now here's a strange thing, but...

WOR is like a puppy—
because its upkeep—compared with other media—is a pittance. To do a little close figuring:
One-twelfth of 1-cent per impact per week is all one sponsor paid for talking to people in 422,755 homes.

WOR is like a shower—
because its powerful saturation of the majority of the homes in 430 counties in 18 states, brings you the greatest single station buy in the United States.

WOR is like a sharpshooter—
because it rarely misses on producing point-blank results.
For instance, in a very brief time, one WOR show moved a sponsor's product from 8th to 3rd place in the candy bar field; pulled 82,896 contest entries from 47 states!

coming!
TWO GREAT TELEVISION STATIONS
WOR-TV, NEW YORK...CHANNEL 9...WOIC, WASHINGTON, D.C.
When the giant dirigible Hindenburg crashed and burned in 1937, WLS was there, recorded a vivid eye-witness account of the disaster. Mr. and Mrs. John A. Koenning of Des Plaines, Illinois, are among thousands of regular WLS listeners who remember this broadcast as the greatest in WLS' first 25 years.

They first started listening to WLS when they moved to suburban Chicago 18 years ago—still listen regularly, rarely tune in any other station. They seldom miss a National Barn Dance broadcast; Mrs. Koenning listens daily to "Feature Foods." From morning to night they listen to WLS, but of all the programs, they say the crash of the Hindenburg was "the most outstanding broadcast we've ever heard."

Even at the time, this broadcast was recognized for its greatness. NBC broke its ban on recordings to air it on the network. It is the only local station broadcast included in the Columbia record album, "I Can Hear It Now."

It is not only for this classic on-the-spot news broadcast that listeners remember the first 25 years of WLS. They recall other great events and regular services: how they made extra money on crops and livestock as a result of WLS market broadcasts; how they brought youngsters home from school early, because of WLS weather warnings. They remember visits to the WLS National Barn Dance. They remember and regard WLS as a 'friend' in whom they have confidence and belief—a confidence that insures advertising results.

A Clear Channel Station

WLS
The Prairie Farmer Station

890 Kilocycles - 50,000 Watts - ABC Affiliate
Represented by John Blair and Co.
Yeah, but can he lift a sales curve?

(To see it done without hypnosis, turn to Book page of insert.)
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<thead>
<tr>
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**EXPLANATORY NOTES**

**SIGHTINGS IN FOLLOWING ORDER**

**SPONSORS NAME OF PROGRAM**

**NUMBER OF SPONSORS IN EACH**

**SIGHTINGS IN SERIES**

**STATIONS STARTING**

**DAVES SUGGESTED SENDING**

**RE-BROADCAST ON WEST COAST**

**TIME TO BE ANNOUNCED**

**ABG**

9-10 AM on WFLD, WGN, and WBBM.

10 AM-11:30 Am on WGN.

**WLS**

10-11 AM on WLS.

11 AM-12 PM on WLS.

**MBS**

9:30-10:30 AM on WGN.

11-12 PM on WLS.

12:30-1:30 PM on WBBM.

12-1 PM on WBBM.

1-2 PM on WBBM.

**CBS**

11:00-11:30 AM on WCBS.

11:30-12 PM on WCBS.

12-1 PM on WCBS.

**NBC**

10-11 AM on WIP.

11-12 PM on WIP.

12:30-1:30 PM on WIP.

1-2 PM on WIP.

**BROADCASTING**

The Weekly Newspaper in Radio and Television
There isn't any hocus-pocus about CBS' leadership in delivering large audiences. Proof: 9 out of 13 programs which switched networks during the past year won larger audiences on CBS than on any other network. Which explains why more advertisers continue to turn to CBS to lift their sales curves.

CBS — where 99 million people gather every week!
How to be FIRST in the World's No. 1 Oil Market!

Pick KPRC

It's true! Within Houston's trade area thousands of producing oil and gas wells supply fourteen of the nation's greatest petroleum refineries! The city itself houses more oil companies and industries allied with petroleum than any other community in the world!

Yes! And KPRC is FIRST in this fabulously wealthy market. FIRST in Hooper! FIRST in BMB! FIRST in the South's FIRST Market!

Blanket this tremendous oil market FIRST and deliver the big shipping ports of Beaumont, Port Arthur, Galveston and Texas City besides. Pick KPRC now! Write Petry or call us for availabilities.

KPRC HOUSTON
950 KILOCYCLES • 5000 WATTS


PROPERTY U.S. AIR FORCE
**FMA Committee Lashes 'Rump Move'**

LID BLEW OFF FM Assn. internal feud Thursday when FMA Executive Committee issued policy statement drafted at meeting called on 12-hour notice.

Committee: Executive Director J. N. (Bill) Bailey was "fired" as executive director, effective immediately," committees charged him with "breach of faith" with board, which "granted the courtesy" of permitting him to resign. Board action taken at Dec. 16 FMA meeting in Chicago.

New executive director named by committee but his name has been revealed by entire board membership.

Expanded program and budget for 1949 reviewed, with "great room, man-to-man" effort to aid FM stations. FMA will expand cooperation with equip- ment manufacturers, agencies and other radio facets.

Committee is embarrassed by rumors of NAB-FMA merger, explaining absolutely lack foundation. NAB denied interest in "either as chief and pri mary trade association for broadcasting industry." No logical basis for "erd" tele vision, and all broadcasts will one day be harmonized in one trade association.

"Petty indulgence in personalities and private axe-grinding" deplored.

Attending meeting called Wednesday by FMA President William E. Ware, KFMX.

**Upcoming**

| Jan. 6-7: NAB Sales Managers Executive Committee, NAB Hdqrs., Washington. |

(Continued on page 74)
Babson's "Magic Circle" Proves Our Claim...

"Richest in time of peace, safest in time of war," says economist Roger Babson about the "Magic Circle" area! And, Walter Bowers, Secretary, "Magic Circle" Development Conference, adds, "The annual income of the 'Magic Circle' has increased in ten years from six to sixteen billion dollars. Bank deposits have gone up in some parts of the 'Magic Circle' as much as five hundred per cent. Land values have doubled and tripled. The 'dust bowls' of the 20's and 30's have become the 'boom bowls' of the forties!"

KCMO's Mid-America is Whale of Market!

KCMO's Mid-America, located completely within the "Magic Circle," has always been a big market — and it's getting bigger and bigger! For radio coverage in the "Magic Circle," you need KCMO's one-station blanketing of Mid-America. 213 counties inside KCMO's 50,000 watt measured ½ millivolt area — listened to in 466 counties in 6 "Magic Circle" states (gray counties on map). Center your selling on KCMO, Kansas City's most powerful station for Mid-America, in the "Magic Circle."

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

National Representatives
JOHN E. PEARSON COMPANY

KCMO

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

One Does It—One station • One set of call letters
One rate card • One spot on the dial

January 3, 1949 • Page 5
A Name Worth Remembering *

In 1949, it will pay timebuyers to remember these call letters—WHHM.

They're worth remembering—for the experience of time buyers and advertisers has shown that WHHM delivers

MORE LISTENERS

PER DOLLAR

IN MEMPHIS

Watch cash registers ring those happy sales tunes, note how an alert audience responds to a WHHM message.

Remember WHHM in '49 for Memphis sales results!

WHHM

Independent—but not aloof

Memphis, Tennessee

Patt McDonald, manager FORJOE & CO., representatives.

member of
Association
of Independent
Metropolitan
Stations

*Fairbanks-Morse furnishes this one.
always the advertising leader

Because BROADCASTING enjoys the highest degree of reader interest of any trade publication...

Because time buyers have repeatedly made it their first choice for station advertising...

Because its carefully-edited, painstakingly-prepared columns inspire confidence in the news it brings and the advertising it displays...

Because in its 17 momentous years of publication, it has relentlessly espoused the cause of free, competitive radio in the best interests of the art and industry and the free people it serves...

BROADCASTING has consistently been the most effective, result-producing medium in the entire field.
"Any advertiser can and most advertisers should use SPOT RADIO"
"To keep presentable longer

use MENNEN SHAVING CREAM"

- All over the country men are hearing the Mennen message from the friendly, known voice of top local personalities.

For Mennen uses the right local program in each of many markets—a friendly known voice selling Mennen to America's men, their way, wherever they may be.

You too can adapt this most flexible form of powerful radio to your special requirements.

These stations will add materially to your chances for spectacular success.

- REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION
ATLANTA WSB-TV
BALTIMORE WBAL-TV
BOSTON WNAC-TV
BUFFALO WBEN-TV
LOS ANGELES KFI-TV
MILWAUKEE WTMJ-TV
M'P'L'S ST. PAUL KTSP-TV

SPOT RADIO LIST

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January 3, 1949 • Page 9
Feature of the Week

Announcer-producer Hard (l) and news editor Ireland (r) with Garfield high school discussion group.

**THE UNDIRECTED** expression of free speech by anyone... who wishes to express an opinion. A noble objective of our democratic society, this, and the standard of Youth Views the News, a half-hour weekly ad-lib discussion of current affairs heard Sunday mornings at 10 via tape-recorder on KOMO Seattle.

Effectiveness of the show, which is now reaching out beyond Seattle and western Washington high schools into nearby Canada, depends on how thoroughly the participating students are not prepared.

The principal of the school where the program is to be recorded is warned in advance by (Continued on page 64)

**On All Accounts**

**THE COMMERCIALS** on a few coast-to-coast sponsored programs a week might be enough for the average agency man to handle, but not Innes Harris, commercial supervisor in the Hollywood office of Young & Rubicam.

No less than a dozen broadcasts per week bear the imprint of his three-man department. And this makes him just about the busiest agency man on the West Coast.

His responsibilities include the NBC Bob Hope show (Lever Bran-

swan soap); CBS Jack Carson show (General Foods-Sanka); NBC Duf-

fy's Tavern (Bris-

tol-Myera products); NBC Adventures of Ozzie & Harriet (Internatio-

nal Silver); ABC Meredith Willson show (General Foods-Jello); five weekly ABC General Electric House Party (electrical appliances); trans-

mitted Skippy Hol-

lywood Theatre (Rosefield Packing Co.-peanut butter) on 46 stations;

CBS My Favorite Husband (General Foods-Jello).

He's the most teletype conscious man in town, constantly in communica-

tion with the agency's New York office checking on information for commercials of these shows. And when it's not the tele-

type, the long distance telephone gets a play.

Born in Rich Hill, Mo., Nov. 18, 1904, Innes was educated entirely in schools of his native state. He attended Drury College, Springfield, for a year. Then in 1926 he became sports editor of the Springfield (Mo.) Republican for a year, then joined the Phoenix (Ariz.) Republican.

Innes entered radio in 1929 as announcer-newscaster and publicity man for WTAM Cleveland. But after a good 12 months or so he moved to Westinghouse Electric Corp. in East Pittsburgh, handling publicity for that firm for the next few years.

Beginning in 1930 with radio publicity and running through commercial writing, program production and a variety of other assignments, young Mr. Harris was on the New York staff of Erwin, Wasey & Co. for the next four years.

He produced the CBS Bobby Benson show, then the top kid's program of the day. Assignments also included Arthur Godfrey's first network shows on CBS. In addition he handled a variety of (Continued on page 64)
Westinghouse Radio Stations Inc

announces the appointment of

FREE & PETERS, Inc.

as national sales representatives for

KDKA - WBZ - WBZA - KYW - WOWO - KEX

Offices of Free & Peters are located in
Atlanta  Chicago  Detroit  Fort Worth
Hollywood  New York  San Francisco
BALOWSTAR, new super-fast video lens used by ABC to telecast midnight Mass on Christmas Eve from St. Patrick's Cathedral, is viewed by Frank Marx (l), ABC engineering v.p., and Jack Pegler, Television Zoomar Corp.

INSPECTING wreckage of the KRLD Dallas towers, located near Garland, following their collapse Dec. 21 (see story this issue) are (l to r) Clyde Rembert, manager of KRLD; Don Houseman, insurance executive; Tom C. Gooch, president of The Times-Herald, station owner, and John W. Runyon, KRLD president. Station resumed in about eight hours.

NILES TRAMMELL (l), president of NBC, covers a point during a cocktail party which marked switch Jan. 2 on NBC of the Horace Heidt program from 10:30 p.m. to 7 p.m. Sunday. With Mr. Trammell are (l to r) Mr. Heidt; Pat Gorman, adv. director, Philip Morris Co., and O. P. McComas, PM v.p.

REPRESENTATIVES of sponsor, agency and network discuss promotion plans for GE's House Party (five-a-week on ABC) during "closed circuit" broadcast. Present are (l to r) James Webb, Young & Rubicam v.p.; Robert Kimmer, ABC executive v.p.; A. M. Sweeney and George Parks, GE. Program starts today (Jan. 3), 3:30 p.m., EST.

MEL BEKINS (l), pres., Bekins Van & Storage Co., accepts plaque for his company's public service commercials saluting Omaha area industry from Thomas Ashton, Omaha C of C pres., and Paul Fry, KBON Omaha manager.

