MORE IOWA RADIOS MEAN MORE IOWA LISTENERS!

98% of Iowa homes have radios, 41.8% have two or more sets, and 11.8% have three or more, according to the 1948 Iowa Radio Audience Survey.*

This extra-set ownership means more listening throughout the day. In the morning, for instance, it means 6.9% more women and 5.9% more men listeners.

The Survey's authoritative figures about multiple-set homes in Iowa constitute one of the several new and extremely important findings of the 1948 Edition. In addition to this "new information not previously gathered" the Survey gives up-to-date facts on almost every possible phase of Iowa listenership.

Write for your copy today, or ask Free & Peters.

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

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

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

WHO
+ for IOWA PLUS +

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
Like Jack’s beanstalk . . .

Television towers can grow sky-high overnight, but it takes more than just a tower to make a television station foremost in its community. WWJ-TV, now in its third year of operation, is a firmly established leader in the Detroit market. It has taken full advantage of its two-year “headstart” to stake its claim on the lion’s share of desirable local television features. And, through its NBC Television Network facilities, WWJ-TV has stretched its “seeing power” beyond the horizons to bring Detroiters an even greater diversity of entertainment features. Unquestionably, WWJ-TV is the one best television “buy” TODAY, in the multi-billion dollar Detroit market.
One drummer doesn't make a parade!

You can sell New England effectively with radio only by having enough stations to cover the market adequately, so that your local dealers will feel the impact.

Beating the drum in one market, however effective there, will not draw a crowd all along the route in this prosperous six-state market with its many city zone and suburban shopping centers.

For complete coverage, Yankee offers 24 home-town stations. Each station has local acceptance with merchants and with consumers. Together they form New England's largest regional network — delivering a vast ready-made audience.

You can really draw a crowd with Yankee — every local station pulling in its area, earning the co-operation of your dealers for maximum results everywhere.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
Closed Circuit

WITH decision on long-pending clear-channel case in offing, both pro and anti clear-channel groups are becoming active again. Clear Channel Group, at call of Chairman Edwin W. Craig, met in Nashville Dec. 16. Ed Crane, head of Pacific Northwest Broadcasters and spearhead of anti-clear-channel group, has dispatched call for meeting in midwest sometime in January (see story, page 21).

FCC WILL muster its full strength for first time since summer with unheralded return last week of Conr. George E. Sterling, alternate chairman of High-Frequency Broadcasting Conference which has held away in Mexico City since Oct. 22. Conr. Sterling plans to remain in Washington until Jan. 6 or 7 before returning to conference for windup expected by Feb. 1.

INSIDERS won't be surprised if 20th Century Fox and ABC resume huddles, though nobody wants to talk because of effect past publicity had on market value of stock.

WILLIAM ESTY Agency, New York, will produce dramatic show, Colgate Theatre, for Colgate-Palmolive-Peet, Mondays 9:30 p.m. on NBC-TV beginning Jan. 3. Sponsor bought time several weeks ago. Although Easy producing show, commercials for Lustre Creme being filmed by Lennen and Mitchell and commercials for Vel to be handled by Esty.

IF ON-again-off-again deal of Billy Banks (owner of WHAT Philadelphia) for acquisition of WINSX Washington doesn't jell quickly American Federation of Labor is prepared to make bid. While Washington Post has agreed on WINSX sale to Banks ($125,000 for WINSX-AM and about $200,000 for WINSX-FM and real estate which would be sold to new Post-CBS corporation), difficulties regarding dual operation of AM and FM transmitter from same location but under different ownership have complicated negotiations.

WANTED: Two top-flight broadcast advertising executives to fill vacancies at NAB.

FM ASSN. committee met Friday morning to look over candidate for executive directorship. Contract of incumbent J. N. (Bill) Bailey expires end of next month. FM expected to clip ante on job as part of revamped operation.

AUTOMOBILE manufacturers expected to be biggest source of new radio and television business in 1949, according to many New York radio station representatives. They point to increased competition among car makers as one reason for expansion of timebuying.

INCRESSINGLY frequent reports that newspapers are hitting radio below belt in selling (Continued on page 70)

Upcoming

Dec. 28: All-Radio Presentation Executive Committee, EMBA board room, New York.
Dec. 30: Executive Session of House Select Committee to investigate the FCC, 10-30 a.m., Old House Office Bldg., Washington.

(Other Upcomings page 46)

Business Briefly

PILLSBURY CHANGES • Pillsbury Mill Minneapolis, Jan. 3 moves ABC Ray Kersen College of Musical Pan and Knowledge from 11:11:30 a.m. to 4:44:30 p.m. EST, an Allen Drake from 3:30:45 p.m. to 11:45:11 a.m., noon, both Mon.-Fri. Agencies, McCann Erickson, Minneapolis, and Leo Burnett Chicago.

OLD GOLDS ON WJZ • P. Lorillard Co (Old Gold cigarettes), New York, cancelling Brooklyn Dodge baseball broadcasts of WMGM New York and telecasts on CBS-TV Firm will sponsor year-round show Old Gold Party Time, Mon.-Fri., 1-1:15 p.m., on WJZ New York starting in mid-January.

SHOE FIRM SPONSORS • Brown Shoe Co (Robby and Buster Brown shoes), St. Louis will sponsor Sport Magazine awards presenta-

tion from Hotel Astor, New York, on full MBS network Jan. 19, 10-10:30 p.m. Agency, Le Burnett, New York.

RAILROAD SPOTS • Long Island Railroad N.Y. Dec. 30 begins for three weeks one minute film spots on WJZ-TV New York to explain reasons it is seeking fare increase Agency, Paul Lefton Co., New York.

TV NEWSREEL • Joske's, Houston (deputy store) to sponsor daily Television Newsreel on KLEE-TV Houston beginning Jan. 2 with opening.

ABC CO-OP BUSINESS REACHES ALL-TIME PEAK

NUMBER of advertisers sponsoring ABC co-operative programs is at all-time peak, say Murray Grabhorn, network vice president. ABC's 16 co-op shows now total 852 advertisers increase of 19% over 719 sponsors of a year ago.

National Dairy Products, New York (Seal test) will sponsor Dorothy Dix on the Air ABC's newest five-weekly co-op, over 49 stations effective Jan. 3, 1:45-2:0 P.M., through N. W. Ayer & Son, New York.

Newest co-op program sale is Ethel & Albert, five-week over six ABC affiliates of Swift & Co., Chicago, for Swift's cleanser under 28-week contract effective Jan. 3. N. V. Ayer, Chicago, is agency.

CBS STILL HOPEFUL OF ACQUIRING BERGEN

REPORTS that CBS was still hopeful of obtaining Edgar Bergen, despite his recently announced intentions to retire from radio revived last week when ventriloquist admitted he was negotiating with CBS, according to press association reports.

Mr. Bergen, who will quid NBC this week is said to have offered a capital gain deal by CBS. It was believed, however, that even if he reached agreement with network he would probably not resume active broadcasting immediately.

BROADCASTING • Telecasting
Miss Regina Schuebel  
Duane Jones Agency  
570 Lexington Avenue  
New York, N. Y.

Dear Reggie:

I am incensed. A guy -- just a plain guy -- said to me yesterday why don't I take the "bollarkey" out of my letters to you time buyers. "Bollarkey", he explained was a combination of boloney and mullarkey. Time buyers want only facts he says; be more businesslike.

You never were given anything but facts by us, but perhaps I could be more terse: For example

1 - WGY costs less by nearly 50% than any combination of stations which cover the same territory.

2 - WGY is the only major (50,000 watt) station in the area it serves.

3 - WGY has consistently increased its mail pull through the years. In the year just passed, it received more mail than in any previous year in its history -- over 200,000 pieces!

4 - WGY produces results. For example, eight announcements on a program before 7:00 AM produced orders for 38,400 strawberry plants ... 1,483 orders were received by another sponsor for an item costing $3.98! That's a cost per sale of only 15 cents!

5 - Eighty-six percent of WGY's current advertisers are on a renewal basis. More than 18 have been on the air regularly for 10 consecutive years!

Do you really like this way of laying it on the line, Reggie? There are dozens of other facts on WGY we could send to justify your confidence in us and help you explain to your clients why you recommend WGY in this area.

Or maybe it's easier just to get the full story from NBC Spot Sales. Regards.

Sincerely,

G. Emerson Markham
STATIONS MANAGER

G. Emerson Markham:acs

Schenectady 5, New York
December, 1948
FARM EDITOR'S WEEKLY REPORT
Week of 11/19/48

Following through on our interest in promoting farm safety, I attended the annual meeting of the Indiana Farm Safety Committee at the Sewickley Hotel. Having served during 1948 as chairman of the Public Information sub-committee of this group, I was named chairman of the nominating committee, to select officers for this state-wide safety organization in 1949.

The first meeting of the Indiana Farm Safety Committee was set for December 28, 1948 at Purdue University. At that time I am expected to present the ten U. S. Savings Bonds offered to high ranking winners in our state-wide 4-H Dairy Safety Contest. The 5 heifer-calves which were the top awards in the contest were presented at the various breed association meetings over the state.

Material for Springer's Farm Column of the Air for Monday was transcribed in advance, and Sam Sims filled in with current items on both regular farm broadcasts while I was in Chicago for the International Live Stock Exposition. Joe Pierson did 'Flyin' Heathers', arrangements having been cleared with the sponsor beforehand.

A tape-recorded interview was made at Chicago, featuring most of the central Indiana boys and girls who attended as delegates to the National 4-H Congress. The tape was delivered to WFAM by air-mail special in the for Monday's Hoosier Farm Circle Program. I told the boys and girls we would keep the recording on file at our studios so that they might stop in with their parents to hear it.

Judge Justin A. Hiller, IAR President, was the principal speaker at the annual banquet of the National Association of Radio Farm Directors, of which I am a member. He emphasized the importance of farm programming, both as a special service to rural listeners and in addition, as a means of bringing about a better understanding between farm and city people. Copies of his address are to be distributed soon.

One of the discussion panels at our farm directors' convention was devoted to the topic of helping farm broadcasters to carry out the idea of management in the presentation of farm programs. Another dealt with the need for closer cooperation between farm departments and commercial departments.

I distributed brochures on the International Dairy Exposition, to be held in Indianapolis next October for the first time. The plan of the new dairy show was explained briefly to the farm directors attending, as requested by the Indiana organizations which are behind the non-profit exposition.

Hoosier Farm Circle features during the week, in addition to the 4-H interview from Chicago, included a talk on grain marketing, a discussion of Indiana's natural resources by Bill Houland of the State Department of Conservation, and an interview with two girls who are members of the Indiana 4-H Club.

Harry Martin
George Gow, KFH News Commentator, is THE radio news authority in Kansas. He is on the air three times daily; noon, early evening, and at 10.00 P.M., six times weekly. His terrific popularity is borne out by his phenomenal Hooper ratings and as you can see above KFH and George Gow have almost as many listeners as the other three Wichita radio stations combined. By any standard, KFH is TOPS!

KFH IS TOPS

*Latest Report — Winter-Spring, '47 & '48

George Gow, KFH News Commentator, is THE radio news authority in Kansas. He is on the air three times daily; noon, early evening, and at 10.00 P.M., six times weekly. His terrific popularity is borne out by his phenomenal Hooper ratings and as you can see above KFH and George Gow have almost as many listeners as the other three Wichita radio stations combined. By any standard, KFH is TOPS!

KFH IS TOPS

*Latest Report — Winter-Spring, '47 & '48

George Gow, KFH News Commentator, is THE radio news authority in Kansas. He is on the air three times daily; noon, early evening, and at 10.00 P.M., six times weekly. His terrific popularity is borne out by his phenomenal Hooper ratings and as you can see above KFH and George Gow have almost as many listeners as the other three Wichita radio stations combined. By any standard, KFH is TOPS!

KFH IS TOPS

*Latest Report — Winter-Spring, '47 & '48

George Gow, KFH News Commentator, is THE radio news authority in Kansas. He is on the air three times daily; noon, early evening, and at 10.00 P.M., six times weekly. His terrific popularity is borne out by his phenomenal Hooper ratings and as you can see above KFH and George Gow have almost as many listeners as the other three Wichita radio stations combined. By any standard, KFH is TOPS!

KFH IS TOPS

*Latest Report — Winter-Spring, '47 & '48

George Gow, KFH News Commentator, is THE radio news authority in Kansas. He is on the air three times daily; noon, early evening, and at 10.00 P.M., six times weekly. His terrific popularity is borne out by his phenomenal Hooper ratings and as you can see above KFH and George Gow have almost as many listeners as the other three Wichita radio stations combined. By any standard, KFH is TOPS!

KFH IS TOPS

*Latest Report — Winter-Spring, '47 & '48

George Gow, KFH News Commentator, is THE radio news authority in Kansas. He is on the air three times daily; noon, early evening, and at 10.00 P.M., six times weekly. His terrific popularity is borne out by his phenomenal Hooper ratings and as you can see above KFH and George Gow have almost as many listeners as the other three Wichita radio stations combined. By any standard, KFH is TOPS!

KFH IS TOPS

*Latest Report — Winter-Spring, '47 & '48

George Gow, KFH News Commentator, is THE radio news authority in Kansas. He is on the air three times daily; noon, early evening, and at 10.00 P.M., six times weekly. His terrific popularity is borne out by his phenomenal Hooper ratings and as you can see above KFH and George Gow have almost as many listeners as the other three Wichita radio stations combined. By any standard, KFH is TOPS!

KFH IS TOPS

*Latest Report — Winter-Spring, '47 & '48

George Gow, KFH News Commentator, is THE radio news authority in Kansas. He is on the air three times daily; noon, early evening, and at 10.00 P.M., six times weekly. His terrific popularity is borne out by his phenomenal Hooper ratings and as you can see above KFH and George Gow have almost as many listeners as the other three Wichita radio stations combined. By any standard, KFH is TOPS!

KFH IS TOPS

*Latest Report — Winter-Spring, '47 & '48

George Gow, KFH News Commentator, is THE radio news authority in Kansas. He is on the air three times daily; noon, early evening, and at 10.00 P.M., six times weekly. His terrific popularity is borne out by his phenomenal Hooper ratings and as you can see above KFH and George Gow have almost as many listeners as the other three Wichita radio stations combined. By any standard, KFH is TOPS!

KFH IS TOPS

*Latest Report — Winter-Spring, '47 & '48

George Gow, KFH News Commentator, is THE radio news authority in Kansas. He is on the air three times daily; noon, early evening, and at 10.00 P.M., six times weekly. His terrific popularity is borne out by his phenomenal Hooper ratings and as you can see above KFH and George Gow have almost as many listeners as the other three Wichita radio stations combined. By any standard, KFH is TOPS!

KFH IS TOPS

*Latest Report — Winter-Spring, '47 & '48

George Gow, KFH News Commentator, is THE radio news authority in Kansas. He is on the air three times daily; noon, early evening, and at 10.00 P.M., six times weekly. His terrific popularity is borne out by his phenomenal Hooper ratings and as you can see above KFH and George Gow have almost as many listeners as the other three Wichita radio stations combined. By any standard, KFH is TOPS!

KFH IS TOPS

*Latest Report — Winter-Spring, '47 & '48

George Gow, KFH News Commentator, is THE radio news authority in Kansas. He is on the air three times daily; noon, early evening, and at 10.00 P.M., six times weekly. His terrific popularity is borne out by his phenomenal Hooper ratings and as you can see above KFH and George Gow have almost as many listeners as the other three Wichita radio stations combined. By any standard, KFH is TOPS!
Radio Sales represents:

KMOX
St. Louis

WBBM
Chicago

WCAU
WCAU-TV
Philadelphia

KSL
Salt Lake City

WTOP
Washington

WEEI
Boston

WBT
Charlotte

WCBS
WCBS-TV
New York

WCCO
Minneapolis-St. Paul

WRVA
Richmond

WAPI-WAFM
Birmingham

KNX
Los Angeles

Columbia PACIFIC Network

Columbia CALIFORNIA Network
Local likes and dislikes are as regional as dialects. You get the best results when you talk the native tongue. And you can do so—effectively—in twelve of your most important markets. In these territories, according to the most recent analysis, the local live talent programs on the Radio Sales represented stations command twice the average audience gathered by the local talent on all competing stations! No wonder national spot advertisers are now sponsoring close to 600 local live talent broadcasts each week on the Radio Sales stations. To get a home-town favorite to do your selling, see your Radio Sales Account Executive.

Radio Sales
RADIO AND TELEVISION STATIONS
REPRESENTATIVE...CBS
Robert R. Burton appointment a vice president of Young & Rubicam, Chicago, after working as account supervisor in that office.

A. W. Spence Jr., account executive with Dancer-Fitzgerald-Sample, New York, for six years on Sterling Drug Account, appointed a vice president of agency.

Ernest W. Gross appointed assistant to president of John C. Dowd Inc., Boston. Mr. Gross joined agency six months ago as account executive.

Robert Wolcott Day joins New York office of H. B. Humphrey Co. as director of television and radio account executive. Mr. Day formerly was radio director for John Hancock Mutual Life Insurance Co., Boston.

E. W. Conner, president of The Conner Co., San Francisco, announces addition of Joseph Hayes Jackson and Barney McClure to firm. Effective Jan. 1, 1949, agency name will be changed to Conner, Jackson, Walker, McClure, with Mr. Conner continuing as president.


Mr. Day George F. Finley, production manager; Frank Hermes, media director; and Gilman Sullivan, account executive, elected to vice presidencies of Federal Adv., New York.

Milton Decker, formerly with Fuller & Smith & Ross, New York, joins Bliw Co., New York, as account executive on the Lava (Procter & Gamble) account.

Frank M. Leonard, who formerly handled publicity for Republican National Committee, joins publicity staff of Benton & Bowles, New York, where he will handle radio publicity and promotion. Frederic Pabert, formerly with Cecil & Presbrey, New York, joins B & B as copywriter.

Norine Freeman appointed radio and television director at W. B. Doner & Co., Chicago, replacing Phil Edwards, resigned. Miss Freeman joined Doner in June as public relations director after working as radio supervisor at Carl Byoir & Assoc., New York. She will continue to handle publicity in addition to her new position.

Robert Anderson promoted to space buyer at John W. Shaw Agency, Chicago. He will work with Paul Olafsson, media director, and Mildred Dudley, radio and TV timebuyer.

R. Donald Hawkins and Howard A. Crum join copy staff of Henri, Hurst & McDonald, Chicago.

New Business

California Electric Supply Co., Sacramento (Crosley products distributor), in cooperation with local dealers, sponsoring Bob Wills and his western music group show originating at KXOA Sacramento. Show in 13-week test in Sacramento Valley area, and if successful, plans to expand to other Northern California area on a market-by-market basis.


Delta Air Lines, Chicago, sponsoring 13 film spots on WBKB (TV) Chicago, announcing its DC-6 route from Chicago to Miami and other southern cities. This is company's first use of TV. Agency: Burke Dowling Adams, New York.


Things that make KGNC the Tuned-in station throughout the fabulous Panhandle...

When "Uncle Jay" of KGNC and Bernie Howell dramatize the funnies on Sunday Morning, youngsters and adults alike drop everything and join in the fun. This is a matter of record. "Uncle Jay's" fans even come from 100 to 150 miles away to help pack the studio every Sunday Morning.

So popular and so effective is the program that Lanes Ice Cream Company, the sponsor, will continue throughout the winter months when normally they would not advertise.

This thirty-minute program once a week has stimulated the demand for Lanes Ice Cream to the extent that the sponsor must now ship by rail and express beyond the regularly scheduled motor distribution routes.

This is just another example of KGNC's tremendous impact on the fabulous Panhandle.

KGNC
KC. AMARILLO, TEXAS 10000 WATTS

Represented by TAYLOR-BORROFF and Co., Inc. • Member of the LONE STAR CHAIN
Service Unlimited
EDITOR, Broadcasting:
It's a pleasure to become a subscriber of such a great magazine that is unlimited in its service toward radio men and radio advertisers.
Ralph L. Hooks
Terry Farris Stores Inc.
McAllen, Tex.

Page From the Past
EDITOR, Broadcasting:
I have been following the current struggles of American broadcasting to achieve a form of self-regulation. All that I read and hear confirms the fact that radio is so busy going ahead it takes no time to look back to see where it's been.
It has been through these same troubled waters before; . . . the NAB Code Committee can find the answers to most of our problems by simply referring to the files of the industry under the experience of the NAB Code Compliance Committee, in implementing the second NAB Code formally adopted at the Atlantic City Convention in 1938. It has long since been forgotten that there was a first NAB Code adopted away back when Bill Hedges was NAB's first president.
Today . . . there is no Father Coughlin, Elliot Roosevelt, Dr. Townsend, birth-control, and the hotly debated repeal of the arms embargo . . .

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

I think one requirement should be made of every new member named to an NAB committee; namely, that he should read the past files on the subject to which his committee is addressing its attention!
There is only one answer to self-regulation in a democracy: To have a code so honest and sincere in content and purpose, that it automatically wins the support of organized public opinion . . . Under the chairmanship of Edgar Bill, the 1938-40 Code Committee working with fellow broadcasters and fellow-Americans, achieved voluntary self-regulation . . .

That Code had the formal, an active support of every significant public group from the American Civil Liberties Union, to the American Legion. It tackled religion controversial subjects, children's programs, education and news commentaries. It engaged in a program of self education both with the public as well as the industry. . . . It sent out round-ups of program practices, answered hot ones by wire or long distance phone giving to each individual station, the best collective opinion of the whole industry. It kept away as far as possible, from exercising any control or penalty over the length of commercials . . .
. . . Any student of broadcasting regards the adoption and utilization of a Code as perhaps the number one problem facing radio and television in 1949. In the current deliberations, let the industry not forget what it has already accomplished. Let us remember that the past is but precedent to the future.
Edward M. Kirby
RFD 4, Box 200
Sarasota, Fla.

Wants Details
EDITOR, Broadcasting:
. . . many of us . . . would greatly appreciate more details in the "Actions of the FCC" section of Broad- casting.
Most of us have our pending application files set up by frequencies. When, for example, we see in Broadcasting that on Nov. 30 the application by Lowell Sun Publishing Company at Lowell, Mass., has been dismissed, we have considerable difficulty finding listing of that application in our files. It is necessary to start with 550 kilocycles and check each channel until we find the one this particular party has filed for and is now withdrawing from.
. . . I presume all of us who keep a pending applications file would appreciate it if you would attach a frequency to all listings in the "Actions of the FCC" section.
C. B. Persons
Director of Engineering
Arrowhead Network, Duluth

ANNUAL DINNER
Correspondents Set Feb. 5
THE ANNUAL Radio Correspondents Assn. dinner will be held Feb. 5 at the Hotel Statler in Washington, Francis W. Tully, chairman of the planning committee, announced last Monday.
Entertainment for the event is being arranged this year by MBS. Details are being handled in New York by Phillips Carlin, MBS vice president in charge of programs, and in Washington by Art Feldman, WOL Washington news director.

Page 12 * December 27, 1948
BROADCASTING * Telecasting
When it comes to shooting a clear, strong signal out where plenty of people can hear it, few stations can compare with the Big Bertha of Savannah.

Over a million people in 79 counties of 3 states live within easy earshot of WSAV's powerful transmitter and long-range frequency. (Covering $3\frac{1}{2}$ times more people, 4 times more area than any other medium in this market).

If you’re out after big game in this $557,206,000 retail sales area, pop-gun coverage just won’t do. Better use the 630 calibre station that has the power and the programs to hit the market you want to sell!
WPIX in nighttime action at the Roosevelt Raceway, Westbury, N. Y. RCA TV Field Equipment is used throughout.

Television Studio-on-Wheels. This special RCA TV field truck is handling the track sound-and-picture pick-up between Roosevelt Raceway grandstand and WPIX in New York City. All RCA-equipped, it is designed to carry everything needed to operate up to 3 cameras in the field.
...complete field equipment, for instance...

That exciting finish you see is being covered by television field equipment, all-RCA from camera to microwave relay antenna.

That exciting finish you see is being covered by television field equipment, all-RCA from camera to microwave relay antenna.

Thoroughly practical for quick, on-the-spot pick-ups, this highly compact and portable equipment is designed to handle outdoor televising under all sorts of conditions. Complete pick-up and relay equipment includes: two image orthicon cameras (with telephoto lens); camera tripods; camera control units; on-the-air master monitor; camera switching system; synchronizing generator; microwave relay equipment; associated power supplies; reels of cable—all carried in one special truck.

Why this preference for RCA field equipment among the majority of TV stations now in operation?

Because RCA TV Field Equipment has been worked out by television experts who know the business. All gear, for example, is completely portable and subdivided into small units for easy handling. All field cameras are equipped with 4-position turret lens and electronic view finders. There are complete switching facilities that help the operators deliver faster-moving shows. And there is a special truck that carries the equipment to location...with all the facilities required to run most of the equipment right from the vehicle itself. No wires needed to get the picture signals back to the station. High-efficiency microwave radio relay does it—airline!

Overlook none of the technical and economical advantages of correct initial station planning. Your RCA Television Specialist can help. Call him. Or write Dept. 19LD, RCA Engineering Products, Camden, New Jersey.

The One Equipment Source for Everything in TV—is RCA

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

RCA Microwave Relay Transmitter TTR-IA. Transmits the picture signals from field to studio (or from studio to transmitter). It includes a parabolic antenna with a hook-shaped wave guide, built-in transmitter, and remote control unit. Matching receiver unit at the station picks up the microwave relay signal.

RCA Field Camera Control TK-30A. For monitoring the picture and controlling its quality. Unit No. 1 includes one 7" picture monitor tube and one 3" oscilloscope (to observe video signal waveform). Unit No. 2 is the power supply.

RCA Field-Switching System TS-30A. Nerve center of TV field pick-up operations. Switches intercom circuits and picture signals between cameras and monitor. Unit No. 1 provides for video switching, sync signal insertion, and master monitor switching. Unit No. 2 is the power supply.

RCA Field Synchronizing Generator TG-10A. Produces timing pulses for TV field equipment. Unit No. 1 includes pulse-forming circuits, frequency-control circuits, and power supply. Unit No. 2 includes the pulse-shaping and output circuits.
FACTS ABOUT THE UTAH MARKET

Why Business is ALWAYS GOOD in UTAH...

THINGS THAT PEOPLE NEED

COAL | STEEL | COPPER | FOOD | PLAY

DIVERSIFIED RESOURCES...

Only a few of Utah's basic resources are pictured above. In addition, there are such things as lead, zinc, silver; oil; non-metallic minerals in great variety; light metals; plastics—and they all add up to a sound, solid base for Utah's growing economy.

Utah people, producing, processing and transporting these materials, constitute a sizeable, able-to-buy market for your goods. Are you telling them your story adequately?

KDYL — Utah's popular station—and KDYL-W6XIS, telecasting to the Salt Lake City area—offer you two-fold opportunity.

TELEVISION VOCABULARY

NBC Publishes Its Glossary

IT'S no longer necessary to wrack your brain in search of a name for television equipment or production procedures.

NBC has published a glossary of television expressions which should substantially reduce the number of "things," "gadgets," "whatnots," and misnomers heard in television discussions. A booklet, Television Talk, published by the network, defines working-day vocabularies of NBC television technical and production personnel.

The correct label for a television broadcast has been the subject of much discussion. It is termed a "telecast" in the NBC glossary. (This journal on Nov. 28, 1945 adopted the name BROADCASTING-THELCASTING.)

Other samples from the glossary are:

Abstract set—A setting without definite locale; purely decorative.

Animations—Mechanical devices which in various ways impart seeming movement to inanimate subjects.

Antenna—A radiater used in the transmission of radio frequencies. Aspect ratio—Proportional relationship of the width of the picture to the height of the picture; in motion pictures and television 4 to 3.

Audio (adjective)—pertaining to the electronic transmission of sound.

Audio (noun)—Sound portion of television.

Background—Any material, set, drape, drop, etc. used behind actors or other foreground subjects.

Background projection—The projection of a scene on a translucent screen to be used as a background for a studio set.

Blizzard head—Any blonde.

Boom—A mechanical contrivance for suspending a microphone.

Brilliance—The average overall brilliance of the television image.

Broads—Units or batteries of incandescent or fluorescent lamps.

Business—Incidental action or devices used to add atmosphere and interest to the main theme of a program.

Busi—Term used to describe a setting or background that is too elaborate or which contains excessively detailed ornamentation which obscures the movement of actors or detracts from the logical center of interest on a scene.

Camera or Cue light—Light on camera which is on when camera is on the air, otherwise off.

Cans—Telephone receivers or head-phones worn by personnel in the studio.

Carrier wave—The radio wave over which television impulses are sent. In television two waves are utilized, one for sight and one for sound.

Cartoon set—A drop or other background treated as a large line drawing suitable as a setting for some types of variety or educational programs or to create mood as in a fantasy.

Channel—A specific wave length; a band of frequencies for transmission.

Circulation—Potential audience in terms of families owning receivers; one family, regardless of the number of sets it owns, equals one unit of circulation.

Crowfoot—Three-legged device placed under tripod to prevent television cameras from slipping.

Dissolve—The momentary overlapping of an image produced by one camera with a part of another and the gradual elimination of the first image.

Dolly—A perambulator or four-wheeled carriage for a camera.

Dolly in—To move in from far for close-up by means of a camera mounted on a perambulator.

Dolly out—Reverse process of dolly in.

Electron beam—A stream of electrons constrained and focused into the shape of a beam by external electro-static or magnetic fields (also called cathode-ray beam).

Electron gun—A system of metallic cylinders arranged in the narrow ends of both the camera and receiver tubes in which is formed the electron beam used for scanning the image before the television camera, and for reproducing it in the television receiver.

Fade in—To bring up the television image electronically so that it appears gradually.

Fade out—To black out television image electronically so that it disappears gradually.

Flag—A large sheet used to screen off light from cameras.

Frame frequency—The number of times per second the complete frame is scanned.

Free perspective—The deliberate falsification of normal perspective in the painting and/or construction of television (or stage) settings in order to achieve a (seemingly) greater depth of distance.

Freeze—Term used to indicate that set designs and arrangements, or positions of furnishings, dressings, etc., or other production facilities are approved and should be executed as planned.

Getaway—An offstage means of descent from raised flooring areas within a set. Also a passageway behind settings provided as a means of unobserved access to other settings or locations within the television studio.

Ghost—An unwanted secondary image of the transmitted picture appearing on the receiver kinescope caused by a reflection or reverberation.

(Continued on page 45)

BROADCASTING • Telecasting
50,000 watts

"Umbrella Coverage"—in all directions

Nation's third largest market

First in every Philadelphia listeners' survey ever made

CBS affiliate

Represented by WCAU Sales Staff in Philadelphia and New York... elsewhere by RADIO SALES

On WCAU you're in Philadelphia

AM → TV → FM

THE PHILADELPHIA BULLETIN STATIONS
Feature of the Week

Bank personnel taking part in WHAM sponsor surprise include (standing): William F. Drees, President Raymond N. Ball, Martha Mae McKane, Raymond E. Pierce, Herbert E. Spiegel, Roger E. Ebert. Seated: L. Graham Antis and Mr. Sisson.

Every morning for four and a half years WHAM Rochester's radio columnist, Al Sisson, has been booming his cheery "good morning" at listeners Monday through Friday at 7:30, and "dropping by, to pass the time of day, chat about the folks in the next block or down the road a piece."

