABC has acquired exclusive television license to Dunning animated projector, designed to achieve low cost method of producing 16mm television films and commercials.

IRNA PHILLIPS signed by NBC Chicago to write three-weekly TV serial to start Jan. 8 when WNBQ Chicago formally opens fulltime schedule. Serial titled These Are My Children.

FCC ISSUES ALLOCATIONS FOR 25 MC UPWARD

REVISED VERSION of Part 2 of FCC's Rules, which will include recent years' first table of allocations above 25 mc, was issued by FCC Friday, substantially as proposed last June [BROADCASTING, June 14]. Order effectuates earlier proposal to permit FM intercity relay on interim basis in 940-952 mc band used primarily for FM-studio-transmitter links [BROADCASTING, May 10].

Otherwise, officials said, new version represents codification rather than changes in substance. It deals with allocations and allocations rules, international treaty matters, and general rules. Allocations table not ready for distribution but will be published in Federal Register Tuesday (Dec. 21). Allocations below 25 mc to be incorporated in Part 2 in future.

HEARING DATE DEFERRED

DATE for filing proposed findings in FCC hearing on validity of AT&T policy against interconnection of network television facilities [BROADCASTING, Dec. 7] postponed Friday to Jan. 31. Postponement ordered by FCC Comm. E. M. Webster in hearing on motion of AT&T, over protest of TBA Attorney Thad Brown Jr. that short delay might be satisfactory but Jan. 31 too long. Proposed findings normally must be filed 20 days after Commission receives certified copy of hearing record, which is due shortly in this case.

MORRISON OPPOSES TAX

REP. JAMES H. MORRISON (D-La.) indicated Friday he felt 51st Congress will act to repeal federal tax on communications, and proposes to introduce bill to repeal 25% tax on telephone and telegraph tolls, large portion of which is passed on to radio industry through higher rates. Mr. Morrison appealed to affected industry for support of measure.

LA BLONDE NAMED FCB & VP

ROBERT LA BLONDE, news bureau director at Footo, Cone & Belding International, New York, named vice president in charge of public relations. Mr. La Blonde has just returned from three-month trip during which he conferred with FCB's overseas representatives and affiliates.

SWIFT WORK

NBC-TV's "The Swift Show," 8-30-9 p.m. Thursdays, encountered near-tragedy Dec. 16, but Lanny Ross, programs' star, was equal to task. Full-scale ice show, with studio transformed into rink, was planned, but ice compressor cooked out. When curtain went up Mr. Ross and Producer Lee Cooley, of McCann-Erickson, New York, were seated dejectedly beside iceless rink. With touch of humor, Mr. Ross explained predicament, announced show would go on at 10 p.m. Then TV cameras were turned on workers repairing ice compressor. Teletransmission of Toscanini's NBC Symphony was substituted for remainder of Swift show period. Swift program went on at 10.

Baltimore Court to Hear 'GAG' Charges Jan. 27

FIVE Baltimore stations and one commentator will be tried Jan. 27 on charges of contempt of court based on alleged violation of "Baltimore Gag" rule. WBAL, WCAO, WBFF, WBR and WSID cited last summer by court for newscasts "a maleable device of man of murder charge. He since has been convicted.

Under antiques Baltimore contempt rule, court forbids publication of certain facts about accused persons. Court last summer applied rule to broadcasters. WSID, located in nearby Essex, claims court lacks jurisdiction over it. James Connolly, with news editor, cited along with stations. Judge John B. Gray Jr., Prince George's Circuit judge, is called in to try case. Baltimore judges have disqualified themselves. WBAL will argue "outside" judge should not try case.

RTD'S STRIKE MOBILIZATION

RADIO and Television Directors Guild's New York membership has called strike mobilization meeting for today (Dec. 20) to prepare for action in impasse with WJZ-TV. Crucial dispute is whether directors, as well as assistant directors, should be covered by contract.

MRS. EDWIN SHORT CRITICAL

MRS. EDWIN SHORT, wife of WJJD Chicago public relations director, gave "50-50 chance to live" Friday following car-truck collision. Injury diagnosed as possible skull fracture. Mr. Short recovering from three fractured ribs and broken wrist.

Closed Circuit

(Continued from page 4)

sessions, under way since mid-October. Two countries had left in anger [BROADCASTING, Dec. 18] but conciliator persuaded them to return.

EFFECTIVE JAN. 3 Chevrolet tele-theatre programs on NBC-TV will be sponsored by Chevrolet central office, Detroit, instead of local Chevrolet Dealers Assn., which underwrote program for first 14 weeks. Campbell-Ewald Co., New York, is agency for both local dealers and central office.

STORY soon should be out about one radio manufacturer using TV to promote sound receivers with phenomenal results. Manufacturer's experience is that AM sets sell in greater volume than combination AM and FM, blaming largely failure of FM stations to exploit their opportunities.

CHANCES look good for Radio Mfrs. Assn. to break down monthly TV set production figures to show number of receivers with regular FM tuning. Move long sought by FM Assn., which believes third to fourth of all TV sets have 88-108 mc FM band.

LOW-DOWN on ultra-high and very-high TV allocations may be given RMA delegation slated to visit FCC Chairman Coy today. Set makers, harrassed by FCC's fear that some of the present set will soon be obsolete, hope to get encouraging word on length of freeze and future pattern of TV allocation.

WOMEN'S activities getting more attention at NAB. Board-approved plan now in works to have Pat Griffith, women's director, report directly to management instead of through public relations department, which proposed new procedure.

Page 86 * December 20, 1948
The KMBC-KFRM Team provides coverage!

Broken line shows Kansas City's primary trade territory as determined by Dr. W. D. Bryant, Kansas City researchist.

Black lines show the proved 0.5 millivolt contour of KMBC and KFRM.

Red shows concentrated KFRM listener area as determined by summer mail count on this station only. Mail received from 253 counties in 11 states.

The KMBC-KFRM Team is the only single Kansas City broadcaster to provide complete, economical coverage of the great Kansas City trade area.

With programming from Kansas City, the Team has a potential audience within the proved 0.5 mv/m contour, as illustrated, of 3,659,828 people...all important consumers in this rich Heart of America market.

The KMBC-KFRM Team provides, too, for the first time, valuable service to the listeners in this territory. Market broadcasts come direct from the Kansas City Stockyards, grain, poultry and produce quotations are right up to the minute, and practical programs on agricultural problems are daily features direct from the KMBC-KFRM Service Farm.

The KMBC-KFRM Team Serves 3,659,828* People

7th Oldest CBS Affiliate
KMBC OF KANSAS CITY
5000 on 980

Represented Nationally by
FREE & PETERS, INC.

For Kansas Farm Coverage
5000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
Season's Greetings

To NBC and to the scores of advertising agencies and program sponsors who made 1948 a record year, WKY expresses its thanks and the hope for rising sales curved in the years ahead.

Owned and Operated by The Oklahoma Publishing Company:
The Oklahoman and Times — The Farmer-Stockman — KVOR,
Colorado Springs and KLZ, Denver (Affiliated Management)

WKY
OKLAHOMA CITY

AM Since 1922
FM Since June 1947
TV Under Construction

Represented by the Katz Agency