FIRST Dallas telecast for WBAP-TV Ft. Worth, opening of Greater Dallas Motors, Ford agency, show rooms, brings congratulations for Harold Hough (r) WBAP-TV director, from Howard Smith, Rogers & Smith, Dallas agency.

PLANNING hockey broadcasts on WSRX Cleveland are (seated, l to r) Danny Landau, WSRX sportscaster, and P. A. Snyder, pres., East End Nash Co., sponsor, with (standing) Samuel Sague, WSRX pres., and Leo Barron, sales mgr.
For TV selectivity... check channel 11 first!... With the widest range of television programs... best coverage of news, special events, sports...drama, beauty, homemaking... children's shows, religion for all creeds, public service... WPIX offers enough video variety to attract the attention of any viewer—or advertiser!... can make more sales, create more conversation among customers, build better business in a new major market, well worth the effort now... and from now on!

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

WPIX • THE NEWS Television Station 220 E. 42nd St., N. Y. C. • Murray Hill 2-1234 Represented outside New York City by FREE & PETERS, 444 Madison Ave., New York 22
The Highest Light In Washington . . .

* * * Towering high above everything in Washington, WMAL-TV's ultramodern six-boat super-tomstike antenna is the highest point in the entire Nation's Capitol! This "plus" in height is a contributing factor in the beautiful signal radiated into the homes of this vast market.

Power . . . Programs . . . Prestige

* * * WMAL-TV is Washington's most powerful television station—a guarantee of a clear, steady signal far beyond the metropolitan area. Another reason for the popularity of WMAL-TV with the viewing audience, is that it was the first television station in the country to advertise and maintain a seven-night-a-week program schedule. Wherever things of top interest are taking place—whether Redskins football games, boxing, wrestling . . . top news events . . . WMAL-TV studio productions . . . or top attractions from New York—the best in television entertainment in Washington will be found on WMAL-TV. It's a happy combination of tops in signal, tops in programs, and tops in acceptance—for the Evening Star's 56 years of predominance in Washington makes The Evening Star Television Station the most ACCEPTED in Washington homes.

WMAL-TVMAL- FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

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A. PORTER, formerly in charge of New York office of Roche, Williams & Cleary, and prior to that with Slack-Gable, Chicago, joins Dancer-Fitzgerald-Sample, New York, as vice president and member of plans board at end of January.

FRENCH L. EASON, vice president of L. W. Ramsey Co., Chicago, became Chicago manager of Fletcher D. Richards Agency on Jan. 2. SHELDON M. FISHER, who opened the Richards office there three months ago, returns to New York.

JAMES R. LUNKE and CRAIG MAUDSELY, Pacific Coast advertising executives, announced formation of Lunke-Maudsley & Assoc., with offices in Joseph Vance Bldg., Seattle. Both men formerly operated their own advertising agencies.

RAYMOND G. KEMPER, formerly staff producer with Don Lee Broadcasting System, Hollywood, joins radio production staff of McCann-Erickson, same city.

THOMAS W. DEALEY joins W. Earl Bothwell Inc., Hollywood. He was formerly with D'Arcy Agency, St. Louis, and before that with Hillman Shane & Breyer, Los Angeles.

Mr. Lunke
Mr. Maudsley

MIRE NEWMAN & Assoc., Hollywood, moves to larger quarters at 5371 Sunset Blvd.

RUTLAND, GILCHRIST & CLEM, Toronto, opened an office at 37 Queen St. South, Kitchener, Ont. DONALD G. DICKSON is manager of new office.

JOHN GREEN and JOSEPH LAMNCE transferred to television staff of Newell-Emmett, New York. Mr. Green will work on production and Mr. Lamneck becomes staff art director.


BRISACHER, Wheeler & Staff, San Francisco, elected to membership in American Assn. of Advertising Agencies.


DOHERTY, CLIFFORD & SHENFIELD, New York, announces these appointments: LESLIE A. HART, formerly with Eastern Cooperatives, New York, to copy staff; PAUL G. INDRORF, previously with J. M. Mathes, New York, to radio copy, and ALBERT SKOLNIK, formerly with Pedlar & Ryan, New York, to media.

McKIM Adv., Toronto, moves offices to McKim Bldg., 47 Fraser Ave., Toronto. Telephone: MIlrose 4642.

JAMES D. BISHOP appointed art director of Lewis & Gilman, Philadelphia.

LINCOLN W. ALLAN joins O'Brien & Dorrance, New York, as production manager.

MEL MATHEWSON and ROY POWERS joined Thomas C. Wilson Adv., Reno, Nev., as art director and account executive respectively. Mr. Mathewson was formerly a freelance artist, and before that with Bacon & Lawrence, San Francisco agency; Mr. Powers was formerly with John D. Roche Inc., Los Angeles.

ROBERT BRAGARNICK, formerly with Dancer-Fitzgerald-Sample, New York, joins Bower Co., New York, as an account executive.

WILL PEARCE, art director of Botsford, Constantine & Gardner, San Francisco, elected a vice president of the firm. CATHERINE BIDLESPACHER, formerly with Compton Adv., New York, joins the agency's media department.

WILLIAM P. SCHRAMM, advertising director of Armstrong, Requa & Assoc., San Diego, made partner in firm replacing HAROLD F. REQUA JR., resigned. Agency name changed to Armstrong-Schramm Co. Mr. Requa left to become advertising and public relations director for Sun Harbor Packing Co.

ROBERT B. SELBY, manager of Smith, Bull & McCrery, San Francisco, elected a vice president of the company.
New Business


PHILCO CORP., Philadelphia, was to sponsor special New Year's Eve telecast from Times Square, New York, on ABC's eastern television network featuring street celebrations and the unveiling of a new spectacular electric sign. The program, booked through Hutchins Adv., Philadelphia, was to be emceed by Walter Kiernan from 11:45 p.m. Dec. 31, 1948 to 12:15 a.m. Jan. 1, 1949.

ROGERS STERLING DIVISION of International Silver Co., New York, appoints Fuller & Smith & Ross, New York, to handle advertising. Local radio campaign may be used.


REXON Inc., New York, distributor of Swiss-made Thorens pocket and table lighters, and manufacturer of Spin-a-way ash trays, appoints Peck Adv., New York, to handle its advertising. Radio and television will be used.

MICKELBERRY FOOD PRODUCTS Co., Chicago (Old Farm Sausage products), appoints Schwimmer & Scott, same city, to handle advertising, effective Jan. 1. Radio will be used.

THE WILLIAMS POTATO CHIP Co., San Francisco, appointed Hoefler, Dietrich & Brown, same city, to handle advertising. Radio will be used.

THE HIGHWAY 50 Assn. appoints James S. Nutter & Assoc., San Francisco, to handle advertising. Radio will be used.

Network Accounts

CHEESEBROUGH Mfg. Co., New York (Vaseline products), Jan. 1 started half-hour weekly dramatic-mystery show Little Herman on approximately 250 ABC stations, Saturdays (9-9:30 p.m. EST). Contract is for 52 weeks. Agency: McCann-Erickson, New York.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N.J., increases number of stations carrying its sports newscast with Bill Stern on NBC Fridays, 10:30-10:45 p.m., from 72 to 137 effective Jan. 7. Agency: Sherman & Marquart, New York.

RADIO BIBLE Class Organization, Los Angeles, Dec. 26 renewed Radio Bible Class on 30 Don Lee stations, Sundays, 8:00-8:30 a.m. Contract is for 52 weeks. Agency: Stanley G. Boynton, Los Angeles.

ANDREW JERGENS Co., Cincinnati, Jan. 2 started transcribed repeat of ABC Louella Parsons Show on full Don Lee network Sundays (8:46-9:00 p.m. PST). Contract is for 52 weeks. Agency: Robert W. Orr & Assoc., New York.

LEVER BROS., Toronto, renews Laura Limited (Lux Flakes) Jan. 3, 1949 for 52 weeks on 26 Trans-Canada Network stations, Mon.-Fri., 11:45 a.m. to 12 noon; renews Bob Hope (Haywe) Jan. 4, Tues. 9-9:30 p.m. for same time and stations. Agency for both accounts, Young & Rubicam, Toronto. Company also renewed Big Town (Lifebuoy) Dec. 28, for 52 weeks on 32 Dominion Network stations, Tues., 10-10:30 p.m. Agency: Bushraef & Ryan, New York.

Adpeople

D. C. BERRY, former assistant advertising manager of McKesson & Robbins, New York, appointed advertising manager of firm. Mr. Berry succeeds the late L. M. VAN RIPER, who died last month.

MARY E. KIRSCH, formerly assistant advertising manager of Hollywood, joins Robin Products, Los Angeles sales promotion firm.

January 3, 1949
By EUGENE KATZ
The Katz Agency, New York

JUST a few weeks ago I was asked by a veteran television man, Bill Eddy, if station representatives were doing anything positive about selling television, or were they just signing up stations and raking in commissions on business that came in.

Unfortunately, to earn any commissions in television the national representative has to work for them. He has to work harder in television than in AM, and his job is a more difficult and complicated one. Despite the great strides which television engineering has recently made, it has yet produced a foolproof gravy train.

**Difference in Selling**
The national representative organizations which have taken television seriously—and several have—have not only added men to their sales staffs as television specialists and trained their AM salesmen in television know-how, but they have learned that television selling is very different from selling radio.

At least nine national representative firms are now actively engaged in selling television time and programs.

How can television station managers help them to do their job? Power, wave length and network affiliation have been important elements in the sale of AM time. Neither power nor channel assignment is an important variable in television selling today.

Network affiliations are, and will continue for some time to be, so scattered that the mere fact of affiliation with any network does not, of itself, prove much about the size of a station’s audience.

With power and frequency subordinated, what are the things that count in selling television to national advertisers?

First, of course, is the market and the number of receiving sets. It will be a long time before television markets arrange themselves in a rank order of importance paralleling either population or retail market.

Philadelphia, for example, is twice as important a television market as Chicago for the present because it has twice as many receiving sets. Washington is more important for the moment than Detroit or Cleveland.

Since set ownership is a primary consideration in estimating the importance of a television market, stations must provide frequent reliable counts of the constantly increasing set distribution.

Television will not be helped either by gross exaggeration of set ownership nor by evasion of critical statistics.

**Program and Facilities**
Next in point of importance to the advertiser are the programs and facilities of the station. In television these loom much larger than in AM because they determine what an advertiser can do to sell his product with a given appropriation.

Because so few national accounts have already prepared television programs or commercials, the availability of suitable local programs or program building facilities may determine whether an advertiser buys television in a given market or passes it up entirely.

To do a proper job of bringing new accounts to television, and this is the most important kind of television selling, the national representative ought to have:

1. A summary description of the entire program schedule which tells briefly what the programs are, how they work, who sponsors them.
2. An exact operating schedule, as exact, that is, as it is possible to provide.
3. Detailed description of studios and studio equipment and as much information as possible regarding the flexibility of this equipment.

**Network Tie-in**
4. Information about the station’s tie-in with the network or networks with which it is affiliated, the number of programs per week fed by coax, microwave or Teletranscription.
5. Detailed description of remote facilities and charges for their use.
6. Rate cards standardized to avoid confusion in the mind of the timebuyer or sponsor about what he is buying. In case anybody wants a copy of the rate card recommendations we make to our stations, I have a supply here for those who want them.
7. Detailed description of camera equipment, both studio and mobile.

8. Description of film projection equipment by make and size.

Information about the station’s slide equipment and the station’s ability to produce slides for sponsors.

10. Description of the film production facilities of the station and the cost for their use for various types of program production.

11. Finally, the national salesman ought to have an inclusive description, and that means inclusive of mechanical details, program format and cost, for each locally originated program which is offered to the national advertiser for sponsorship. This is in addition to the overall program description which was mentioned before.

With this information, with a knowledge of the station’s operation gained from on-the-scene visits, and by keeping closely in touch with its changing pattern of operation, the national salesman is reasonably well equipped to go out and create new television advertisers.

Where should he go to find these new buyers? Obviously, he shouldn’t neglect the big, established national advertisers, those who are using television in other cities; nor should he neglect the accounts which are using radio—either national spot or network.

But the most important selling a representative can do is to employ television’s four dimensional effectiveness of sight, sound, motion and immediacy to put non-radio advertisers on the air, to create new television accounts from magazine and newspaper advertisers and from companies which have not used any national advertising medium.

**KTLA TV Service**
CARL D. MAURER, supervisor of development engineering for Paramount Pictures television division, is installing a video transcription system in KTLA, Paramount TV station in Los Angeles. A duplicate of the equipment used at the New York Paramount Theatre, the setup will enable KTLA to supply its advertisers with 16mm or 35mm sight-and-sound recordings of their programs for use on other stations or to provide film reports of televised special events to theatres for large-screen reproduction. New service is expected to be ready for use about Jan. 15.