One recent morning, however, (Continued on page 55)

On All Accounts

On a day in April of 1947, when the dread small-pox fight was at its climax in New York City, a crowd of 2,219 persons curried out of a building in Manhattan awaiting free vaccinations. The building wasn't a hospital, nor was it a clinic. It was a radio station!

Acting almost instantly the need for mass vaccinations became apparent, Fortune Pope, 30-year-old head of WHOM threw the entire facilities of the station behind an urgent plea to his listeners to appear at the studios for inoculation without charge. Thousands of persons heeded the public-spirited summons.

Though an isolated act in his two-year tenure as WHOM executive general manager and vice president, that incident is typical of the intelligence and enterprise that Mr. Pope has brought to his job.

Under hisegis, WHOM has risen to the status of one of the foremost foreign language outlets in the country.

Taking over the reigns of WHOM on Nov. 6, 1946, one of Mr. Pope's first executive decisions was to alter the indecisive program ratio of the station from 55% foreign and 45% English to 86% foreign with a minimal 15% English.

He infused a stream of new program ideas including a daily short-wave newcast direct from Rome, and special event coverage of holiday services and special parades.

He changed the overall style of programming from the usual uninspired program emphasis on recorded music to one featuring foreign facsimiles of successful English productions. Today the program content of the station ranges from a Mr. and Mrs. show (Casimir and Dolly Jarzebowks) to an Italian "Lone Ranger" series (Cavaliere della Giustizia).

Yet for all his program initiative, probably the most significant of Mr. Pope's accomplishments was in the field of administration where he was able to break the strangle grip which the time brokers had held on the station almost since its inception. Within 60 days after assuming management Mr. Pope had succeeded in cancelling every time brokerage contract on the ledger.

Born in West New York, New Jersey, on Jan. 6, 1918, the youthful Mr. Pope was educated at Columbia U., where he received his BA degree in 1939. During his high school years he joined Il Progresso, an Italian (Continued on page 62)
The homes reached by WGN* averaged more than 5 hours a week listening to WGN programs.

That is more listening than Nielsen Radio Index reported for the same period the year before. We can't put our finger on the exact reason—perhaps WGN programs are better—maybe midwesterners found more programs to their liking on WGN—or perhaps our audience just loves WGN more this year.

Whatever the reason, only one thing is important to our advertisers:

**WGN LISTENERS ARE LISTENING MORE!**

*Nielsen 1948 Coverage Report*
MORE
People In This Billion Dollar Retail Sales Area
Listen To WPTF Than To Any Other Station!

WPTF dominates all competition at all times. That's
the report of the 1948 LISTENER DIARY
STUDY. Conducted by Audience Sur-
veys, Inc. in WPTF's 62 counties
with 50% or better, day and
night, BMB coverage.

The LISTENER DIARY STUDY
shows detailed radio habits of this
billion dollar plus retail sales mar-
ket, including: Sets-in-use. Station
ratings. Share of audience flow.
Audience composition by quarter
hours. Get your copy from WPTF
or Free & Peters.

More proof that WPTF is the Num-
ber One Salesman in North Car-
olina, The South's Number One State

50,000 WATTS 680 KC. NBC AFFILIATE

WPTF
RALEIGH, N. C.

Page 20 • December 27, 1948
1949?

THE YEAR 1949 promises to be the best in the history of broadcasting, maintaining the industry's 25-year upward trend.

This forecast represents the majority opinion of leading figures, including spokesmen for the main segments of the industry—stations, networks, agencies, advertisers, trade associations, representatives, service companies, manufacturers, attorneys and engineers.

Bolting down their observations and predictions, 1949 looms as a record year despite persistent fears that business and industry in general may run into trouble before another 12-month period has passed into history.

At the same time 1949 will be perhaps the most critical in the history of sound and visual broadcasting. Many key decisions by the FCC will chart in large part the course AM, FM and TV will take.

Similarity in Predictions

Though each industry segment was separately surveyed by Broadcasting during the last fortnight, the predictions show a main similarity. The pessimists are in a distinct minority. On the other hand, many of those who assumed the role of seer supplemented their predictions with warnings.

These warnings cover such subjects as the advance in station operating costs; the need of better competitive selling by sound radio; possibility that TV will be built out of revenues that once belonged to AM; danger of a business slump, based on trouble signs in most of the business indices; fear that the third NARBA treaty conference next summer will cripple the broadcast band; concern over AM program standards.

Offsetting these ominous ports are the unexpected agreements among advertisers and agencies that they will spend more money in radio than ever before. The increases, aside from special cases, are not large but they are increases just the same.

In a nutshell, industry segments feel this way about 1949:

ADVERTISERS—Present radio budgets will be maintained with some planning increases; none to cut AM budgets; many to enter TV, with half of present TV users planning increases. (See this page.)

AGENCIES—Third-fourths may increase radio budgets at least slightly, with some planning cuts; three-fourths plan to buy TV; a few plan to use FM; half of those increasing radio funds not to increase other media accordingly. (See page 23.)

BROADCASTERS—Optimistic over sales prospects but deeply concerned over operating costs; see little for aggressive selling job; many worried about effect of TV on AM sales. (See page 22.)

ASSOCIATIONS—Expect better business for AM, FM and TV, with meteoric TV expansion; fear regarding effect of freeze on stations and manufacturers. (See page 26.)

LAWYERS AND ENGINEERS—Believe year will most critical in industry's history because of pending FCC decisions; many see AM as basic broadcast medium for some time, supporting FM and TV; fear NARBA may deplete U. S. broadcast band. (Complete cross section and analysis will appear in Broadcasting, Jan. 3.)

TRANSCRIPTIONS—Nearly all executives optimistic over radio time sales as well as own business operations despite soaring costs. (See page 28.)

REPRESENTATIVES—Generally foresee increase in time sales on all levels; feel FM offers greatest promise, with no change in FM; all expect increased costs. (See page 27.)

Biggest in Radio's History, Say Experts

1949 will be the best in the history of broadcasting, maintaining the industry's 25-year upward trend. This forecast represents the majority opinion of leading figures, including spokesmen for the main segments of the industry—stations, networks, agencies, advertisers, trade associations, representatives, service companies, manufacturers, attorneys and engineers.

MAJOR national advertisers in most cases will maintain their present level of radio expenditures in 1949, judging by results of a cross-section study.

In nearly a fourth of the cases analyzed by Broadcasting, radio expenditures will be increased next year.

On the other hand nearly half of the advertisers using television plan to increase their expenditures in the visual medium. The other half will use at least the same amount of TV in 1949. In none of the cases reviewed will there be any slashing of TV budgets. Many non-TV users are investigating the medium and can be expected to make their video debuts during the coming year.

Oft-expressed fears that television's allure would win advertiser converts who would finance TV costs out of AM budgets are not borne out by this survey of broadcast users. In no case did a sponsor report that TV funds would be extracted from AM campaigns. On the other hand, the study does not affirmatively show that AM will not suffer as a result of TV advertising, since most sponsors did not discuss the matter.

Optimistic for Year

Most radio advertisers are optimistic on business prospects during the coming year. Not a single sponsor indicated intent to cut total advertising budgets in 1949, nor did any company say it would reduce its radio expenditures.

The hopeful business outlook by these advertisers, all of whom are important elements in the business and advertising world, does not support occasional fears that 1949 will see a tightening of consumer belts and a lessened demand for consumer goods. This difference was ascribed by some observers to a feeling of confidence in the ability of advertising products to resist any slackening of consumer demand better than most non-advertised goods.

Bristol-Myers Co., heavy user of media in promoting its widely sold line of pharmaceuticals and cosmetics, will continue 1948 programming, according to Robert B. Brown, vice president. The company will continue its television campaign, built around the simultaneous AM-TV Break the Bank activity.

Present Levels to Hold, Some to Go Up

General Mills likely will make some "modest" TV expenditures in 1949, according to Lowry H. Crites, director of media. "At present we do not foresee any change, up or down, in our radio advertising plans. General Mills will unquestionably make some modest television expenditures which in all probability will be charged to an experimental fund maintained for this purpose. Therefore in all probability TV expenditures will not result in a curtailment of other media."

Fillsbury Mills, on the other hand, is planning to double its

(Continued on page 44)

December 27, 1948 • Page 21
New Year, New Problems, New Business

THOUGH signs are apparent, especially in the retail field, that the peak days of easy selling may be nearing an end, there is no immediate indication that advertisers, agencies or broadcasters are afraid of the approaching new year. Quite to the contrary, most of them break out into confident optimism as they contemplate the coming 12 months, according to an extensive roundup of key industry facets by Broadcasting.

The feeling of fear and caution is apparent in many forecasts of 1949 broadcasting business, but it is subordinate to the general feeling that total broadcast revenues will reach a new all-time high.

Contrary to the frequently voiced opinion in broadcasting and advertising circles alike, there are few who now predict that money spent on the zooming television medium will be extracted from AM or even from printed media. Even so, many broadcasters are fearful that TV will cut deeply into AM time sales though agencies and advertisers show no intention of reducing overall AM campaigns.

Whether fears of a general dip in business and industry levels are justified or merely based on the caution inherent in conservative management, there is a definite indication that the battle of media will become even more intense during the coming year if corporate costs and media rates continue to mount.

Sound radio in its relatively brief history has consistently garnered a larger slice of the advertising dollar each year. At this point, however, the competition of media enters a transition as virtually all media find advertisers enthralled by the appeal of television.

To hold its own, sound radio must tell its story effectively and often. It must heed the oft-voiced suggestion of time-buyers that the presentations of radio salesmen frequently are pathetic alongside those of other media.

The All-Radio Presentation promises to be an effective weapon on the national level and its local possibilities are even more promising. But the presentation must be supported by spirited and logical selling all 365 days of the year.

So there’s a year of shirt-sleeve selling ahead for all of radio. We have no doubt that the radio media—sound radio, plus TV—will break all revenue records. But each segment, in its own sphere, must see to it that the sales figures continue onward and upward. That has been the direction radio has taken from the beginning.

Some of the problems that are on the horizon for 1949 are:

1. The long-range problem of a possible increase in income tax rates which could have a serious effect on advertising sales in 1949.
2. The national economic forecast which in turn will affect the advertising budgets of all business enterprises.
3. The continuing stabilization program which will affect the general economic picture in the years to come.
4. The trend toward increased foreign trade which may have some bearing on advertising sales in the days ahead.

Each of these factors will influence the broadcasting industry in 1949. It is important that broadcasters be aware of these developments and plan accordingly.

(Continued on page 50)
BROADCASTERS may look to 1949 as a year of continuing growth in time sales. That was the forecast of an impressive majority of advertising agency officials surveyed by Broadcasting last week.

Probably the second most notable feature of the survey was the preponderant belief in the growth of television as an advertising medium during the year.

Approximately 78% of the responding agencies said they will spend more on radio advertising next year than they did in 1948; about 12 1/2% expected to spend less, and 9 1/2% anticipated no material change.

Estimates of increased radio appropriations ranged up to 50% more in individual cases, averaging about 21% over 1948 expenditures. Among agencies expecting to cut their radio budgets, the expenditure cut varied from a range of 5 to 25% and averaged about 15% below their 1948 total.

Agencies which anticipated increased radio use were divided half and half between those who expected to increase all other media proportionately and those who did not, with some saying all increases could be in approximately the same proportion.

Enthusiasm for television was least unanimous in areas having established stations, particularly New York, Chicago, and Philadelphia. Throughout the country, around 80% of the responding agencies expected to use video—in mounts ranging from experimental up to 25% of total radio budgets, and about 10% of the radio budget.

Relatively few, on the other hand, expected to use FM extensively except, as one official put it, as a "bonus measure." Typical comments included the following, on an area basis:

**New York**

J. H. S. Ellis, president of Kuder Agency, felt that "as we move into an area where shortages are satisfied, it is reasonable to expect that good advertising and honest manufacturing will pay off. That is another way of saying that when people have a choice, they will buy the best made and best known products. Most of our clients are operating on this basis, and for this reason the outlook for our own business in 1949 is excellent."

**Mr. Ellis**

Nick Keeseley, manager of radio and television department of Len¬nern & Mitchell, considered general business prospects "very encouraging" and said his agency anticipates "agriculture in activity" both in spot and network national business. "Television is particu¬larly high," he declared.

Leonard Erikson, vice president and radio director of Kenyon & Eck, said his agency "is looking forward to an excellent year in 1949. Although video activity will be up," he said, "undoubtedly our greatest effort will be expended in network radio. It is entirely possible that better radio shows will do much to counteract the defeat¬ing effect of competition in so many quarters."

President William H. W. Wein¬traub Co. regarded it as "difficult to predict advertising activity generally unwise to attempt to predict business conditions, but felt that "confidence is a major important factor."

Mr. Erikson said, "has full confidence in the future" and "faces the new year with confidence and with hope that we can succeed in ever increasing our services to American business."

Willson M. Tuttle, vice president and co-director of radio of Ruth¬rauff & Ryan, felt that "all indications are that 1949 will continue on the present high level for advertising expenditures."

James E. Hanna, vice president of N. W. A. Ryan, said the agency expects "no general business recession" but anticipates "increased business competition and further development of a buyer’s market."

This, he said, "should mean increased advertising activity all along the line," and radio "should get its share in both network and spot. If you want our guess," he added, "television will develop faster than indicated by any figures published so far."

Guy Richards, vice president and director of media of Compton Adv., said that "so far as I can see, and we can’t see very far, 1949 should be nearly as good a year as 48."

What may be done in matters of taxation and what policies affecting business may obtain next year," he added, "can have a substantial bearing on business prosperity."

**Chicago**

Almost without exception, agencies reporting in Chicago predicted increased radio billings, and all emphasized the growth of television. Phil Stewart, radio director of Roche, Williams & Sarnoff said: "optimism is predicated on the feeling there will be a strong return in 1949 to the non-advertising revenue. He predicted "from 2 to 5% of our total advertising will be television, and it will become heavier toward the end of the year."

Hai Rorke, radio director of J. Walter Thompson, expected his agency to have "a little more radio advertising" in 1949, probably an increase in national spot, continued use of network billings by most clients, and local business on approxi¬mately the 1948 scale. "We will expand into video, because television makes a much more complete sale," he said.

D. F. Diskin, manager of the Foote, Cone & Belding radio and television department, said some clients plan to increase their radio

*Continued on page 48*
network chiefs prove out, total network billings will surpass $200 million in 1949.

Said Mark Woods, ABC president: "This general upward trend in radio business will undoubtedly be continued in 1949, for, despite the significant advances of television in 1948 and scheduled for the year ahead, radio will remain in the new year as the leading mass circulation medium."

Frank Stanton, CBS president, said of the outlook: "So far as CBS is concerned, the past year has been one of significant advance and 1949 promises to better that record."

Edgar Kobak, MBS president, was hopeful: "The Mutual Broadcasting System views the approaching year with optimism."

Said Niles Trammell, NBC president: "The National Broadcasting Co., having concluded its most successful year in 1948, looks forward with confidence to the exciting challenge which 1949 will bring to it and the industry at large."

So far as billings are concerned, the record for 1948 and promises of 1949 indicated on the surface a peaceful, orderly progression.

The figures, however, did not tell the more dramatic story of inter-network rivalries which reached unprecedented intensity by the end of 1948.

Program Competition
In the last quarter of the year, a program competition—sparked not only by the development of network radio but also by the imminent demand of television—resulted in the capture by CBS of two top NBC programs and portended a general revitalization of radio and television show business.

In the first utilization of capital gains outright purchases of talent, CBS bought Amos 'n' Andy and Jack Benny at outlays of a reported $2 million each, and took them with their sponsors into its fold. At year's end CBS was still making furious passes at other NBC comedy stars like Fibber McGee & Molly and Red Skelton.

Meanwhile, Edgar Berzen articulated what many another radio luminary had felt but hesitated to say when he announced he would retire from broadcasting until the effects of television development became more clear. Fred Allen, at NBC standby, also reported he would quit radio at the end of his present season, and there was reason to believe he meant what he said.

The assured departure of three of its top shows and the possibi decimation of others encouraged NBC to an unusual activity in its program department. NBC executives, mindful that there were programming holes to fill, intended to fill them with what it hoped would be shows that could easily make the adaptation from radio to television.

The first talent to be hired by NBC was the comedy team of Dean Martin and Jerry Lewis veterans of the night club circuit, but comparatively unfried in radio or television.

As a logical outgrowth of the talent tug-of-war, the network were expected to invigorate their facilities development.

At year's end, CBS announced it had acquired KFRE-Fremont which goes to 50 kw in February; (see earlier story page 31) and it

(Continued on page 46)
'49 FCC 'POLICY' YEAR

THE NEW YEAR looms as a major "policy" year for the FCC.

The Commission enters it facing some of the toughest policy decisions it has ever confronted, as FCC Chairman Wayne Coy noted in a year-end summary and new year prospectus prepared for BROADCASTING.

Among the greatest of these policy issues is the Hydra-headed problem involving television.

A change in the nature of the Commission's workload—resulting from a slackening of the pace of new-station applications, leaving more time to be devoted to overall policy matters—became evident during 1948.

Dip in Authorizations

The closing year saw a sharp dip in new-authorizations. Delays attributed for the most part to tightening economic conditions left FM with a net loss—fewer total authorizations now than a year ago—and AM's net gain was less than half the 1947 figure.

But TV grants were up, the number of operating stations in all three classes increased almost 40%, and there are 150 more AM, FM, and TV applications pending now than were at the start of the year.

In his statement Chairman Coy declared:

"Most notable fact in American broadcasting during the past year was the continued expansion of facilities. More than 300 AM stations, more than 300 FM stations, and more than 30 TV stations went on the air, so that at the year's end, the nation is equipped with approximately 1,550 AM, 700 FM, and 50 TV stations. With some 275 AM, 300 FM, and 75 TV stations under construction, and with some 500 AM, 90 FM, and 300 TV applications pending, another banner year in radio station construction lies ahead.

Controversial Questions

"Looming large on the new year's agenda are some of the most important, most controversial policy questions that the Commission has ever been called upon to resolve. These include the television allocations, Mayflower, lottery, clear channel, and network spot representation questions.

"There is no doubt that the dynamics of broadcasting will continue to make unsparing demands upon the energy and the judgment of the Commission during 1949. It is equally apparent that the evolution of broadcasting during the coming year will make heavy demands upon the vision, the alertness, and the courage of the broadcasting fraternity."

"Let us hope that all of us will somehow find the resources within ourselves to meet the known and the unknown responsibilities that the next 12 months will bring. Let us hope that we will have the capacity to make our broadcasting system progressively responsive to the changing social, economic, and cultural needs of the American people."

Unofficial figures prepared from FCC records showed these January-December comparisons on grants, operating stations, and applications in each of the three broadcast classes (figures on operating stations include those licensed and those on the air under special temporary authority):

<table>
<thead>
<tr>
<th>Year</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>1948</td>
<td>1,850 licensed and operating; 450 construction permits outstanding; 637 applications pending, of which 374 were in hearing.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1949</td>
<td>2,000 licensed and operating; 500 construction permits outstanding; 900 applications pending, of which 550 were in hearing.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Growth of Stations in 1948

<table>
<thead>
<tr>
<th>Stations</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>1,471</td>
<td>219</td>
<td>18</td>
</tr>
<tr>
<td>December</td>
<td>1,765</td>
<td>270</td>
<td>20</td>
</tr>
</tbody>
</table>

CITADEL HILL

THE ADVISABILITY of revising the 15-year-old Communications Act to bring it in line with modern trends and dissolve controversies over interpretations will undoubtedly be weighed by the 81st Congress after it convenes Jan. 3.

At year's end there was considerable sentiment for such action. Some legislators favored improving the statute; others were for a complete overhaul.

Rep. Forest A. Harness, a Republican defeated for reelection in Indiana's fifth district, called for a complete overhaul.

Necessary to Revise

Congressman Harness, who was a member of the House Interstate and Foreign Commerce Committee and chairman of the House Select Committee to Investigate the FCC, maintains it is "absolutely necessary that we revise the entire communications act in light of our experience and the Commission's experience since the act's inception."

Frank T. Bow, general counsel of the House Select Committee, which held hearings on the FCC's Port Huron and Scott Decisions, thinks Congress should specify what control the Commission and communications," Mr. Bow insisted.

"If I think," Mr. Bow continued, "Congress should spell out what controls, if any, the Commission should have over program content. There should be immediate legislation to prevent the further encroachment of government into competition with private broadcasters and other communications industries."

Sen. J. Howard McGrath (D-R.I.), chairman of the Democratic National Committee, takes the position that the present Commission is doing a good job in the supervision of radio and television.

"The growth of television and its impact on the nation and the public," he said, "is the most important present and future development in the radio-television field."

"Furthermore, the relation of (Continued on page 45)
TRADING ASSOCIATIONS

ALL THREE major broadcast media—AM, FM and TV—will find business better in 1949 than in 1948 in the opinion of key trade association executives who keep their fingers on the industry pulse. AM, foundation of the industry, will see new stations on the air and increasing national and local advertising. The FCC freeze, of course, will retard station expansion should it continue into the summer. Bright TV spots are lower costs and more sponsors. These will be offset by public demand for more station operating hours just as stations approach the break-even point.

willard Resorts
NAB enters the new year equipped to serve the industry’s new problems, according to A. D. Wil- lard Jr., executive vice president. The Standards of Practice, with their evolutionary effect on program and advertising standards, will come under a new committee. These will serve not only to elevate program and advertising standards but also to counteract any tendency to resort to selling abuses as the competition for business becomes more intense, he said.

Already the Employee-Employer Relations Dept. has developed a television service for the membership. A system of direct servicing of individual stations as contract expiration dates approach is being put into operation, Mr. Willard said.

NAB’s campaign to preserve freedom of expression will move forward, he predicted, noting that in the last year other major media have joined the effort to protect this basic American right.

Much will be done in 1949 to maintain radio revenues and develop new sources of business as well as to control costs, he predicted, with the All-Radio Presentation being reaId as the first of a series of effective competitive weapons. RCA is participating in the advance planning for the third NARBA and for the first time will take an active part in promoting American broadcast frequencies.

"The radio manufacturing industry is competing one of its best years and is anticipating an even better year in 1949," according to Bond Geddes, executive vice president of Radio Mfrs. Assn. "The trend is definitely toward a steadily increasing production of television receivers, radio set manufacturing is holding up remarkably well and is actually increasing in the FM category.

"The year 1948 will probably end with a production of 850,000 or more TV sets, close to 16,000,000 radios—of which 1,500,000 will be FM or FM-AM—and a record number of TV and FM transmitters.

Mr. Geddes

SARNOFF

ACCELERATED progress of TV has lifted radio and television, in combination as an industry, to a $2 billion-a-year enterprise which ranks as one of the ten foremost industries by 1953, Brig. Gen. David Sarnoff, RCA president and board chairman said in a year-end statement.

TV's public appeal has carried it two years ahead of the most optimistic war-end forecasts, he said, though shortage of manufacturing machinery is holding down set and tube production. Even so, he forecast 2 million sets will be built in 1949 by the industry and reach almost 5 million by 1953 when 18 million sets will be in operation and a coast-to-coast network will be functioning.

Radio and TV employ hundreds of thousands, he said, and America can depend on radio entertainment, acquired over the past 28 years, "is being more deeply ingrained by television, which enables people in ever-increasing number to witness events as they happen."

Telecasting of President Tru- man's Inauguration Jan. 20 as far west as St. Louis will mark a his- toric milestone in civics as well as in broadcasting, he said, estimating 10 million people will witness the event—"more than all who saw the 31 Presidents from Washing- ton to Roosevelt take the oath of office."

Mr. Willard

TV Operations
The TV operations of RCA—re- search, engineering, manufactur- ing and broadcasting—have in great measure enabled this country to maintain its television pre-eminence, according to Gen. Sarnoff, and the new science has been fitted into the nation’s security program. TV’s present and future are charted by actual experience rather than by hopeful promises, he pointed out.

Importance of RCA Ultrafax, which can handle a million words a minute, was stressed by Gen. Sarnoff, along with other develop- ments in electronics. These include studies in the upper frequencies and further development of "trans- sistors," non-vacuum substitutes for electron tubes. RCA Labs are working on nuclear physics as re- lated to electronics, he said, as well as radio-active tracers for tube re- search and radiation detecting de- vices and electronic protection.

He cited the "transducer," which converts mechanical vibrations into electrical pulses, and a new radar and smoke detector that is sensitive to TV signals.

Sarnoff, with NBC completing its 22d year showing largest volume of business since its formation. The network has 170 affiliates. Broadcasting provided the foundation of experience and public service on which TV is being built, he explained. "Sound and sight combined are weaving a pattern that is more appealing to the mind than sound alone and a gradual fusion of these two great services is to be expected."

FM continues to advance, he said, with 700 stations on the air and 300 CP’s issued. Number of FM sets exceeds 3 million, he added.

Gen. Sarnoff predicts further ad- vance of radio, and electronics in 1949 as new discoveries are ap- plied and improved. "Some de- velopments will overshadow in significance many of the achieve- ments of the past," he concluded.
1949 Revenue Rise Seen in Telecasting

THE STORECAST forecast for 1949 looks good. This is the prediction of Stanley Josefoss, president of Storecast, who believes the new year will see Storecast's recent development, the new AM-FM home-and-supermarket network, inaugurated in many new metropolitan areas.

4. This trend and Storecast's stepped-up expansion in the second half of '48 has been the direct result of it.

"Since June our supermarket point-of-sale networks have been extended beyond our original operation in First National Stores to two more of the country's largest grocery chains—American Stores Co., Philadelphia, and National Tea Co., Chicago—bringing our point-of-sale customer audiences up to more than 2,000,000 per week in supermarket stores, over and above AM and FM home coverage.

"Yes, with a wide representation of major food advertisers on our lists (General Foods, Libby, Swift, Wilson, Heinz, Coca-Cola) and several dozen national and regional accounts, with an excellent record of sales achievement, and with ever increasing penetration of AM-FM and retail trade modern supermarkets, the Storecast forecast for '49 looks very good."

December 27, 1948 • Page 27
Virtually all transcription and production firms, surveyed by Broadcasting in year end reports, are optimistic about radio revenue prospects for 1949. A small majority foresaw prospects of radio decreases at all levels. But not one surveyed forecasted a drop in its own business revenues. Dollar-wise, they estimated boosts in revenue ranging from $20,000 to $100,000, or higher, from 10% to 40% or even 20%. The 10% and 20% figures were most commonly quoted.

Most of the transcribers and transcription producers seemed to be worried about rising operational expenses for the coming year. The majority professed belief in potential increases—especially in radio stations where from 10% to as high as 50%. A few predicted little change in cost of the operational structure; an equal number thought expenses would remain practically the same. But in any event, prospects of 1949 revenue looked rosy-hued, notwithstanding costs.

Many firms declined to express their views on general business prospects in terms of "boom or bust." A few who were asked to did comment, felt, for the most part, that there would be neither—possibly a slight recession or just a tightening up or leveling-off. Area prospects are generally good and even highly promising—with reservations, of course.

Lifting of the AFM ban gave transcribers a lift by enabling them for harder selling in 1949 was stressed by several.

Richard S. Testut, manager of Associated Program Service, New York, said his firm’s business had tripled in 2½ years and he expects the rate of increase to continue. The increase will come from new business, he feels.

Robert J. Clark, general manager of Columbia Transcriptions, foresees a 1949 gain, with a lot of spot business booked for firms advertising new items and conducting new campaigns. The new long-playing records will be a big help to his business, he feels, and predicts the LP record will revolutionize the transcription business.

Joseph W. Bailey, manager of Lewis C. Cowan Inc., New York, says transcription work is good, especially in TV. He does not foresee any substantial cuts in radio budgets. Expansion will come from network shows through enlargement of present programs and through new business, he predicts.

C. O. Langlois, president of Lang-Worth Feature Programs, New York, expects a year of increases coming mainly from local stations and localized advertising campaigns.

Robert W. Friedheim, director of NBC Radio Recording Division, expects wider use of recorded material, especially dramatic features. He also expects increased use of library services and believes return of AFM musicians will bring in advertisers who held off during the ban.

Mr. Friedheim Mr. Sinn

Mr. Pellegrin

Mr. Pellegrin Sees It As Aid to FM

Pellegrin Sees It As Aid to FM

"TRANSIT RADIO (FM radio in buses and street cars) booms bright on the 1949 radio horizon as a beacon light to guide many an FM station into a new, sound, profitable operation offering an added and welcome service to American listeners." That was the forecast of Frank E. Pellegrin, Transit Radio national sales manager.

"The transit-riding public expresses overwhelming approval; station owners find it an interesting and sound operation; local and national advertisers are accepting it warmly as an unusually effective medium.

"During the closing months of 1948 the Transit Radio stations already on the air discovered how this new application of radio appealed to many advertisers who hitherto had used no radio, thus attracting new sponsors and new revenue to the radio industry.

"Among these were small advertisers who believed their modest appropriations could not make a sufficient impression or who could not use the broad coverage AM; the low rates for a guaranteed, concentrated transit audience, actually on its way to buy, has shown these new users of radio that even a modest budget can be effectively impressive.

Sales Appeal

"Department stores and other large advertisers who have previously used radio sparingly are increasing their radio budgets because of the sales appeal offered by low rates and the same guaranteed, counted audience, whose composition is quite accurately known at all times and who can be reached, on their way to shop, with advertising messages "beamed" especially to each group. Success stories of these new users of radio, or rapid increase is certain.

Mr. Pellegrin

Mr. Pellegrin

Mr. Pellegrin

Mr. Pellegrin

John Sinn, executive vice president of Frederic W. Ziv Co., finds local radio still on the upswing after a record 1948. He looks for more national sponsors to continue use of open-end programs on a spot basis.

In Hollywood and Los Angeles, companies temper optimism with illusions to retention of the selling spirit of 1950 and 1940. Bob Reickenhaub, sales manager Mayfair Transcription Co., finds a "growing reluctance on the part of sponsors to make long-term commitments," but adds that business is very good.

James Parks, vice-president of Broadcasters’ Guild, foresees "more business on a local level with co-op money being supplied by the manufacturer." The problem is one of filled supply lines with the result, he feels, that retailers are finding sales more difficult to make.

Bruce Eells, president of Bruce Eells & Assoc., throws in the reservation that "business in general will enjoy a health commensurate with the courage and effort applied by business leaders.... They can either hit for the "brunt" or get out and sell hard," he reasons. And there is evidence that radio operators are aware that there is little wrong with business that "hard selling" cannot cure, he concludes.

The "sell-hard" spirit was also echoed by Gerald King, president, Standard Radio Transmission Service. "Our forces will have to increase their selling pressure in view of the declining retail market... and programming developments... to supply a better, tighter schedule," he contends.

Seasoned broadcasters who experienced the "fluctuations of the 1930's can approach 1949 with confidence," Walter Davison, manager, Capitol Transcriptions, asserts. Emphasizing program content and close scrutiny of program budgets, Mr. Davison looks for greater purchase of time "as the so-called buyers' market develops further—but there will be greater care in what is purchased." He anticipates experimentation in "limited budget programming."

Walter White Jr., president Commodore Productions & Artists, is enthusiastic about West Coast radio which he labels a "bigger and bigger industry" and which, with television, "offers every prospect of becoming a gigantic one."