CUSTOM-BUILT TV mobile unit is received by WKY-TV Oklahoma City, Oklahoma Times station, which begins telecasts next spring. Measuring 32 feet long by 10 feet wide, unit includes a 16-inch TV tube, extension deck, complete radiophone installation for communication with studio and an inside stairway. Viewing screen built into side enables people at scene of telecast to watch program on receiver. After equipment is installed and checked, unit will be used for training WKY-TV personnel. Shown atop vehicle are Aaron Britton, engineer, and Bob Hayward, television studio supervisor, at the camera.

Station Aid to Representatives (Report 40)

Mr. KATZ
Residents of Dayton, Ohio and the Miami Valley will soon be adjusting their television sets to this WHIO-TV test pattern. Final equipment tests and program demonstrations are scheduled for February.

WATCH FOR OUR OPENING ANNOUNCEMENT!

Represented Nationally by The Katz Agency, Inc.
ANALYZE your sales volume or your sales potential, county by county for any reasonably large part of the U. S., and you'll immediately see why "national spot" radio is logical radio.

And that's the kind of radio you want for the intensely competitive selling situation that's now upon us. For national spot is the kind of radio that goes only where you have the distribution, the price equality or advantage, the dealer-cooperation, etc., etc. that are required to make any advertising expenditure profitable.

If you or your agency will give us a few necessary facts and figures, we'd be happy to show you exactly why spot radio is logical for you. How about it? There is no obligation, of course.
Helpful in Radio Use

EDITOR, BROADCASTING:
I have found BROADCASTING very helpful in our spot and program radio advertising.

James R. L. Fitzgerald
Business Manager
Diamond T Truck Sales & Service
Richmond, Va.

* * *

Likes 'Marketbook'

EDITOR, BROADCASTING:
Let me once again express our appreciation for your fine work, the 1948 MARKETBOOK; we hope that we may look forward to receiving a similar reference volume in 1949. It's a real service to the industry.

Dean Schaefer
Unusual Features Syndicate
Chicago

Open Mike

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

'Shot in the Arm'

EDITOR, BROADCASTING:

Muchas gracias for the nice editorial (Sterling, Mex.) which appeared in the Dec. 13 issue of BROADCASTING. It certainly makes a chap feel happy to know that his as well as his delegation's service is so much appreciated. Your editorial was a shot in the arm to all of us.

Geo. Sterling, Alt. Chairman
U. S. Delegation
High Frequency Broadcasting Conference (ITU)
Mexico

Non-Commie Affidavits

EDITOR, BROADCASTING:

Enjoyed the editorial in your issue of Dec. 20 (Red Riding Hoax). I am sending for the non-commie affidavits used by NLRB which I understand are such that no American citizen should refuse to sign or be reluctant to do so. I am contemplating putting them in effect here for all new employees and our present ones and thereby do our bit at screening our personnel.

I certainly agree with you that it is radio's responsibility, and by radio I mean the networks and the stations. I can't see why the networks shouldn't require all performers and anyone connected with network shows to sign non-commie affidavits, and I can't see what would be wrong with all radio stations doing likewise.

Radio is so potent a force and so vital to our national security that we cannot afford infiltration by those who seek to destroy our government or its form. I know you agree, and your magazine can be a powerful force in keeping radio clean.

Leslie C. Johnson
General Manager
WHBF, Rock Island, Ill.

* * *

Blue Over Gray

EDITOR, BROADCASTING:

Seems you caught an editorial finger in a file door and "mauled" one of the thumbnail sketches in the "Station Outlook" story in the last issue of BROADCASTING.

The gentleman you pictured as speaking for WIP Philadelphia is, I am sure, rather busily occupied with some other large scale operation in his capacity as Assistant Secretary of the Army.

I must admit, however, that the man you quote, who is vice-president of WIP, and also chairman of the NAB All Radio Presentation committee, has been pictorially confused in the same manner, both by other publications...and in personal life.

But these Gordons are not a like the Gray.

Sam Eliser
Press Department
WIP Philadelphia

Editor's note: Below are the two Gordon Gray's. The one on the right is vice-president of WIP. The one on the left is Assistant Secretary of the Army, owner of WSJS, Winston-Salem, and other radio interests.

Mr. Gray
WSJS

Mr. Gray
WIP

* * *

Broadcasting Covers

EDITOR, BROADCASTING:

Sending the enclosed photo to you for a very special reason. Guess you can call it a kinda novel Christmas gift; and too it proves I read Broadcasting as well as brag about it.

There's a humorous angle to the photo that doesn't show... .

When I arrived at the Los Angeles airport I heard the airlines paging me. The captain of the ship came over and informed me...
BMB ON CARPET

By J. FRANK BEATY

SECOND trouble-shooting of the whole BMB operation within little more than a month is scheduled Jan. 11 when the BMB Executive Committee meets in New York.

With the 1949 nationwide study months away, demand has arisen in the industry for a quick overhauling of the broadcaster-financed coverage project.

The demand mounted to a peak last week just as BMB was announc-
ing that it had signed a total of 802 subscribers, with 1,000 as a goal (see story page 24).

Unless the research bureau is revamped quickly it will face a financial crisis even before the vast study gets under way, in the view of a number of broadcasters who favor an industry-wide coverage service but feel the present BMB setup isn't the answer.

And unless the second project is good—much better than the first—BMB will fall apart, all broadcasters advertising will get a black eye, and BMB's very life will be threatened, they fear.

A weak spot in BMB would be under BMB auspices only two years ago.

*

If the bureau would open its books to show the list of paying subscribers, they contend, adding that pressures have been applied to encourage stations to join.

In any case, the Jan. 11 Executive Committee looms at this writing as a hair-letting-down session. NAB's representatives comprise only a third of the committee voting power, as is the case with the BMB board.

Discontent Grows

Dissatisfaction with BMB marked the mid-November NAB board meeting [BROADCASTING, Nov. 22]. At that time the board wrote a stiff denunciation of BMB, calling names, but relented at the last minute by substituting a velvet paddle.

This dissatisfaction was voiced by a substantial board majority. In the end, some wanted a fast show down and others preferred to let two board members present the case orally to BMB's board. The latter prevailed, and two directors were assigned to attend BMB's board meeting the following week.

They were Hugh B. Terry, KLZ Denver, also a BMB board member, and G. Richard Shafto, WIS Columbia, S. C., who was elected to the BMB board effective Jan. 1.

BMB's board heard the NAB complaints, realigning its upper executive bracket and instigating a number of changes in its plans for the second nationwide study getting under way in March [BROADCASTING, Nov. 29, Dec. 6].

But these steps have not satisfied some of those who criticize the project. And until NAB wants BMB's board to take more drastic action when it meets Feb. 14-15 in New Orleans. Unless that is done, the entire future of BMB and NAB are in danger, they say. In support they contend there have been a number of resignations in recent weeks of important stations. These are ascribed to NAB's handling of the BMB problem and BMB's selling and research techniques.

NAB's answer to the resignations is that many stations resign at year-end when they are reclassified for NAB dues purposes, but usually are back in the fold in a few weeks. NAB also contends that the acquisition of new members in recent weeks far outweighs the number of resignations.

Here are some of the questions BMB should answer, in the opinion of its critics:

- How much money has been received to date?
- What has been done with the money, including expense accounts, travel, entertainment, personnel salaries?
- What stations were paying members as of Dec. 31, 1948?
- What is the status of the project?

(Continued on page 24)

COAXIAL TIME

By BRUCE ROBERTSON

NETWORK television, which has been reasonably well organized on an East Coast operation, was thrown into almost total confusion last Wednesday when AT&T notified the video networks of the allocations of time on the single coaxial cable connection which, starting on Jan. 11, will connect the eastern and the newer midwestern network facilities.

The announcement to the press was direct, discreet and lacking in details: "The Long Lines Department of AT&T announced today that the AT&T's plan of New York-Chicago coaxial, divided into daytime, 10 a.m.-5 p.m.; 5-8 p.m. Monday through Saturday, 8-11 p.m. Monday through Saturday, and Sunday, is as follows:"

10 a.m. to 5 p.m. Sunday through Monday

5 p.m. to 8 p.m. Monday through Saturday

8 p.m. to 11 p.m. Sunday

6:30-7:30 p.m. WPIX NBC CBS

7:30-8:30 p.m. WPIX NBC CBS

8:30-9 p.m. DuMont NBC

9-9:30 p.m. CBS NBC

9-9:45 p.m. CBS NBC

9:45-10 p.m. CBS NBC

10-10:30 p.m. DuMont NBC

10:30-11 p.m. NBC CBS

Networks Get East-West Allocations

Further Overhaul Demanded by Critics

along the route are completed next June" [BROADCASTING, Dec. 20].

The statement did not mention the consistent refusal of any network to relinquish any sponsored or likely-to-be-sponsored time to its rivals which in the end made it necessary for AT&T itself to parcel out the precious minutes of network time. Nor did it make public the allocations details, holding that this information properly belonged to its clients, who could release it as they saw fit. They did (table below).

Complete information on what programs and what sponsors would go into what periods after the east and midwestern networks are connected was lacking as the network salesmen hastily contacted their clients to see what could be worked out. What details were

(Continued on page 71)

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BMB on Carpet
(Continued from page 25)

BMB tax case, in which non-profit classification is sought? What attorneys have been hired? How much have they been paid?

BMB actually diverting millions of national advertising dollars to other media?

Unless these and other questions are answered the BMB lid will blow off at the NAB board meeting, according to letters and telegrams being exchanged among a number of NAB members.

Some Recent NAB's Views

The official NAB attitude on the whole subject is resented in some station quarters. The charge is made that over two-thirds of NAB member stations are not BMB members and that they resent the BMB board's implication that all association members should subscribe.

The original resolution adopted by the NAB board in November is understood to have cracked hard at the BMB top echelon, especially Hugh Feltis, president, and John Churchill, director of research.

BMB responded with a revamping of its administrative lineup, giving Mr. Feltis general management, sales and policy powers and naming Cort Langley to the new post of assistant to the president in charge of education.

Since that action the BMB matter has been out of the industry spotlight but the behind-scenes discussions have been getting more intense week by week.

Asks Corrections

NAB's board heard a November report of a special committee headed by Henry P. Johnston, WSGN, Birmingham, which made a study of the BMB developments. This report touched off the board's debate, the discussion consuming about half of the three-day meeting.

As made public by BMB the NAB committee's report called for correction of errors in city radio families: asked review of method of showing night coverage; sought recognition of engineering data on service areas; asked unit measurement areas smaller than counties in special cases; urged a promotional campaign to bring 1,000 subscribing stations into the fold; opposed divulging of data on non-subscribing stations; sought use of BMB seal or insignia.

The feeling behind much of the criticism of BMB is based on the belief that the prospect is unhealthy and therefore should be overhauled before it is beyond salvation. The trouble is described as both personal and mechanical.

BMB is charged with persistent refusal to heed individual complaints by stations. One of the most publicized cases of this type has been called the "Birmingham brushoff." In this instance BMB for some time ignored complaints that its Birmingham station report (Continued on page 49)

In a yearend report to BMB board members, Hugh Feltis, president, called 1948 a year of preparation for the research organization's second nation-wide survey of station and network audiences to be conducted this March.

He said in March 600,000 ballots will be mailed—100,000 more than were used in Study No. 1—and follow-ups will be sent as needed to obtain the minimum required response. Six weeks later tabulation of ballots will begin. By September, subscribers are to get their reports.

Looking ahead to 1949, he also posed a question to the board as to what should be the scope of BMB activities in the coming year. He reviewed the fact that last May BMB announced a 5% fee scale reduction, based on the assumption that in 1949 activities would encompass little besides Study No. 2 and by the expectancy of more subscribers.

"Both these assumptions have changed," said Mr. Feltis. "The rapid growth of radio and television has placed upon BMB demands for improvements and refinements in its measurement... All require money."

Other Projects

Among new projects urged on BMB, he said, have been the jobs of determining and keeping up to date figures on television families and on television viewing habits.

He said with the present list of subscribers, which reached 802 at year's end, an expanded and refined Study No. 2 can be conducted with caution and economy.

With 1,000 subscribers, however, he said, BMB could "service our subscribers as they should be serviced and perform the other research jobs which our fast-growing industry requires, while at the same time reducing the cost to each subscriber."

Seeks Support

He urged support for the campaign to enlist 1,100 subscribers to BMB.

Of the new subscribers, 28 signed in the past two weeks, according to BMB, and of the 802 stations, 64 are AM and 133 are FM. Thirteen TV stations, four nationwide networks and four regional networks comprise the balance.


In reviewing the year, Mr. Feltis recalled that in May BMB won the annual advertising awards for its "Waltzing Matilda." It was cited as "a research project conspicuous in advancing the knowledge of advertising."

In March the interim study was conducted for 69 stations in 300 counties and cities. In May the fee scale was reduced 5%.

Later in the year, Radio Family Index of 1948 was published, bringing the 1948 edition of the same work up to date.

He conceded that issuance of estimates in that work occasioned complaints from some stations that BMB had underestimated the number of families in their markets. As the Census Bureau, from which information was drawn, began to correct some of its own data, and as BMB's own studies indicated inaccuracies, BMB decided it was necessary to revise its data and this is currently being done, Mr. Feltis reported.