Business Increase

Mr. Davison's allusion to the selling spirit of previous years is similarly voiced by Joseph F. McCaughey, president of The Cardinal Co. He predicts a business increase for those in the market who realize the wartime honeymoon is over and put on their 1940 fighting spirit. Mr. McCaughey maintains that "the program market inevitably brings out the "selling stars in any" (Continued on page 45)
TRANSCRIPTION companies foresaw a big year ahead as they signed five-year agreements last Monday, ending the American Federation of Musicians ban on use of union instrumentalists in the making of canned commercials and programs.

Some companies had scheduled studio time in advance of the signing for music cutting and were ready to produce within hours after the signing. It was said that many advertising plans necessarily held in abeyance would now become possible.

Actual signing took place only six days after similar agreements with record companies [BROADCASTING, Dec. 20] had ended a similar ban. Union boycotts of both the record and transcription studios began Dec. 31, 1947 because the Taft-Hartley Law outlawed payment of royalties by employes for union-administered welfare funds.

Similar to Other Settlement

The settlement formula for the transcription companies was similar to that for the record companies [BROADCASTING, Dec. 20]—establishment of an impartial trustee to whom the transcription companies would pay royalties.

The trustee for both agreements is Samuel Rawlins Rosenbaum, a Philadelphia lawyer and former president of WFIL, Philadelphia. He will administer the fund, created by the payments, to provide union musicians with employment by organizing concerts. Admission to the concerts will be free.

Transcription companies will pay into the fund 3% of their gross revenue from music transcriptions. Altogether, they are expected to contribute at least $100,000 annually. Adding the record companies’ contributions, the fund is expected to amount to over $2 million annually. Later signers may swell the final totals.

Recording fees for musicians remain about the same under labor agreements signed at the same time. The basic rate of $27 per man for each period up to 15 minutes of recorded music.

Signing of the agreements with the transcription companies was anti-climax after the hectic scene Dec. 14, which attended the signing by recording companies [BROADCASTING, Dec. 20].

Both the recording and transcription signing ceremonies took place in the office of James C. Petrillo, president of the AFM, on the 24th floor of the GE building, New York City.

Few There

But whereas the recording signing saw reporters, still cameramen, newscast men and remote radio crews all jammed into the Petrillo office to cover the affair, the signing with the transcription companies was attended by no similar scene. Only Broadcasting was on hand—with a reporter and photographer.

Mr. Petrillo himself was not present at the signing nor was his general counsel, Milton Diamond, who is credited with having de- vised the formula which resulted in the final settlement.

Instead, Mr. Petrillo was represented by his chief deputy in recording and transcription matters, Rex Riccardi, and Mr. Diamond was represented by attorneys from his office, headed by Jerome Adler. Chief industry spokesman present was A. Walter Socolow.

Around a council table, representatives of ten transcription companies passed the trust agreements and labor agreements for proper signatures. Most of the signing was done by Mr. Rosenbaum, as trustee, and by Mr. Riccardi, who sat at opposite ends of the table as the papers were passed around in a shuffle which would have become confusing were it not for the steering of Mr. Adler and Mr. Socolow.

Representatives of the various companies stood near the table chatting until their own particular agreements came up for execution. They would sign and resume chatting. The whole affair was most informal.

However, after the signing, many of the executives hustled back to their offices to get right to work. NBC radio-recording resumed the same evening and, according to Edward Friedheim, director, transcription companies will now bring many advertisers to radio who have been holding off. I. Angell, president of Lang-Worth Feature Programs, found it too late in the day to go (Continued on page 84).

LOVE AND KISSES

All Was Not Strife in Record Negotiations

He grabbed hold of the bull by the horns. He boldly, said the industry—did a swell job—advised me as to what thought was right and wrong. I mean when I asked him, he said: “This is the thing we can do, and this is what we will do, and no more than this, and this, and I believe every word that man said. And, Ladies and gentlemen, believe me that every thing he said was God’s honest truth. And, gentleman, I say to you, if the truth, this is what’s gonna happen. And that’s exactly what happened. I can’t say too much for that man in this industry, and I think that labor has a friend in General Sarnoff.”

GENERAL SARNOFF: This is almost as great an emotional surprise for me as seeing the first record cut here after a year of silence. I don’t know any appropriate response that I could make to so generous a statement as Jimmy Petrillo has just made about me. All I can say is that this is not the work of any one man. It took patience, restraint, wisdom and some skill in negotiations on both sides to arrive at this settlement.

At this happy time of the year I think it is especially fitting to call attention to the fact that there can be harmony between men as well as harmony between singers.

In those negotiations Mr. Petrillo has been fair and worked hard, and Mr. Diamond, who is his counsel, was a resourceful man at all points where we struck snags.

As a general, I am a man of peace. And so I preferred a just and peaceful settlement to an unnecessary suit. I think this is a great triumph for both industry and labor, but the greatest triumph of all for the American people who will now be free to get selections of their own choice from a highly competitive industry.

Jimmy, I thank you very much, for what you have said, and I say the same to you, with a cherry in it.
Mr. Holman, president, Hal Holman Co., looks for greater overall and national business, but “locally, per station, it will be smaller by about 10%.” He notes that many advertisers are buying time now in 13-week rather than 52-week cycles.

Mr. Coveny, general manager, Burn-Smith Co., contends radio business will be good next year, in view of several new products to be sold. The “routine of selling time to a mass market itself needs to be sold,” he declares.

In Toronto Jack Slatter, president of Radio Representatives Ltd., feels that business will be as good for 1949 as 1948—with probably a slight increase.

“Radio stations throughout Canada have been enjoying unprec¬
en¬"d¬ed prosperity . . . local sales have strengthened, and trebled in the small community stations,” A. A. McDermott, sales manager, Horace N. Stevin & Co., observes. He adds that, as a result, national business has not command¬
ed as much atten¬
t¬ion and th¬at “many old-timers and repeaters (ad¬vertisers) Mr. McDermott have changed their schedules or dropped out altogether.” He strongly advises stations to “get the oldies back into the picture.”

Any increased volume in Toronto is possible only if selling becomes more intensified, in the opinion of William Wright, owner of the Will¬liam Wright firm, that city.

Mr. Holman
OCTOBER BILLINGS

OCTOBER gross billings for the four nation-wide networks totaled $18,326,006, more than $2,5 million ahead of the September gross. According to data compiled by Publishers Information Bureau and released to Broadcasting last week.

For the ten-month period, January-through-October, the combined network gross totaled $163,654,849. With October the top month for the year up to that point, the $2,5 million running ahead well of springtime billings, the network gross for the year may well top the $200 million mark.

FOODS AND FOOD PRODUCTS

NARSR HEAD

Headley Succeeds Raymer

FRANK M. HEADLEY, of Headley-Reed Co., was elected president of the National Assn. of Radio Station Representatives at the organization's second annual meeting Dec. 15 in the Hotel Lexington, New York. He succeeds Paul H. Raymer, who was re-elected Vice President, Adam Young Jr., of Adam Young Jr. Inc., succeeding H. Preston Peters, president of Free & Peters Inc.; secretary, Frank Edward Spenser Jr., of George Hollenberg Co., succeeding J. Weed, Weed & Co.; treasurer, Lewis H. Avery of Avery-Knodel, who was re-elected. Mr. Peters was elected a director for one year to succeed Mr. Young.

OTHERS ELECTED

George Burt, of the Katz Agency, was appointed the association's representative to the FCC's Standards of Practices Committee.

Also approved at the meeting was a proposal that the accounting firm of Price, Waterhouse & Co. make a statistical analysis for the association of the volume of spot radio business.

KFRE TO CBS

Dropping ABC Affiliation

CBS last week announced that the 50-kw KFRE Fresno, Calif., present affiliate of ABC, would join the CBS network next June 15.

The addition of KFRE will give CBS a total of 24 stations in the 50 kw category according to CBS. At the acquisition of KFRE, CBS will drop its present affiliation with KARM Fresno, a 5 kw outlet. KFRE, which at present operates with 250 w, expects to begin operating with its new high power by the fall.

Although no official word was available, it was understood that ABC was negotiating with KARM for an affiliation to replace KFRE.

KFRE will operate on 590 kc. It is owned by the California Inland Broadcasting Co.

CRANEY PLAN

Urges Anti-Clear Group With Paid Head

CALL for immediate formation of an organization strong enough to wage an effective fight against clear channels was sounded in a circular letter mailed last week to 2,000 independent and non-clear channel stations.

Author of the letter is Ed Crayen, general manager of Pacific Northwest Broadcasters, comprising 11 new stations in Montana, Oregon and Washington.

NAB cannot handle the matter, Mr. Crayen's letter asserts, "because most of the 24 clears are members." Simultaneously it was learned Mr. Crayen has withdrawn all but one of his stations as members of NAB.

Stations in PNB, he states, are KXL, Portland, Ore., KKLX Spokane, Wash., KXLF Butte, Mont., KXLJ Helena, Mont., KXLQ Bozeman, Mont., KXLJ Ellensburg, Wash., KXLQ Seattle, Wash., KXLQ Great Falls, Mont., and KXLJ Missoula, Mont.

Mr. Crayen, long an exponent of abolishing clear channels, proposes that the operators of independent and non-clear channel outlets hold a meeting in Chicago as the "next month to set up the anti-clear channel group. He is asking that interested station executives notify him at once of their city of choice.

Among Mr. Crayen's suggestions as to how the organization should function are these:

- A board of directors, composed of "men who will work and whom the members have confidence in," should be selected at that meeting. "This board should be given broad powers so frequent membership meetings will not be necessary."

- The organization should have a Washington office with a paid director who would "keep its members posted on vital happenings, would advise members what they should personally do for the furtherance of the objectives of the organization, and would appear before Congress, the FCC or any government official or department when occasion demanded."

- Enough stations should be members so that their combined highest hourly rate is well over $10,000. If possible dues should not be more than four times the highest hourly rate per year.

Mr. Crayen urges that "the problem" of clear channels be attacked "with an organized plan under constant direction of a paid head" and says it is useless to try to fight the powerful well paid clear channel lobby individually—by a few letters to Congressmen or Senators or to the FCC or even by occasional personal visits to all three." He points out that Louis Caldwell, attorney for the clear channel group, "is registered as a lobbyist at $1,200 a month."

Unless the membership should direct otherwise, says Mr. Crayen, the proposed new organization "should work on no other problem than clear channels in AM and possibly Stratovision in TV."

He says: "The problem of centralized national coverage from one point under single control is a danger to the freedom of expression by radio in the U.S. and would tend to a tremendous monopoly in the hands of one, this is as true of TV (by Stratovision) as it is of AM (by superpower)."

FCC PAY RAISE

Proposal Revised Upward

THE PAY RAISE proposed for FCC members in the Flanders-O'Connor-Baldwin bill [BROADCASTING, Nov. 15, Dec. 20] was revised upward by the Senate Civil Service Subcommittee last Wednesday to provide for $17,500 a year instead of $16,500. The Commissioners now get $10,000.

The revision was made following hearings on the bill, which would increase the pay of the President, the Vice President, and some 222 Federal employees the $17,500 figure for FCC Commissioners and comparable officials had been advocated by President Truman. The Civil Service Subcommittee agreed that the bill should be given an emergency label and enacted into law before Jan. 20. Unless paid by that time—the date of President Truman's inauguration—the $25,000 a year pay raise provided for the President could not under law become effective during his new term. The Subcommittee is composed of Sens. Herbert R. O'Connor (D-Md.), Ralph E. Flanders (R-Vt.), and Raymond E. Baldwin (R-Conn.).

JONES TO HUTCHINS

MAITLAND JONES, former vice president of J. Walter Thompson Co., New York, has resigned from the firm to join the New York office of Hutchinson, in a similar capacity.

December 27, 1948
YEAREND transition for WJHP Jacksonville, Fla., is made by Chaz Harris (1) as he passes the mike to "Baby 1949" Claude Taylor.

POSSIBLY video's most renowned Santa this year is Arthur Godfrey, shown with Newell-Emmett's Fred Siemsen as they pause during filming of Chesterfield commercials.

JUDY ANN GRAHAM tells what she wants for Christmas via a special WSYR Syracuse Santa telephone headquarters. Over 20,000 children reportedly have talked to Santa or his helpers through WSYR service.

CELEBRATING its first Christmas is KTLN Denver, represented by Joe Flood, KTLN's "Upsee Daisy" man who expresses the best wishes for a happy holiday season and a bright new year to come.

TO HELP promote Salvation Army's "Christmas Cheer" campaign at their "Kettle House," WBT Charlotte's Kurt Webster joins in a special program with Brig. Stephan.

JOHN WILCOX, WIP Philadelphia announcer, interviews a few of the 10,000 customers at Gimbel Bros.' sale of $1 Christmas trees at its Philadelphia warehouse.

IT will be a Merry Christmas for these physically-handicapped youngsters with the video set donated by GE to the TV Bedside Circuit promoted by Shirley Dinsdale, KTLA (TV) Los Angeles, and Art Linkletter.

WITH the aid of WISR Butler, Pa., Santa arrived in town in grand style. Participating in the parade of greeting are (l to r) Paul Martin, WISR commercial manager, and Bob Landers, announcer.

NORTHEASTERN Wisconsin children knew there was a Santa Claus when he distributed over 20,000 bags of candy from this float to promote his program on WTAQ Green Bay.
On the way up!

The baby giraffe, just born in the Washington Zoo, has a long way to go before it catches up with its mother. But while it's growing it will get plenty of attention from the visitors at the zoo.

Attention is what radio advertisers want for their radio announcements. And attention is what they get from W-I-T-H, the BIG independent with the BIG audience.

At such low cost, too! W-I-T-H is the big bargain buy in Baltimore, the nation's sixth largest market. For W-I-T-H delivers more listeners-per-dollar than any station in town. It covers 92.3% of all the radio homes in the Baltimore trading area. So if you want low-cost sales in Baltimore, call in your Headley-Reed man and get the full W-I-T-H story today.

WITH

Baltimore, Maryland

Tom Tinsley, President
Represented by Headley-Reed
Trade Associations  

Trade Associations (Continued from page 28)

hikes in the items of expense will probably bring profits to a low that will frighten some of the old-timers in the business. These developments will lead management to a very close scrutiny of operating budgets and many of the excessive expenditures in labor, promotion and programming will be whittled down.

If FM receiver distribution develops as expected, we may see some FM stations going into the black because of their ability to deliver more sizeable audiences. Tele-\n
cast stations also can be expected to come nearer to their break-even point as the increase in set ownership justifies the rate increases which must occur before television broadcasters can hope to command the air.

We cannot long persist in a situation such as now exists in television where everyone in television makes money except the end user.

"Television is in harmony with the times and the same 'sweet tune' will be sung in 1949, 1950, 1951, and 1952 ad infinitum," says J. R. Poppele, president of Television Broadcasters Assn.

"The 'sweet tune' is tinged with the glow of prosperity, and prosperity record manufacturers agreement [Broadcasting, Dec. 20]. The recording agreement is referred to in the ET document and is annexed to the order.

In the wage agreement signed at the same time as the trust agreement, the transcription rates were set forth as follows:

- For each 15 minutes or less of recorded music, with or without commercial continuity or announcements, the recording and recording of which does not exceed one hour per man.

If 15 minutes of recording is finished and additional recording is made, then for each five minutes of extraneous work, the rate shall be $9 per man. For each such extra five minutes, 20 minutes may be used for recording and rehearsal.

Overtimes for recordings (i.e., at the rate of $4.50 per man for each 15 minutes or less.

All the rates are doubled in the case of long leaders.

Following the signing of the agreement, Mr. Rosenbaum told Broadcasting he already has begun work on it. He is making an intensive study of the manner in which the AFM administered the royalty fund in 1947 and 1948. From April 1 to December 31, he said, union records showed 10,000 individual performances and paid out $1.5 million in fees to musicians.

"A cursory examination of their records," he said, "it would seem that their fund has been extremely well and carefully administered."

In compliance with the trust agreement, Mr. Rosenbaum is expected to establish a New York of-

Mr. Poppele  

Mr. Poppele is brighter, clearer, sharper and more penetrating—for the next 12 months. With the end of the winter will come the end of the 'freeze.' The thaw may hang on during a good part of the spring, but the summer's 'heat' will certainly do the trick. When the defrosting process ends, the sorely-tried 'outsiders' will have their applications assuaged with the limen of freedom to proceed.

"New stations will blossom over the country, freeze or no freeze. At the year's end there were over 70 under construction and better than two-thirds of this number will be wafting electronic pulses from bat-wing to dipole before the aroma of the 1949 Tournament of Roses fills the air. There will be at least 100 stations by the year's end.

"Receivers? The more the merrier! Some say 2 million will be grabbed off dealers' shelves during the coming 12 months. The manufacturers guarantee at least that many. Some of the more optimistic producers claim 200,000 additional sets will be tagged on to the 2 million due to come off the production lines."

"Networks? The first big date for 1949 is Jan. 11 when east meets west, as A&T literally drives another 'golden spike.' After that the sponsors should come running—the circulation is charging ever upward and so is the recognition of radio's ability to develop markets more effectively than any other medium. Spurs from this great regional network will make possible even more extensive servicing of areas covered by coax and microwave links."

"Coast to coast by 1950? "It's not in the cards right now—but who can foresee what may come to pass?"

"The sum and substance of this forecast is that television has hitched its potentials to a meteor—and whizzzzz!"

Mitchell Sees Progress

Maurice B. Mitchell, NAB director of broadcast advertising, foresees important industry progress as the NAB Convention and Presentation is completed by NAB convention higher and so is the recognition of radio's ability to develop markets more effectively than any other medium. Spurs from this great regional network will make possible even more extensive servicing of areas covered by coax and microwave links."

"Coast to coast by 1950? "It's not in the cards right now—but who can foresee what may come to pass?"

"The sum and substance of this forecast is that television has hitched its potentials to a meteor—and whizzzzz!"

Mitchell Sees Progress

Maurice B. Mitchell, NAB director of broadcast advertising, foresees important industry progress as the NAB Convention and Presentation is completed by NAB convention higher and so is the recognition of radio's ability to develop markets more effectively than any other medium. Spurs from this great regional network will make possible even more extensive servicing of areas covered by coax and microwave links."

"Coast to coast by 1950? "It's not in the cards right now—but who can foresee what may come to pass?"

"The sum and substance of this forecast is that television has hitched its potentials to a meteor—and whizzzzz!"

Mitchell Sees Progress

Maurice B. Mitchell, NAB director of broadcast advertising, foresees important industry progress as the NAB Convention and Presentation is completed by NAB convention higher and so is the recognition of radio's ability to develop markets more effectively than any other medium. Spurs from this great regional network will make possible even more extensive servicing of areas covered by coax and microwave links."

"Coast to coast by 1950? "It's not in the cards right now—but who can foresee what may come to pass?"

"The sum and substance of this forecast is that television has hitched its potentials to a meteor—and whizzzzz!"

Mitchell Sees Progress

Maurice B. Mitchell, NAB director of broadcast advertising, foresees important industry progress as the NAB Convention and Presentation is completed by NAB convention higher and so is the recognition of radio's ability to develop markets more effectively than any other medium. Spurs from this great regional network will make possible even more extensive servicing of areas covered by coax and microwave links."

"Coast to coast by 1950? "It's not in the cards right now—but who can foresee what may come to pass?"

"The sum and substance of this forecast is that television has hitched its potentials to a meteor—and whizzzzz!"
SERVING A TREMENDOUS, EXPANDING 3-CITY MARKET

KFDM announces increased power to better serve one of the most thriving and prosperous areas in our country, and a new home in a fine old mansion which contrasts vividly with the vast, bustling oil industry... the new and growing chemical empire... agriculture... lumbering... shipbuilding! Remember, KFDM delivers BEAUMONT, PORT ARTHUR, and ORANGE—the three KEY CITIES of this important Gulf Coast Market.

K F D M
BEAUMONT, TEXAS
"Delivering A 3-City Market"
5000 WATTS • 560 KILOCYCLES
Affiliated with ABC and LONE STAR CHAIN
Represented By
FREE and PETERS, Inc.
the way to make the grade
in Baltimore...

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

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

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

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

in Baltimore, only WBAL offers both...

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

WHERES BIG news from the West Coast. In Seattle, the AFRA local has notified stations that it is willing to forego negotiations for a new contract in 1949, and let the present deal stand.

Such a step would not have been taken without the acquiescence of national headquarters. It indicates that labor has recognized that it is scraping the bottom of the radio barrel on wages and conditions.

The West Coast for some months has been feeling the economic pinch. While conditions generally are good, there are plentiful signs that the cost spiral has reached its peak and that living costs gradually should recede.

We hope the Seattle labor straw-in-the-wind is a harbinger of a national trend. It's the first hopeful sign of a possible return to stability and something approaching normalcy.

WHEN the late FDR asked the late Anning S. Prall to become FCC chairman in 1934, he told him the task required constant attention by the President in importance. A Senate subcommittee recommending salary increases, pits the FCC at the bottom of the list, with hosts for chairman and members from $30,000 to $75,000. Many other agency heads would get $25,500, and another flock, $30,000. If what FDR told Mr. Prall is correct (and we believe it is) why the step-child attitude to the FCC?

Grotesque Radio Law

MUCH TO DO may be made in the months ahead about the opinion last week of the U.S. Court of Appeals for the District of Columbia in the so-called Brockton case wherein the FCC selected one applicant over two others for the same local facility in the same general area in Massachusetts.

One of the unsuccessful applicants appealed, largely on the ground that the FCC based its action upon the so-called "quantitative analyses" of various factors and conditions sustaining the programs proposed by the applicants. That would be in the fashion of invoking the Blue Book formula.

While the appellate court, in an opinion by District Judge Matthew McGuire, who was "on loan" from the court below, used strong language in holding that the FCC may inquire into the sustaining time a prospective licensee purports to reserve, it nevertheless concluded that this was not the "controlling" reason for the Commission's action. The text applied was that of "public interest, convenience or necessity." But the court does not attempt to define that ephe- meral phrase. No! has any other court. Nor has Congress.

The unsuccessful applicant offered about 95% commercial time and contended this was none of the FCC's business, since to interfere with program-sponsored censorship. The successful applicant proposed a 40% commercial schedule.

This opinion is another in the line of confused and befuddled interpretations of a law which has been in existence since the days of the Volker era.

We hope this case finds its way to the Supreme Court. Without a high court review more loose dicta will be added to an almost grotesque body of radio legal precedent.

Whither 1949?

FROM NOW until after New Year's, open season reigns for predictions on 1949. Captains of industry, tycoons of Wall Street, oracles of science, men of letters and the pundits and commentators will give vent to their views. Inevitably, a majority of them will see ahead the "Year of Decision."

Will there be war or peace? Will the inflation spiral be checked? Will FM exceed prewar taxes be reimposed? Will Taft-Hartley go all the way out, or just part way? Will President Truman veer right or left, or steer a center course?

Many industries and pursuits have undergone more or less drastic change since the war's end. But none has experienced the scientific, economic and man-made developments that portend a metamorphosis in the mass radio arts, and in the mass advertising media.

Will 1949 be the "Year of Decision" for radio?

Our guess is that there will be many decisions, but that none will be "summary" ones. Television, and to a lesser extent FM, have introduced factors that are destined to bring economic changes. These changes, however, are likely to be evolutionary—read judgments rather than dislocations.

In this issue there is an analysis of our year-end business round-up. It isn't a gloomy picture, but a year of change—change for the better, but also change for the worse for some individuals.

There are other "decisions" which, during the next year, may be of greater significance. Television has an allocations problem that is far from solved. Legislation at the next session is a question mark. If there's to be a rigid limitation on the number of TV stations, there will be a concurrent legislative effort to cloak that almost fabulous medium with greater regulatory controls.

Economically, the big job of radio is to sell radio for what it is—perhaps more comprehensively and all-inclusive advertising medium ever devised. Whether it's AM or FM, it's sound radio and for the most part, both are broadcasting identical programs.

The big job, economically, for television is to sell itself as more than an advertising medium. It is likely to be evolutionary—read judgments rather than dislocations.

It should be considered as part and parcel of the advertiser's sales budget, and not alone its advertising budget. Advertisers and agencies must be indoctrinated with the knowledge that radio and television are different media, and that the budget used for the visual medium should not be subtracted from the aural, or vice versa.

If 1949 is that "Year of Decision," it is a decision as to wisdom in sales approach and in prudent management. Television has the glamour and the momentum, as well as an amazing success story. Sound radio has the coverage and the impact and the programs and the story of a hundred thousand sales successes. It needs only the resourcefulness and the means of cushioning the transition, however slight or drastic, so that there will be a minimum of dislocations. The printed media and the movies have far more to concern them—and the wiser heads know it.

In all this tumult among the media, FM's pace has been the least spectacular thus far. It has a few months. FM has the quality voice. It has the advantage of uniform day and night coverage. FM has not taken advantage of its advantages. If it doesn't shout them from its antenna-tops in a well-greased campaign, 1949 could well be its "Year of Decision."

FRANK MILTON HEADLEY

The relentless determination of the recently organized National Assn. of Radio Station Representatives to track down every possible customer for spot radio time was indisputably revealed in its selection of a president. The man picked to head the NARSR is a former agent of the FBI.

Frank M. Headley, 40-year-old president of Headley-Reed Co., and the present president of NARSR, spent two years pursuing, and often overtaking, gunmen, extorters, kidnappers and assorted thieves before he entered radio, which presumably is a milder business.

In radio sales the chase for business is as breathless, if not as perilous, as the G-man's pursuit of crooks. It is a tribute to Mr. Headley's vigor that at the end of more than 12 years of radio station representing he is so slightly winded that he is willing to take on the additional duties as head of a trade organization.

Mr. Headley's first job in radio was general manager of the radio division of Kelly-Smith Co., a seasoned newspaper representative firm. The radio division, formed a couple of months before he joined it, started with a list of three stations—WSGN Birmingham, WSJF Winston-Salem and WROK Rockford, Ill.—which Mr. Headley's company still represents.

Three years after he joined Kelly-Smith Co., the radio division was separated from the newspaper representative firm and incorporated as the Headley-Reed Co., although still owned by Frank Miller, owner of Kelly-Smith. Mr. Headley was made president.

Mr. Miller currently retains the principal ownership of Headley-Reed, but Mr. Headley and Dwight Reed, who heads the Chicago office, are part owners.

Since Mr. Headley's tenure, the Kelly-Smith radio division and the subsequent Headley-Reed Co. have increased the client list to 30 stations.

The president of Headley-Reed is an Iowa boy, born in Webster City Feb. 20, 1908. His father, a Standard Oil Co. executive, was often transferred from city to city within the state, a fact accounting for young Frank's attendance of Headley-Reed Co. and the Chicago Public Schools.

Mr. Headley's first professional inclination was to law. He graduated with an LL.B. degree from Creighton U., Omaha, in 1930. The year of his graduation was not a propitious one for fledgling lawyers, and when Mr. Headley was offered a job as a salesman for Standard Oil, he leaped for it with the acumen

(Continued on page 51)
So you're looking for a Top Market!

Then look at OREGON...with its phenomenal postwar growth...second in the nation! From 412,000 families in 1946 to 477,900 families in 1948, that's the record!

IN PORTLAND ALONE...
there are 140,290 families...and 98 percent of them own radios.

KOIN CONTINUES TO DOMINATE...

in this great and growing market. KOIN is a leader in community affairs, with three of its executive personnel alone affiliated directly with 29 community activities. It is a station with experience...a station with (you'll pardon the expression) know-how. (Anyone with KOIN less than ten years is a newcomer. Its junior announcer has been with the station for seven.)

KOIN WILL CONTINUE TO LEAD...
because of its sound program structure and its aggressive, effective management policies.

OREGON...a growing population—a most important market!
KOIN...THE station to reach that market.
venerable Actors Equity, Chorus Equity, American Guild of Musical Artists, and AFRA—all members of the AFL Associated Actors & Artists of America—had progressed to the point where it soon would be impossible for Bobie and his plans to the various union memberships involved for final action.

Meanwhile, an agreement was tentatively reached, conditioned upon a great many things, through, that there be a partnership in television between the merged group and the Screen Actors Guild in Hollywood. The merged group and AFRA each agreed to contribute $100,000 for use in television organization and that all TV bargaining contracts would be approved by both partners.

Merger, however, seemed likely to have its own headaches before it completed its gestation period. One such disorder was threatened from the onset to be intensely involved—from American Guild of Variety Artists. AGVA was being invited to join the merger by the members of the TV committees of the groups, but AGVA officials had already gone on record against any merger that did not include it and all other AA unions. Dewey Benton, national administrative secretary of AGVA, said the constitutional basis of the proposed merger might be challenged by his organization.

No Major Problems

For its part, AFRA foresaw no other major problems in the coming year. Its master contract for network runs until November 1950. It expects to extend organizational activities to new stations and, legislatively, to work for repeal of the Taft-Hartley Law.

Not only talent unions, but also technical personnel was beginning to map over television jurisdiction. Four unions at least would be increasingly concerned with engineers and technicians in television—IAITSE, NABET, IBEW and ACA, all AFL unions except for the ACA, which is CIO.

Richard F. Walsh, president of International Alliance of Theatrical Stage Employees, called TV one of the chief problems concerning IATSE at its August convention. He indicated IATSE would move into television jurisdiction over TV engineers at WFIL-TV Philadelphia from communications Assn. The latter’s members were barred from an NLRB election because ACA top officers had not signed Communist affidavits required by the T-H Law.

ACA, whose broadcast department is a vertical union covering some 700 employees in 30 stations along the eastern seaboard, was planning an organizational drive in 1949. It plans to use stations presently under contract as a base for organization of new outlets.

All ACA contracts come up for renegotiation during 1949, but, according to William Bender, vice president of the broadcast department, since 90% of those contracts expire until the end of the year, it is too early to plot wage demands. He said, however, that such demands will be in accordance with patterns established by industry generally by that time.

IBEW Contracts

The International Brotherhood of Electrical Workers’ major contract is the two-year pact with CBS, expiring in May. It is expected that in this agreement and in others negotiated around the country, the IBEW will plug for reinstatement of preferential hiring (union gets first crack at sending the employer a man to fill the job).

National Assn. of Broadcast Engineers and Technicians two-year contracts, covering 600 technical workers at NBC and ABC and 100 at WOR-Mutual, will expire in May. The contracts, expiring dates for American network negotiations will begin in March. Its negotiation plans have not yet been developed by the executive board. The union, however, is planning to talk with the NBC and ABC in New York and plans, as part of its 1949 expansion, to open a full-time office in Hollywood.

Radio and Television Directors Guild, operating often among high level employees, was at the year’s end striving for its first contract between freelance radio directors and sponsors, agencies and networks.

Parleys were still in the preliminary stages, but reports drifting out indicated that if a contract did not immediately result, a code governing fees and working conditions might be a concrete development.

Sixty days before the end of 1949, the BNG will commence contractating all AM network contracts for directors and associate directors. One of its big problems for the coming year is the possibility that it become the bargaining agent for such supervisory employees as television directors. Currently, it is in deadlock over this point with WJZ-TV New York.

Radio Writers Guild’s contracts with the networks for freelance writers and the agreement it hopes soon to reach with agencies, sponsors and package producers will both be openable in November for adjustment of minimum fees. Its television contracts for staff writers will also be renegotiated during the year.

The Radio Guild, Local 50, United Office and Professional Workers of America, CIO, has just renewed a one-year agreement with CBS covering 650 white collar workers, providing for wage increases averaging about $4 weekly. During the coming year, it has several other smaller contracts which will be up for renegotiation. An effort will be made to obtain further wage increases and a 5-hour week.

John McSweeney Leaves Pearson for P&R

JOHN H. McSweeney, who has been with the John H. Pearson Co., station representative, New York, for five years, joins Pedlar & Ryan, New York, as a timebuyer, it was announced by Edward L. Robeau, Jr., president of the company.

Mr. McSweeney, who has been with the William G. Ramsey Co., station representative for the past two and a half years, will take over Mr. McSweeney’s position with the Pearson Co. in New York effective the first day.

Prior to his association with the Pearson Co., Mr. McSweeney was with Compton Adv. for two years and with Paris & Peart for one year. Before that he was with the Chicago Tribune for seven and a half years.

Mr. Stewart was with Ruthrauff & Ryan for four years as a time buyer. In 1945, he entered the Navy and entered the Air Corps and served as radio operator and gunner on a B-17 in the 8th Air Force. He rejoined R&R upon his return and later went with Rambeau.
Delaware's Home Owned and Operated Radio Station

WAMS
1000 Watts  ●  1380 Kc's  ●  Day and Night

Wilmington Delaware
Announces Its Affiliation for Delaware With the

MUTUAL BROADCASTING SYSTEM

And the Appointment of

WEED & CO.
As National Representatives

Wilmington Tri-State Broadcasting Company, Inc.

George L. Sutherland
Vice President and General Manager

WAMS
1000 WATTS

MUTUAL
BROADCASTING SYSTEM

WAMS-FM
20,000 WATTS
FCC 'Policy' Year

(Continued from page 35)

olary problems developed to prompt FCC to freeze licensing while the answers are being sought.

It seems unlikely that licensing will be resumed before spring, and pessimistic observers put the probable date much later.

Inevitably intertwined with this exclusively VHF question is that of the UHF—that band between 476-800 mc which for years has been hailed as the ultimate home of television and its only hope of adequate space for a nation-wide, competitive system.

Is UHF Usable Now?
The question is whether the UHF is usable now, from a practical standpoint. The problem is further complicated by the prospects for color television, a factor which concededly must be considered in any UHF allocation if there is to be assurance that color won't be effectively precluded.

Other facets of the television problem include such major questions as Stratovision and the use of directional antennas, and, in another field, whether the Supreme Court's anti-trust decision against the major film producers will affect those firms' qualifications as licensees not only in TV but also in AM and FM.

A final decision on the Paramount-DuMont question also is on the Commission's 1949 agenda. In a proposed decision earlier this month FCC held that Paramount controls DuMont, which would mean denial of five pending TV applications of the two companies since the firms between them already have five television stations, the maximum permitted by FCC rules. If made final, the decision may be taken into the courts.

FCC has completed lengthy hearings on the American Telephone & Telegraph Co.'s policy against interconnection of its network television facilities with those of private companies which duplicate AT&T routes. Whether the validity of this policy, followed by an exhaustive investigation of the lawfulness and reasonableness of the network TV rates of both AT&T and Western Union, is scheduled for 1949.

Clear-Channel Question
Another major question to be decided in 1949 is the perennial clear-channel case. The case was closed last January after almost three years of studies and hearings. But issuance of a decision was held up while the Senate Interstate & Foreign Commerce Committee pondered a bill in which the issues were basically the same: Whether to break down the clears and whether to keep the power ceiling at 50 kw.

Subsequently freed of the Congressional committee's injunction to hold up, FCC reinstated its work on a decision a few months ago and has been expected to complete its study and release its findings early in 1949.

Lately, however, there have been recurring reports that further consultations with key Congressional figures will precede actual issuance of the decision.

Closely linked with the clear-channel decision is U. S. preparation in Ottawa for a conference to be held in Canada next September to negotiate a new North American Regional Broadcasting Agreement (NARBA).

A NARBA conference was scheduled last September but was postponed, at least partially because of FCC's inability to get out its clear-channel decision.

Another policy question with international considerations is the use to be made of 540 kc, which was added to the broadcast band by the Atlantic City Conference subject to agreement among the NARBA nations. FCC may institute a proposed rule-making proceeding on this subject in the near future.

Other Problems
High-policy questions on which hearings or oral argument have been held, but on which decisions have been announced, are those involving (1) the Maysflower Edict against editorializing by stations; (2) a definition of giveaway programs which FCC would consider to be in violation of the lottery laws, and (3) the right of networks to serve as national spot advertising representatives for affiliated stations, on which the closing session of hearings is slated to start Jan. 3.

The Commission also has announced, but not yet heard argument on, a proposal to set up numerical tables governing common ownership of stations and putting a limit on the number of minority radio interests one person or company may have. Oral argument is scheduled Jan. 17.

Another pending proposal, designed to speed FCC's work, would permit the use of examinations recommended decisions as the Commission's proposed decisions.

In the investigatory field, FCC has called a hearing on the news policies of G. A. (Dick) Richards, involving his KMPC Los Angeles, WGAR Cleveland, and WJR Detroit. The FCC staff also has completed an investigation of the Arbe Bulova radio operations (WOV and WNEW New York), but the Commission has not acted on the staff report. Heard but still pending are the competitive renewal application of WBAL Baltimore and the application of columnists Drew Pearson and Robert S. Allen for WBAL's clear-channel facilities (1090 kc, 50 kw).

Commission Policy
Early in the past year the Commission enacted a policy which has been the keynote of succeeding decisions—a policy of judging stations' operations on the basis of their "fairness" in dealing with divergent or opposing groups. The policy was laid down in the New York FM decision and was the keynote of the approved, but not yet issued decision on the "Mayflower" question.

One of the principal policy decisions in the Commission in 1948 was the "Fort Hayden case," which held that political broadcasts may not be "censored" even for libel or slander. For this FCC was slapped by a federal court in Houston and by the House Select Committee to Investigate the FCC. But the decision is still on the books, although officials clarified it orally last week, assuring that it is not an "order" and that cases will continue to be judged on their respective, individual merits.

Other policy questions with which the Commission dealt in 1948 included: Establishment of standards for commercial facsimile; issuance of a decision holding that programs supplying horse-race information are not against the public interest so long as they are part of balanced overall programming; abatement of special temporary authorizations in AM, effective Aug. 16.

The Commission lost its most outspoken, left-wing member during 1948 and got its first woman member when Clifford J. Durr retired to private practice at the end of his term on June 30, and was succeeded by Miss Frieda B. Hennock, New York attorney.

The term of Comr. E. M. Webster, an economist and specialist in safety and special service matters, expires June 30, 1949. He has not indicated whether he would accept reappointment.

For the Record
IN BROADCASTING's report of the settlement of the recording ban in the meat industry was made in one comparison of the old and new schedules of royalty fees. The old royalty rate on records retailing at $1 to $1.50 was 2 1/2 cents per record. The new royalty rate is 1 1/4% of the retail price of records selling for from $1 to $1.25 and 2 1/2 cents per record on those selling from $1.25 to $1.50.

THE KEY STATION OF THE SOUTH PLAINS OF TEXAS

Because it's the CENTRAL SELLING FORCE for the vast geographical, financial, industrial, commercial, and educational center located at Lubbock ... BECAUSE it can open the door to this multi-million dollar market it's a KEY station—KFYO—the station with the consistent clear signal. 1340 on the dial.

affiliated with AMERICAN BROADCASTING CO., Inc.

LONE STAR CHAIN

Represented by TAYLOR-BORRHOFF & CO., INC.
NEW FTC HEAD

Freer Successor Unknown

WITH Robert E. Freer preparing to submit to President Truman his formal resignation from the Federal Trade Commission sometime this week (see separate story), speculation as to his successor is rampant. Two defeated Congressmen—Sen. John S. Cooper (R-Ky.) and Rep. John W. Gwynne (R-Iowa)—head the list of likely prospects.

Mr. Freer said he did not know whether he would tender his resignation to the President personally or in writing. Any Presidential consideration of a candidate awaits his official resignation. The FTC chairman is retiring Dec. 31 to enter private law practice because of financial reasons, and his successor to a Commission post will be chosen from Republican ranks [Broad-casting, Nov. 26, I]. No appointment was expected to be forthcoming until after the Inaugural.

Other possibilities for a Commission slot include Frank Keefe (R-Wis.); Harry Babcock, FTC member in charge of the Bureau of Legal Investigation; Lynn Paulson and Austin Forkner, FTC attorneys; Cyrus B. Austin, New York attorney and formerly with FTC; Douglas Hartman, administrative aid to Sen. Over Brower (R-Me.); S. Chesterfield Oppenheim, professor, George Washington U.; H. J. Kenner, former head of N. Y. Better Business Bureau; Hugo Prucha, an Ohio attorney; George Meredith, Senate Small Business Committee director, and Wills Ballinger, House Small Business Committee liaison and former FTC economist.

Sen. Cooper, who was elected to the Senate in 1946, was active on the Senate Judiciary Committee in behalf of export controls for the government.

Rep. Gwynne was active in Congress for 30 years, serving on the House Judiciary Committee, during which time he urged passage of a bill extending FTC power over corporate mergers. Author of the bill was Estes Kefauver (D-Tenn.), a Senator-elect and former Congressman himself, who has initiated the push behind support for the defeated Congressman. The Senator-elect reportedly was responsible for the appointment of D. C. Daniel as FTC secretary.

MBS ATLANTA

Godwin Heads New Office

CREATION of a new southern office, and appointment of Charles W. Godwin, MBS director of station relations, as its manager, was announced yesterday by Edgar Kobak, network president. The southern office, with headquarters in Atlanta, will handle station relations, sales and programming in conjunction with those departments of the national organization. Mr. Kobak said. Mr. Godwin will assume his new duties shortly after the New Year.

"The growth of the southern section as an important advertisers' market, and the expansion and improvement of Mutual's facilities in the entire southern sector makes this closer-to-the-scene activity necessary. The establishment of an office in Atlanta is also part of the corresponding expansion and realignment of the Mutual organization which is now in progress," Mr. Kobak added.

AFRA RENEWS?

Notifies Seattle Stations

(See Editorial, Page 58)

AFRA'S Seattle local is willing to continue the present contract with area stations, the union has notified broadcasters following a membership meeting. Notice of the attitude was expressed by Gordon Tuell, chapter president, in a letter to Seattle stations.

The AFRA negotiating committee has weighed the "wearisome and time-consuming aspects of contract negotiations, Mr. Tuell wrote, and recommended that AFRA not instigate opening of the present contract effective to Feb. 15, 1946. The recommendation was adopted by the membership when stations had not indicated intent to reopen the contracts.

Mr. Tuell added, "AFRA does not intend to give the impression that we are entirely satisfied with all phases of our present contract. However, it is our feeling that many of the difficulties encountered in working under our 1945 agreement can be worked out in discussions rather than over the negotiating table."

"We would like to take this opportunity to restate the principle that fees and schedules as stated in our contracts are intended only as minimums, and in no way restrict the stations from recognizing and rewarding superior ability or unusual responsibility in their AFRA employe."
Advertisers

(Continued from page 1)

1949 radio expenditure to approximately $2 million, but the company would not comment on its specific media plans.

Kraft Hopeful

Kraft Foods Co. looks for a good year in the food business, according to John H. Platt, advertising manager in charge of advertising and public relations. "We plan to continue our two major training efforts at the Kraft Music Hall and The Great Gildersleeve, and expand our radio and television coverage by adding a midwestern leg to our present NBC eastern network and continuing the <i>Kraft Theatre of the Air</i> as a full-time television dramatic show this fall, leading productions each Wednesday."

Campbell Soup Co.'s 1949 advertising budget calls for maintenance of current radio expenditures, according to R. M. Budd, advertising manager. Campbell has no TV plans at present.

Likewise Procter & Gamble Co. plans no marked change in its radio advertising operation or expenditures during the coming year, according to a high P&G executive.

Chrysler Corp. expects continued good business in 1949 unless the automobile market is reduced because of impaired national economic vigor. Radio and other advertising plans of the several sales divisions have not been settled.

Ralston Purina Co. will continue with approximately same radio advertising schedule it used in 1948, according to G. M. Philpot, vice president in charge of advertising.

Lehn & Fink Products Corp. will continue participation programs for Hind's team with the company, said William Hausberg, advertising manager.

Coca-Cola Plans

Coca Cola Co.'s 1949 advertising plans will be basically the same as 1948, said Robert T. Kesner, without any startling media shifts planned. Coca-Cola television activity is in the "formative stages."

Anticipating a "moderate increase in sales," Miles Labs plans call for an increase in radio advertising, according to H. S. Thompson, advertising manager. The rapidly changing situation prevents accurate estimating of the total budget, he said.

Plough Inc., Memphis, looks upon 1949 business prospects "very optimistically," according to Abe Plough, president. The company's advertising budget has not been allocated.

Brown & Williamson Tobacco Corp. looks forward with "confi-
dence and optimism" to 1949. W. S. Cutchins, advertising vice president, said the network budget will be maintained as at present and the spot budget increased 20%. The company has no definite TV plans but is studying the medium closely and is expected to continue its policy of contracting "for good availabilities in selected markets."

Kaiser-Frazer Corp. sees 1949 as one of the automobile industry's big years, with raw materials playing an important part in production, said H. M. Swartwood, there being no indication of lowered national income or lessened demand for autos. The company's radio budget will continue to be "a healthy percentage" of its total advertising. Mr. Swartwood added, "Our sponsorship of Walter Winchell on ABC in addition to our local radio spot coverage indicates our respect for radio as one of our basic advertising approaches. We have no announceable plans for television."

Emerson Increasing Ads

Emerson Radio & Phonograph Corp. plans to increase its advertising expenditure in television as well as newspaper and magazines, said Stanley M. Abrams, sales promotion manager.

Mr. Abrams said: "Prospects for 1949 are very good. Business is up. We will increase our radio advertising budget and are very interested in television."

Nate Perenstein, vice president, Pabst Sales Co., Chicago, said the company is making plans for "one of the biggest years in our history. Our radio budget will be higher, but only because costs are higher. We are most interested in television as evidenced by our sponsor- ship of the Bear-Cardinal football game, which we gambled on long before we knew the teams would be leading the league. Of course, we had faith in television as early as 1946 when we sponsored the New York Giants football games."

C. J. Hibbard, advertising manager, Pet Milk Sales Corp., St. Louis, asserted, "We will increase our radio budget. At the present we are not in television, but we are reading everything that comes our way concerning this new medium with an eye toward participating in it at some future time."

D. B. Hause, advertising manager, Armour & Co., Chicago, finds prospects "look good with no recession in sight in 1949. We have lately added "Stars Over Hollywood" to our "Hint Hunt" program, and are planning to build still further. However, during the new year we hope to get better use out of present advertising, rather than add to our budget. We will give closer attention to each promotion and coordinate advertising with sales. In 1949 we will be more aggressive in selling soap. Regarding television, if the cost of this medium keeps in line with the benefits derived, it will be more widely accepted."

Emerson Radio & Phonograph Co., Baltimore (Bromo-Seltzer), is optimistic over 1949 business products and has increased its radio advertising appropriation, said John H. Kelly, vice president. TV is contemplated but plans are still in the formative stage.

WESTERN UNION

Marshall Named President

WALTER P. MARSHALL, vice president and assistant to the president of Western Union Telegraph Co., New York, was elected president of the company last week. Mr. Marshall had been acting in that capacity since the death on Dec. 6 of Joseph L. Egan.

Formerly executive vice president of Psychological Telegraph Co., Mr. Marshall became assistant to Western Union's president in October 1943, following the merger of the two companies. Previously he was with Commercial Cable Co., All America Cables and Radio Inc., Mackay Radio & Telegraph Co. and the Mexican Telegraph Co.
field and therefore, the strong aggressive radio men will welcome a competitive market."

Carl F. Krantz, president of Teleways Radio Productions, says his company expects a "tightening-up of retail business in 1949" but that specifically Teleways looks for its "greatest year to date in both sales and profits," because it is in the "five-and-dime" end of radio business.

Speaking for the transcription field as a whole, Mr. Krantz feels local radio sales should be "excellent" next year. Inasmuch as general business is going to be "tougher," manufacturers will not only have to get out and sell their merchandise once again, but they'll have to make every advertising dollar count," he reasons.

F. J. Rudolph, sales manager, C. P. MacGregor, feels that a "small recession, if it comes, will be of a short duration" and that "radio and general business will reach greater heights." In Chicago and the Midwest transcription firms all anticipate revenue increases, Wayne Williams, director, Universal Recording Corp., expressed hope that AM will "hold its own despite indications TV will cut into set budgets." He foresees a leveling off in general business.

According to William Klein, president, United Broadcasting Co., overall and local revenues will rise in 1949. Lifting of the record prices will have its favorable effect. Increased billings for spots and TV are expected by Mr. Klein.

"The day of automatic receipt of orders is over and business is now on a normal, salesmanship basis," Milt Blink, vice president, Standard Radio Transcription Services, asserts. Stations are finding library services more available because they are being "re-designed along more commercial lines"; hence Standard's business will "definitely increase in 1949," he believes.

Dann Carr, general manager of Guild Radio Features, Toronto, believes it's becoming "tougher and tougher to get time on Canadian stations, which means plenty of radio advertising volume," while Spence Caldwell, manager, program division, All-Canadian Radio Facilities, that city, observed that, in Canada, "business should be good in all staple lines."
Network Billings
(Continued from page 24)

was commonly predicted that KFRE would not be the last big-

power outlet to change networks. KFRE was formerly an ABC af-

frate.

As of Dec. 22, the station count of the networks was: ABC 275 AM,

21 TV; CBS 167 AM, 21 TV; MBS 519 AM (Mutual has not begun
televising networks); NBC 168

AM and 25 TV. Many of the tele-

vision stations were affiliated under

working agreements with more than

one network.

Statements from the four

network presidents follow:

ABC Sees Prosperity

Mr. Woods: "I believe 1949 will be

a most important year in the

growth of television and the ex-
pansion of radio broadcasting

in the United States.

The past three years have seen

this country enjoying an era of

unprecedented prosperity, cer-

tainly a period of national and indi-

dividual prosperity far surpassing the con-

ditions anywhere else in the world.

"On the basis of market research

figures available to the American

Broadcasting Co., I see no indica-
tion of any marked reduction in pro-

ficiency during the new year.

"Radio and television, admit-
tedly the two greatest mass audi-
cence media, undoubtedly will share

in the nation’s expanded advertis-
ing dollar in 1949.

"Because television adds sight to

radio’s sound, and movement to
displays on the printed page, lead-

ing national advertisers are adding
television to their budgets to sup-

plement other advertising.

"1948 was a particularly good year for

the American Broadcasting Co.

Gross billings from the sale of

radio time amounted to an esti-

mated $44,501,700, compared with

$45,548,057 in 1947, the previous
top year.

This general upward trend in

radio and television will undoubtedly

continue in 1949, for, despite the

significant advances of television in

1948 and scheduled for the year

ahead, radio will remain in the

new year as the leading mass cir-

culation medium.

"No, 1949 will not sound the
death knell for radio, nor will 1950 or

the years to follow, because radio is not a rigid medium. Radio is

flexible and can moulded and
tailored to fit the needs of local as

well as national advertisers.

"A case in point is the spectacu-

lars gains reported by ABC’s co-

operative program department in

recent years reflecting the out-

standingly successful merchandi-

sing efforts of the network’s affili-

ated stations.

Peak Years for Co-ops

“Cooperative programs — those

national network shows featuring

outstanding performers in all fields

from news through discussion and

entertainment—made available by

ABC to its affiliates also reached an

total all-time peak in 1948. One or

more of the network’s 17 coopera-

tive programs are sponsored on 216

of the 272 ABC stations.

"ABC’s affiliated stations report a
total of 850 advertised new-

program, number, who are sponsoring net-

work cooperative programs on a

local basis.

"In increasing significance to

the radio picture is the expanded

program activity of the American

Broadcasting Co., which, in the

past year has added top entertain-

ment features to its well es-

tablished daytime programming.

"The distinguished news com-

mentaries by Mrs. Eleanor Roose-

velt and her daughter Anna Roose-

velt, on one hand, and the top

showman of Stop the Music and

Kay Kyser in the field of variety

entertainment, are outstanding ex-

amples of this phase of ABC ac-

tivity in 1948.

"Underlining my belief in radio’s

essential strength is the host of

distinguished leaders in American

industry who have joined with

many of the country’s most gifted

televiewers to present outstanding

program features on ABC this

year.

"The addition of these and other

great names in American industry as

American Oil Co., the Assn. of

American Railroads, Eversharp,

Furnish Turnpike Co., National

Foods Corp., General Motors Corp.,

Kkelvinator, P. Lorillard Co., Pills-

bury Mills, Revere Camera Co.,

Smith Bros., Speidel Co. and Swirl

Products, certainly indicates their

belief in radio as a prime medium
to reach a national audience.

"Still other leading advertisers

will use radio—and specifically,

ABC radio facilities—in 1948. As

1948 drew to a close, General Elec-

cric Co. and National Dairypro-

ducts both will sponsor five times

weekly ABC programs and Gense-

brough Mfg. Co. will present a

weekly program over ABC in 1949.

Other leading advertisers planning

their advertising budgets for 1949

indicate continued extensive use

of radio as well as expanded experi-

mentation to adapt television to

their needs.

"These are the basic facts em-

phasizing my firm belief that both

radio and television will move on
to new heights in 1949 and the

years ahead.”

Significant Advance’ for CBS

Mr. Stanton: "What does the new year hold for

broadcasters in aural and television broadcasting? So far as

CBS is concerned, the past year has

been one of significant advance, and

1949 promises to better that

record.

"1948 net sales of the CBS AM

network were larger than the 1947,

and our most careful calculations

indicate to us that 1949 will show a

substantial increase over this year.

"In addition to the growth in

the AM network revenues antici-
pated for the coming year, we

estimate that revenues from tele-

vision operations in 1949 will be

more than four times what they

were in 1948.

"These results are due in large

measure to Columbia’s highly suc-

cessful program developments.

CBS today has the largest crea-
tive program operation in the en-

tire broadcasting industry. The

success of Columbia-built programs

—CBS on ‘package’ shows—has

set an outstanding, and the swift

emergence of television as a

major programming medium, our

creative program operations are

steadily expanding and growing

rapidly, as I believe, will be increas-

ingly reflected in our operating revenues.”

Mr. Kobak: "The Mutual Broad-

casting System views the approaching

year with optimism. Station additions

...
into the new year full of confidence and expectation that sound broadcasting will attain new heights and that television will give abundant proof that it is the greatest means of communication that has ever been devised.

"It was 22 years ago that NBC was first recognized as 'America's Number 1 Network' in radio. Next year, as more and more television stations go on the air, set owners in ever-widening circles throughout the United States will come to look on NBC for their television fare as the previous generation did 22 years ago in radio.

"NBC will continue in 1949, as we have vigorously since 1926, to expand our service so that this network will be looked upon with confidence and respect by the listening public and by the American advertiser."

Donald W. Thornburgh, CBS Western Division vice president and KNX Hollywood general manager, expects radio business for western stations and regional networks to rise in the spring of 1949 and maintain its same high rate throughout the entire year. "This section," Mr. Thornburgh predicts, "will undoubtedly take its place as the second largest television market in the United States."

Crediting ABC with one of its best years on the Pacific Coast, Frank Samuels, ABC West Coast Sales Manager, believes "business conditions in general for 1949 look good."

A business let-down which should not hurt radio, is anticipated by Sidney N. Strotz, NBC administrative vice president in charge of TV and Western Division. On the theory that the smart businessman advertises to get his share of the falling market, Mr. Strotz advances the contention that "if we can continue to show that radio and television offer the most for the advertiser's dollar our business should continue to be as good in 1949 as it was in 1948." He feels greater strides by television may be felt in sound broadcasting. A cutback in AM business resulting from television's biting deeper into the advertising pie is the prediction of Clyde Scott of KECA Los Angeles. He believes that 1949 will be a bigger revenue year than 1948, with more advertising expected from retail merchants in metropolitan areas.

John H. Norton, Jr., vice president in charge of ABC's Central Division, is looking forward to 1949 as a year of accelerated progress in both radio and television. "There are more advertisers today with budgets exceeding a million dollars annually than ever before in the history of this country," he points out. Their plans, he believes, already call for the assignment of an even larger share of the advertising dollar for the coming year in radio and television.

I. E. Showerman, NBC vice president in charge of Central Division, does not believe the industry can "contemplate in 1949 the same great volume of business with as relatively little difficulty in securing it as we have had in the past few years." He sees heavy investments in broadcast advertising in 1949 but believes indications of more careful buying are unmistakable from late '48 curtailments. Mr. Showerman forecasts the sale of two million more TV receivers and a "tremendously increased" volume of TV business.

NORAN KERSTA
Named Weintraub TV Head

NORAN E. KERSTA, executive assistant to NBC's vice president in charge of television, will join William H. Weintraub Advertising Agency, New York, on Jan. 10 as head of the agency's television department.

Announcing the appointment, Harry Trenner, vice president of the agency in charge of radio, pointed out that it coincides with the connection of A & T's East Coast and Midwest video network facilities, which will permit for the first time the simultaneous broadcast of a television program across the country from Boston to St. Louis.

Mr. Kersta

NAB REPORTS
Committee To Study Content

NAB President Justin Miller last Wednesday named a three-man committee to study NAB's official publication, NAB Reports, and recommend changes in format and content. Action was taken following board recommendation.

Committee members are Campbell Arnoux, WTAR Norfolk, Va.; Willard Egolf, WBCC Bethesda, Md., and Howard Lane, WJJD Chicago. The publication is now edited by the NAB Public Relations & Publications Dept.
as "the year in which television advertising will make the successful transition from a test-tube operation, for most clients, to a full-scale productive medium." But, he cautioned, television "will reach a pay-per-view basis much quicker for some types of products than for others."

Malcolm Howard's President Art Holland expected to spend more on radio in 1949, "and a large amount of this will be for television." The agency now has five TV accounts and plans to "expand this activity greatly," he said.

Radio Director Ken Craig of McCann-Erickson felt that "television seems to be cluttering instead of clearing the picture," although he thought that "probably all of the broadcasting media will hold their own in 1949. He said a continuation of present business trends would mean about a 27% increase in radio expenditures by McCann-Erickson clients in 1949. He expected television billings to double, reaching about 20% of the firm's total radio budget, but noted that major advertisers thus far "are sitting back and watching the video fight . . . awaiting results, and not buying now."

Los Angeles

On the West Coast approximately two-thirds of the reporting agencies expected to spend more on radio in 1949, by an average of about 25%. Approximately one-fourth foresaw reduced radio allocations averaging about 15% below 1948's.

Don Belding, chairman of the Foote, Cone & Belding executive committee, said the general business problem now is not to cure inflation but "how to meet the depression which is already under way."

Several who envisioned increased radio use felt that Congressional developments and the world situation may be dominant influences. These included Radio Director Lou Holzer of Lockwood-Shackelford, Vice President and Manager George A. Whitney of Harrington, Whitney & Hurst, and General Manager Bill West of Allied Adv. Agencies.

R. H. Alber, president of R. H. Alber Co., added that "all factors point to advertising increases."" David E. Fenwick, vice president of new business, Abbott Kimball Co., thought "things will be fine in '49." He felt television's growth "unquestionably will give American business another impetus, but cautioned advertisers not to overestimate TV's present pull and start buying aural radio on a day-to-day basis.

Mark L. Mulligan, media director of BBDO, estimated his office's radio expenditures would be up 50%. He felt gradually declining prices will permit advertisers to adjust inventories and price policies "without undue haste," perhaps lessening profits somewhat but maintaining overall sales volume "at a fairly satisfactory level."

Milton Carlson, vice president and radio director of Western Adv., thought "a slower first quarter of the year ought to improve the advertising picture when competitive selling becomes necessary in virtually all lines."
Buchanan & Co., thought the overall business outlook was "generally strong" but with some adjustments to be expected.

Robert M. Hixson, president of Hixson & Jorgensen, emphasized television's value to retailers and predicted that video advertising consequently will hurt newspapers more than rural radio.

George H. Stellman, director of radio and television for William Kester & Co., anticipated a 50% increase in his firm's radio expenditures and attributed much of the gain to clients' interest in TV as an addition to their rural radio advertising.

Philadelphia

Philadelphia agencies reported encouraging prospects for radio in 1949.

Philip Klein, president of Philip Klein Adv., thought the outlook is "encouraging for all media, especially television." He said production costs will decrease as television progresses, making TV available to smaller advertisers.

Frank C. Murphy, vice president and director of media, Geare-Marston Inc., anticipated "a generally good year in advertising, but said "one of the problems still will be rising rate costs in the face of inflexible budgets." He felt that "general business conditions should be good in essential items, with spotsy conditions prevailing in clothing and luxury articles."

Franklin Jones, publicity director of Gray & Rogers, expected radio advertising to "hold up well," although he thought business and industry generally would be "very cautious" during at least the early part of the year, until trends in the national economy can be detected. He held "little doubt" that television "will assume greater importance and attract larger advertising budgets."

Southwest

The trend toward increased expenditures for radio time continued in reports from Southwest agencies.

Monty Mann, vice president in charge of media for Tracy-Locke Co., Dallas, and president of the Southwest Assn. of Adv. Agencies, thought his firm's expenditures on radio would be "about the same" in 1949. General business conditions, he felt, "should hold up pretty well during the first half" of 1949 but "beyond that it is guesswork." He said he plans to use television but was unable to estimate the extent.

Howard N. Smith, executive vice president of Rogers & Smith and manager of the Dallas office, summarized 1949 general business prospects tersely: "Look good." He estimated the firm would spend around 10% more on radio advertising in 1949 and probably would expand into video.

R. B. Moreland, vice president in charge of radio, Grant Adv., Dallas, also anticipated about 10% increase in radio budgets in his agency but felt that the overall outlook for the Southwest was for approximately 15% decline. He felt that his firm is "now using, and will continue to use, television."

Canada

Forecasts from Canadian agencies ranged from "about the same" to "better" concerning appropriations for radio advertising.

W. D. Byles of Young & Rubicam Ltd., Toronto, said his office expected a 10% increase in radio expenditures in 1949, with gains in both national spot and network time. "Present business conditions indicate a healthy year for radio with little or no curtailment of radio budgets by our clients."

M. Rosenfeld of MacLaren Adv., Toronto, expected 1949 to be a "good buying year" in retail sales generally and also anticipated a gain in radio expenditures by his agency, though he did not estimate its extent. The increase in radio's appropriation, he said, would be greater than that for other media.

A spokesman for J. Walter Thompson Co. Ltd., Toronto, appraised general prospects as good.
Station Outlook
(Continued from page 22)

Mr. Harre

Mr. Shafts

Mr. Brown

Mr. Rivers

Mr. Wheeler

to be off, the Pacific Coast is still the country's bright spot in the business picture. Barring a severe recession, we look forward to a continued upward trend in our volume during 1949.

Predicting a decline in AM business in 1949, Arthur P. Harre, general manager of the Marshall Field station in Chicago, WJJD, says "additional audience is needed to compensate for the AM audience diversion caused by TV and FM." He adds that "if AM radio is content to only 'trade' performers instead of originating ideas, the outlook is black.