Still later in the year, he reported, "What advertising?" was issued, providing data on multiple set families, portable set families and auto set families, as well as radio ownership by economic status and extent of listening.

During the year, BMB developed the method to be used in 1949 to measure and report station's average daily audiences, and additional feature in the 1949 survey. Average daily as well as total weekly audiences will be reported separately for daytime and nighttime in each county and measured city in which 10% or more of the radio families listen to the station at least once a week.

New Service

Among other activities, a subscriber service department was created in 1948; an engineering advisor's committee was created to help clear measurement; a beginning was made in evaluation of all available research techniques, including electronic meters; a television committee was created; decision also was made to divulge the 1949 BMB audience figures of non-subscribers to subscribers for their restricted use; details were being worked out on a state quota plan whereby subscription fees will be reduced according to the percent of subscribers in a state.

Three directors joined the board of BMB as of Jan. 1. They are G. Richard Shaftey WIS Columbia, S. C., replacing Robert T. Mason BMB, Marion, Ohio, at the close of 1948; Herbert D. Bissell, general advertising manager of Electric Auto-Lite Co., Toledo, appointed along with Alden James, advertising director of Loralied Co., New York, by the Assn. of National Advertisers to replace R. E. Davis, Goodyear Tire & Rubber Co., and Donovan Stetler, Standard Brands.

"Grandpa don't aim to miss any calls on them giveaway programs!"
Pictured here, new homes for more than 500 new Miami families. This is one of the largest privately owned building developments in the South, and one of a number of such projects which have made Greater Miami first in the nation in new construction per capita. Current records indicate total construction valued at $150,000,000 in 1948.

WQAM, too, has acquired a brand new home -- has added modern new equipment and greater facilities to better serve Greater Miami's $500,000,000 year-round market. Now, more than ever before, the way to reach the most customers at the lowest cost in this growing market is WQAM, Miami's First Station, whose clear, strong signal blankets all Miami, and gives dependable coverage of the 15 additional counties in its trading area.

Miami's First Station

WQAM

WQAM - FM

THE MIAMI HERALD STATION

A. B. C. IN MIAMI

Page 22 - January 3, 1949
Junior Joske Plan
EDITOR, BROADCASTING:

In [Dec. 20] issue of BROADCASTing on page 24 you have quite an interesting article entitled "Junior Joske Plan"...[which] really proves that the Joske Plan will work, in practice as well as theory. ...Keep up the good work. You've really got a good magazine.
A. C. Newburgh
Commercial Dept.
KDTH KDTH-FM Dubuque

They Say...

SOME of the top-salaried radio stars have found a loophole in the federal income tax law that is calculated to save them large sums of money. ...The loophole enables them to sell their services as a business and thus pay a capital gains tax of only 25% on their income. Otherwise their tax on the same amount of personal income would be 77%. So now that they already have used the loophole, and others who may be contemplating a similar step, should realize they are courting disaster. ...Public favor is not a constant thing. It is fickle. ...If and when the public wakes up to the fact it is being made a sucker in the deal, the popularity of the tax-saving stars is apt to start declining.

From an editorial in
Fort Worth Star-Telegram
(Kditor's Note: The "Fort-Telegram" owns WBAP Worth Forth.)

"A YEAR ago Mr. Petullo announced that recorded music would be banned forever. ...But he celebrated the lifting of that ban by directing a recorded rendition of "I'm Just Wild About Harry" for presentation to President Truman. ...He hasn't bothered to deny charges of inconsistency, containing himself with the modest observation that 'All great Americans (and he mentioned President Lincoln, as an example) change their minds.'

...Mr. Petullo's actions indicate that he has not changed his mind. ...For the ban on recordings was obviously a tactical move designed to force restoration of the welfare fund. ...Under the Taft-Hartley Act, payments of this kind are illegal. Hence Mr. Petullo probably resorted to the ban as a means of bringing pressure on Congress to revise the act or to induce the industry to get around it by some sort of compromise acceptable to his union.

...Mr. Petullo is doubtless fairly well satisfied with the outcome of his strategic campaign. ...However, for members of the musicians' union...as well as manufacturers and distributors of records, the Petullo ban has been a costly method of arriving at the present compromise settlement.

From an editorial in
The Washington Post

BROADCAST MUSIC INC.
500 FIFTH AVENUE • NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

BROADCASTING • Telecasting

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BENNY VS. HEIDT

LAST NIGHT, as millions listened, the 1949 network battle for the Sunday evening audience got under way. CBS put a new team in the field, led by veteran Jack Benny who CBS believed could duplicate in the 7:30-9:30 period on its facilities the rating records he had achieved in that time on NBC. Opposing him on its new Sunday team, NBC installed a musical show, Horace Heidt's Opportunity for Youth, which the NBC authorities were sure could beat all competition from the viewpoint of "America's number one spot."

ABC stood pat, depending on Walter Winchell and Stars and Stripes to stop any audience raids attempted by CBS and NBC. Mutual also kept its old line-up with one exception: Adventures of the Falcon went in at 7 in place of Sherlock Holmes, whose sponsor, Trimount Clothing Co., discreetly vacated this period for the 8:30-9 time on Monday evening.

How It Lines Up

Barring last minute substitutions not yet confirmed, here is how the teams lined up for the Sunday struggle: Asterisks indicate changes from the 1948 schedule.

6:30-7 p.m. ABC—Greatest Story Ever Told (Goodyear Tire & Rubber Co.); CBS—Spice Jones (Cola Cola Co.); MBS—Nick Carter (Cudahy Packing Co.); NBC—Ozzie & Harriet (International Silver Co.).

7-8 p.m. ABC—Go for the House; CBS—Jack Benny (American Tobacco Co.); MBS—Adventures of the Falcon; NBC—Horace Heidt (Philip Morris & Co.).

7:30-8 p.m. ABC—Carnegie Hall (American Oil Co.); CBS—Amos 'n' Andy (Lever Bros. Co.); MBS—35-Mayor of the Town (Mutual Benefit Health & Accident Asn.); NBC—Johnny Desmond (Ronson Art Metal Works); NBC—Phil Harris-Atlee Fuge (Mill Drug Co.).

8:30-9 p.m. ABC—Stop the Music (Smith Bros., Eversharp); CBS—Sam Spade (Wildroot Co.); MBS—Al Jolson's Melody Board (Co-op); NBC—Fred Allen* (Ford Motor Co.).

8:30-9 p.m. ABC—Stop the Music (Spedel Co., P. Lorillard Co.); CBS—Mr. District Manager (Goodyear Tire & Rubber Co.); MBS—Memos for Music*; NBC—Voices and Events, 1948.

9:30-10 p.m. ABC to 9:15—Walter Bencbrell (Kaiser-Frazer Corp., a new sponsor for Mr. Winchell after 16 years of broadcasting for Andrew Jergens Co.); 9:15-9:30, Louella Parsons (Andrew Jergens Co.); CBS—Helen Hayes (Electric Co.); MBS—Under Arrest; NBC—Manipulation Merry-Go-Round (Sterling Drug).

9:30-10 p.m. ABC—Theatre Guild on the Air (U. S. Steel Corp.); CBS—The Monthly Report (Colgate—Palmolive—Peet Co.); MBS to 9:45—Johnny Fisher (V Memorial Hospital); 9:45-10: Vivo View of News; NBC—American Album of Familiar Music (Sterling Drug).

10-10:30 p.m. ABC—Theatre Guild on the Air (U. S. Steel Corp.); CBS—Lum 'n' Abner (General Motors Corp.—Frigidaire Div.); MBS—Secret Missions; NBC—Take It or Leave It (Eversharp).

No Bergen

Most conspicuously absent from NBC's line-up was Edgar Bergen who, with his side-kick Charlie McCarthy, has withdrawn from the air "temporarily," he told his audience, on his farewell broadcast Dec. 26, saying he expected to be back in the fall. When he returns it will probably be to CBS which admitted last week that negotiations were in progress but denied a story stating that a contract had already been signed. The news (Continued on page 18)
AT YEAR's end, ABC claimed that through expansion into 17 new markets in 1948, it now had coverage of 195 of the 500 leading retail sales markets of the nation via its 272 affiliates. It also reported a new peak in gross time sales in 1948—$44,501,784—up considerably with $40,848,937 for 1947 [BROADCASTING, Dec. 27, 1948].

Other ABC 1948 highlights:
1. Development of an East and Midwest television network based on ownership-operating stations in New York, Chicago and Detroit. Twenty stations were affiliated with its TV network.
2. Power increase of 247,750 w gained by major facilities improvements of 30 of its affiliated stations.
3. Many programming firsts, including the initial telecasting of the Metropolitan Opera.
4. Big Hooper gains by many ABC shows and stations.
5. Inauguration of the fabulous *Stop the Music* program which swept the country and made the title of the program a part of the current American vocabulary.

During 1948, ABC placed in operation its own TV stations in New York (WJZ-TV), Chicago (WENR-TV) and Detroit (WXYZ-TV). Early in 1949, it plans to place in operation stations in Hollywood (KECA-TV) and San Francisco (KGO-TV).

ABC also developed an eastern television network linking Boston, New York, Philadelphia, Baltimore and Washington, and a Midwest network linking Chicago, St. Louis, Milwaukee, Toledo, Cleveland and Detroit.

Both Edward J. Noble, chairman of the board, and Mark Woods, president, in statements released with the yearend roundup of ABC activities, stressed the development of the network's television facilities as among 1948 highlights while yet expanding its entire programming operations. (Their statements, this page and page 50.)

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Network's '48 Highlights Listed

**CBS ROUNDUP**

'48 Most Eventful in History

CBS, in reviewing its activities during 1948, called the 12-month period just ended "perhaps the most eventful" in its 21-year history.

It listed its gains in AM and in television and especially advanced advances in programming. Simultaneously, a yearend statement by its president, Frank Stanton, claimed CBS had the "largest creative program operation in the entire broadcasting industry." (See page 50.)

In name, the high points of the CBS year featured:
1. Acquisition of top stars such as Jack Benny and Amos 'n' Andy.
2. Expansion of CBS television network from one station to 24 and the addition of seven stations to the AM network for a total of 179.
3. Projection of a transcontinental television network to serve more than 60 cities within the next three years.
4. Increase in the network's total wattage output, making it the most powerful network on the air.
5. Continued successful development of CBS's own TV and AM "package" programs.
6. Acquisition of exclusive rights to a number of outstanding athletes, including the Rose Bowl football classic and to other national sports through part ownership in Tournament of Champions Inc.
7. Initiation of technical development and plant expansion on East and West coasts, particularly the million-dollar television studio and technical installations in the Grand Central Terminal Bldg., New York.

Position Solidified

In network expansion, CBS claimed it solidified its position as the nation's most powerful network when on Dec. 21 it signed KEFRE Fresno as its 24th 50,000 w affiliate. That gave CBS a total power of 1,641,200 w daytime, and 1,556,400 w nighttime.

In plant construction, work was started in February on what is said will be among the largest television studio plants in the world in Grand Central Terminal Bldg.

In July, WCBS-TV purchased a new 5 kw transmitter and specially designed antennas to produce the maximum signal permissible under FCC regulations for installation in Manhattan.

Among other technical developments of the year, the "Bubble," its plastic-domed, mobile unit, put into action for the Presidential nominating conventions; unveiling of the records developed with Columbia Records' engineers, commentators and technicians for its TV and AM coverage of the political conventions, campaigns and final balloting.

In the sports field, among its outstanding events was the Joe Louis-Joe Walcott world's heavyweight championship fight, heard over ABC by an estimated 86 million. It drew a 69.3 Hooperating and 92.4 share of the listening audience. In this with this, it placed the telecast of the Metropolitan Opera opening Nov. 29, 1948, in which infra-red lighting was used for the first time in such a broadcast. Air blowers were removed from the cameras to assure quiet. Dry ice was used for an improvised cooling system.

Radio has earned a "well done" for the way it has carried out its obligations to carry to the world the thinking of the United States during the past year, according to Edward J. Noble, chairman of the Board.

Observing that 1948 failed to see anything but an uneasy peace in the world, he nevertheless saw good in vigorous action of the country's leaders in pushing aid to war-shattered nations and in the demonstration of citizenship exemplified in the current elections. He praised radio and ABC for its work in reporting these developments. He said:

"Through our system of free broadcast we've held up to our own and to other nations a sounding-board of news, commentary, opinions and..." (Continued on page 50)

---

Staff Changes

On the administrative side, these staff changes were made:
Two CBS vice presidents, Howard S. Meighan and Lawrence W. Lowman, also became general managers.
J. L. Van Volkenburg became a CBS vice president and director of television operations.
J. Kelly Smith became vice president and director of station administration.
Arthur Hull Hayes, general manager of WCBS, was named CBS vice president in San Francisco.
James M. Seward became vice president in charge of operations.
S. R. Dean became CBS treasurer and comptroller.
William B. Lodge was named vice president in charge of general engineering.
Howard Hausman became vice president in charge of personnel relations.
Frank White relinquished his office as CBS vice president and treasurer to become president of Columbia Records.

During the year, too, the network... (Continued on page 50)
MBS GROSS UP

5% 1948 Rise Indicated

MUTUAL Broadcasting System’s yearend review indicated that gross billings for 1948 from the sale of network radio time would show a gain of 5% over 1947.

MBS’s greatest claim, however, were in the direction of programming and listenership. High points of its yearend review were:

1. In line with Mutual’s self-description as “world’s largest network,” it passed the 500 mark in number of affiliated stations.
2. It boosted the idea of cooperative programs and at year’s end claimed 1,800 local sponsors for them, which, MBS said, topped all other networks combined.
3. It strengthened its weekly daytime programming.
4. It signed Gabriel Heather to an exclusive broadcasting and television contract.
5. It completed new operating facilities.
6. It won numerous awards.

In keeping with its expansion policy, Mutual-Dan Lee placed in operation a new $3 million studio building in Hollywood, the first studios specifically constructed for joint radio-television-FM broadcasting. The master control panel there is so engineered as to permit simultaneous “feeds” of these three types of radio programs for airing locally, regionally or feeding on a coast-to-coast basis.

Active in TV

In television, with no MBS TV transmitters yet in operation, Mutual advertising and research executives nevertheless became active participants in industry meetings dealing with TV problems. Meanwhile, Mutual affiliates in Chicago, Boston and Hollywood were tied in with other networks during the interim, and in 1948 Mutual expected to see a continuation of such interim affiliations.

Mutual will proceed with its TV plans, leading to eventual establishment of John Hay Whitney’s network in country’s leading markets, in addition to some 40 MBS affiliates that have CPs or applications pending.

Mutual insured television coverage of the 1948 World Series, none of its perennial exclusives, by making the baseball classic available to all video stations in New York, Boston, Philadelphia, Baltimore, Washington, Richmond, Schenectady, New Haven, Cleveland, Buffalo, Toledo, St. Louis, Chicago and Milwaukee.

The network also claimed a new all-time listing mark for its AM broadcasts of the series—25 million radio homes tuned in.

Sales Picture

In sales, 1948 was a year which saw wide acceptance of MBS adaptability to multi-program campaigns by some of the nation’s largest advertisers.


In programming, the network concentrated on building its daytime weekly schedule and claimed it was strengthened by such series as Kate Smith Sings, John Nettles’ Passing Parade, Gabriel Heather’s Mail Bag, and The Golden Hour Chest.

News-wise, it produced 4,482 regularly scheduled and special news shows. It claimed credit for development of the “newswheel” program technique, radio reporting via news-voice recordings. During the political conventions in Philadelphia, Mutual built a network within a network in Quaker City. For the election itself, it claimed further credit for a network innovation by correlating the network results with the overall national picture for the benefit of regional and local listeners.

For TV, it presented many exclusives, including the World Series, the play-off game for the American League baseball championship, the All-Star baseball and the annual East-West Shrine game, the Cotton Bowl and the Blue Cross Bowl, and the Zale-Graziano, Zale-Cerdan and Williams-Jack championship boxing bouts.

It was a year of many awards for MBS and its people. Fourteen programs and their personalities were cited during 1948. The network itself received four individual awards for its documentary shows and its public service broadcasting and one for its overall promotional activities in behalf of MBS shows.

Among its honors were: National citation from National Conference of Christians and Jews for Exploring the Unknown program; blue ribbon from Ohio State U. Institute for Education by Radio for the Family Theater series; One World Award to William L. Shriver for “interpreting world news”; Twenty Questions program received two awards, blue ribbon from state of New Jersey and the Killian Award from the American Radio Network; National Headliners Club citation to Albert L. Warner, of Mutual’s Washington staff, for outstanding domestic coverage in his reporting of Congressional hearings in Washington.”

**NBC ’48 RECORD**

Top Advances in TV

FOR NBC, the year 1948 was marked by many important achievements, the most spectacular of which were in television.

Its TV network grew from four at the year’s opening to 25 at the year’s end and its revenue from network time sales was 1000% greater in 1948 than in 1947.

In sound radio, gross revenues from time sales in 1948 were 6% greater than in 1947, which had set an all-time record.

These were among other high points in the NBC year:

1. Adoption in September of a new and improved code of standards. The code also was made applicable to TV, the first such code in the visual medium.
2. The claim that by year’s end the network had almost four times the number of TV network advertisers as all other networks combined.
3. Its policy of drawing new advertisers into television and thus strengthening radio’s economic foundation was regarded as a success.
4. Twelve of its TV sponsors on its East Coast network were not already radio timebuyers.
5. Average daytime commercial network in 1947 was 119 stations, against an average of 121 of 1948. In the evening it was 141 in 1948 against 134 in 1947.
6. Eighty-six percent of NBC’s clients renewed their contracts for 1948.

In June as the “most elaborate and thorough reporting job ever devoted to a single event by a single organization,” it devoted 54 hours of television time and 36 hours of radio programming to the GOP sessions alone at a cost of $300,000 in relation to cancellations of radio time and talent, plus the huge cost of engineering installations and other expenses involved in the 210-man operation.

The Democratic Convention in July was covered by 24 hours and 14 minutes of radio time and 41 hours and 24 minutes of TV time—at a comparable cost to TV network, it was said. The three-day Progressive Party’s Convention in July was given nine hour and 36 minutes of radio time and 22 hours and 16 minutes of television time.

Its coverage of the elections themselves, NBC claimed, topped all networks in listener and viewer ratings. NBC’s rating for the survey made from 8:00 a.m. to 12:00 noon on Nov. 3 was 13.9 with a 37.8 share of audience, against the second network’s 7.3 rating and 20.8 share of audience. It claimed that from 8:00 to 11:00 p.m. Nov. 2, it rated 15.6 and 23.9 share of audience against the second network’s 14.1 rating and 23.5 share of audience.

In a television survey, WBNF showed a rating of 22.3 and 43.0.

(Continued on page 51)
By DAVE GLICKMAN

Radio's space drought in Los Angeles metropolitan newspapers broke after a decade of resistance with recent publication of the new daily Los Angeles Mirror.

This drought started back in 1938 when the publishers in downtown Los Angeles banded together in agreement to throw out their radio sections, maintaining logs on a limited basis only.

Logic of the anti-radio news campaign was never really clear in its intent. By its snub of radio and its abundant care for the movies, the only apparent inference was to glean as large a ratio of news to advertising. With major box-office results their target, theatre owners and chains quite naturally had a basis on which to predicate advertising schedules.

Radio, on the other hand, has had and is likely to continue to have meager budgets for paid space in newspapers calling attention to programs. Furthermore, radio is an advertising medium of itself whereas the movies are product and must use proper space to merchandise that product.

Now Out From Under

But whatever the relative roles of radio and movies in the minds of the publishers, radio is now out from under the wraps.

With advent of the Mirror, Lou Larkin was brought in as radio editor. In addition to his daily column and radio logs, the double truck section of the tabloid also includes spot AM, FM and TV news stories. Prior to initial publication on Oct. 11, the new tabloid, in an all out promotion campaign, plastered Los Angeles area with billboards announcing its “complete coverage of radio news.”

At first, the Los Angeles Publishers Assn. tried to play footsie with radio. At a Hollywood Advertising Club meeting Floyd Maxwell, head of the publisher’s body, tried to explain away the Mirror’s treatment of radio by saying that it was not a member of the association. This was just so much

A double spread in the Mirror

double-talk, for the Mirror is owned by the Times-Mirror Co., publisher of the Los Angeles Times, itself a member of the publishers’ group.

Another exception had really taken place about 18 months ago when the Los Angeles Daily News, a TV feature. The newspaper’s staff, had been named radio editor, with a daily column starting the week of Dec. 20.

With the Los Angeles Times co-owner with CBS of KTTV, supposition is that the newspaper will have an AM and FM news column, eventually expanding to cover AM and FM news and also expand log service. No commitment has been made to date.

Not to be forgotten are the suburban daily newspapers which have meager budgets and have a basis on which to predicate advertising schedules.

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Radio News Back After a Decade

NAB

NAB BOARD committee handling the so-called “realignment” project is expected to meet this month, setting in motion what may develop into a complete reorganization prior to April 11-12.

Preliminary report is likely to be made by the committee at the NAB board’s Feb. 14-15 meeting in New Orleans.

Purpose of the whole project is to bring the NAB operation in line with industry progress, including television and FM. This idea envisions a functional type of organization.

When the job is done NAB may emerge in a brand new administrative dress.

Committee Members

Members of the committee are Clif McCollough, WGAL Lancaster, Pa., chairman; Paul W. Morency, WTIC Hartford; John F. Meagher, KYSM Mankato, Minn.; Everett L. Dillard, WASH (FM) Washington; Henry W. Slavick, WMC Memphis.

The membership is representative of small stations (Messrs. D. Davis and Meagher); medium stations (Mr. Slavick); large stations (Mr. Morency); FM (Mr. Dillard); television (Mr. Slavick). All sections of the country but the Far West are represented.

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The membership is representative of small stations (Messrs. D. Davis and Meagher); medium stations (Mr. Slavick); large stations (Mr. Morency); FM (Mr. Dillard); television (Mr. Slavick). All sections of the country but the Far West are represented.
PREDICTIONS that television will take great strides forward during the new decade were not unimportant among Washington radio consulting engineers surveyed by Broadcasting, but there is dissent on FM's prospective progress.

It is generally agreed that AM is here to stay for some time and that it will continue to pay the way for the two newer arts for an indefinite period. Many feel FM will eventually supplant AM as the principal aural medium. None indicated a belief that TV will ever completely supplant an aural system.

Esterly C. Page, of E. C. Page Consulting Radio Engineers, believes that even with the lifting of the freeze and solution of the allocations problems, television will be slow getting under way as regards new operating stations. He explains the bottleneck will be equipment. M. R. Page predicts the demand for new facilities will be so great that manufacturers will be unable to satisfy customers until late 1950. This is on the basis of allocations being out of the way by early fall of 1949.

Mr. Page believes AM has reached the peak of its curve as far as number of new stations is concerned and from here on activity will be in the field of improving facilities and transfers. FM seems to have realized a revival, he says, due to the TV freeze, but the trend in 1949 should parallel the past year.

Raymond M. Wilmotte, Raymond M. Wilmotte Inc., said he "would be surprised if the UHF bands were not opened up commercially during the coming year and I believe that Polycasting will be the way." Polycasting was brought to the attention of the Commission recently by Mr. Wilmotte [Broad-casting, Dec. 6]. Mr. Wilmotte expressed the hope the video VHF band "will not be spoiled by over-exuberance. . . . A few months' delay will not appear important 5 or 10 years from now."

Seeing an important trend in the purchase of FM receivers, he observed, "Possibly 1949 will see the beginning of a commercial switch from the present AM to the very much better national service now available on FM."

Andrew D. Ring of Andrew D. Broadcasting • Telecasting
MBS PROMOTIONS

Schmid, Johnson Named

ROBERT A. SCHMID, vice president in charge of station relations for MBS since April, 1947, has been appointed to the newly-created post of vice-president in charge of program sales, Edgar Kobak, network president, announced today. Simultaneously, Mr. Kobak announced that Earl M. Johnson, MBS director of engineering, has also been named director of station relations. Both appointments were effective Jan. 1.

Mr. Schmid, who before his station relations activities was vice president in charge of advertising promotion and research, joined Mutual in 1936. Prior to that, he was with Young & Rubicam and CBS, both in New York. For the past 13 years Mr. Schmid has been engaged in building the network's advertising and station activities. Under his guidance, during 1948, the power of Mutual affiliates and its national coverage increased to an all-time high, the network said.

The new appointments, while not directly connected with the recent resignation of Robert A. Swezey, [BROADCASTING, Nov. 8] is said to in some respects encompass some of the duties originally designated for Linus Travers, executive president and general manager of the Yankee Network, major MBS stockholder.

Mr. Johnson joined Mutual in 1946 as chief plans and allocations engineer, being named director of engineering the following year. He has been largely responsible, the network said, for the development of its “listenable,” a new engineering coverage measurement designed to guide network expansion toward “complete and economical coverage for the advertiser.”

Prior to joining MBS, Mr. Johnson served in an engineering capacity with WLW Cincinnati, before which he was assistant chief of the standard broadcast division of FCC. He will continue his duties as director of engineering in addition to assuming those previously handled by Mr. Schmid.

WITMER QUILTS

Leaves NBC After Illness

ROY C. WITMER, NBC staff vice president and before that vice president in charge of sales for almost 15 years, has resigned. Mr. Witmer announced the resignation, effective Dec. 31, last Wednesday following a period of illness. His future plans will be announced later, he said.

Mr. Witmer joined NBC in 1927 as an advertising salesman, became assistant sales manager in 1929 and sales manager in 1930. Appointed vice president in charge of sales a year later, he became staff vice president in February 1946. In this post he reported to Niles Trammell, network president.