G. Richard Shafts, general manager of WIS and WIS-FM Columbus, S. C., is cautiously optimistic about AM. He believes "the effect of TV will not be felt in this area for several years... Proper planning of effective programs, followed by aggressive sales presentation, he says, "will reward stable AM broadcasting operations with a helpful diversion of accounts which should maintain current overall sales volume in the face of slight national decline."

From Texas, where only one TV station is in operation (WBAP-TV Fort Worth), comes this comment from an AM-FM executive, Kenyon Brown, president of K W F T and K W F T - F M Wichita Falls: "TV will not affect this area for years to come. Our service is primarily to the rural areas and small communities." He predicts a bigger revenue year overall for AM in 1949.

FM Future Mixed

In FM the future is viewed with mixed emotions. Slightly over 60% of the replies indicate a belief that FM revenue will increase in 1949, but very few express a feeling that it will be a big jump.

Approximately 45% of the station managers reporting feel that no change is indicated, while the remaining few consider a decrease as likely.

The practice of duplicating AM programs on FM continues, however, with 42% reporting this practice. In a few of the cases FM programming is separate with special time charges. A large ma-
politan areas covered by TV were not quite so optimistic, indicating that some of their income might go to video.

In the New York area, Robert L. Coe, vice president and manager of WPIX (TV), feels that "we may reasonably expect increases from both local and national advertisers. My own guess is that in this market at least, radio appropriations will be reduced in order to provide for TV."

Contemplating a "healthy upward trend in business generally...throughout 1949," J. L. Van Volkenburg, vice president of WCBS-TV New York, feels "television will begin to be a major item in the consideration of advertising budgets."

An increase in station income is expected by 66% of those answering the Broadcasting poll. In 23% of the cases a decrease is seen for the new year while 11% see no change.

The stations are almost evenly divided on where they expect the increased revenue to come from. In approximately 55% of the cases an increase is seen in the local business picture.

In the opinion of Simon Goldman, general manager of WJTN and WJTN-AM Jamestown, N. Y., "The retailer especially will use more radio time as an effective tool to increase his sales volume. The retailers who have learned to use radio will lean on it more heavily in 1949, and those who have not tasted its power in recent years, will realize that here...is a medium which will expand their market...and provide a means of increasing their volume."

Another believer in increased business in 1949 on the local level is William B. Smullin, president and general manager of KIEM Eureka, Calif. He feels that there will be more aggressive and competitive selling on the part of retail business in 1949. This trend means local advertising..." In support of the station executives expressing their belief that national advertising will increase in the coming year, John F. Patt, WGAR Cleveland, points out that "production lines are starting to catch up with unfilled orders, manufacturers will have to commence more aggressive selling campaigns."

Of the replies indicating a decrease in business for 1949, almost two-thirds feel that the cut will be made at the level of national advertising. Few indicated, however, whether they felt the cut would come in network or spot business.

On the question of what businesses might be expected to increase their advertising appropriation in the coming year, station executives differ widely.

Nationally, items which have been hard to get during the last few years received the majority of votes. This is especially true in fields where supply is catching up with demand...such fields as automotive, household appliances and hard goods.

Local Level

On the local level station managers indicated an expected increase in the volume of their business from department stores and food stores. A few replies also expressed the feeling that national advertising on the local level would increase through the expansion of co-op advertising with dealers and wholesalers.

Two-thirds of the broadcasters replying to a question on whether they expect a general business recession or a boom in 1949 replied "neither." Only 11.6% of those replying think there will be a boom, and 21.6% expect a recession.

Among the least optimistic was Daniel C. Park, general sales manager of WIRE Indianapolis. He said: "I believe there will be a definite business recession which will come soon, although business in this market has been very good all year radio-wise."

Replying "neither" to the recession-or-boom question, Gordon Gray, WIP Philadelphia commercial manager, said: "It has been necessary to sell harder in 1948 than in 1947. The war babies and the boom babies are 'gone with the wind.' Advertisers confronted by increased costs handle their advertising dollar much more carefully, and while we expect our volume in 1949 to equal or surpass that of 1948 we expect our selling efforts to be harder than they were in 1948. This applies to both local and national."

"There may be a flurry or two, but there is no real basis to expect a depression, according to the set of 'experts' I read," said Jack Harris, KPRC Houston general manager. "Houston will continue as an exceptional market, with phenomenal growth accentuated in '49 and local business offsetting any fluctuations we may encounter nationally."

Less optimistic is J. W. Woodruff, Jr., executive manager of WRBL Columbus, Ga., who said: "Radio in our area will command a greater percent of the advertising budgets but will be distributed among all outlets and create a condition which might be termed 'survival of the fittest.' Retailers in our area are now buckling down to greater competition in recognition of the

(Continued on page 58)
Station Outlook  
(Continued from page 51)

Now Covering the Rich, fast-growing ARIZONA MARKET with increased POWER  

5000 WATTS  
(dailytime)

1000 WATTS  
(night)

On 550 KILOGCYCLES  

550 kc  

PHOENIX

Mr. Gordon

Mr. Sholis

Mr. McCulough

FCC BASES DECISION ON PROGRAMS

WHAT, WTEL

IN A MOVE to settle two long-standing share-time arrangements, FCC proposed last week to award full time use of 1540 kc to WHAT Philadelphia and to put WTEL Philadelphia, seeking the same facilities, on 860 kc with 250 w daytime.

The decision was based exclusively on program considerations. FCC thought that WHAT retains control over its operations while WTEL, through contracts with foreign-language time brokers, does not have control over substantial portions, and that WHAT's full-time program proposals are to be preferred to WTEL's.

The case arose after FCC ruled that elimination of time-sharing by the Philadelphia stations would be in the public interest. WHAT and WTEL currently are on 1340 kc with 100 w and 250 w, respectively, dividing time. To set up a separation, FCC ordered WTEL's license modified to authorize use of 860 kc with 250 w on an operational basis, but suspended the modification pending a hearing. FCC then instituted a show-cause proceeding in which both WHAT and WTEL sought full-time 250 w operation on 1340 kc.

Time to Brokers

In its proposed decision, one of FCC's principal reasons for preferring WHAT for fulltime operation on 1340 kc relates to WTEL's practice of selling time to brokers who handle 21 1/2% of its 31 hours per week of foreign-language programming. Under existing arrangements, FCC held, this amounts to "abduction of control" over these periods. On the other hand, FCC noted, WHAT has not employed time brokers since William A. Banks acquired control of the station in 1944.

The Commission also hit WTEL's policies on spot announcements. "In stead of advertising constituting the means of supporting programs of entertainment, information and education," the proposed decision said, "WHAT's mode of operation serves to make programming incidental to and subordinate to advertising... WHAT's spot announcement policy and practice, although no model of balance and self-restraint, at least permits time for programming in the public interest and provides the means for supervision and improvement."

The changes in operating assignments which FCC proposed would become effective 90 days from the issuance of a decision making the proposals final.

500 WATTS
KOWI  

Cedar  
Channel 6

570

KOWL

Cedar

Channel 7

DIRECT TO THE 1,000,000 "SPECIALIZED GROUP" WITHIN THE LOS ANGELES MARKET

Page 52 • December 27, 1948
SOUTH AFRICA is to start commercial broadcasting about the end of 1949, Gideon D. Roos, 39-year-old director-general of the South African Broadcasting Corp., told Broadcasting while in Toronto.

Mr. Roos, who was appointed to the post last September, is currently on a tour of Canada and the United States studying commercial broadcasting and radio equipment. He will visit stations in Ottawa, Montreal and Quebec, and the Canadian shortwave station at Sackville, N. B., before going to the United States for a week's stay in the New York-Washington area.

He attended the Mexican high frequency conference, and before returning to South Africa will study studio design in Great Britain and Denmark. He visited France and Holland before coming to North America.

Commercial broadcasting in the Union of South Africa, Mr. Roos explained, came about from internal pressure by business interests and by competition by the shortwave station at Lourenco Marques, Portuguese East Africa. The former operator of Radio Normandie is now operating a commercial station there, competing with advertising from South African firms.

For 12 years South Africa has had a system of broadcasting patterned on that of BBC. The system operates with 32 transmitters and carries six different programs daily, three each in English and Afrikaans. Program origination centers at Johannesburg, Cape Town and Durban. Stations operate 14 to 16 hours daily. Some parts of every day are set aside for programs in the native languages of the negro population.

South Africa has a white population of about 2,250,000 people and there are 485,000 licensed listeners. Figuring close to 5 persons per listener license the SABC has reached almost the saturation point of listener license fees, on which all operations are paid. This fact also had a bearing on the government's decision to go commercial.

When commercial broadcasting is introduced, the present system of six separate programs will be retained, and the commercial service will be a separate operation of the corporation, with listeners having a third program choice in each program originating center.

Meetings Held

Meetings have been held by the corporation with all interested organizations and trade associations, advertising agencies and the newspapers to draw up a tentative plan of operations. There will be some program and advertising control, but advertisers will be able to choose whatever languages they want to broadcast in, Mr. Roos explained.

There is no FM or television broadcasting as yet in South Africa, though FM is used for link broadcasting in remote areas.

Flying Cowboys

REAL WESTERN reception with an added modern note was accorded a group of CBS officials who stopped in Tucson, Ariz., enroute to the West Coast to attend the CBS-Ninth District affiliates meeting [Broadcasting, Dec. 13]. KTUO Tucson played host Dec. 11 and 12 to the group which included Joseph H. Ream, CBS executive vice president; H. V. Akerberg, vice president in charge of station relations; William B. Lodge, vice president in charge of general engineering; John J. Karol, sales manager, all from New York; John L. Hogans and Albert D. Johnson of KOY Phoenix, and Glenn Snyder and George Cook of WLS Chicago.

The airport in Tucson, where the officials arrived is some eight miles from their hotel, so KTUO furnished a helicopter for their use during the two-day visit. A western cocktail party and western chuck wagon feed honored the group and they received the usual fun and rough treatment from the KTUO Vagabonds.

WPIT Starts FM

WPIT-FM Pittsburgh has begun operation on Channel 268 (101.5 mc.), duplicating programs of AM affiliate, WPIT, 1 kw. daytimer. Station also is featuring extensive music schedule, airing Music of the Masters program every week night from 5 to 11 following AM duplication. Byron Lipman is narrator of its Symphony Hall program. WPIT-FM opened Dec. 12.

WLAB-FM Launched

WLAB-FM Lawrence, Mass., commenced operations Dec. 19, the eleventh anniversary of its AM affiliate, WLAB, on Channel 229 (93.7 mc.) with 20 kw. All WLAB and ABC programs between 9 a.m. and 11:15 p.m. are carried over WLAB-FM.

Allied Arts

AL SCHNEIDER, formerly staff announcer at International Division of NBC, New York, has joined teaching staff of Cambridge School of Radio Broadcasting, New York. Mr. Schneider is head instructor in charge of programming and production for the school.

BAIL E. ELDREGE has been appointed chief engineer of Press Wireless Mfg. Co., Hicksville, Long Island, N. Y. Prior to joining Press Wireless Mr. Eldridge was with Mackay Radio & Telegraph and General Electric.

Television

PERRY LAFERTY, writer-director, has joined World Video Inc., New York television production unit, as executive producer of Riddle Me This, new General Electric show. Filmed Sundays at 8:30 p.m. on CBS-TV.

BREWSTER RIGTER, formerly with Continental Can Co., New York, has joined Filmes for Industrial Inc., New York, as vice president in charge of sales. He will handle television accounts and selling of 16mm industrial motion pictures.


TRUTH OR CONSEQUENCES

Buy WAIR and keep a sharp eye on your sales chart for this market. Ignore our dominance in this market and lose your shirt. We have the listeners . . . and they're far, far, far in the majority. Sign here, please!

Mrs. Roos

SOUTH AFRICA RADIO
Commercial Broadcasting to Start in Year

SOUTH AFRICA
Respects

(Continued from page 38)
that had been sharpened in his legal training.

In the two years he worked for Standard Oil, he set the highest record of any salesman in the state of Nebraska. Buoyed by his success, Mr. Headley decided to under- take a legal career for which he had equipped himself. He joined an Omaha law firm in 1932.

Two years later, stimulated by the stories of a friend who had joined the FBI, Mr. Headley applied for and was given an assignment as a G-Man. After training in Washington, he was sent to the Chicago bureau, then probably the hottest spot in the criminal world.

Melvin Purvis, who had arranged the G-man's trap for John Dillinger a short time before, was still chief of the Chicago bureau, and was conducting a war against the underworld. Mr. Headley spent four months of rigorous sleuthing in Chicago including the capture of Volney Davis, a notorious kid- napper, and the pursuit—climaxed later—of the celebrated killer and robber, Alvin Karpis, now residing in Alcatraz.

Mr. Headley was transferred to the New York bureau and assigned to extortion, bank robbery and kidnapping cases. One of the latter led to his radio career.

Mr. Miller, owner of Kelly-Smith, had received an extortion note threatening the kidnapping of his son. When he solicited the aid of the FBI, Mr. Headley was the special agent assigned to the case. It took several months of the most vigorous efforts of Mr. Headley and the FBI to turn up the culprits, a neighborhood youngster perpetrating a hoax. In that time, he and Mr. Miller became friendly.

Joins Kelly-Smith

Knowing that the personable and energetic G-man working on his son's case was also a foremost salesman of proven record, Mr. Miller offered Mr. Headley the management of the radio division. Mr. Headley accepted in December 1936.

On June 10, 1938, having settled to a life more rewarding and predictable than that of a G-Man, Mr. Headley married a girl whom he had met during his FBI training in Washington, Ruth Elizabeth Mallery, secretary to columnist Paul Mallon.

They have two children, Frank M. Jr., 8, and Kathryn Maller, 4. They live in Scarsdale, N. Y.

Mr. Headley's devotion to business is so intense that he has no idle time for hobbies. Occasionally, when an hour or so is available, he likes to work in the garden at home, but those hours are, he says, rare.

He is a member of Delta Theta Phi, legal fraternity, the Society of Former Agents of the Federal Bureau of Investigation, the bar of Nebraska and the District of Columbia, and is entitled to practice before the U. S. Supreme Court.

With the superimposition of his new NARS job atop his Headley-Reed duties, Mr. Headley stands to be deprived of even the infrequent gardening hours. He is planning to intensify the campaign to induce new advertisers into spot radio and to make the NARS a trenchant all-radio selling force.

Under his leadership the NARS will make calls on a large list of spot advertisers and prospective advertisers, presenting an industry wide approach rather than a solicitation for business on the part of any individual representative.

MANAGEMENT

JACK KELLY, manager of WRFW Eau Claire, Wis., has been appointed general manager and assistant to the president of Chippewa Valley Radio and Television Corp. WRFW license. ROLPH D. TOBIN, chief engineer, will become station manager in addition to his present post.

ELMER HANSON, formerly with KILO Grand Forks, N. D., has joined KNOX Grand Forks, N. D., as assistant manager. Mr. Hanson also announced he has purchased an interest in KNOX. His assistant is JACK FRENCH, formerly chief announcer at KILO.

WILLIAM B. WAY, general manager of KVOO Tulsa, Okla., was unanimously elected president of the Tulsa Chapter of Commerce, on Dec. 14. Mr. Way has served as first vice president for the past year.

JOHN H. NORTON Jr., vice president in charge of ABC's Central Division, has been appointed television chairman of Chicago's Safety Committee.

C. W. PECK, former program director of KRUL Corvallis, Ore., has been appointed manager of station, replacing TED SHIELDS who resigned to accept a position in the East. Mr. Peck will continue to act as sports announcer in addition to his new duties.

E. M. DEALLEY, president of WFAA Dallas, and JOHN W. RUNON, president of KRLD Dallas, have been elected to fill two vacancies on board of directors of State Fair of Texas. Mr. Dealey will serve until 1960, and Mr. Runyon until 1951.

HARRY MCGUIRE, president and general manager of WINN Louisville, was elected president of the Louisville Sales Executive Council, Dec. 13.

GEORGE F. MAEDEL, superintendent of RCA Institutes Inc., 'New York, for more than a year, has been elected a vice president and general superintendent. He joined RCA Institutes in 1933.

LES EUGENE, manager of KFTS Tex- arkana, Tex., is the father of a girl, Patricia Galli.
Feature of The Week
(Continued from page 18)
Mr. Sisson did little chatting—and all because of the presence of his sponsor.
Arriving at Rochester Radio City, he walked into his studio only to find the sponsor, Raymond N. Ball, president of Lincoln Rochester Trust Co., awaiting him. Mr. Ball requested a few minutes to talk about “a hospital campaign” and Mr. Sisson, of course, consented, the while mentally computing lines to cut from his script.
Mr. Sisson hurriedly went on schedule—and off almost as suddenly. The engineer silenced his mike and told the columnist to “go to studio D, next door.” With the usual qualms reserved for such sponsor-station relationships, Mr. Sisson complied. He pushed open the door to find a room full of spectators and a news photographer.
Mr. Ball had taken over the program—it was Mr. Sisson’s birthday, he explained, and various personalities from the bank were going to contribute an anecdote or two from the radio columnist’s life. After congratulations were extended by Mr. Ball, Mr. Sisson was given a few seconds to respond. He was told the script could wait until next day.

Secret Rehearsals
Since secret rehearsals were held at the bank, the surprise came off intact. And, of course they had the cooperation of the WHAM studio staff. Reaction was immediate and voluminous, the station reported, for Mr. Sisson is regarded as a roving good-will ambassador for the bank and the six committees served by its 17 offices. He usually mentions the sponsor during broadcasts in a casual, somewhat incidental manner—his birthday being an exception to the rule.

JAMES T. VANDIVERE, manager of KECA-TV Hollywood remote broadcasts, has been sworn in U. S. Naval Reserve as permanent lieutenant commander.

Programs

QUIZ masters always know the answers because they hold the answer cards. But at WMLO Milwaukee, Wis., quiz man Bob Bradley has to prove his worth unaided. New twist to Mr. Bradley’s Lucky Lady Show is based on listeners calling him and asking him to answer questions. If he is stumped his listeners receive wealth of prizes.

‘Whata Ya Kno’
WABY Albany, N. Y., has added a new half-hour show to its Backyard Fellies, popular children’s feature. Regular participants in the Backyard Fellies program will don cap and gown for Whata Ya Kno and prove that they do know answers. Initial broadcast of new show was held on Saturday, Dec. 18, and was broadcast from local Strand Theatre. Participants in quiz program receive prizes for their answers. Programs are aired each Saturday from 10-11 a.m.

A Family Affair
THE 4 p.m. disc show conducted by Dale Morgan on KCBC Des Moines has become a family affair. Every afternoon Mr. Morgan’s wife and three children get together to give listeners some “homespun fun.” Show is broadcast from his home and various crises which are likely to occur make House of Morgan anyone’s home—any afternoon.

Mental Health Taboo Docked
IN EFFORT to bring about a change in public attitudes concerning nervousness and mental health, the California State Dept. of Mental Hygiene is presenting series of programs on KDFC (FM) Sausalito, titled The Tent Man. Programs are heard each Sunday at 7:30 p.m.

Parents vs. Children
PERENNIAL conflict between parents and children’s opinions has taken its place on the television screen. WSB-TV Atlanta has inaugurated new Sunday feature called Battle of the Ages. Program features discussions of typical problems that confront parents and their children. Humor is added to show by having family situations dramatized by WSB-TV actors. In addition, discussion participants are called upon to mimic actions and conversations of other generations. Each week two judges decide which generation’s views are more convincing, and they are invited back to succeeding Battle of the Ages.

International Party
COLORFUL 14th annual International Children’s Christmas party was aired by ABC Dec. 19 under sponsorship of Greater National Capitol Committee of Washington Board of Trade. WMAL Washington fed broadcast (also duplicated on WMAL-FM) to a coast-to-coast hookup. Program was heard from 5 to 5:30 p.m. from Shoreham Hotel. Total of 52 youngsters, representing embassy and legation figures in the Capital, extended greetings in English or their native tongues to children of U. S. and world-wide audience. Ted Malone, ABC’s roving reporter and storyteller, interviewed children, all of whom were attired in their own native costumes. World wide coverage was provided by the State Dept’s “Voice.”

Johns Hopkins Science Review
WEEKLY television program presented by Johns Hopkins U., Baltimore, Md., The Johns Hopkins Science Review, made its debut over WMAR-TV Baltimore, and CBS-TV network Dec. 17 at 9 p.m. Program, which is general review of activities of interest in world of scientific development, becomes regular CBS-TV feature every Friday on Jan. 7. WMAR-TV is participating with university on cooperative basis. Edwin Mick of WMAR-TV will produce program, which is planned and written by Lynn Poole of Hopkins staff.

‘Norman Black Presents’
WFIL Philadelphia is broadcasting new half-hour program series each Sunday at 1:30 p.m., Norman Black Presents, featuring the station’s musical director and his string ensemble in American show tunes.

Here they are...
your first post-ban
RCA Victor Records!

PERRY
COMO
For Away Places
and Missouri Waltz
RCA Victor 20-3316

TOMMY
DORSEY
How Many Tears Must Fall
and Down By The Station
RCA Victor 20-3317

VAUGHN
MONROE
Red Roses For A Blue Lady
and Melancholy Minstrel
RCA Victor 20-3319

FRAN
WARREN
Joe and Why Is It?
RCA Victor 20-3318

RCA Victor Records

December 27, 1948 • Page 55
Situations Wanted (Cont'd)

Manager

Experienced manager with local pleasant southwestern outlet. Box 510, BROADCASTING.

Wanted—Transistor engineer. Experience unnecessary. For 1 kw station in southwest, must have $45.00 per hour. Reply Box 559, BROADCASTING.

Combination engineer—Announcer-Engineer. Small southern town. Cost of living adequate. Send disc and salary required first letter. Box 501, BROADCASTING.

Chief engineer of proven qualifications and ability to develop low and harmonious staff wanted by Texas station. Box 574, BROADCASTING.

Three combination first class engineer-announcer-engineer. Contact Monroe Rooney, WXLW Station WNAG, Grenada, Mississippi.

Combination engineer with experience to operate station and develop full 250 kw Collins equipment and station. Much more than book wage. Start $60.00. Send photo, disc and references. Box 537, BROADCASTING.

Chief engineer, WXLW, Indianapolis, Indiana. Full time opening. Pay all you are worth. Send references, how to handle engineers, and complete work instruction. Opening is immediate. All replies will be answered. Riley 4468, M. Loeper, manager.

Engineer-announcer, permanent position. Send disc and pay required. Box 57, BROADCASTING.

Production—Programming, others

Continuity and script writer who can handle traffic and other chores by network station in Texas city. Box 535, BROADCASTING.

Wanted: Experienced copywriter-announcer by western 600 kw CBS affiliate. Box 440, BROADCASTING.

Woman copy chief wanted by midwest network station. Send disc, details of experience, voice samples, and snapshot. Box 636, BROADCASTING.

Situations Wanted (Cont'd)

Situations Wanted

Manager

Manager-Successful fifteen year network broadcast veteran with experience in all departments. Best reference in your particular field. Box 577, BROADCASTING.

Manager-sales manager: Twelve years radio and newspaper millon dollars in sales as recommendation. Assistant general manager—station owner is experienced in all phases of broadcasting. Prefer west of Mississippi. Start $6000. Reference, Box 346, BROADCASTING.

General manager available. Prefer midwest. Will handle all phases of construction and operation. Top record, Box 72, BROADCASTING.

Sales manager will trade results for station and/or title. Experienced in radio and advertising agency sales experience. Contact Frank Wood, KFRT, Rosenberg, Texas.

Wanted-Chief engineer for one of the most elaborately equipped 250 kw stations in America. Entirely located in center of city. Sound mileage broadcast desired for this enterprise. First letter, George Weiss, WBBQ, Atlantic City, New Jersey.

Wanted: Texas 250 watt waits transmitter operation character. Box 572, BROADCASTING.

Help Wanted

Manager

Experienced engineer with best references in local pleasant southwestern outlet. Box 510, BROADCASTING.

Wanted—Transistor engineer. Experience unnecessary. For 1 kw station in southwest, must have $45.00 per hour. Reply Box 559, BROADCASTING.

Combination engineer—Announcer-Engineer. Small southern town. Cost of living adequate. Send disc and salary required first letter. Box 501, BROADCASTING.

Chief engineer of proven qualifications and ability to develop low and harmonious staff wanted by Texas station. Box 574, BROADCASTING.

Three combination first class engineer-announcer-engineer. Contact Monroe Rooney, WXLW Station WNAG, Grenada, Mississippi.

Combination engineer with experience to operate station and develop full 250 kw Collins equipment and station. Much more than book wage. Start $60.00. Send photo, disc and references. Box 537, BROADCASTING.

Chief engineer, WXLW, Indianapolis, Indiana. Full time opening. Pay all you are worth. Send references, how to handle engineers, and complete work instruction. Opening is immediate. All replies will be answered. Riley 4468, M. Loeper, manager.

Engineer-announcer, permanent position. Send disc and pay required. Box 57, BROADCASTING.

Production—Programming, others

Continuity and script writer who can handle traffic and other chores by network station in Texas city. Box 535, BROADCASTING.

Wanted: Experienced copywriter-announcer by western 600 kw CBS affiliate. Box 440, BROADCASTING.

Woman copy chief wanted by midwest network station. Send disc, details of experience, voice samples, and snapshot. Box 636, BROADCASTING.
**Situation Wanted (Cont’d)**

**Engineer**—First class phone, veteran, single. No previous managerial experience. Desires dry climate of southwest. Abstractions. Box 615. 546, Broadcasting.

**Engineer**—Year, ham, interested program manager, and full time sales. Requires near college. Box 628, Broadcasting.


**Engineer**—First phone, experienced transmitter operator, available at once. No experience, interested in any station preferred. If you have an opening for a night’s work, address R. M. Hutchinson, RFD 2, Box 1398, A. A., Alaska.

**Engineer**—Announcer, college degree, army and commercial broadcast experience, seeks position with minimum emphasis on engineering within 400 miles of 142 Eastern Parkway, Brooklyn, N. Y. Milton Ogor, President 8-4422.

**Production, Programming, others**

Good news editor, program director. Box 335, Broadcasting.

Combination man—Two years valuable experience, degree. Versatility, play-able, 32. Box 596, Broadcasting.

Wanted program director in New York City. Seven years experience in selling, sports and live network commercial programming, writing, production. New account experience. Excellent references. Family. Prefer west or mid-west. Box 600, Broadcasting.

Experienced combination man wants position with progressive station. Disc available. Write, Box 596, Broadcasting.

Television program-director-announcer with New York television station experience. Good personality. Would go anywhere. If your station wants top quality, low charges, write for complete experience resume to Box 612, Broadcasting.

Sports director-commentator, 8 years experience sports, announcing, writing and originating. Good experience and background with college education. Play-by-play professional experience in high school football, basketball and baseball. Also experience in tennis, golf and special events. Presently employed large college network affiliate. Desire larger sports setup, station or agency, AM or/and television. Produce and announce own programs for local sports fan. Will furnish character and business references. Require good salary and talent. If you need a capable man to head your sports department and do a positive job, write for complete data. Married veteran. Box 605, Broadcasting.

Program director desires position with living, local talent, full time job, and local experience. Prefer new station or other where good ideas are needed. Box 606, Broadcasting.


For Sale

**Equipment**

Blaw-Knox 134 tower complete with insulators and 750 lbs. #10 radial ground wire, all in excellent condition. $500 buys. Knocked down, ready for shipment. Kenmore, Calif.

One 240 foot uniform cross section, guyed type radiator with all equipment at a bargain will reduce price. Write, wire or call Hoke Radio Co., 135 S. Market St. Petaluma, Calif. Wilcox-Gay A-70 combination recorder, radio, and broadcast monitor. Good condition. One owner. $97.50. Rent. 100 West 50th St. New York City.

**Conservatively rated 700 watt FM broadcast transmitter. FM broadcast transmitter in link in single cabinet including monitor, $3,000, immediate. Camp Hill, Pennsylvania.**

**Conservatively rated 500 watt FM broadcast transmitter.**

**New low cost FM transmitter 19 kw lightning and modulation protection.**

**One Transmitting antenna 1250 ft. coaxial line with fitting.**

**Engineer, WMAW, 723 3rd, Milwaukee, Wisconsin.**

**250 watt FM transmitter, model 500, GSC, modified by Kluge Radio Co. Two receivers, amplifiers, amplifier parts. Price $250. Box 309, New York City, New York.**

**For sale—RCA Speech input console (offered at reduced price. Good buy.**

**Write WCED, Dubois, Pennsylvania.**

Two Fresco 6N 6 floor cabinet recorders with 1D cutting heads, 12BA microscopes, two RCA remoting amplifiers, line amplifier, 3 preamplifiers, all equipment mounted in rack and cabinets with patch panels, meters and all associated apparatus. May be purchased as complete installation or as individual units. Two Gates turntables complete with preamplifiers, power supplies and mounted on floor cabinets. One DuMont type 274 cathode oscillograph, one supreme frequency audio oscillator, frequency range 30, to 15,000 cycles with power output 125 milliwatts. One Gates dynamo written for adaptation to FM channel, complete with power supply and Monitor. Will sell any or all at very reasonable price. Wm. T. Kemp, 2020 Montgomery, Albuquerque, New Mexico.

**RCA Transitron Type 274U 1500 watt FM broadcast transmitter, chassis and accessories.**

**Complete pickup, Link new.**

**KUSN, San Diego, California.**

**Help Wanted**

**Manager/Managerial**


**SPORTSCASTER • NEWSCASTER**


**HOLD ENJOYING OLD TOWERS?**

**IMMEDIATE OPENING IN EASTERN METROPOLITAN MARKET FOR EXPERIENCED PROMOTION MAN. MUST KNOW STATION OPERATION AND HAVE GOOD SALES BACKGROUND. SALARY, $10,000.**

**GIVE COMPLETE DETAILS, PICTURE, FIRST LETTER.**

Box 645, Broadcasting.

**Production, Programming, others**

**Situations Wanted (Cont’d)**

**Production, Programming, others**

**WANTED**

**Radio Station Manager to assume complete management responsibilities and sell radio time. Station—Network outlet—local full time. Market—Lucrative and competitive metropolitan market in West Virginia. Qualifications—Experience in selling—sober stable family man. Compensation—Salary plus percent of all sales. All inquiries held in strict confidence. Box 614, Broadcasting.**

**Radio Broadcaster Station Buyers! Sellers! List With Us! Prompt Confidential Service. National Radio Station Brokers.**

**Mississippi**

**Washington 10, D. C.**

**Prominent Confidential Service. National Radio Station Brokers.**

**5511 Sunset Blvd., Normandy 7848 Los Angeles 27, California.**

**Situation Wanted**

**Announcer**

**SPORTSCASTER • NEWSCASTER**


**Sponsors ask for time on this morning show: NBC's Airing Above Broadcast Club and three other local stations in metropolitan market. A special talent for a particular job. Desire contact station which wants top morning rating and sold out time. Godfrey-Morgan Wilson combination completion with accent on cheerfulness, originality and personality. Desire guaranteed commission or top salary with opportunity to free lance on evening shows. All replies answered immediately, but please outline possibilities first letter or wire. Will pay expenses to six months to catch right spot. Moving to expand income and scope. Hour of your show. Show if regulations look promising. Preset clippings, ratations, top references desired. First of all excellent. Will speak confidentially. Radio and newspaper references, and history, of course. Would be much interested in offer of full time job. FLAT rate to resell at profit. Write Box 625, Broadcasting.**

**LOST—A FARM**

Found—New Video Format

**THOUGH eastern television watchers were unaware of it, CBS' network telecast, Thanksgiving Miracle, was produced with a behind-the-scene minor miracle—but not until after the weekend, when the station realized it had "lost" a farm somewhere in Jersey City.