Prior to joining NBC Mr. Witmer spent 17 years managing manufacturing plants in New England, following earlier activities in the banking and utilities fields in southern California. He attended Leland Stanford U. in California.

Scott Marriage

R. J. (Bob) SCOTT, president and treasurer of Schimnecr and Scott Agency, Chicago, and his bride, the former Lucy Gilman, return to Chicago this week after a two-week wedding trip to Miami. They were married in Chicago Dec. 18 at a private and unannounced ceremony. Miss Gilman is a Chicago actress, and has appeared on numerous radio shows. This is the second marriage for both.

Mr. Peterson

Since he has been with the agency he helped develop the first extensive use of the five minute news program, Enso Reporter, which celebrates its 500,000th broadcast on Jan. 5.

PETE RSON QUILTS

Leaves ABC Central Div.

EDWIN R. PETERSON, ABC Central Division salesman credited with selling $20 million worth of network time, has resigned effective Jan. 1, he revealed last week. Mr. Peterson handled such accounts as General Mills, Libby-Neuill and Libby-Neuill Inc. and Allis-Chalmers Mfg. Co.

Before joining the ABC sales staff in 1941, Mr. Peterson was associated with the Chicago Better Business Bureau. He has denied reports that he would join Taylor-Boroff and Co., station representative firm, in which Edwin R. Boroff, former ABC vice president, is a partner.
TV COMMERCIALS

By FLORENCE SMALL

BY YEAR END local Chevrolet Dealers Assn. in the seven cities linked by the NBC East Coast video network had spent a $500,000 plus budget on television making it one of the largest of the video spenders.

Acknowledging the firm’s complete satisfaction with the program’s sales impact, principals of the Campbell-Ewald Co., agency for Chevrolet, attributed the record in great part to its carefully patterned philosophy of commercial presentation.

When the agency’s video section, headed by vice president Winlow H. Case and producer Leo Langlois, blocked out the first dealer commercials, they found that actually the story they were interested in getting across was a public relations message: The best place to go for Chev service is the Chevrolet dealer in your community.

After deciding on general approach, Mr. Case and Mr. Langlois and copy writer Ray Mauer sought the formula for humanizing the grease-and-oil service routine in the Chevrolet Tele-Theatre. The answer was the story of Bebe, The Dog. High in entertainment value, Bebe carries the service message to her Chevrolet-owning, service-spurning master in a minute-long film. She will return in two more commercials currently in production.

Mirth With Message

Other commercials have been as closely to the narrative, humorous line as Bebe. They are expectedly conceived and carried through in conjunction with major studios.

Filmed weather spots sponsored by the dealers have integrated the car into the report, using the top of a Chevrolet convertible to indicate changes in the weather. Good weather sends the top down; storm warning sends it up.

Now readied are a series of pantomime weather spots. Tying in with warmer, rain, snow and sleet, a facile-faced comedian runs through “Hellsapoppin” antics while forecasting the next day’s climate.

This swing away from what one Campbell-Ewald executive called “radio’s insistent clamor” has marked all of the agency’s telecommercial ventures.

“The television commercial can be less strident, more enjoyable because of the addition of eye to ear,” Mr. Case maintains. “Radio had to pound on deaf ears. Now in TV, 85% of the impulse can be channeled through the eye. The consumer can afford to move at a more leisurely pace. In fact, if you go too fast and heavy, you sacrifice effectiveness.”

High Points

In the commercials, the agency has purposely avoided dependence on the single unexpected climax. To mold the films commercials for multiple showings, the agency has integrated two or three high points into each one. These nuances will be included in future commercials with modifications shown by audience reactions whenever possible.

Both the films and audio messages have stressed “preventive service.” Two projects scheduled for early ’49 are emphasis on intelligent car maintenance and familiarization of the public with the men and method hitherto obscured under the term of “service.”

The dealers will emphasize that every day a car spends in the shop adds a day of cost and inconvenience. Their remedy: When the Chevrolet goes into the shop, have the mechanic give it a thorough checkup to catch any points of possible trouble, and eliminate them while they are still minor. This preventive care will be linked with economy in dollars, cents and time.

First operation to undergo humanizing via the entertainment route will be the motor-tune-up. Shown the process from bumper to fan belt, car owners will be able to evaluate and buy service intelligently, just as they do other commodities.

Both these phases of dealer sales technique will but stress their public relations objective, since knowledgable will replace misinformation with friendly understanding.

With Chevrolet Central Office covering magazine, newspaper and billboard advertising, the dealers feel that television is “their baby.” Through their commercials and programming, they will plug the owner-dealer relationship to maintain and expand current good will.

When production of new cars meets demand, they will have strengthened the ties between themselves and Chevrolet owners and the habit of buying service where the car was bought.

The dealers have shown a willingness to pay top money for talent and production. The show moved into the Hooper top ten a month after its premiere, and was among the top three on The Pulse survey two weeks later.

A recent check of Chevrolet dealers in the metropolitan areas shows a definite upswing in car owners returning to their local Chevrolet dealers for service.

During ’48 the New York Chevrolet dealers sponsored a series of stake races, televised the New York Yankee home football games and then joined with the associations in Boston, Schenectady, Philadelphia, Baltimore, Washington and Richmond to present the weekly Chevrolet Tele-Theatre dramatic show on NBC-TV.

Effective Jan. 4, Tele-Theatre will be sponsored by Chevrolet Central Office, General Motors, Detroit. The shift from the dealers’ groups to the central office is expected to bring greater emphasis on the car itself, the agency says.

Chevrolet Assn. Humanizes Service

KTTV OPENS

Rose Bowl Events

Mark Debut

SEVEN program sponsors and five spot buyers helped to launch the commercial television debut of KTTV Los Angeles on New Years Day.

The station, which is owned and operated by the Los Angeles Times and CBS, kicked off with telecast of the Rose Bowl parade sponsored by -

On its heels came the television debut of MacMillan Petroleum with presentation of Football Highlights film, Standard Federal & Savings Loan came next with action shots of players on both California and Northwestern teams, Packard-Bell paid for Sports Roundup following the game, with Bill Henry, Los Angeles Times columnist and commentator, plus Paul Zimmerman, sports editor of the Times.

The game itself which was commercially sponsored via AM and television for the first time in its history, was paid for by Gillette. Spot buyers on opening day were Bulova, Barker Bros., Coast Federal Savings & Loan, General Electric Supply Corp. and Central Chevrolet.

That evening the station also showcased two hours of sustaining programs to give listeners an idea of programs which were to come.

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MORE TV STATIONS

HOPE that the radio spectrum may be made to accommodate more radio and television stations was held out by the National Bureau of Standards last week.

Disposing development of an atomic clock of "unprecedented" potentiality accuracy as a standard of frequency and time, NBS said that when used as a frequency control it "will permit more radio and television stations in the now overcrowded radio spectrum."

Pending release of the details at the first demonstration, scheduled for Thursday (Jan. 6), industry observers reserved comment except to speculate that one of the most likely radio uses would seem to be an aid in achieving synchronization of the type now being tested by RCA-NBC with NBC's WNBW (TV) Washington and WNTV (TV) New York [BROADCASTING, Dec. 6, 20; also see story this issue].

Possibilities Cited

If it permits the high degree of frequency control hinted by NBS, and if the clock is not too great, radio engineers said, then the clock could be "a tremendous boon by permitting synchronization without the use of wire lines."

According to RCA-NBC's estimates, synchronization would make possible the operation of approximately the same number of television stations FCC originally anticipated before interference questions arose to prompt the current licensing freeze and re-examination of engineering standards and allocations. But RCA-NBC engineers emphasize that, even with synchronization, the original 150-mile separation standard for co-channel stations should not be violated.

Bureau officials withheld discussion of the "clock" until its formal demonstration, but hinted that its use as a frequency control to permit more stations may be "at the higher frequencies." They also indicated interest in the possibility that it may be used to achieve the benefits of synchronization.

The NBS release, announcing the demonstration, said the clock is "an atomic standard of frequency and time whose potential accuracy is unprecedented. It is better than the present standard, the rotating earth, in several significant ways," the announcement continued.

"It is important both in science, as a tool and method, and in practical application," NBS said. The reference to more radio and television stations was made as an example of the clock's commercial value which was described as "very high."

While declining to give details on the principle of the clock, a Bureau spokesman explained that the term "atomic" refers to "vibrations of the atoms in a molecule" of a material used in the clock. It does not mean the clock is operated by the type of atomic energy released when uranium atoms are split, he asserted.

NANCY GREY, who conducts What's New on WTMJ Milwaukee, has been named an honorary member of Delta Kappa Gamma, national education honor society.

CBS TV CLINIC

Storer to Tell Experiences

DEPARTMENTAL costs, video shortcuts developed and paths to decreasing initial TV prices will be outlined by George B. Storer, president of The Fort Industry Co., Detroit, in his opening morning address to the three-day CBS Television Clinic scheduled for New York on Friday, Saturday and Sunday, Jan. 21-23.

"Television - Where Does the Station Operator Get Off?" is Mr. Storer's topic. In an effort to help fellow broadcasters bypass some of the pitfalls encountered by The Fort Industry Co., he proposes to give the more than 260 CBS radio and television executives expected at the clinic a complete breakdown of his company's experiences in the relatively small Toledo market, where it owns and operates WSPD-TV.

Other Fort Industry stations are WJBD-TV Detroit, WAGA-ATLANTA TV, WWVA Wheeling, WAGA Atlanta, WGBS Miami and WMWN Fairmont, W. Va., all CBS TV or AM affiliates.

Theme of the three-day conclave, to be held at the Waldorf-Astoria Hotel, is "Television Is a Going Business as 1949 Begins."

Talks and panels at the clinic, to be participated in by leading video officials, are expected to be frank and concrete, according to J. L. Van Volkenburg, CBS vice president and director of television operations.

NY AUDIENCES

Hooper Shows TV Advance

SHARP ADVANCES in New York's television audiences were reflected in the advance daytime telephone released by the New York City stations last week by C. E. Hooper Inc. Reports are based on random sample including both radio and television homes.

WABD New York's television audiences were the highest of the afternoon period among the 13 combined AM and TV stations reported on, and hits a high in the North Jersey sample of over 95% of the entire afternoon listening and looking audience.

Individual hours show even higher percentages for TV. WNBST New York hit a 7.4 share for the 5-6 p.m. period, during which it ranks sixth in share of audience among the 13 reported stations. This share is achieved in the overall Hooper sample despite a video set ownership currently in 400,000 homes as compared with four million total homes in the area within a 50 mile radius of Grand Central Terminal.

Set ownership estimates on TV are based on Hooper surveys; the home estimate is computed from BMB county-by-county "total family" estimates.
Nobody seems to know just why newspapers call pictures of pretty girls "cheese cake." But everybody knows why they print them so frequently. Such pictures have a sure-fire, ready-made audience.

It's for this same reason that more and more radio time buyers are using W-I-T-H in Baltimore, the nation's sixth largest market. They get a BIG audience from this BIG independent radio station.

Moreover, they get this BIG audience at very LOW cost. Yes, it's a fact that station W-I-T-H delivers more listeners-per-dollar spent than any other station in town. W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area.

Get in on these low-cost sales. Call in your Headley-Reed man and learn the full W-I-T-H story today.

Tom Tinsley, President - Represented by Headley-Reed
TV FUND PLAN

Suggested for Set Firms

PLAN for a proposed "Television Guild," designed for manufacturers who would operate on a cooperative basis with a pooled advertising fund and an identifying trademark, has been offered to the Television Broadcasters Assn. with a view toward providing "more and better programs." The plan was suggested by L. O. Fitzgibbons, veteran advertising manager, WOC Davenport, Iowa, in a letter Dec. 23 to J. R. Poppele, TBA president.

Under Mrs. Fitzgibbons' plan, guild members would agree to allot 3% of their retail sales to the pool for purchase of TV time and programs. Next, they would charge the set buyer another 3%. Mr. Fitzgibbons said that, with a projected 2 million sets slated for manufacture this year at an average retail price of $200, the fund would accrue a total of $48 million, or $480,000 for each video station expected to be on the air by mid-year.

Mr. Fitzgibbons contended that this assured income would prompt stations to step up their programming, both in quantity and quality, and that secondly it would stimulate sales of receivers. A third advantage, he believes, would be that many programs would be scheduled in daytime hours, thus giving set dealers more demonstrative opportunities. Buyers of guild-stamped sets would receive their 3% worth "many times over" in guild-proclaimed programs, Mr. Fitzgibbons feels.

No reaction was forthcoming from TBA.

PENFIELD NAMED

Detroit TV Forum Head

PAUL L. PENFIELD, Detroit Edison advertising manager, has been named president of the Detroit Television Round Table for 1949. The organization is a forum for discussion of more than 150 people interested in furthering the development of television. Mr. Penfield succeeds Henry J. Houston, J. Walter Thompson, who will serve on the board during the next year.