It happened this way: Two Department of Video specialists, Tom Noone and Maynard Speece, were to appear on the Thanksgiving Day program to give a visual demonstration of ideas and techniques which had contributed to this year's record crop harvest. The demonstration unit—a 110-lb. model of Arizona farm—was expressed out of Washington the preceding Monday for shipment to Mersa. Noone and Speece in New York. When it didn't arrive by Wednesday night, they went into action and called the Soil Conservation Regional Office at Upper Darby, Pa. With only sketchy data on class and types of photos, the office's Hal Jenkins literally tore pictures off his walls and air-sent them to New York, where they arrived in time for Thursday morning rehearsal.

Program's entire soil format was also negotiated before air-time, but CBS camera crews and other personnel devised methods of using the stills effectively. Using easels and tying up two or three cameras at once to avoid disturbing the soil portrayal message without mishap.

The "lost" farm? A 'Before and after' model, it had been stabled in a Jersey City Railway Express Office amid a 40-car-backlog and missed its TV debut.

**Production, Programming, others**

**WANTED**

Jobs for graduates of "California's finest School of Broadcasting." Young men and women thoroughly grounded in all phases of radio broadcasting by Hollywood's outstanding professionals.

**HAL SLYES SCHOOL OF RADIO AND TELEVISION**

8800 Wilshire Blvd. **Appl. for veterans**

**Beverly Hills, California**

**Beadshaw 21490**

**NOT: Motion Managers and Program Directors from coast to coast are satisfied with personal on farm.**

**Production Man Available. Five years experience. Annoyances at special events, MC, DJ, disc jockey. Top continuity writer and editor—writer—special features ad copy, all types shows. Presents and operates shows—radio. Changes public speaker. Programming manager one year. Control operation plus audio announcements plus major network prom- ting tickets. Dramatic network free lance, and airborne story lines at present, but wish to settle down and own station. Also round production man for stations, looks like a top. Write Box 618, Broadcasting.**
**ACTIONS OF THE FCC**

**DECEMBER 17 TO DECEMBER 22**

**CP - construction permit**

- **DA - directional antenna**
  - **D - day**
  - **L - local**
  - **S - suspension**
  - **T - transmission**
  - **transmitter**
  - **antenna**
  - **cond - conditional**
  - **d - day**
  - **LS - local**
  - **sunset**
  - **transmitter**
  - **aural**
  - **vis - visual**
  - **un - unlimited**
  - **hours**
  - **grant**

### December 20 Decisions... ACTIONs ON MOTIONS

(Re Commissioner Webster)

- Paul F. Braden, Middletown, Ohio—Denied petition for reconsideration and/or modification of a station and license effective May 12, 1946.
- J. S. Lafrance, Inc., Taunton, Mass.—Granted for indefinite continuance of hearing scheduled Jan. 30 in re application.
- W. W. Beardsley, Topeka, Kan.—Granted to dismiss without prejudice this application.
- KOOL Coos Bay, Ore.—Denied petition to change call letters from Keg to Coos Bay, Ore. scheduled for Dec. 23 in re Petition.
- Middwest Broadcast, Co., Toledo, Ohio—Granted to change license for transmitting station from WJMI, Garfield Heights, to WJMI, Garfield Heights.
- David E. Snow, Oklahoma City, Okla.—Granted pending action for reconsideration.
- KELK Oakland, Calif.—Commission on own motion continued indefinitely hearing scheduled Jan. 30 in re Petition.
- WPAT Patterson, N. J.—Commission on own motion continued indefinitely hearing scheduled Jan. 30 in re Petition.
- WMID Broadcast, Co., Evanston, Ill.—Commission on own motion continued indefinitely hearing scheduled Jan. 30 in re Petition.
- WHBM Waukesha, Wis.—Commission on own motion continued indefinitely hearing scheduled Jan. 30 in re Petition.
- WFBM Indianapolis, Ind.—Commission on own motion continued indefinitely hearing scheduled Jan. 30 in re Petition.
- WTVH Harrisburg, Pa.—Commission on own motion continued indefinitely hearing scheduled Jan. 30 in re Petition.
- WVTL Whittier, Calif.—Commission on own motion continued indefinitely hearing scheduled Jan. 30 in re Petition.

### December 20 Applications... ACCEPTED FOR FILING

- Transfer of Control
  - WHAL Shelbyville, Tenn.—Assignment of Control
  - KRVG Nashville, Tenn.—Assignment of License
  - WABJ Des Moines, Iowa.—Assignment of License
  - WHFS Bristol, Va.—Assignment of License
  - WHAM Rochester, N. Y.—Transfer of Control
  - WFCN Des Moines, Iowa.—Transfer of License
  - WBBM Chicago, Ill.—Transfer of License
  - WTMJ Milwaukee, Wis.—Assignment of License
  - WPTI Southfield, Mich.—Assignment of License
  - WJRC Dallas, Tex.—Assignment of License
  - WRJU Dallas, Tex.—Assignment of License
  - KIXI Los Angeles, Calif.—Assignment of License
  - WMBS Uniontown, Pa.—Assignment of License
  - KDKY Louisville, Ky.—Assignment of License

- License Renewal
  - WMEV Marion, Ohio—License to cover new AM station.
  - WXLW Columbus, Ohio—License to cover new AM station.
  - WDNX Middletown, Ohio—License to cover new FM station.
  - WRCW Cincinnati, Ohio—License to cover new FM station.
  - WJMI Detroit, Mich.—License to cover new AM station.

- License renewals applications were filed by following AM stations: KSJN Lowell Ariz.; KVXH Minot, N. D.; WCWY Quincy, Ill.; WBBW Terre Haute, Ind.; WSRU Atlanta, Ga.; WHRC Bluefield, W. Va.; WFTC Kinston, N. C.; WRXJ Hobbs, N. M.; WRFX Dunkirk, N. Y.; WRIC Erie, Pa.; WLS Florence, Ala.; WKNZ Houston, Tex.; WBFC Waco, Tex.; WCOM Parkersburg, W. Va.; KVOG Columbus, Ohio; KXRM Saint Robert, Mo.; WRPC Des Moines, Iowa.

- **AM—1540 kHz**
  - WMJZ Patrick Joseph Stanton, Philadelphia, Pa.—Injunction, order of the FCC, leave to amend application and grant application as amended for 1540 kHz D.

- **Modification of CP**
  - WTCX-FM Hartford, Conn.—Modification of CP changes in FM station for extension of completion date.
  - WCTO Norristown, Pa.—New FM station to change ERP from 21kw to 15kw.
  - WPBN Mansfield, Ohio—New FM station to change ERP from 5kw to 2kw.
  - WJAM Dubuque, Iowa—New FM station to change ERP from 2kw to 1kw.
  - WRSL South Bend, Ind.—New FM station to change ERP from 1kw to 1kw.
  - WRCA Dubuque, Iowa—New FM station to change ERP from 1kw to 1kw.
  - WKIH Louisville, Ky.—New FM station to change ERP from 1kw to 1kw.
  - WSAX-WHOU Columbus, Ohio—New FM station to change ERP from 1kw to 1kw.
  - WQON Rapid City, S. D.—New FM station to change ERP from 1kw to 1kw.
  - WFLA Ocala, Fla.—New FM station to change ERP from 1kw to 1kw.

- **TENDERED FOR FILING**
  - WFGT-FM Green Bay, Wis.—New FM station to change ERP from 1kw to 1kw.
  - WKBW Buffalo, N. Y.—New FM station to change ERP from 1kw to 1kw.
  - WMAY Peoria, Ill.—New FM station to change ERP from 1kw to 1kw.
  - WKIV Madison, Wisc.—New FM station to change ERP from 1kw to 1kw.
  - WFOR Miami, Fla.—New FM station to change ERP from 1kw to 1kw.
  - WFRF Milwaukee, Wisc.—New FM station to change ERP from 1kw to 1kw.
  - WFMF Milwaukee, Wisc.—New FM station to change ERP from 1kw to 1kw.
  - WJKE Columbus, Ohio—New FM station to change ERP from 1kw to 1kw.

- **LICENSE Application**
  - WSUA Waukesha, Wis.—Application for LPFM.
  - WSFAM Bay City, Mich.—Application for FM station.
  - WSRM Southfield, Mich.—Application for FM station.
  - WREW St. Clair Shores, Mich.—Application for FM station.
  - WVCB Muskegon, Mich.—Application for FM station.
  - WJSX Muskegon, Mich.—Application for FM station.
  - WJLR Kalamazoo, Mich.—Application for FM station.
  - WZAX West Allis, Wis.—Application for FM station.
  - WJZM Kenosha, Wis.—Application for FM station.
  - WFLW Green Bay, Wis.—Application for FM station.
  - WFTS Orlando, Fla.—Application for FM station.
  - WJFC Anchorage, Ala.—Application for FM station.
  - WITC Highland Park, Ill.—Application for FM station.
  - WXLE Horseheads, N. Y.—Application for FM station.
  - WLRN Rapid City, S. D.—Application for FM station.
  - WMUL Birmingham, Ala.—Application for FM station.
  - WBBB Chauncey, N. Y.—Application for FM station.
  - WCKO-BK Columbus, Ohio—Application for FM station.
  - KPRC Houston, Texas—Application for FM station.
  - WKBX Johnstown, Pa.—Application for FM station.

- **APPLICATIONS DISMITTED**
  - Maplewood Beets, Inc., Maplewood, Minn.—Application for FM station.
  - WJIN Chicago, Ill.—Application for FM station.
  - WNIN New Orleans, La.—Application for FM station.

- **WITC-FM Hartford, Conn.—Modification of CP** changes in FM station for extension of completion date.

### The Yankee Network Inc., Boston

- Granted CP new exp. TV relay W1B9.

### WASTV San Antonio, Tex.

- Granted mod. commercial TV station to coverzs, area and change in transmitter location and assignment.

### KCOW Alliance, Neb.

- Granted mod. CP to cover extension of transmitter location, specify studio location and change transmitter type.

- Following were granted mod. CPs for extension of completion dates as indicated.
  - WJW Logan, W. Va. to 3-1-46; WAKY Charleston, W. Va. to 3-1-46; WESR-WEB Stratford, Pa. to 3-6-46; KGW-WGFE Portland, Ore. to 3-6-46; WBBX-CI Cincinnati, Ohio to 3-6-46.

- December actions take December

### Billy Avente, Austin, Tex.

- Granted for new remote pickup station WCWA.

### KLAC Los Angeles—Granted license for increase in power to 1 kw, 5 kw -L installation of new transmitter and vertical antenna and change in transmitter location.

### KLAX Clayton, Me.

- Granted CP to install new vertical antenna with FM antenna mounted on top and change transmitter location.

### Station WJNE Corp., Area San Juan, P. R.—Granted CP for new remote pickup station WCUA.

### WLKY Swanze Becht, Co., Inc., Live Oak, Fla.—Grant CP to cancel CP and delete call letters of station.

### WMAR Washington, D. C.—Same.

### WMIR Cleveland, Ohio—Same.

### WMJF San Antonio, Tex.—Same.

### WLWM Nashville, Tenn.—Same.

### WLWS Columbus, Ohio—Same.

### WBSM Springfield, Mass.—Same.

### WGLA Mansfield, Ohio—Same.

### WMGV Montgomery, Ala.—Same.

### WTRC Hartford, Conn.—Same.

### WMDS LaSalle, Ill.—Same.

### WDSD Waco, Texas—Same.

### KVLQ Houston, Texas—Same.

### KDY-TV Sunny Lake City—Mod. CP

- New commercial TV station to change ERP from 1kw to 1kw.

### TENDERED FOR FILING

- Transfer of Control
  - KOKO Las Vegas, Nev.—Transfer control to Grant Construction Co., Inc. and modification of license to cover extension of completion dates as indicated.

- Licence for CP
  - WMX-FM Westhampton, N. Y.—License to cover new FM station.

### Assignment of License

- WSPA WPBA FM Spartanburg, S. C.—Same.

- WDJY Fort Wayne, Ind.—Same.

### Modification of License

- KXK Knoxville, Tenn.—Same.

### LICENSE Application

- WRKX Columbus, Ohio—Application for new remote pickup station.

### AM—1360 kHz

- WKOP Portland, Ore.—New CP to change from 750 kw D to 1360 kw D.

### APPLICATIONS DISMITTED

- Maplewood Beets, Inc., Maplewood, Minn.—Application for new FM station.

### WITC-FM Hartford, Conn.—Modification of CP

- grant extension of completion date.

---

**SALESMAN**

for topnotch station, large southern market, unlimited opportunities, good guarantee care until established. Must have excellent business and character references. Send full particulars with description of previous sales records to

**BOX 657, BROADCASTING**
CRACK CRIME
Radio Sleuths Help Police

WITHIN 32 hours after the discovery of the murder of a St. Louis engineer in Cedar Rapids, Iowa, investigation by KXOK St. Louis, WMT Cedar Rapids and Cedar Rapids police led to the apparent solution of the crime.

Immediately following the report of the murder on Wednesday, Dec. 18, Bruce Barrington, KXOK news director, talked with Jim Borman, news director for WMT, who related the detailed description of the murder and the circumstances surrounding the case.

Mr. Borman's transmitted telephone report was aired by Mr. Barrington on his 11:55 a.m. newscast. The next few hours Mr. Barrington was in constant communication with Mr. Borman exchanging last-minute developments of investigations proceeding in Cedar Rapids and investigations in St. Louis conducted by Mr. Barrington and Henry Renfro, public relations director for KXOK.

The break in the case came at 5 p.m. Thursday when Mr. Borman called Mr. Barrington and revealed the name of a suspect in St. Louis. Messrs. Barrington and Renfro investigated the new angle and lost no time in turning their information over to St. Louis police. They then accompanied St. Louis and Cedar Rapids police on the arrest mission at 2 a.m. the following Friday.

KXOK was the only station in St. Louis on hand when the arrest was made, and Mr. Barrington had an exclusive newscast aired when KXOK went on the air at 5:30 Friday morning.

However there's a dramatic climax to the story. During the ride to police headquarters the suspect murdered slumped to the floor of the car seriously ill. Then followed a 60 mile an hour dash through St. Louis streets to City Hospital where it was discovered that he had taken poison, apparently between the time the police arrived at his home and the departure for police headquarters.

OKLAHOMA'S new Senator, Robert S. Kerr (I), a stockholder in WEEK Peoria, Ill., receives election night momento from Allan Page, general manager of KSWO Lawton, Okla. Momentos included recordings of a telephone interview between the senator and Martin Agonksy and a eulogy of Senator Kerr by Drew Pearson. Both were a part of ABC's election night coverage.

EBENEZER'S new Senator, Robert S. Kerr (I), a stockholder in WEEK Peoria, Ill., receives election night momento from Allan Page, general manager of KSWO Lawton, Okla. Momentos included recordings of a telephone interview between the senator and Martin Agonksy and a eulogy of Senator Kerr by Drew Pearson. Both were a part of ABC's election night coverage.

WBKA, WBKA-FM
Staff Appointments Made

STAFF appointments have been completed at WBKA, new 250 w fulltime outlet on 1450 kc at Brock- ton, Mass., the station announced last week. WBKA and its FM affiliate, WBKA-FM (Channel 226, 107.1 mc), took the air Thanksgiving morning. They are operating daily, 6:30 a.m.-11 p.m.

Matt Noonan is general manager, Hal Newell program manager, Mark McAdams chief engineer and Paul Belaire commercial manager. Carol Quideley is continuity chief, and traffic is handled by Nancy Hogan. Other staffers: Bernard Rufgren, Eimer Bergeron, Joe Falcon and Bob Gurney, engineers; Bob Fuller, Ray Quinn, Bill Pierce and Art Jones, announcers; Beverly Sheehan, secretary, and Betty Rochefort, bookkeeper.

Stations are owned by Cur-Nan Co., in which Fred Curran and his son, Charles, are the principals. Transmitting equipment is General Electric.

EUGENE C. WYATT, formerly head of his own commercial printing company in Tennessee, has joined ABC as account executive in television sales department. Mr. Wyatt replaces Read Wight, who resigned to become director of radio and television for J. M. Mathes Inc., New York agency.

E. J. HUBER, former general manager of WGIL Galesburg, Ill., will become commercial manager of WRIF Sioux City, Iowa, Jan. 1, 1949. He is partner in Chicago agency, Schoenfeld, Euber & Green and previously was advertising sales promotion manager of ABC in New York and Chicago.

RICHARD WERNER has been appointed commercial manager of WRFW Eau Claire, Wis., and Jack Del PARRIS becomes assistant sales manager.

JOHN L. PICKERING, formerly on sales staff of WGGG Kansas City, Mo., has joined sales staff of WTAC Flint, Mich.


G. F. BAUER, sales manager of WINN Louisville, Ky., has suffered a heart attack suffered Dec. 12. Mr. Bauer will be unable to return to his duties for some weeks, the station reports.

R. E. SHIREMAN, local sales manager of WISN Madison, Wis., will resign effective Jan. 15, 1949. He has been with station for 12 years. Following his resignation Mr. Shireman will return to Corydon, Ind., where he will become associated with his father in the furniture business.

JOHN FINLEY has joined the sales staff of WBEM Chicago. He was formerly with Guardian Life Insurance Co., also Chicago.

KSD St. Louis has distributed its Rate Card No. 22 which becomes effective Jan. 1, 1949. Station announced that advertisers may continue on their present contracts until expiration with the understanding that renewal contracts (if signed within 30 days after expiration of contract) will enjoy old rates until Dec. 31, 1949.

A. N. ARMSTRONG Jr., national sales manager for WCOP and WCOP-FM Boston, has been appointed to Committee on Commercial and Industrial Affairs of Boston Chamber of Commerce.

GUY NEWSAM, new to radio, has joined sales staff of National Broadcast Sales, Toronto.

GORDON FRANKS has been appointed in charge of sales for recording department of GREY Toronto.

PENNSYLVANIA State Employment Service lists job opportunities in television. Applicants must be able to install and repair all types of television receivers and must have a car. Pay rate ranges from $60 to $100 a week.

Down in Carolina

"Nothing Could Be Finer"

Raleigh North Carolina
3000 Watts • ABC • 850 KC.
Ask AVERY NOVDEL, INC.

Commercial

GREAT DAY

on WLAV and WLAV-FM

WLAV leads all stations in daytime share of audience in Michigan's second market. (1947-1948 winter-spring Hooper)

WLAV — 22.8% Station B — 22.6% Station C — 22.2% Contact the John E. Pearson Co.

IT'S A

GRAND RAPIDS

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, President
GEORGE H. ROBER
General Manager
Exclusive National Representative
WEED & CO.
New York, Chicago, St. Louis, Detroit, Atlanta, Hollywood, San Francisco

December 27, 1948 • Page 59
Her second year WKNB Hartford and Wise Smith's, Hartford's department store, have joined forces to give a royal welcome to first baby born in Hartford County in 1949. Store is supplying a treasure chest of gifts for the new arrival and WKNB furnishes daily reports to listeners on increasing value of chest. Child must be registered by noon of Jan. 1, in order to be eligible for prizes, which are expected to reach a total value of $1,000 by that date. As soon as birth of possible WKNB will broadcast special program featuring presentation of the gifts.

Personal Touch

DURING the holiday season, KPAS, Banning, Calif., staff members utilized tape recorders and mobile units to collect vocal Christmas and New Year's greetings from merchants in the area.

Pen Pal Contest

TO promote its Saturday morning feature, Children's World, KVVO Tulsa, Okla., held a Pen Pal Contest. Purpose was to stimulate interest in the "Pen Pal" section of the program which arranges correspondence between children in the U. S. Englund and France. To date over 1,400 such exchanges of addresses has taken place. Contest was based on finishing sentence: "I want a Pen Pal because..." Prizes were $10 worth of Mark Ball Point Pens carrying the imprint "Pen Pal-KVVO Tulsa." In addition first prize winners received Pen Pal acquaintanceships with such NBC stars as Ezra (Henry Aldrich) Stone; Edgar Bergen; the Quiz Kids, and others.

New Year's Greeting

GREETINGS for the New Year and a handy reminder of the months to come are included in the WLAW Lawrence, Mass., calendar for 1949. It contains a map of the United States in color and calendar arranged in four rows of three months each. Calendar is metal bound at top and bottom, and in center are call letters "WLAW" with "50,000 Watts Power" on one side and "690 On You Dial" on the other.

Who's Miss FM?

LISTENERS to WBUZ-FM Bradbury Heights, Md., have a new problem on their hands—who is "Miss FM"? Station reports large mail return, but no successful contestants, for the prizes of a 17 jewel wrist watch, pearls, card table set, six-quart pressure cooker, $50, waffle iron, and others donated by local merchants. Contest hints are aired eight times daily, and they include the fact that "Miss FM" is a well-known local girl, 20 years old, same height as Ingrid Bergman and beautiful.

ART BROWN (I) WOL Washington, radio personality, displays a canary (and cage) awarded to Maxine Brooking of Washington, in his "name the canary" contest, to Mrs. Margaret Hines, cage expert, and Larraine Lindquist, WOL program director, and contest judge. Winning name was "Warb-O-Link," embossed with call letters. Canaries "Mr. Link" and "Luther," an old-timer on the station, sing with Mr. Brown on his early morning Art Brown Show.

PROUD of his Company

TO tell the world—WPEN and WFEN-FM Philadelphia, has sent out a mail piece with a list of its accounts printed in white on a black background, with this message in the center: "We're proud of the company we keep—and we're proud of the real selling job we are continuing to do..."

Don't Cut Yourself Off

WOULD you like to be chased by a pair of scissors? That's just what is happening to the poor little man on KTSF El Paso, Tex., latest promotion piece, entitled "Don't Cut Yourself Off Without Listeners!" Sheet goes on to explain that advertising placed on KTSF reaches the largest number of listeners in the area, and that it's the listeners who buy your products.

KSTP Pop-ups

POP-up pictures are feature of KSTP Minneapolis-St. Paul, newest promotion sheets. One sheet promotes station's 10 weekly Kellogg food advertisements, on The Clock Watcher and Main Street, Minnesota; and the other Shell gasoline and oil sponsorship of Jack Horner's Corner.

Meet Your Television

CAPITALIZING on public interest in television in San Francisco—new TV city—Philco Co. has begun a person-

ized, weekly column, "Television News," in three Bay Area newspapers. Column is designed to promote Philco television, and provide readers with facts and news on TV. Personal approach used is designed to render a reader service and at the same time promote Philco TV receivers. KFIX (TV), which goes on the air in San Francisco next month, is the only station there at this time.

It Happens on WLW...

RIGHT with pictures is eight-page booklet "It Happens on WLW..." distributed by WLW Cincinnati, for its 35 Year Memorial Show. Brochure features stories of program's activities and its advertising and mail appeal.

Jumbo Big Promotion

TO call attention to its activities in promotion and publicity, WPEN Philadelphia, has distributed a colorful promotion sheet. Titled "Big-Big Things Are Happening in Philadelphia," sheet lists methods station uses to promote its show, shows which sell its sponsors products, and a chart showing WPEN's share of listening audience from Jan. to Sept., 1948 based on Rooper ratings.

'Grange Hall of the Air'

TO promote its 'Grange Hall of the Air program, Rural (FM) Radio Network, Ithaca, N. Y., has distributed two-color pamphlet with photos that tell the story of the program and the network.

Personnel

MURIEL HANDLER, formerlly with Press Bureau, New York State Division of Housing, has joined press department of WGMG New York, as assistant to Jo Bannen, publicity director.

JOHN FARMER has been appointed sales promotion manager at WBOK Chicago (CBS), succeeding ART DURAM who leaves in January to work at CBS New York on TV promotion. Mr. Parwell was formerly on advertising and promotion of the Chicago Herald-American.

CHARLES L. BURROW, sales promotion manager of KXK Portland, Ore., has been elected vice president of the Oregon Advertising Club for 1949.

LYN CONNELLY, radio editor of National Weekly News Service, syndicated feature material serviced by Western Newspaper Union, Chicago, will join WBK (TV) Chicago, Jan. 2 as publicity assistant.
Huge Audience

To

62

The

KWFT

- July,

Penetrate

E.

IN

TEXAS

OKLAHOMA

Wichita

Falls

5,000

the

you'll

"buying

spread

BILLION

DOLLAR

States.

Sales

1948

STATION THAT

states.

Man-

agement

Watts

53

FM

of Iowa,

ROBERT

THEODORE

editor

replaces

Washington.

Gray,

a

independent

years, has

operations

Mr.

Wershba

has

newspaper

of

no law in

application

in

operations

he

and

family's

he

In

the

department

Pope's

the

months,

has

people.

Middlesboro,

at

am

had

at

to

March

networks,

The

is

Mr.

has

of

were

for

are

he

The

he

Middlesboro,

was

they

in

the

that

other.

against

he

to

himself

the

and

of

interest

the

at

its

of

have

he

he

the

under

the

this

man

"Hello,

I

am

Little Mike." I am ready to

do big things for our community. Come see me when I am unconv-

ered." When 'Mike' was uncovered, 7,000 persons came to see him

two days, according to Mr. Williamson. "Little Mike" has done a big job

helping WMIK familiarize Middlesboro area residents with serv-

ices the station offers. The equip-

ment he carries includes a Wilcoxon

Gay portable tape recorder, RCA wire

recorder, Gates Dynomite

unit, three microphones, a Carter portable generator, two automobile

batteries, a 32-w 100-volt AC

6-volt DC Bogen amplifier, a fold-

ing table and chair, 100 feet of AC

extension and a kit of engineer's tools.

On All Accounts

(Continued from page 18)

daily published by his father, work-

ing in all departments and study-

ing every operation of the newspa-

per. Upon graduation he gave

himself fully to the paper as a

vice president, supervising both

business and editorial departments.

In 1941 he was named editor and

remained in that position until

1944.

In that year he assumed charge

of the family's Colonial Sand &

Stone Co., the largest concern of

its kind in the world.

Two years later when the Pope

family purchased WHOM the 6

foot 3 inch Fortune transferred his

executive talents to that operation.

Although he still retains a keen

interest in both Il Progresso and

Colonial Sand & Stone, as a

director and officer of both cor-

porations, the greatest part of his

time and enthusiasm is devoted to

the operation of WHOM.

Currently Mr. Pope has an FM

application pending and also

expects to apply for a television

permit when the channels are open.

The Pope's—she is the former

Grace Perrotty—have been

married since March 1942. They

have a daughter Santina, 5. The

family lives in Manhattan.

Mr. Pope's hobbies include golf—

he shoots in the middle 80's—

fishing and boating.

WINE ADS

Approved for Alabama Radio

STATE Alcoholic Beverage Con-

trol Board a fortnight ago ap-

proved the advertising of wines

over Alabama radio stations at the

request of Howard Pill, president

of WSFA Montgomery, according

to a report in the Journal of Com-

merce.

Mr. Pill said he appeared before

the board on behalf of the Alabama

Broadcasters Assn. There has been

no law in the state prohibiting the

advertising of wine by radio, ac-


cording to Montgomery attorney

Thomas Martin, but it has not

been done in the past "because of

a policy set up by the previous

ABP boards." The board voted

unanimously to approve the radio

advertising.

"LITTLE MIKE"

Rates Big in Middlesboro

"LITTLE MIKE," the Crosley

wagon WMIK Middlesboro, Ky.,

uses to carry its portable fa-

cilities, has had a big buildup.

It's so big, in fact, that Robert J.

Williamson Jr., WMIK manager,

said: " 'Little Mike' has become so

much a real thing in this commu-

nity that people speak of him as

though he were a human being."

The promotion stunt began with a
ten-day teaser campaign in the

Middlesboro Daily News preceding

the unveiling of "Little Mike" in

downtown Middlesboro theatre.

"Who Is Little Mike?" and

"Where Is Little Mike?" the teaser

lines read. Two days before the

scheduled unveiling "Little Mike,
” wrapped up to hide his identity,

was placed in the theatre lobby.

From inside the "package" came a

baby-like voice saying, "Hello, I

am 'Little Mike.' I am ready to

Text: "Huge Audience. To..."

A 1 1/2 BILLION DOLLAR MARKET spread over two states

Take our BMB Audience Coverage Math, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "repair" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE TEXAS-OKLAHOMA STATION

WINFL FM-105 Watus-AM KC-GGB

Represented by Paul H. Raymer Co., and KWFT, 801 Tower}

Petroleum Bldg., Dallas

A 1 1/2 BILLION DOLLAR MARKET spread over two states

If Selling Is Your Problem, BUY—

KRNT

THE STATION THAT LEADS

MORNING

AFTERNOON

NIGHT-TIME, TOO

IN DES MOINES*

To Penetrate... Saturate...

One of the Nation's

Richest Markets, Buy the

Huge Audience of

KRNT

DES MOINES

The Register & Tribune Station

ASK A KATZ MAN—

C. E. Hooper

June-July, 1948—Des Moines City.
WROY CARMII
Land Heads Ill. Station

WROY Cami, Ill., owned by the Carmi Broadcasting Co., has begun operation as a 1 kw daytime station on 1460 kc. Thomas S. Land, formerly with WEQQ Harrisburg, Ill., is manager.

Officers of Carmi Broadcasting Co., a corporation, include Roy Clippingder, president, who operates the Carmi Democrat-Tribune, a daily newspaper; Madison Pome- roy, vice president; J. Robert Smith, secretary, formerly with Baltimore Sunpapers and other newspapers, and Herbert G. Bay- ley, treasurer. In addition, three other board members comprise the corporation.

Sales staff is headed by Howard Needy, former advertising man- ager of the Democrat-Tribune. Other personnel includes Paul Coto- ton, program director, and Harold Vandament, formerly with WENC Whiteville, N. C., and WGIL Galen- burg, Ill., in the post of chief en- gineer.

U. of Illinois is supplying some scripts for farm programs, and WROY is cooperating with the local newspaper. Its transmitter is one mile west of Carmi. Station started operating on Dec. 14.

BRUNETTI NAMED
Stanford Post Is Filled

Dr. CLEDO BRUNETTI, former chief of the engineering electronics section, U. S. Bureau of Standards, will become associate director of Stanford Research Institute, Stanford, Calif.

Dr. Brunetti's work will assist the electronic development of the West, according to SRI Director J. E. Hobson's announcement of the appointment.

Dr. Brunetti led in the development of World War II's radar-guided bomb and the radio-prox- imity fuse, one of the war's major secret weapons. He also had a major part in the development of the two-way wrist radio and a transmitter so small it fits a lip- stick cylinder.

Midshipmen Aid
MIDSHIPMEN from the Naval Academy at Annapolis helped to make this year's WRC Washington Doll House Christmas project a success. The Doll House, con- ducted by WRC's Bill Hor- son, is located at 11th and G St., N. W., one of Washing- ton's busy downtown inter- sections. One hundred of the midshipmen visited it last Wednesday and left more than 3,500 toys.

Happy New Year
from all my kin
here at WCHS
which as
you know
has
5000
watts
at
580
"n"
Columbia

Programs

WCHS
Charleston, W. Va.

On This Month's Cover

Milestones

Gold watches and 25-year service pins were awarded to 861 employees of RCA's Victor Division, at ceremo- nies held earlier this month to inaugurate company's Service Pin Award Program established to honor employees with 25 or more years of service.

Walter Gibson, space buyer for The Caples Co., Chicago agency, was presented with a gold watch on 26th anniversary of his service with the company.

The "WIS Hillbillies" are starting their 13th year of broadcasting on WIS Columbia, S. C.

HOT DISCS
RCA-Victor Acts Fast

SIXTEEN hours after lifting of recording ban by APM on Dec. 14, RCA-Victor put its first record made under the new agreement on sale in New York, Philadelphia and Camden. The record, Perry Como's "Far Away Places" and "Missouri Waltz", had a big initial sale. Gimbels department store in Phila- delphia received 90 discs on its first shipment and sold out within an hour, according to RCA-Victor.

DON BOHL, crew member at WKBX (TV) Chicago, resigns to become television director at WOC-TV Davenport, Iowa, effective Jan. 1.

ALAN SCARLETT, ROBERT J. STEI- DLE, PAUL R. HEMPHILL and FRAN- CIS A. NAULT have joined television engineering staff of WNIB (TV)- NBC Chicago. Mr. Scarlett transferred from radio reeording depart- ment. He is succeeded by FRANK P. ULRICH.

NATIONAL Assn. of Broadcast Engi- neers has moved its national office from 66 Court St., Brooklyn, N. Y., to 421 7th Ave., Manhattan. Union expects to open full-time office in Hollywood at some future date as yet unannounced.

ROBERT BIGWOOD, formerly in ABC facilities engineering group, has been appointed facilities engineer of DuMont television network. His du- ties will include planning, design and installation supervision of DuMont studios and transmitting plants throughout the country.

HAROLD CLARKE, operator at CKEY Toronto, is the father of a boy.

JOHN HEAKE, WIP Philadelphia engi- neer, is the father of a boy, Jon Terry. WILLIAM NACE, of station's accounting department, also is the father of a son, Robert Joseph.

EDDIE DASH, formerly of CJKL Kirkland Lake, has been transferred to technical staff of CPOH North Bay, Ont.

WCHS
Charleston, W. Va.

DON BOHL, crew member at WKBX (TV) Chicago, resigns to become television director at WOC-TV Davenport, Iowa, effective Jan. 1.

ALAN SCARLETT, ROBERT J. STEIDLE, PAUL R. HEMPHILL and FRAN- CIS A. NAULT have joined television engineering staff of WNIB (TV)- NBC Chicago. Mr. Scarlett transferred from radio recording depart- ment. He is succeeded by FRANK P. ULRICH.

NATIONAL Assn. of Broadcast Engi- neers has moved its national office from 66 Court St., Brooklyn, N. Y., to 421 7th Ave., Manhattan. Union expects to open full-time office in Hollywood at some future date as yet unannounced.

ROBERT BIGWOOD, formerly in ABC facilities engineering group, has been appointed facilities engineer of DuMont television network. His du- ties will include planning, design and installation supervision of DuMont studios and transmitting plants throughout the country.

HAROLD CLARKE, operator at CKEY Toronto, is the father of a boy.

JOHN HEAKE, WIP Philadelphia engi- neer, is the father of a boy, Jon Terry. WILLIAM NACE, of station's accounting department, also is the father of a son, Robert Joseph.

EDDIE DASH, formerly of CJKL Kirkland Lake, has been transferred to technical staff of CPOH North Bay, Ont.

When It's BMI, It's Yours

Another BMI "Pin Up" Hit—Published by Wisell

IN MY DREAMS

On Records: Vaughn Monroe—Vic. 20-3133
Ella Fitzgerald—Dec. 24529
Reggie Goff—Lon. 368

BROADCAST MUSIC INC. 380 FIFTH AVENUE NEW YORK CITY CHICAGO HOLLYWOOD NEW YORK 11, N. Y.

BROADCASTING • Telecasting

SEND COUPON NOW
THE NATIONAL RESEARCH BUREAU, INC.
NATIONAL RESEARCH CENTER, INC.
1227 CHICAGO 10 ILLINOIS
Please send me your full 30 days service without cost or obligation.
Name________________________
Address_____________________
City________________________ State_____________________
Station_____________________

December 27, 1948 • Page 63
DON WILSON has been signed as an-ouncer for new Alan Young Show starting Jan. 11, 1948, on NBC.

RITA DU RAY, costume designer and make-up woman at Chicago's Good-
man Theatre for five years has joined television program department of
WNBQ (TV)-NBC Chicago.

EARL STEELE has joined announcing staff at WCCO Minneapolis-St. Paul. He was formerly with WRNL Rich-
mond, Va.

RUTH CRANE, director of women's activities at WMAL Washington, has
been appointed to serve on the Public Relations Committee of the Presi-
dent's Inaugural Committee.

BEN A. ARON, former announcer at
KWHB Altus, Okla., has joined Chi-
ago staff of Storecast Corp. as pro-
gram director. Storecast operates
over WEHS-FM Chicago.

JERRY LEWIS, formerly with WBUY Bangor, Me., has joined announcing
staff of WCSH Portland, Me.

PETER BESSAS has joined announcing staff at WTWT Augusta, Ga.

LUCIEN DUMONT, production man-
ger at WIDE Biddeford, Me., and Phyllis Charing, formerly with WFEA
Manchester, N. H., have announced their marriage.

DOROTHY DAY has joined Broad-
casting Corp. of America network
headquarters at KPRO Riverside,
Calif., as fashion commentator.

JOHN TRIMBLE, staff announcer at
WB1 Charlotte, N. C., is the father
of a girl, Elizabeth Ann.

PETE STONER, with WTIC Hartford,
Conn., for the past six years has
joined WBIS Bristol, Conn., announce-
ing staff.

RUSSELL NAUGHTON, chief an-
nouncer at WDRC Hartford, Conn., is
new m.c. on station's This Is Hartford
show, heard daily at 9:15 a.m.

JOHN ALEXANDER, formerly with
CBS Chicago, and freelance writer
and producer in that city, has joined
WBKB (TV) Chicago production staff.

NINA EDINGER, formerly with sales
staff of WBBM Chicago, is now in
WBKB's scheduling department.

WBEN-FM Buffalo, N. Y., is now part
of the Empire State FM Network
carrying chair's FM School of the Air,
Mon.-Fri., 1:30-2 p.m.

KJR SERIES
Future Plans Covered

FUTURE plans for public service
series, Out of the Fog, were dis-
cussed early this month when 25 rep-
resentatives of management and
labor met in Seattle. The series,
originated by KJR Seattle and
carried by five other stations in
the area, highlights round-table
discussions of economic problems
and labor-management differences.

Approval of the series came after extensive discussion by the
group, and a committee of six—
three from management and three
from labor—was authorized to ex-
plore the possibility of similar pro-
grams for future broadcast.

Winners of an essay contest held
in connection with the series on
why they believe the American system
of business is best for me because...
were announced.

ARNOLD WINS
Hits 81% in Grid Guessing

FULTON ARNOLD, WTTM Trent-
on, N. J., sportscaster, has been
to a national winner of the
Chesterfield Supper Club football
winners guessing contest. His prize
is a trip to the California-Northwest
western Rose Bowl game New Year's Day—all expenses paid—
with Peggy Lee and Jo Stafford,
Supper Club singing stars, as
escorts.

Mr. Arnold, who has a nightly
sportscast at 6:15 on WTTM, had
an 81% average for the ten-week
contest. Each week he made pre-
dictions on the winners of 35 week-
end games. His best single week's
record, WTTM reports, was 34 out
of 35 games guessed correctly.

Hampton Fund Grows
EDUCATIONAL fund for the chil-
dren of Ray Hampton, WHBF Rock
Island, Ill., sports director who died
Dec. 2, was started with money
from co-workers instead of flowers,
and is being increased by a sum
from the management substituted
for the station Christmas party.

Les Johnson, WHBF manager, is
also adding money donated by staff
women who have cancelled the
usual gift exchange. Radio listen-
ers and sports organizations are
also mailing money to the fund,
which will provide college educa-
tions for Becky, 4, and Lynn, 2.

KSO Des Moines has renewed for two
years its affiliation contract with CBS.

STC and STC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKinney & Son

Page 64 • December 27, 1948
FTC's Freer
Again Says He Will Resign
ROBERT E. FREER, chairman of the Federal Trade Commission, has reiterated his intention of re-signing Dec. 31 to re-enter practice of private law [BROADCASTING, Nov. 1]. The chairman, whose term expires in September 1952, has not formally submitted his resignation as yet, however, but will do so this week he told BROADCASTING.

Mr. Freer delivered an address before the Sales Executive Club of New York at the Roosevelt Hotel Dec. 7. Speaking on the subject, "Let's Stop Kicking the Anti-Trust Laws Around," he told members that "having announced my resignation, I feel free of that fear of speaking too plainly which haunts most government officials, who know from experience that whatever they say in any controversial subject will be thrown back at them, often out of context, before a Congressional committee or in the brief or oral argument of some party to a controversy. Hence, I would like to speak to you as 1949's private citizen lawyer... rather than as 1948's Chairman of FTC."

The FTC chairman, a Republican, said he felt a "real sense of loss" in severing official relations with fellow commission members, but repeated that "I can no longer continue to serve... at a salary... which certainly is a pittance by today's standards..." He added that trade commissioners are "able men struggling against almost insuperable problems..."

WIRC Hickory
N. C. Station Now on Air

WIRC Hickory, N. C. has begun 1 kw daytime operation as an outlet of the Foot- hills Broadcasting Co., Edmond H. Smith Jr., general manager, announced Dec. 11. Station is on 630 kc.

Special opening day programs, held Dec. 5, aired guest talent from other nearby stations and speeches by local dignitaries. WIRC studios and business offices are in the Duke Power Bldg., 1923 Eleventh Ave. Transmitter is one mile southeast of the city limits.

Other staff personnel besides Mr. Smith, who is also secretary-treasurer, include: Harry E. Snook, program director; Richard Gant and Jack Edwards, commercial representatives; Mrs. Harry Snook, women's editor and continuity chief, and Richard Benson and John Meacham, staff announcers.

KWGD (FM)
Is on 40 kw Interim Power

KWGD (FM) St. Louis started operation Dec. 19 with interim power of 40 kw. The station is on Channel 225 (92.9 mc), and is authorized 218 kw. Owned by the St. Louis Globe-Democrat, the station expects to reach full power when its new building is completed. General manager of the new outlet is Charles W. Nax. Wells R. Chapin is station director and chief engineer. Robert Brockman is sales manager and Lee Roy Fryer music librarian.

Marketcast Spots

MARKETCAST Network, with studios at 214 W. Broadway, New York, has announced the signing of its 75th affiliate, the Food Fair Super Market. Under the system, in existence more than a year, each of the 75 food markets is wired with speakers concealed in counters, and music is furnished throughout the day. Sponsorship is handled like that of radio spot sales, according to Mark Sheeler, Marketcast Network program director.

Silent Night

ABC's Moore Loses Voice

ABC's Berlin news staff, in speaking of speechless announcers, would rather see than be one. And they saw one a fortnight ago, when Lyford Moore, the network's Berlin news bureau chief, lost his voice in the line of duty.

Speeding to the studio for a five-minute broadcast on George Hick's news show, Mr. Moore had a flat tire. Sprinling like an Olympic champ, he made the studio just in time.

Mr. Moore gasped, "A few hours ago, the French authorities demolished the twin radio towers of the Russian-owned radio station...."

Silence.

The race had proved too much for Mr. Moore. He lost his voice, and unable to continue, presented probably the week's most fascinating news story from Berlin.

Libel and Slander

Invasion of Privacy
Plagiarism-Copyright-Piracy

INSURANCE
For the wise Broadcaster

OUR UNIQUE EXCESS POLICY provides adequate protection.

Surprisingly inexpensive

CARRIED NATIONWIDE
For details & quotations write

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

Bound

...to keep a full six months' issues of BROADCASTING snugged together, instantly Available for reference and research. Binders are 9½" wide; 13" high. Sturdy blue leather-cloth, stamped in silver with the BROADCASTING - Telecasting signature. Xyvar lining, canvas joints, constructed to last for years.

Bound

...to keep you from scurrying about for lost issues; to keep magazines from being torn or frayed. Magazines are held intact ready to snap open for a long reading or a quick glance. Efficient looking for your reception room; smart looking for your library or desk.

Holds 6
Months' Issues!
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
NIELSEN RADIO INDEX TOP PROGRAMS

(COAST-TO-COAST, INCL. SMALL TOWN, FARM, AND URBAN HOMES
—and including TELEPHONE and NON-TELEPHONE HOMES)

REPORT WEEK NOV. 7-13, 1948

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>CUR. AUDIENCE</th>
<th>AVERAGE AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CUR. PREV.</td>
<td>RANK</td>
<td>CUR. POINTS</td>
</tr>
<tr>
<td>RATING CHANGE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EVENING, ONCE-A-WEEK, 15-60 MIN.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Lucy Radio Theater</td>
<td>24.9</td>
</tr>
<tr>
<td>2</td>
<td>Godfrey's Talent Scouts</td>
<td>20.4</td>
</tr>
<tr>
<td>3</td>
<td>Fibber McGee &amp; Molly</td>
<td>20.0</td>
</tr>
<tr>
<td>4</td>
<td>Bob Hope</td>
<td>19.9</td>
</tr>
<tr>
<td>5</td>
<td>My Friend Irma</td>
<td>19.9</td>
</tr>
<tr>
<td>6</td>
<td>Jergens Journal</td>
<td>16.6</td>
</tr>
<tr>
<td>7</td>
<td>Mystery Theater</td>
<td>13.1</td>
</tr>
<tr>
<td>8</td>
<td>Duffy's Tavern</td>
<td>12.7</td>
</tr>
<tr>
<td>9</td>
<td>Jack Benny</td>
<td>12.4</td>
</tr>
<tr>
<td>10</td>
<td>Your Hit Parade</td>
<td>12.3</td>
</tr>
<tr>
<td>11</td>
<td>M. Keen</td>
<td>12.0</td>
</tr>
<tr>
<td>12</td>
<td>Judy Canova</td>
<td>12.0</td>
</tr>
<tr>
<td>13</td>
<td>Big Town</td>
<td>11.9</td>
</tr>
<tr>
<td>14</td>
<td>Truth or Consequences</td>
<td>12.0</td>
</tr>
<tr>
<td>15</td>
<td>Phil Harris-Alice Faye Show</td>
<td>10.9</td>
</tr>
<tr>
<td>16</td>
<td>Susie P.</td>
<td>12.0</td>
</tr>
<tr>
<td>17</td>
<td>25 Great Gildersleeve</td>
<td>12.0</td>
</tr>
<tr>
<td>18</td>
<td>11 Inner Sanctum</td>
<td>10.4</td>
</tr>
<tr>
<td>19</td>
<td>11 Phil Harris-Alice Faye Show</td>
<td>10.9</td>
</tr>
<tr>
<td>20</td>
<td>11 Charlie McCarthy</td>
<td>10.9</td>
</tr>
</tbody>
</table>

EVENING, 2 TO S.A-WEEK, 5:30-10 MIN.

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>CUR. AUDIENCE</th>
<th>AVERAGE AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CUR. PREV.</td>
<td>RANK</td>
<td>CUR. POINTS</td>
</tr>
<tr>
<td>RATING CHANGE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Lane Ranger</td>
<td>13.0</td>
</tr>
<tr>
<td>2</td>
<td>Edward R. Murrow</td>
<td>12.8</td>
</tr>
<tr>
<td>3</td>
<td>Bob Hope</td>
<td>12.0</td>
</tr>
<tr>
<td>4</td>
<td>2 Arthur Godfrey (Lisg. &amp; Myra)</td>
<td>11.8</td>
</tr>
<tr>
<td>5</td>
<td>2 Backstage Wife</td>
<td>12.0</td>
</tr>
<tr>
<td>6</td>
<td>2 Young Widder Brown</td>
<td>12.0</td>
</tr>
<tr>
<td>7</td>
<td>2 Other Widder Wife</td>
<td>12.0</td>
</tr>
<tr>
<td>8</td>
<td>1 Right to Happiness</td>
<td>10.5</td>
</tr>
<tr>
<td>9</td>
<td>1 One Third Utilizes (CBS)</td>
<td>9.3</td>
</tr>
<tr>
<td>10</td>
<td>1 Stella Dallas</td>
<td>10.4</td>
</tr>
<tr>
<td>11</td>
<td>1 Porte Face Life</td>
<td>10.4</td>
</tr>
<tr>
<td>12</td>
<td>1 Romance of Helen</td>
<td>10.1</td>
</tr>
<tr>
<td>13</td>
<td>1 Ten Cents a Dance</td>
<td>10.1</td>
</tr>
<tr>
<td>14</td>
<td>1 David Crockett's Family</td>
<td>9.9</td>
</tr>
<tr>
<td>15</td>
<td>1 Lorenzo Jones</td>
<td>9.7</td>
</tr>
</tbody>
</table>

DAY, SAT. OR SUN., 5-60 MIN.

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>CUR. AUDIENCE</th>
<th>AVERAGE AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CUR. PREV.</td>
<td>RANK</td>
<td>CUR. POINTS</td>
</tr>
<tr>
<td>RATING CHANGE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Armstrong Theater</td>
<td>11.0</td>
</tr>
<tr>
<td>2</td>
<td>General Electric Station</td>
<td>11.0</td>
</tr>
<tr>
<td>3</td>
<td>David Harding Counter</td>
<td>11.0</td>
</tr>
<tr>
<td>4</td>
<td>County Fair</td>
<td>10.0</td>
</tr>
<tr>
<td>5</td>
<td>Junior Miss</td>
<td>8.6</td>
</tr>
</tbody>
</table>

Copyright 1948, A. C. Nielsen Co.

TOPEKA BLACKOUT

Radio Aids in Emergency

AUSTRALIAN power units of WBW and WIBW-FM Topeka, Kan., enabled the Capper stations to provide uninterrupted service when a power plant explosion Dec. 9 downed two key stations and blacked out Topeka and the eastern half of Kansas. The blast occurred at the Tecumseh plant of the Kansas Power and Light Co.

WBW's special events staff was dispatched to the scene immediately with portable recording equipment and power packs. Recorded on-the-scene reports of rescue operations, fire fighting and heroism were broadcast on WBW and WIBW-FM. Quincy Howe, news analyst who was visiting in Topeka, assisted in the news coverage.

Only Topeka residents able to follow the action at the explosion scene via radio were those owning batteries. The riding-radios-and-equipped busses of the Topeka Transportation Co. WIBW-FM beamd newscasts to the bus riders, and also aired an appeal from a Topeka hospital for volunteers to assist in caring for those injured in the explosion. Twenty minutes after the appeal the police department phoned WBW-FM to report that the hospital was swamped with volunteers, the Topeka Daily Capital of Dec. 12 reported.

WHBL-FM Sheboygan

WHBL-FM Sheboygan, which started logon service Dec. 5, is located in Sheboygan, Wis. The station was incorrectly identified as being in Sheboygan, Mich., in the Dec. 13 BROADCASTING.

NARD PLEDGES

Unbiased Reporting of UN

NATIONAL Assn. of Radio News Directors has adopted a resolution pledging unbiased reporting of activities of the UN, UNESCO and similar world organizations.

John Hogan of WCHS Portland, Me., retiring NARD president, has cabled copies of the resolution to Benjamin Cohen, U. S. delegate to the UN in Paris; Dr. Milton Eisenhower, chairman of the U. S. National Commission of UNESCO in Beirut, Lebanon, and to the U. S. officials through the radio division of the UN at Lake Success.

Text of the resolution follows:

WHEREAS, the American system of broadcasting represents the highest ex-
emplification of free radio in the world, and whereas such a medium within the Constitutional meaning of our de-

mocracy and our civil obligations upon those who administer it, and

beholding the belief of the members of NARD that truth conveyed to the people without bias or restraint will contribute largely to the cause of peace in our nation and throughout the world.

WHEREFORE, BE IT RESOLVED that the unbiased reporting in performing their daily tasks, will make special efforts towards better understanding of the objectives and methods of such world organizations.

Soren Munkhof of WOW Omaha, NARD executive secretary, has announced that news directors of 17 stations have become members of NARD.

News members are: John Bills, WQAM Miami, Fla.; Nate Egner, WILS Jacksonville, III.; Pat Flaherty, KPRC Houston, Tex.; Jarrett Griffin, KWK St. Louis; Ben Holmes, KOMA Oklahoma City, Okla.; Richard Ader, WORAS Louisville; Ken Peterson, KVOO Great Falls, Mont.; William Peterson, KLZ Denver; John Sahm, WTMV E. St. Louis; Don Shep-wood, WTTI Terre Haute, Ind.; Art Smith, WYAX Yakima, Wash.; S. Tom Warren, KCEO Des Moines; and W. A. Warrick, WJOB Hammond, Ind.

Burton Marvin of Kansas U. School of Journalism, Lawrence, Kan., also was admitted to associate membership.

1949 SCHEDULES

on WMOB

WMOB

A NUNN STATION Mobile, Alabama

A PAYING PROPOSITION

DENVER

Ask the Katz Agency

CBS 560 kc.

Page 68 • December 27, 1948

Servicing

Fort Worth AND Dallas,

the South's richest single radio market.

AM • FM • TV

FREE & PETERS, Inc.

National Representatives

BROADCASTING • Telecasting
BROADCASTING  •  Telecasting

December 22 Decisions . . .

BY A BOARD

Renewal of License

WCMN, Amarillo, Tex.—Granted renewal of license for period ending Nov. 1, 1961.

Petition Dismissed

WXEX Boston—Dismissed as moot petition for rehearing,撤回申请, for application for renewal of license and transfer of ownership.

Assignment of License

KBMY Billings, Mont.—Granted voluntary assignment of licenses held by partners in partnership, with understanding that six partners' partners, two partners selling their interest to WUNS Miss., will operate the station.

WGST Mobile, Ala.—Grant of renewal for station WUST Mobile, Ala., to Mr. Jack S. Cusick.

Assignment of CP

WSBY Hattiesburg, Miss.—Granted assignment of CP from Horizon Communications, Inc., to Med. Creek Industries, Inc., for $92,563.

Renewal of License

WTHI—WTHI-FM Terre Haute, Ind.—Granted renewal of license for period ending Nov. 1, 1961.

Petition Granted


Assignment of CP

WGNS—WGNS Broadcasting, Inc., Thibodaux, La., assigned CP for station WGNS-AM and WGNS-FM to King Metcalf, Inc., for $14,150.

December 22 Decisions . . .

Application for Filing

AM—980 kc

Wilk Wilkes-Barre, Pa.—Petition for changing call sign from WILK to WILK-FM.

AM—490 kc

WCTT Columbus, Ohio—Change of call sign from WCIP to WCTT.

AM—580 kc

KNEB Scottsbluff, Neb.—Change of call sign from KLCA to KNEB.

AM—380 kc

WJOE Madison, Wis.—Petition for change of call sign from WJWA to WJOE.

AM—1340 kc

WQFM—WQFM-AM and FM, Inc.—Petition for change of call sign from WAQF to WQFM.

AM—1400 kc

Topeka Capital-Journal—Petition for change of call sign from WKLJ to KPLA.

AM—1140 kc

WQFM—WQFM-AM and FM, Inc.—Petition for change of call sign from WAQF to WQFM.

AM—1340 kc

WQFM—WQFM-AM and FM, Inc.—Petition for change of call sign from WAQF to WQFM.

Extension of Time

WBCR-AM and FM—WBCR-AM and FM—Extension of time to complete construction of station.

December 22 Decisions . . .

Application for Filing

AM—980 kc

Wilk Wilkes-Barre, Pa.—Petition for changing call sign from WILK to WILK-FM.

AM—490 kc

WCTT Columbus, Ohio—Change of call sign from WCIP to WCTT.

AM—580 kc

KNEB Scottsbluff, Neb.—Change of call sign from KLCA to KNEB.

AM—380 kc

WJOE Madison, Wis.—Petition for change of call sign from WJWA to WJOE.

AM—1340 kc

WQFM—WQFM-AM and FM, Inc.—Petition for change of call sign from WAQF to WQFM.

AM—1400 kc

Topeka Capital-Journal—Petition for change of call sign from WKLJ to KPLA.

AM—1140 kc

WQFM—WQFM-AM and FM, Inc.—Petition for change of call sign from WAQF to WQFM.

Extension of Time

WBCR-AM and FM—WBCR-AM and FM—Extension of time to complete construction of station.

December 22 Decisions . . .

Application for Filing

AM—980 kc

Wilk Wilkes-Barre, Pa.—Petition for changing call sign from WILK to WILK-FM.

AM—490 kc

WCTT Columbus, Ohio—Change of call sign from WCIP to WCTT.

AM—580 kc

KNEB Scottsbluff, Neb.—Change of call sign from KLCA to KNEB.

AM—380 kc

WJOE Madison, Wis.—Petition for change of call sign from WJWA to WJOE.

AM—1340 kc

WQFM—WQFM-AM and FM, Inc.—Petition for change of call sign from WAQF to WQFM.

AM—1400 kc

Topeka Capital-Journal—Petition for change of call sign from WKLJ to KPLA.

AM—1140 kc

WQFM—WQFM-AM and FM, Inc.—Petition for change of call sign from WAQF to WQFM.
At Deadline...

CP OF WPBP MAYAGUEZ IS REVOKED BY FCC

CHARGING owners with misleading FCC and with operating station for four months without authorization, Commission Thursday revoked CP for WPBP Mayaguez, P. R. Station went off air about Oct. 8, FCC said. It was assigned 1450 kc with 250 w. FCC claimed WPBP's last extension of authority for program tests expired last June 8 but that station operated until around Oct. 8 even though request for extension of program tests was denied in meantime. Further, FCC charged, unlicensed operator has operated WPBP transmitter; "sundry" technical violations have been noted, and in an early application, permitted Paradise Broadcasting Co. "either submitted incorrect photographs of its transmitter and its premises or misled the Commission with respect to the density of population within the immediate vicinity thereof."

Station is owned by Jose M. Sepulveda, owner of Puerto Rico Radio & Electrical Works, and Jose M. Rodriguez Quinones, Arecibo physician. Grant was issued in April 1946 and station started program tests in November. Denial order is effective in 15 days unless hearing is requested, in which case it will be suspended pending hearing and final decision.

NEW ANNISTON OUTLET; ALEXANDRIA BOOST

NEW AM station for Anniston, Ala., and nighttime power increase for KDPR, Alexandria, La., authorized by FCC Thursday. Anniston grant, for fulltime use of 1390 kc with 1 kw directionalized, went to Model City Broadcasting Co., headed by Stanton B. Ingram, local banker and 42.86% owner.

Other stockholders, all local business and professional men: S. E. Booser (25.7%); Stanley M. Ward (8.58%); Elvin C. McCary (5.71%); D. H. Booser (5.50%); Emmett B. Wegwer (5.71%), and Dr. Frank E. Weaver Jr. (2.86%).

Grant to KDPR is for modification of CP to operate on 970 kc with 1 kw fulltime in lieu of present 1 kw day, 600 w night.

HEARING ON AFRO PLAN

AFRO AMERICAN Broadcasting System's application for first station of projected network of Negro outlets [BROADCASTING, Nov. 24, Dec. 15, 1947] was designated for hearing by FCC Thursday. Application is for 610 kc with 1 kw fulltime at Hopkins Park, Ill. It was designated for comparative consideration with mutually exclusive application of WKN Kanakakee, Ill., to switch from 1520 kc with 1 kw, daytime only, to 610 kc with 1 kw fulltime. Afro American is all-Negro corporation headed by Dr. Clifford F. Kyle, minister. WKN is owned by Kanakakee Daily Journal and headed by Leslie C. Small.

BASKETBALL TV BAN

TELECAST OF Baltimore Bullet professional football games will cease Jan. 6 because of 25% attendance drop, Jake Embrey, Bullet president, ruled Thursday. Mr. Embrey, also head of Colts team, hired last season of Cukt games may be halted next year also. He is WITH Baltimore vice president and sales manager.
It's easy for a radio station to say, "Advertising will solve your problems. Just buy some time on the air."

It's easy to say, but it isn't always true. For advertising can be really effective only when product and package are right—distribution healthy—selling appeal sound.

This fact is acknowledged at WLW, and service is geared to meet the issue squarely. There are facilities—not found at any other radio station—to aid a manufacturer all along the line. There is a "know how" peculiar to the area, and man power adequate to help you reach a position where advertising can really do a solid job.

HERE'S AN EXAMPLE:

In 1943, the manufacturer of a proprietary doing only a negligible business in the WLW area, approached the station in regard to a radio campaign. Upon our advice, he first signed with WLW's Specialty Sales division to obtain distribution. He then began his WLW campaign, sponsoring three early-morning quarter-hours per week, using WLW's staff rural entertainers.

During the last five years, this advertiser has been a steady, year-around advertiser on WLW's early-morning schedule—is now sponsoring seven quarter-hours per week—and has engaged the services of Specialty Sales eight different times.

WLW's Drug Merchandising Department has also given full support to this client, in the matter of checks upon distribution and competitive position, dealer and consumer attitudes, the design and distribution of display material, etc.

The result? Sales have increased steadily in the WLW 4-State area—have now reached a total more than thirty times greater than when the advertiser began his WLW campaign in 1943. And he has used no other media in this area.

Yes, The Nation's Station can help you solve your selling problem in many, many ways. And when you have solved it for WLW-land, you pretty well know the answers for the nation. For WLW's Merchandise-Able Area is a true cross section of America. A vast territory where almost fourteen million people live—an area which is covered by one station as a network covers the nation. An ideal proving ground for products and ideas. A proving ground for success.

*Name on request"
Westinghouse radio stations.. every one of them.. leaped ahead in a decisive way in 1948.

AHEAD in number of radio homes (potential audience) reported in every station area. (5 to 16 percent ahead!)

AHEAD in program-building, to attract and hold bigger audiences.

AHEAD in the down-to-earth selling which keeps renewals coming in, year after year.

AHEAD with Stratovision.. blazing the television trails of the future.

AHEAD with Boston's magnificent new Radio and Television Center, one of the first to bring all facilities under a single roof; and with the first television service in New England.

AHEAD with expanded FM service on all six stations, and with lofty new towers for KDKA-FM in Pittsburgh and KYW-FM in Philadelphia.

AHEAD in Portland—KEX is the only 50,000-watt station in Oregon.

AHEAD in the Midwest; at WOWO in Fort Wayne, alert, heads-up programing and promotion have averaged one Industry Award every 7 weeks for more than 30 months.

Advertisers, some of them with us for more than 16 years, saw sales leap ahead, too! If you were not one of them, make a resolution to peg time on these fast-moving Westinghouse stations before it's too late. NBC Spot Sales has full information.
the way Dunninger reads the minds of famous guests—people like wise show-businessman Billy Rose, beauty merchant Walter Thornton, and even C. E. Hooper.

it's magic... the way Paul Winchell vests life, wit and extra-human abandon in his wooden-headed creation Jerry Mahoney.