Mr. Penfield

CBS TV

Three More Become Affiliates

TOTAL number of CBS television affiliates rose to 24 last Monday with the signed agreements of three more stations to the network's string, according to an announcement by Herbert V. Akercberg, CBS vice president in charge of station relations.

Newly signed on were: WBNT, Columbus, Ohio, as a full primary television affiliate; WAVE-TV Louisville and KSD-TV St. Louis.

PHILA. TAX

5% Gross on TV-Taprooms

PHILADELPHIA Receiver of Taxes W. Frank Marshall said the city would start collecting a 5% gross receipts tax from 2,000 television-equipped taprooms in the new year. The levy is expected to yield about $1 million.

The city moved into position to exact this tax when the State Liquor Control Board cleared the way recently by ruling that bars were seeking permits to have amenity permits for featuring television broadcasts.

"Apparently Mr. Marshall's hand was forced by the state's action," said Emmett McGinn, executive secretary of the Philadelphia Retail Liquor Dealers Assn. "We had been promised an opportunity to plead our case to City Council before the tax would go into effect.

Mr. McGinn said his association will ask the Council to exempt the taprooms from the tax when it meets Jan. 15. This exemption will be asked by the association in an amendment to the amusement tax ordinance in preparation for presentation to the Council's finance committee.

KSD-TV, WTMJ-TV RATES

Actually Reduced—Sutton

RATE increases of WTMJ-TV Milwaukee and KSD-TV St. Louis from $250 to $300 per nighttime hour, effective Jan. 1, actually represent reduced circulation costs when compared with last spring when the former rates became effective, Daniel V. Sutton, sales manager of CBS-TV, wrote advertisers at the weekend.

"In Milwaukee," he wrote, "this 20% rate increase compares with a 54% increase in set ownership since Aug. 1, 1948. This establishes a 20% rate increase effective in April 1949. From 2,050 sets then, the figure will have jumped to 15,800 by Jan. 1, according to current estimates. It represents a circulation rate reduction of 82%—from $125 to $23.08 per thousand.

"And in St. Louis, television families have grown from 6,200 in May 1948, when the previous rate was set, to an estimated 18,000 by Jan. 1, 1949—an increase of 190%. Resultant drop in circulation rate: 60%, from $142.00 to $56.17 per thousand families."

CBS advertisers, Mr. Sutton said, using either of these stations as of Jan. 1, will be protected at the old rate for programs continued without interruption until July 1.

NBC has asked the Philadelphia Board of Education to plan a series of educational television programs for network presentation early in 1949. The project is a wide range of subjects, including geography, history, government, finance, literature and music.

WARM WESTERN welcome is extended to Tucson airport to key executive personnel enroute to CBS 9th District affiliates meeting in Hollywood Dec. 13 and 14.

(Top photo): Lee Little, KTUC general manager, takes a tilt. Famous camera (1 to r) are John J. Karol, sales manager; H. V. Akercberg, vice president in charge of station relations; Glenn Snyder, Prairie Farm radio superintendent, KTTC; and Max Conquest, CBS affiliate); Joseph H. Ream, CBS executive vice president. Facing Mr. Little is William Lodge, vice president and general engineer.

Middle photo: Mr. Akercberg is greeted by Tuscon's Mayor Houston (r) as he tries on chef's hat for size. Bottom photo: Off to El Conquistador Hotel by means of Arizona Helicopter Service, Mr. Ream bids Mr. Little laughing adieu.

'POWELL ROBBINS' Push-Button Enlarges TV Picture

A PUSH-BUTTON device which permits enlarging of the image on a home television set is one of many half times was unveiled last Monday (Dec. 27) at a special showing in New York by Garod Electronics Corp.

Set dealers as well as writers attended the first showing, held at the Cocanut Grove, Park Central Hotel.

Leonard Ashbach, president of Garod, called the new development "Tele-Zoom" and described it as an advancement of Barnard, the Company's chief engineer. A patented electronic circuit development permits, by push-button control, blowing up of the conventional rectangular image to an enlarged circular picture the size of the entire image area provided by the cathode ray tube. The change can be made at will by the set owner himself with the aid of a remote control switch, which is attached to a cord 15 feet long. Operated, it can also be made by pressing the button.

To permit this instantaneous change, new Garod sets are being constructed without the conventional rectangular mask found in other sets. Prices of the 1949 Garod sets, which will have the new device will remain unchanged from 1948, ranging from $385 to $1,195. Deliveries are expected to start Jan. 15, according to Louis Silver, Garod general manager.

VIDEO LAW

'Fortune' Article Covers

"IS THE air open range, or can telcasters control pickups of their programs?" This subject is covered by David M. Solinger, an attorney specializing in the law of advertising, radio and television, in the January issue of Fortune.

"If the industry can substantiate the claim that it has a property right in a television broadcast, the courts will grant injunctions against an unauthorized use." Establishment of this property right is possible through the use of copyright material, Mr. Solinger points out, and also "if a television broadcaster can establish that his program contains original literary material, he will have the same property rights of the owner of a statutory copyright."

DETOIT BAN

Video in Housing Hit

BAN on television sets in Detroit's low-income public housing projects was disclosed last Tuesday (Dec. 28) by the city's Housing Commission. James H. Inglis, Housing Commission director, said all requests for permission to install television sets in the project houses had been refused.

In answer to an inquiry from the New Orleans Housing Authority as to Detroit's policy, the Detroit Commission said it felt the tenants could better "save their money toward down payments on their own homes."
THE TALKING PEOPLE
Willson Brain Children Are Successful

By ANN AUGUST

“HERMIE, ha ha, ho ho, uh huh!”—No, not a strengthening exercise for the vocal cords. Just part of the regular repertoire of a unique group of radio commercial renderers, The Talking People.

Brain children of Meredith Willson, composer and orchestra leader, this group of five who talk as one are currently doing commercials with him on three General Foods Corp. programs for Jello. They appear in the flesh on ABC Meredith Willson Show; are piped into NBC Alfred Family, and record their commercial for CBS “mr. ace & JANE.”

Idea for such a group came to Mr. Willson when he was with Armed Forces Radio Service as musical director during the war. Since no commercials could be broadcast overseas, he was faced with the problem of filling in empty spots left by commercials in the programs.

This gave him the idea of a commercial that would not only give a message but be entertaining as well. And in seeking something “different” in radio commercials, he hit on the thought of a group chanting the same words in unison.

Same Five

It wasn’t until four years later, in 1946, however, that the Talking People became a reality, with their debut on CBS Canada Dry-sponsored Sparkle Time with their creator. And the original five people, John Rarig, Betty Allan, Bob Hanlon, Norman Zimmer and Maxwell Smith, are still talking.

All of the group are singers, a prerequisite for their current chores.

The quintet is conducted by Mr. Willson in the same manner as an orchestra. (Only it’s harder, says he.) All the lines, including those for his own speaking, are written and rehearsed by him. Dialogue consists of quick humorous repartee between him and his Talking People involving the sponsor’s product, Jello. (Agency: Young & Rubicam.)

In their early lip-synching days he wrote musical accompaniment for their words, but as they grew to know the rhythm and timing, he had only to write the words in script form. By now they laugh, cry, splutter and gasp as one.

Rehearsal time has decreased

Forever Lost

LOST—three minutes and forty-five seconds of “Class A” time. Why? A gentleman under the influence of “John Barleycorn” broke into the basement of WRVA Richmond’s transmitter and pulled the main power switch according to the station.

THE FACT of the week

You’ll be able to figure it out for yourself when you look at the 10KW power, the coverage and the rates.

You reach more people, more often and at less cost per person with WPTR.

WPTR

10,000 Watts of POWER Night and Day

PATROON BROADCASTING CO., ALBANY, N. Y. * * * Represented by RAMBEAU

BROADCASTING • Telecasting

January 3, 1949 • Page 35
TO PROMOTE the new 1949 Chevrolet car and the automobile show at which it will be presented in New York, both the Chevrolet dealers of New York, and General Motors are supporting a spot announcement television campaign.

Effective Jan. 9-17, the dealers will sponsor the spots and from the 17th to the 20th the central office of Chevrolet will underwrite the spots, promoting the new car.

On Jan. 17 to 26 the spots will plug the automobile show for General Motors. The entire campaign will be carried on the following New York video stations: WCHS-TV, WNYT, WABD-DuMont, WPX, WJZ-TV.

The Chevrolet dealers of New York will also sponsor starting Feb. 7 the Golden Gloves Boxing tournament, semi-finals and finals on WPX.

COMPTON AGENCY

NAMES MORGAN to TV Post

ORGANIZATION of a television division of Compton Advertising, New York, has been announced.

Brewster Morgan has been named manager of the video division of the radio and television program department, headquarted by Lewis Titterton.

Mr. Morgan has been with the agency since 1945.

Television commercials will be prepared by the radio and television copy department, directed by Muriel Haynes.

Compton is now producing the video show "Let's Go to See," for Procter and Gamble, Cincinnati.

LIKE THE Farm quiz show, "RFU America," returned to the air Jan. 1 (12:30 p.m., EST, once-a-week) with Ed Batteh as commentator. "The Farm Champion of the Year" will be chosen on the Jan. 22 broadcast.

CANADIAN TV

Set Makers in Production

WHILE no Canadian TV stations are expected to be in operation before 1950, radio manufacturers in Canada are already gearing up for mass production of TV receivers to enable viewers in southern Ontario at least to see TV broadcasts from American stations bordering stations, such as Buffalo, Cleveland, and Detroit.

Canadian General Electric was first on the market with a console receiver which sells for about $750.

RCA Victor, Canadian Marconi, Canadian Westinghouse and Admiral will have sets available early in the fall.

BRAND & MILLER, Toronto, working closely with the Garod Co. in the U.S., will bring out a combination AM/FM and TV set early in the fall.

Rogers Majestic, Toronto, owned by the North American Phillips interests, is to have a set out in the summer, and as company represents Hallicrafters and other American companies this may be a Canadian version of an American set already on the market.

Philo Farnsworth does not plan to go into mass production until CBC decision on Canadian TV is made, but will have sets available to customers.

Stromberg-Carlson and Adison Industries expect sets in some quantities by mid-1949.

SMUGGLER Sees No Video Threat

TELEVISION is no longer a competitive factor in selling wired music to restaurants, bars and taprooms, according to C. H. Peffer, vice-president in charge of national sales of Smuglcorp's wire music unit, Smugler, Inc.

Mr. Peffer and Mr. Peffer's two-day sales' conference at Muzak, franchisers and their sales staffs held at its New York office, Tuesday and Wednesday. He indicated that restaurants and bars have begun to realize that sales decreased in their places of business as the result of television, whereas wired music properly programmed stimulated rather than interfered with sales.

The meeting was attended by franchisers from Albany, Baltimore, Boston, Bridgeport, Buffalo, Hartford, Norfolk, Philadelphia, Pittsburgh, Rochester, Syracuse, Washington, D.C., Montreal and Toronto. A committee with recording was made of the proceedings for presentation at later date before other regional groups across the country.

NEW YORK, Jan. 9 (AP) - Jack Carson's program (CBS, Fridays, 7 to 7:30 p.m., EST) will be aired from Chicago's eighth Street Theatre. Jan. 7 and 14 while the comedian appears in person at a local motion picture theater.

AGE & BEAUTY

Woman Sees Her Art on TV

WHEN 88-year-old Grandma Moses was unable to witness in person a display of her best paintings at St. Etienne galleries in New York, General Electric literally spirited her paintings to Grandma Moses in her Eagle Bridge upstate 175 miles away by means of television. And a broadcast line, connecting her home with NBC's New York studios, made possible her instantaneous replies to critics as she sat by her own fireside among relatives and neighbors.

The unusual telecast, which was carried over NBC's eastern leg Dec. 18, was arranged by General Electric in cooperation with the TV network. Because microwave relay between the company's station, WRGB Schenectady, with New York operates in only one direction, an actual telecast from her home was impossible.

So many pictures were taken previously and shipped to NBC studios to be integrated in the program there.

General Electric installed a receiver when it learned the nationally-known creator of some 1,300 paintings would be unable to attend. She saw and heard the program on WRGB.

Those participating on the New York end of the telecast included magazine and publishing company executives and newspaper art critics.

AGVA VIDEO FEE

Union Denies Rumor of $25

REPORTS that AGVA was setting a $25 minimum fee for its members' television appearances were denied Wednesday by Dewey Barton, national director of the union.

He said that AGVA, in order to aid "an infant industry," had not as yet set up any rigid rules on minimums and that, in fact, many AGVA actors had even appeared on television without pay. Where pay was to be forthcoming, he said, the union usually considered a week's pay to be proper compensation for a TV appearance.

"Our viewpoint is," he said, "that if a performer were worth only $25 for an appearance he wouldn't be worth appearing on television at all."
THE DAILY HIT PARADE
GIVES YOU RATINGS
HIGHER THAN NETWORKS*

In Cincinnati, the Daily Hit Parade gives you higher ratings than such network shows as The Lone Ranger, The Contented Hour, Lowell Thomas, Three Star Extra, Gene Autry Show, Blondie, Curtain Time.