Every Thursday evening at 9:30, millions of American viewers share the entertainment magic—the laughter and amazement—of The Bigelow Show.

To the Bigelow-Sanford Carpet Company, the greatest magic of all is the way their products are demonstrated to the greatest number of viewers...
Not magic at all; just NBC, television's No. 1 Network.

NBC Television
NATIONAL BROADCASTING COMPANY · 30 ROCKEFELLER PLAZA · NEW YORK
A Service of Radio Corporation of America
WBAP-TV, FORT WORTH

SERVES FORT WORTH AND DALLAS

- The Southwest's FIRST and Texas' ONLY television station, WBAP-TV, serves Fort Worth AND Dallas, like parent Radio Station WBAP.
- More than 5,000 television sets* now have been distributed in this great area comprising the South's No. 1 Market.
- More than half of the set owners in WBAP-TV's coverage area are Dallas residents.
- Major service companies find all areas in Dallas receiving an adequate WBAP-TV signal.
- With WBAP, in television as in radio, these two major Texas cities within a few miles of each other are ONE big, whopping market.
- Make a note to ask your Free and Peters man.

*3,780 sets for the quarter ending Oct. 31, according to RMA release of Nov. 16, 1948. At the end of this quarter, WBAP-TV had been on the air ONE MONTH.

The SOUTHWEST'S FIRST TELEVISION STATION
- THE FORT WORTH-DALLAS AREA'S ONLY TELEVISION STATION

WBAP

THE STAR-TELEGRAM STATION

ABC 570 Kc 820 Kc Lone Star Chain AM FM TV

5,000 watts 50,000 watts

Amon Carter, President
Harold Hough, Director

George Cranston, Manager
Roy Bacus, Commercial Manager

FREE & PETERS, INC. National Representatives

Fort Worth, Detroit, Atlanta, San Francisco, Chicago, New York, Hollywood

Page 2 * December 27, 1948

TELECASTING
Further television plans are discussed by Messrs. Pettingell (1) and Barnes.

The result was one of the most certaining and expertly conceived series of one-minute spots to be seen on television today.

Mr. Barnes called in Marc Lawrence, a top-drawer creative writer, and Allan Melvin, one of the ranking night club impressionists, to fashion a quiz-commercial entitled "Woozit?" which, for sheer entertainment, rivals the best offerings on the band. But, most important, it incorporates a vigorous selling technique with taste.

"And what's more," adds Mr. Pettingell, "it sells shoes."

The series was inaugurated during the World's Series in October and was placed before and after the games on WPIX WFL-TV WJZ-TV and WXYZ-TV. Currently the "Woozit?" spots are used every Friday night on the Bob...

Howard program, 6:45 p.m. on WCBS-TV, and preceding the Giants football games Sunday on WJZ-TV and in the Tuesday night fights on WJBK-TV Detroit.

For the past 24 years advertising for the A. S. Beck Co. has been directed by Mr. Pettingell, Dorrland's president. The firm has 65 stores in the New York area, and 120 nationally.

Mr. Pettingell Is Convinced
In discussing the broad future plans of the company Mr. Pettingell said: "It looks like we're in television to stay. The medium has sold us...by selling us."

Meteorid Growth—Batson

"It is barely possible that some of the first fruits of quantity production and wider distribution of programs might be harvested in the form of lower unit costs. The accent being placed upon improved quality in programming is almost certain, however, to absorb any possible gains in that direction.

"Most heartening, opportunity for cost reduction lies in the rapidly increasing number of stations using the medium. Here the telecaster's mangled pocketbook gets some relief from the fortunate fact that a program sponsor normally pays not only for time but talent also.

"Offsetting this, though, is the public demand which stations feel for increased hours of operation. Just as a station with a limited schedule begins to approach the break—ever present, management often finds it advisable to extend the hours of programming.

"The really fundamental progress of 1949 will be continued rapid growth of circulation. With larger and larger audiences, television stations will be able to adjust their rates into a more realistic ratio with costs of operation."

December 27, 1948 * Page 3
MT. WILSON has television to thank for a change of face if not a change of name. And many Los Angeles television people will tell you that when they think of the mountain the name that comes to mind is "Mt. Millions."

Reason for the name is apparent when one considers that the investment in transmission sites and equipment atop Mt. Wilson by the seven authorized Los Angeles area stations is approximately $2.7 million. At present, four Los Angeles stations are operating: KFI, KLAC-TV, KTLA and KTSL (W6XAO). Three are yet to go on the air. They are KTTV KNBH and KECA-TV. KTTV (Los Angeles Times-CBS) is due for its inaugural with the telecasting of the Rose Bowl Game and the Tournament of Roses parade which precedes it on Jan. 1. NBC's outlet, KNBH, is expected to go on the air before the end of January. KECA-TV is scheduled to be operating by spring as the ABC station.

Pioneer station of the group is Don Lee's KTSF which is operating under provisional commercial authority of the FCC. Its first telecast was beamed in December 1931. Next came KTLA, owned by Paramount Television Productions Inc., which started experimental telecasting in September 1942, and turned commercial in January 1947. Third was KFI-TV, owned and operated by Earl C. Anthony Inc., and now at present affiliated with any network although its sister station is the NBC outlet in Los Angeles.

Set a Record
KLAC-TV is owned and operated by Dorothy S. Thackrey but has been sold to Warner Bros. along with KLAC Los Angeles and KYY San Francisco for an overall price of $1,046,000 subject to FCC approval. The station set local history and possibly a national record by getting on the air just 60 days from transmitter ground-breaking ceremonies to the telecasting of its first program on Sept. 17, 1948.

All seven stations are operating from or are finishing their transmission sites atop Mt. Wilson. Only Don Lee, of the four operating stations, is not using a Mt. Wilson antenna at present. It has been operating from Mt. Lee in the Hollywood Hills but expects its Mt. Wilson site to be completed before spring. Upon the completion of Mt. Wilson site, Don Lee will continue to use its studio facilities on Mt. Lee.

KTLA has two large studios which measure approximately 35 x 50 feet and 25 x 35 feet in addition to a film studio. KFI-TV boasts a 40 x 70 foot studio for live programming and a film studio. KLAC-TV has a 40 x 50 foot studio for live presentations plus a film studio. As soon as power facilities are completed the station will have use of an audience studio with a stage measuring 20 x 30 feet.

KNBH will have use of a studio converted from an AM facility with dimensions of 50 x 110 feet. Adjoining this studio, NBC has built a complete unit with a commentator's studio, projection room, viewing room and a large film vault.

KTTV, which is to have its main studios atop the Bekins Building in Hollywood, has a 40 x 40 foot space plus a film studio. In addition the station will make use of one of the CBS Hollywood radio studios as well as the Los Angeles Times auditorium.

Television Center
KECA-TV will operate from the old Vitagraph Studios lot recently purchased, and renamed Television Center. There, two large studios are available measuring approximately 105 x 250 feet and 100 x 175 feet respectively. In addition to these, ABC also will have considerable open land for outdoor shots within the acreage purchased.

Since Los Angeles area stations will all share the same transmission point it is surprising that their basic hourly charges are approximately the same. Four stations—KTTV KTLA KECA-TV and KNBH—each list a basic rate of $500 per hour.

KTLA in addition lists Class B and C time at lower figures. KLAC-TV lists $450 and KFI-TV asks $400. Don Lee's KTSL is lowest with an asking price of $300; the latter is no doubt partially explained by the reduced coverage resulting from transmission atop Mt. Lee. This figure is expected to be adjusted as soon as the station is beaming its image from Mt. Wilson.

KTLA leads in total program

CONSTRUCTION of KECA-TV's $550,000 transmitter building is expected to be completed in time for early 1949 operation. Concrete, steel reinforced structure has two floors, each with area of 1,650 square feet. Two-car garage and caretaker's residence adjoin building.

COMPLETED on Sept. 1, 1948, KFI-TV's Vermont Avenue studio (left photo) houses a 40' x 70' studio, dressing and make-up rooms, engineering and administrative offices and features modern lighting and acoustical installations. From its lofty 1,700 foot perch on Mt. Lee in Hollywood the Don Lee television transmitter (right) produces 16 kw, sends out the KTSL signals.
time, having averaged in excess of 45 hours weekly during November with a likelihood of extending this total to 60 hours weekly by the year's end, according to Klaus Landsberg, general manager. Of this total program time approximately 50% is sponsored based upon an average for the year of 1948. KTLA telecasts seven days a week.

KTS L has been averaging 18 hours weekly and telecasting seven days per week. Of this total approximately 20% is sponsored.

KFI-TV averages about 15 hours weekly, Wednesday through Sunday, and production, he said, and "There will definitely be on the air five days a week but the decision on when these days will begin has not been announced."

KNBH plans to be on the air sometime in January with a minimum of 12 hours weekly, according to Harold J. Bock, western director of television operations. Schedule will call for five days of telecasting weekly, Sunday through Thursday. KECA-TV which will be on the air before spring is understood to be planning a seven-day weekly schedule starting with a minimum of 14 hours each week. This is expected to be built up rapidly after the network officials are slightly reluctant to name the specific total set as goal.

Sales personnel of the seven stations are: KTLA, Jim M. Massey, sales manager; and at KTS L it's Robert Hoag; KFI-TV: Kevin Sweeney, sales manager; KlAC-TV: Don Fedderson, general manager; KRLD: King, sales manager; KBNH: Frank (Bud) Berend, sales manager; KECA-TV: Frank Samuels, national sales; Amos Baron, local sales manager.

**VIDEO SAMPLE**

Korry Develops New Show

TELEVISION variant of wire-recorded newscast is in experimental stage in Seattle, where Korry Film Productions is developing new format for possible sponsorship on KRSC-TV. First sample is being auditioned by agency and sponsor representatives now.

Set up as a 15-minute weekly digest of local news, TV News-features ranges from such spots as fire, explosions and plane crashes, to strictly feature spots, such as the miniature railroad built in a Seattle man's basement. The show is canned on 16mm film.

Working with the Korry organization is Bob Ferris, the-detective radio reporter who developed This It, which recorded nightly news show on KJR. Mr. Ferris and Ed Johnston, veteran movie cameraman, go on news-hunting jaunts in a station wagon.

**CONFERENCE**

TV On Chicago Agenda

LOCAL RADIO, television and advertising leaders will counsel high school students free of charge at the first Chicago Area Career Conference at the Illinois Institute of Technology Dec. 29-30.

Men and women working in TV, AM and agencies will lecture on the technical and creative aspects of each, daily from 9 a.m. until noon and from 1:30 to 4:30 p.m.

More than 6,000 Chicago area students from public and parochial schools are expected to register for counselling in 52 subjects, which also include electronics, communications and salesmanship. Jobs are categorized as engineering, arts and professional, free and journalism, and civil administration and public service. Events of the conference will be televised by WBBK Chicago, WGN and WRTV, if remote shows are sponsored.

The three-day session is being planned under auspices of the Chicago Sun-Times and the Chicago Technical Education Center, a group of 55 engineering and technical organizations. Speakers have not been selected yet.
Critique of TV Sound

EDITOR, Broadcasting: I have just finished reading the article by Gerald King entitled "A Report on Tape" which appeared in your Nov. 29 issue. In the interest of accuracy I hope you will give consideration to my criticism of some of Mr. King’s statements.

He says, "--And finally there is TV! Every listener to TV has one big squawk—the horrible quality of sound on the films which are telecast. THIS IS AN INHERENT FAULT IN 16mm FILM. The optical system of recording makes it an impossibility to record frequencies on 16mm film at the present rate of speed of much in excess of 4,000 cps. Not only is the quality bad, but the flutter is worse. "Cumbersome as it may seem, TV may have to come to an independent track of sound on tape to go along with the sight picture. TV sound is transmitted by the FM system and it is only short of criminal that this type of sound is allowed to go out over TV stations." I have had many years experience with 16mm recording and am prepared to prove that many current recording systems can do now record directly on film up to 7,000 cps. As a matter of fact the standard tests films available from The Society of Motion Picture Engineers will prove this.

KFI-TV anticipated that you would want to participate—that you would want to buy your sales messages in programs as well as adjacent to them. We feel that this is the way an advertiser will discover what type program or announcement will produce best results for him.

So KFI-TV has designed virtually all its programs to accommodate participations—at the same rate that you would normally pay for announcements. These established programs are available right now on KFI-TV for participation:

LADIES DAY, a variety show with live music and colorful M. C. and singers, TV version of KFI’s successful morning participation program;

MAIL BAG OF HOUSEHOLD TRICKS, an ideal vehicle for introducing a new household product or gadget;

KFI-TV NEWS ROOM—Acme Newpictures—tomorrow morning’s pictures tonight...with ace reporter Pat Bishop narrating.

You can sample television in Southern California with live or film announcements in the heart of a show as if it were your own program—for as little as $75.00 a week.

Open Ike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

A new 16mm sound system developed by J. A. Maurer will record flat to 10,000 cycles and is only down 7 db at 12,000 cycles. The flutter content of prints is .1% overall. If desired many films can be supplied to prove this statement. There is no arguing the fact that much 16mm television sound is horrible, but Mr. King assigns the wrong causes to this effect. Here are reasons why 16mm sound is so often way below par (be in mind that when these reasons are taken cumulatively, and they most often are, the end result can be pretty horrible):

1. Improper movement of the film over the recording drum. Either the equipment is out of adjustment or is of fundamentally poor design. Too often you hear the statement, "good enough for 16." That’s an attitude, not a fundamental fact.

2. Careless processing which in the case of contact printing means printer’s error (again there is nothing that cannot be prevented by good design and maintenance.

3. Improper adjustment of the reproducing equipment employed by the television station.

4. Shrinkage of the film stock due to old age of prints. If all of these faults are present in any one print, and as I have said, very often they are, you do get pretty terrible sound.

However in the interest of doing justice to the fine work of many 16mm recording manufacturers and processing laboratories may I say that it is grossly unfair to make the sweeping statement that "THIS IS AN INHERENT FAULT IN 16mm FILM" and that by implication this type of sound track is no good for television.

Ralph Brooke Austrian
Treasurer
Society of Motion Picture Engineers
TV Consultant
New York

TELECASTING Favored

EDITOR, Broadcasting: I am glad to see Broadcasting take its most progressive step in publishing a special TELECASTING section each week. Your initial endeavor contained much material which will be a constant source of information for us. All of us at KNBH (TV) will look forward to future editions.

Best wishes to you and for a very Merry Christmas and the best New Year you have ever had.

Harold J. Book
Manager
Western Network Television
NBC Hollywood

AIR FORCE

TV, AM Series Under Way

MATERIAL for documentary radio and television programs on Air Force activities in Germany is now being prepared. Col. Howard L. Nussbaum, Air Force radio and television chief, left for Germany Dec. 19 with Warner Bros. producer-writer Ronald MacDougall to prepare the series.

The material will be available for use in this country after the first of the year. TV film shot will be used in conjunction with live studio video programs.

More than two-dozen radio, stage and screen personalities, including Bob Hope, Irving Berlin and Jinx Falkenberg, are being flown by the Air Force to Europe to entertain American personnel during the Christmas season.
Sure, Television's amazing

—and it's practical, too!

TO SEE HOW PRACTICAL, TURN TO BACK PAGE OF PROGRAM SCHEDULE.
The First
CHICAGO TELEPULSE

The Pulse is pleased to add Chicago to its present television cities—New York and Philadelphia.

First Report January 1, 1949

Watch this column next month for the first Pulse teleratings for Chicago.

Is television penetrating down the economic scale? Here are Pulse estimates of ownership of television in New York by economic levels.

<table>
<thead>
<tr>
<th>Ownership</th>
<th>Jan., '48</th>
<th>Nov., '48</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rich</td>
<td>8.8</td>
<td>22.2</td>
</tr>
<tr>
<td>Upper middle class</td>
<td>11.1</td>
<td>14.9</td>
</tr>
<tr>
<td>Lower middle class</td>
<td>11.1</td>
<td>10.4</td>
</tr>
<tr>
<td>Poor</td>
<td>0.6</td>
<td>3.1</td>
</tr>
<tr>
<td>Total ownership</td>
<td>14.4</td>
<td>10.1</td>
</tr>
</tbody>
</table>

For Other Telefacts
Ask The Pulse

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK 7, N.Y.
WCBS-TV programs carry a terrific sock for New York television audiences. For WCBS-TV consistently delivers the largest audiences of all New York television stations, quarter-hour by quarter-hour, seven nights a week. More people tune more often to WCBS-TV than to any other station—which is why it is the most practical advertising buy in television today.
THE PULSE

TV Ratings Issued

TOTAL quarter hours of television programs are approximately greater than their August number, according to The Pulse Inc., New York. Another station has entered the video field since the survey firm's August classification of programs, and daytime television on a continuing basis has brought new types of programs to the viewer.

Although sports still leads in total number of quarter-hours, although drama continues to receive the highest average rating (20.6), followed by comedy-variety (19.5).

The following is a comparison of New York televising by program type in August and November 1948:

<table>
<thead>
<tr>
<th></th>
<th>August</th>
<th>November</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visual Sports</td>
<td>196</td>
<td>111</td>
</tr>
<tr>
<td>Feature Films</td>
<td>31</td>
<td>31</td>
</tr>
<tr>
<td>Film Shorts</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>Music</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>News</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Red Shows</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Comedy-Variety</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Quiz Shows</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Drama</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Forums</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Discussions</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Sports News</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Arts &amp; Sports</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Beauty</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Westerns &amp; Serials</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Winners' Round</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Special Events</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Interviews</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Hobbies</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Comedy Episodes</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Shows</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

VIDEO RATES

KTTV Announces Card No. 1

KTTV (TV), CBS and Los Angeles Times owned station which inaugurates weekly television programming New Year's Day, has published rate card No. 1, Harry W. Witt, KTTV general manager, has announced. Station operates on Channel 11 (198-204 mc).

Rate schedule, effective Jan. 1, 1949, lists Class A airtime at $500 per hour and Class B at $300. Other top periods are scaled as follows: 150 minutes, Class A $400, Class B $300; 30 minutes, Class A $200, Class B $100. Rates for 20-, 15-, 10- and 5-minute segments are also included. Class A time is that between 6:30 and 10 p.m. Monday through Friday, and 1 p.m. to 10:30 p.m., Saturdays and Sundays.

Station breaks and service announcements on sound film are listed at $75 and $45 for each class, while one-minute announcements on sound film are $100 and $50 respectively. Above rates include use of film facilities.

TELECASTING

DONE WITH MIRRORS

WNAC-TV Solves Video Hockey Problems

WHERE there's a will, there's a way—and where there's TV there are also mirrors, at least at WNAC-TV Boston. The station, faced with problems similar to those confronting early AM broadcasters, has reached a happy solution—mirror magic.

WNAC-TV, new video outlet of the Yankee Network, currently is telecasting all home hockey games of the National Hockey League's Bruins at Boston Garden under sponsorship of the local Chevrolet Dealers Ass'n. Frank Ryan, Bruins' publicity director for many years, does the play-by-play, while WNAC-TV sports director Lester Smith gives commercials, interviews and color highlights.

Two cameras were placed in the most advantageous positions to follow the elusive puck on the rink. There still remained a problem, however—how to telecast Messrs. Smith and Ryan. Installed on a specially-built platform, camera No. 3 fell short of picking them up. Suddenly light dawned—reflected light—and the germ of an idea. Now, WNAC-TV's No. 3 engineer focuses his camera on the mirror, and picks them up in action.

EXTRA!

NEW OLESEN TV Fluorescent Fixture Announced

Hollywood, Calif.—The new Olesen VFF-400-A Fluorescent Fixture recently announced here, is the result of long experimentation and research in cooperation with leading TV studios. The light provides basic TV studio lighting and offers many unusual features. Custom-built switchboards to accommodate the new fixtures can be designed by Olesen to meet all requirements, it was stated.

Features of the new Olesen TV light include: Cool, glareless illumination; virtually shadowless; lightweight aluminum construction; mounts on wall or pipe clamp or chains; camera connectors; instant starting; constant voltage ballasts and many more.

MAIL THIS COUPON FOR MORE INFORMATION

OTTO K. OLESEN CO.
1534 Cahuenga Blvd.
Hollywood 28, Calif.

Gentlemen: Please send me additional information on the new Olesen TV Fluorescent Fixture, VFF-400-A.

Name ____________

Firm ____________

Address ____________

Title ____________

December 27, 1948 * Page 11
The乌鲁松 controversy of television programming is here analyzed by an agency television expert. The author explains that TV can’t be programmed in terms of older media: Radio, movies, legit, vaudeville. TV must develop its own formulas, he says, as a distinct medium. Viewers are seen to become more critical as video’s novelty wears thin.

Sports are natural for TV, needing chiefly technical proficiency for production. In general, the same may be said of news. The Texaco Hour is probably the best show to date designed solely for video, but the critics agree that it is no more than good—high praise at this stage. Beyond this there are a few amateur-participation programs which show promise of what our new medium can do, and this is largely due to the universal appeal of ordinary people. It is difficult to find anything else of real merit.

Mediocrity Will Dim Fervor

For the moment the TV boys can get by, counting on the novelty of the new toy, but thanks to the attention demanded of the viewer—far greater than in radio—mediocrity will soon dim initial enthusiasm and provoke increasingly critical disentimiento. In addition, however, the majority of the audience may be with the simple line formulas of Hollywood and radio, its aesthetic awareness has already been dulled enough to require something more than a few “gimmicks” and “switches” to evoke continuing interest.

To cope with these problems, a TV station must have a program director with a broad background as well as a thorough familiarity with the framework in which he works. The hand is quicker than the eye, but what the eye sees makes a lasting, vivid impression. The human animal has counted on the evidence of his eyes far longer than on words, spoken or written. Words can vaguely describe people and situations so that the audience can develop its own mental pictures, but the picture when shown, must be satisfactory.

In evaluating and shaping basic material, therefore, the program director must have a wealth of human experience in ordinary affairs as well as knowledge of his medium. True, it is difficult to recognize such men now without precedents to follow, but he wary of the director who made his mark in other fields. There is much for him to learn before his talents yield praiseworthy material.

The interested parties—stations, agencies, producers—in effect need a new genius, a new Florenz Ziegfeld. Yes, the man will be a showman, old enough to have been around, shrewd enough to understand the possibilities and limitations of the medium, talented enough to create stuff that is especially good on video. Many, like A. J. Balaban, director of the Roxy Theatre, express the view that theater showmen will slide easily into controlling positions as TV begins to pay. They may well secure that control, but there will be nothing easy about it. One of the most promising single-shot shows to date was produced by a boy still under 30. Showmanship is great stuff, but a good deal more is needed too.
In Maryland,  
It's WMAR-TV  
For Science

Typical of the cultural television shows that have given WMAR-TV unequalled prestige in Baltimore and the rich Chesapeake Basin is the weekly presentation of the "Johns Hopkins Science Review."

Each week WMAR-TV, with the cooperation of world-famous Johns Hopkins University, stages a television classroom in which experts of the University staff discuss and demonstrate some of the newest developments in the field of science.

Photographs on the right show the development of a typical Johns Hopkins Science Review program. WMAR-TV's producer, Edwin Mick (top), visits Dr. Donald H. Andrews, Professor of Chemistry, and Lynn Poole, Director of Public Relations, in the chemistry laboratory to discuss the show. Dr. Andrews and his staff (center) rehearse the show in the studio, doing such tricks as freezing objects at 330 degrees below zero, cooking on ice and freezing coffee.

Subjects to be covered in this interesting and educational WMAR-TV public service program will include: "The Earth, from 70 Miles Up," "Psychology and Sense Perception," "The Engineer and Sanitation," "What is Electricity," and "Stratosphere Flight at Supersonic Speeds."

Represented by  
THE KATZ AGENCY, INC.  
NEW YORK - DETROIT - KANSAS CITY  
SAN FRANCISCO - CHICAGO  
ATLANTA - DALLAS - LOS ANGELES
The television eye of KSD-TV St. Louis covers an operation for members of the American Medical Assn. like device, the surgeon threaded a thin flexible band saw through one hole under the bone and out through an adjoining hole. Grabbing both ends of the wire-like saw, he quickly cut through the intervening bone to join the two holes. When three sides of the rectangular section of the skull had been sawed through, Dr. Klemme broke out the section and exposed the brain itself. The sharp crack as the bone broke caused an involuntary intake of breath among a number of the listeners.

"Removal of part of the brain followed and the operation was concluded in about 50 minutes. The work of replacing the skull segment and suturing the scalp was done by an assistant out of the camera's range."

Cameras were mounted in the operating rooms on stands specially constructed by KSD-TV. With these stands placed as close as practicable to the site of the operations, the surgeon's hands and face were in the camera. The surgeon and his assistants showed on the screen. A microphone placed above the operating table made it possible for the doctor to carry on his commentary while actually performing the operation.

AMA members were high in their praise of the demonstration. One terminology an "ideal medium for dissemination of surgical knowledge."

KGDM-TV to CBS
Stockton Outlet Is 21st KGDM-TV Stockton, Calif., has joined CBS-TV as a full primary affiliate, Herbert V. Akerberg, CBS vice president in charge of station relations, announced last week.

The new station, bowing some time in the late spring, brings the total of CBS video affiliates to 21. KGDM-TV will operate on Channel 8, with 1.93 kw visual and 1.8 kw audio power. E. F. Peffer is president and owner of the new television station. KGDM-Stockton is an AM affiliate of the CBS aural radio network.

Spruce Splurge
TO TAKE the sting out of gouging prices, Gimbel Bros. of Philadelphia put 10,000 Christmas trees on sale Dec. 13 at $1 per tree. Within an hour and a half, 4,000 spruces had been bought up—thanks to WIP and WFIL-TV. WIP did a 15-minute broadcast at the store, and aired interviews and 30-second institutional announcements—all sponsored by Gimbel's. WFIL-TV took newswcasts for video purposes. A double line, three blocks long, had begun forming as early as 7 a.m., two and a half hours before the trees were placed on sale.
TELECASTING

GE TESTIMONY
Wilson Reports TV in Demand

CHARLES E. WILSON, president of General Electric Co., in an appearance before a joint Congressional subcommittee last Monday, admonished the group that the "keenness of the stockholders' interest" and the "keen hands off some things" will not ease the nation's economic applecart be upset.

The Joint Committee on the Economic Report was told by the industrialist that, in his opinion, "our economy is good, despite the inflation..."

Mr. Wilson pointed out that General Electric's prices at the present time average only 40% above those in 1940, the last prewar year in which the firm's business was not greatly affected by defense contracts. GE, Mr. Wilson said, made only 7.4% profit on each dollar of sales for the first nine months of 1948, as compared with 12.4% in 1940.

Margin Said Lower
"It is our serious conviction," Mr. Wilson said, "that our present margins are lower than they should be to provide the necessary cushion to protect us against a sudden drop in the market."

The industrialist and Sen. Joseph C. O'Mahoney (D-Wyo.), advocate of an excess profits tax, locked horns for a time yesterday.

A clash occurred when Sen. O'Mahoney suggested that GE had a lucrative sales proposition in its defense contracts.

In response, Mr. Wilson said the government contracts for 1948 amounted to about $65 million and would reach about $75 million in 1949.

Mr. Wilson explained that the government contracts gave GE only a 1.5% profit. The firm, he noted, feels it is not producing what the government wants and will continue to do so.

Mr. Wilson maintained that industry must give lower prices to consumers, for "if the price paid by the consumer is a true profit to the company, we will have the dividend to common stockholders."

"To give to labor all of the gains of technological improvement would eliminate the incentive for future risk-taking on the part of capital; it would deprive the consumer of lower prices and increased purchasing power-with the inevitable result of ultimately discouraging further technological improvements and prolonging the inflationary cycle," Mr. Wilson explained.

1940 Comparison

The average price of GE products, Mr. Wilson declared, is 40% above 1940 while the rate of dividends currently being paid GE's 250,000 stockholders is only 8% over that paid stockholders in 1940. The cost of living, meanwhile, had gone up 74% and wages of GE's hourly rated employees have gone up approximately 90%, he said.

"Any consideration of the problem of profit," he maintained, "must recognize the fact that unless investment by the stockholder...

VHF-UHF

COMPLETE new formula for television allocations, using both the existing VHF band and the experimental UHF band, will be submitted to the FCC shortly after the first of the year by a Radio Mfrs. Assn. committee.

Patterson somewhat after the plan drafted under direction of Dr. Allen B. DuMont, president of Allen B. DuMont Labs. [Broad- casting, Sept. 20], the new allocation will propose quick, maximum use of the existing commercial band. Furthermore it will propose supplementary broadcasting and television operations for smaller cities in the upper band.

The VHF system would serve as the "back bone" of national television service and be allocated for the next part to larger cities, with RCA contemplating at least four TV stations in each city. This would provide maximum competition and network service.

Rough outline of the RMA plan was submitted to the FCC last Monday by an RMA committee headed by Max F. Bal- com, Sylvia Electric Products Corp, and the commissioners, was: E.H. Ra. P

Mr. Wilson said.

GE has just initiated a plan to issue 90,000 shares of common stock to its 200,000 employees so that dividends may be invested in government bonds, according to Mr. Wilson.

The GE president felt that curbs on installment buying, under Regulation W, should be gradually reduced to keep business production high. The regulation is having an adverse effect on the sales and marketing of GE, he said. Television sales have not slumped because of the great demand, Mr. Wilson added.

RMA to Submit Video Formula to FCC

STATION, agency and advertising officials take time out at WBAP-TV Fort Worth from work on film documentation based on last year's Cotton Bowl football game. Film will be used for Resistol hats on behalf of Byer-Rolnick Co., which will present show on WBAP-TV preceding this New Year's Day classic. L to r: Jack Holmess, WBAP assistant commercial manager; Harry Burr, Resistol sales representative; Harry Rolnick, president; Bob Roth, advertising and promotions director, and Jack Harrell, office manager, all of Resistol; Seymour Andrews, WBAP-TV program director, and Ernest Loan, Tracy-Locke Co., Resistol account executive.

TELECASTING

TV SALES PULL
Better Research Needed

THE RELATIVE sales effectiveness of television within different age, sex and income groups is the video problem most greatly in need of more and better research, according to research executives of networks and advertising agencies. Forty-three such executives answered a questionnaire sent them Nov. 10 by Richardson, Bellows, Henry & Co., New York personnel analysts, listed as eager television questions urgently needing research attention: Which television programs have the greatest sales effectiveness? What percentage of available homes is being reached? To what extent is program popularity based on convenient viewing time, and/or to what extent is the popularity of certain viewing times based on unqualified program preferences?

Two more questions which the researchers considered most likely to become as important as the first four are: What is the effect of television on radio listening and movie attendance? And how can we harvest qualitative, rather than quantitative, analysis of audience reactions to the improvement of program design?

Other research areas seen as becoming important in the future include: Pretesting effectiveness of TV commercials and measuring eyestrain and fatigue.


 Copies of "12 Don'ts for TV Com's" now available from AAAA's, Five Star Five Production, 6326 Sunset, Hollywood.

December 27, 1948 * Page 1:
For NBC television in Southern California...it's KNBH channel 4

Opening in January

KNBH
CHANNEL 4

Studio at Radio City Sunset and Vine

Transmitter...Mt. Wilson Altitude 5,780 ft.

Represented by NBC Sales