These top-flight advertisers are now using The Daily Hit Parade:

PROCTER & GAMBLE “DRENE”
CAMEL CIGARETTES
MGM PICTURES

COLLIER’S MAGAZINE
BULOVA WATCHES
4-WAY COLD TABLETS

BRUCKMAN BREWING CO.

Call collect Tom Welstead in New York, Eldorado 5-1127, or Charles “Top” Topmiller in Cincinnati, Cherry 6565, for further details.

L.B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
Editorial

Man for the Job

REPORTS are current that Garrison Norton will resign as assistant secretary of State for Transportation and Communication. Mr. Norton's background is in the transportation field, rather than in communications.

We hope the President sees fit to appoint a man experienced in telecommunications, as well as in diplomacy, to this post, should the vacancy occur. It is the top policy slot in the department pertaining to international communications. The last war underlined their importance to the world.

The administration would not have to undertake a very wide search to find a well qualified man. Now on the temporarily retired list is R. Henry Norweb, former ambassador-at-large, and an astute man at international conclaves.

Mr. Norweb headed several delegations to international conferences, and handled the American delegation to the International High Frequency Conference now under way in Mexico City, but was forced to return to the nation's capital to undergo surgery because of a back ailment.

Mr. Norweb has all of the qualifications. If his health can stand it, we're confident that his appointment would win the approval of all those in government, aviation and shipping circles who have worked with him, as well as that of the private users in communications. Moreover, it would be the promotion of a career diplomat with more than 30 years of experience.

Silence Isn't Always Golden

MANY TIMES during the last year you have read and heard that little catch-phrase: "Radio has been strangely silent." It was the concoction of Vic Ratner, the inspired CBS vice president, who used it as a means of awakening broadcasters out of their promotional lethargy, while the competitive media were making and tossing anti-radio bricks.

Now—and none too soon—the catch-phrase has evolved into a sales pitch for a promotional film for radio. The All-Radio Presentation Committee, headed by Gordon Gray, vice president of WIP Philadelphia, hopes to have the film completed in time for the NAB convention in Chicago next April.

The film is not to be regarded as radio's one-shot rebuttal to the implemented projects of newspapers and magazines which were years in the making, and which represent several millions in promotional budget. It is, rather, a logical and essential first step. It is the visual story of radio itself to be exhibited by stations everywhere before advertisers, agencies, conventions, local business clubs, schools, churches and other gatherings.

The larger project, proposed by Murray Carpenter of WFOP Portland, contemplates a continuing effort, with all stations having the plan that can be developed and executed in a few weeks or months. It should receive the consideration of the next NAB convention.

It's a matter of taking first things first. Every broadcaster owes it to himself and to his future economic security to get behind the All-Industry Presentation. The Gray-Ratner committee needs more than dollars. It needs the round support of radio, and the local follow-through, once the production is done.

Show Busine$$

TURN OF the year saw the most significant moving day in many a radio moon.

In the trade, the disposition is to regard these changes as simple shifts in the program scenery, with the capital gains tax approach as the enticement. A more apt appraisal, in our view, is that it's the beginning of a radio revolution which is in the foreground.

The shift in some top-rated programs may be only the beginning. There are signs of negotiations for switches in network affiliations. But these will develop after there's an opportunity to appraise the ratings of these old programs on different networks.

Whether there will be an "affiliation war" reminiscent of radio's earlier days isn't yet apparent. But it's there. And, it's evident, the accent will be on those stations which have TV or hold TV construction permits. Network affiliation contracts run for two years. Negotiations cannot be undertaken for renewal or for new affiliation more than six months in advance of expiration.

These activities fall within the sphere of free, competitive enterprise. Whether these capital gains deals are prudent, business-wise, or even allowable tax-wise, we don't know.

In all these weeks of raging controversy about these show shifts, there's one point we haven't yet heard raised. To whom does the radio artist owe his loyalty? He owes his place in the radio firmament to the opportunity offered by the networks and its affiliates who exhibit his talents to the people. Popularly, as measured by his rating—pegs his value to the sponsor who foots the overall bill. Programming is show business. Show business rides on a tradition of deep sentiment (i.e., the show's the thing). Then, to whom does the radio artist owe this loyalty? The network (and affiliates) which gave him the opportunity? The people who listened and thus produced the ratings? Or the sponsor who paid the bill?

Well, we guess, as almost always, it's the "take home pay" that counts.

Profiting From Losses

FCC HAS NOW undertaken an encroachment which, for an encroachment, is no less than Mr. President's proposal, to ask broadcasters to report expenses as well as revenues in their annual "preliminary" estimates (Broadcasting, Dec. 27).

We have no persuasive support for the theory that FCC has a right to intrude on business affairs at all. Our dubious nod of approval to this new tack should not be taken as a retreat from this position. So long as the Commission demands revenue information, expenses should be shown, too.

Despite its occasional declarations to the contrary, FCC too often and for too long has spread the notion that station ownership is synonymous with a malevolent exactor. Expenses figures are secured, of course, through the annual reports. But if we must also have "preliminary" reports, then they should not be based on revenues alone. Cost figures are necessary to complete the picture.

Broadcasters have until Jan. 17 to file comments on the expense proposal.

To our mind, it would not be sufficient to protest this phase without protesting the whole theory that the Commission has a right to call for any information of this sort. Unless and until that can be done, it seems desirable for broadcasters to supply their expense estimates as suggested, but to do so with a clear reservation of their right to challenge FCC's authority to meddle in their business.

Our Respects To —

STUART LAWRENCE BAILEY

I F OLD-LINE conventions had dominated the Bailey family, Stuart Bailey might have docketly followed his father into the building business. Indeed, that was his first perceptible leaning. But instead he took the engineering road of field-intensity measurements, allocation problems, radar, and radio aids via the U. of Minnesota.

Last November Stuart Bailey was chosen to head the Institute of Radio Engineers' 22,000-member organization for 1949. He assumed his new responsibilities Jan. 1.

Mr. Bailey was born in Minneapolis, Oct. 7, 1905.

He received his B.S. in electrical engineering from the U. of Minnesota in 1927. A Master of Science degree followed from the same institution the next year.

Even during his undergraduate days, Mr. Bailey was active in engineering. He was a staff member of W9X1, the University's experimental station. While taking graduate work, he served as chief engineer of WLB, owned and operated by the U. of Minnesota.

A thesis there on radio field intensity measurements garnered for him a Master of Science degree—and portended years of accomplishment and industry service. It was also the beginning of a relationship with his eventual mentor, Stuart Jansky Jr., of the Washington consulting radio engineering firm, Jansky & Bailey. And his professor of radio at the U. of Minnesota was none other than Mr. Jansky.

Sharing in the IRE honor is Mr. Jansky, himself a former IRE president and one of Mr. Bailey's most ardent supporters. Their respective IRE tenures come exactly 15 years apart—and they constitute a unique distinction for a radio consulting firm.

In the summer of 1929 he accepted a position as assistant radio engineer with the airways division of the U. S. Dept. of Commerce. That experience with Commerce proved enriching. Working on radio aids to marine and air navigation, Mr. Bailey initiated and supervised the early work of the Lighthouse Service in this field. In addition, he participated in the development of the visual radio range for use on airways of the United States.

Mr. Bailey went to Panama the following summer (1929) and while there installed two automatic marine radio beacons, one at the entrance to Cristobal Harbor, the other at Cape Mala, 120 miles south of Balboa.

In September 1930, Mr. Jansky contacted

(Continued on page 12)
AFRA SAYS NO

To Recorded Repeats

AFRA, after a poll of radio actors, including top stars, has refused to permit CBS and NBC to use recorded repeats of top programs during the summer and at other times on the basis of a reduced payment plan to talent for rebroadcast rights.

George Heller, AFRA executive secretary, said that actors queried on the plan felt the broadcasting of repeat programs "would be of dubious value both to the industry and the performers."

It is well known, however, that the main stumbling block to AFRA acceptance was the fact payments to actors for rebroadcasts would be but a fraction of their original fees. A further stickler for the union was the fear that airing of such programs as summer replacements would create a big unemployment problem.

PENDING the move to a new building located at 12 East 53d St., which it purchased, Maxon Inc., New York, will move from its present quarters at 570 Lexington to temporary quarters at 28 Broad St. The move to permanent quarters in their own building will be made several months hence.

AFRA SAYS

BROADCASTING

ployment problem. Such a union was held to test the outcome of a poll of voting members where less than two-thirds of those voting were required to make a decision.

After the hearing, Honest Ballot Ass'n. maintained that the Blue Ticket, made up of incumbents, won the election through the use of "demonstrably defective" voting machines.

Mr. Grant, if the argument that 802 rules require that elections be held according to its laws or be declared null and void. The protested election, it will be argued, was not held in accordance with the Local's laws because ballots were counted for executive board members where less than nine members of the board were voted for, which, the Unity Party contends, makes those votes and the election null and void.

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BROADCASTING • Telecasting

We are giving our listeners a

Powerful Happy New Year...

WITH THE INSTALLATION OF A NEW 5000 WATT RCA TRANSMITTER!

WTOC

Savannah's No. 1 Station

PLUS WTOC-FM

Represented by THE KATZ AGENCY, INC.

January 3, 1949 • Page 11
HERE IS THE LATEST **WCKY** STORY

THE HIGHEST RATED LOCAL SHOW IN CINCINNATI

**THE WCKY DAILY HIT PARADE**

Nelson King, M. C.

6:15 - 7:00 PM

Monday - Sunday

**RATINGS AS HIGH AS 7.9***

The Daily Hit Parade has an average rating of 7.1 for the 21 quarter-hours it is on the air each week.

(* - Pulse, Sept-Oct 1948)

**INVEST YOUR AD DOLLAR WCKY'S-LY**
TAKE THE GUESS OUT OF BUYING
WITH WOV'S 5 Audited Audiences

WOV CAN TELL YOU THE DIFFERENCE IN PEOPLE, TOO.
Not from a crystal ball, but from sound, basic facts...known,
proven, tested facts—Specific Market Information on each of 5
Audited Audiences.

Now you can know where listeners live and shop; what they earn,
spend and buy; what they like and dislike. All this and other
pertinent data on specific listening groups available on WOV'S 5 Aud-
ited Audiences.

We want you to have the knowledge of 5 Audited Audiences, each
a different group of purchasers; each the result of a penetrating,
accurate and continuing listener survey. Ask for the facts that will
help you to "TAKE THE GUESS OUT OF BUYING."

WOV's Pantry Survey...new, accurate, informative...shows you
where you and your competitors stand in the New York Market.

* WAKE UP NEW YORK with Max Cole
* 1280 CLUB with Fred Robbins
* BAND PARADE with Bill Williams
* PRAIRIE STARS with Rosalie Allen
* ITALIAN MARKET OF 2,100,000 Italian-
speaking Americans. More than the com-
bined population of Baltimore and Wash-
ington.

NEW YORK

Ralph N. Weil, General Manager — The Balling Co., National Representatives
his former pupil, and together they formed Jansky & Bailey. In the consulting field Mr. Bailey's activities have embraced both general consultation and specific engineering guidance for broadcasting stations and commercial operating companies. He supervises all laboratory functions of the firm, including the development of field-intensity measuring equipment and other devices used in evaluating radio station effectiveness.

Mr. Bailey has been actively responsible for the station coverage system on physical field strength which was to win approval of the American Assn. of Advertising Agencies and eventual use in FCC's standards of Good Engineering Practice. Mr. Bailey feels that the growing stress on attempts to evaluate station coverage justifies the development of an equal-loc heavy emphasis on popularity of programs.

The new IRE president's earlier experiences and development on radio aids to navigation were to afford an excellent background for the firm's operational studies and report to the Lake Carriers' Association on radio navigation to Great Lakes navigation. This project was a cooperative one by shipyard operators and radar manufacturers resulting in minimum specifications for radar for use on the Great Lakes.

War Activities

During the war, when Jansky & Bailey received government contracts, Mr. Bailey aided in the determination of vulnerability of certain United States and enemy captured equipment and was responsible for his contribution to the Office of Scientific Research and Development.

Mr. Bailey was also active in the development and construction of radio stations WXO, which the consulting firm maintained until 1945 when it sold out to WINX Broadcasting Co.

The 1949 president has been connected with the IRE since 1928 when he became a junior student member. He was made a member in 1936, senior member in 1943 and promoted to the grade of fellow the same year. Long active within the IRE circles, Stuart Bailey contributed most of his efforts and engineering know-how along wave propagation lines. For 11 years—from 1937 to 1948, he served as a member of the IRE wave propagation committee. From 1943 to 1944 he was also a member of the admissions committee.

1943 and 1944 Mr. Bailey was a member of the Institute's board of directors, and was elected to the board for a three-year term beginning in 1945 and served on the executive committee, and last year held the treasurer's post.

Mr. Bailey is married to the former Carol Sue Linkenholt. They were married in Washington in 1939. His hobbies are photography (taking, not developing pictures) and he also dabbles with sound reproduction, in which he doubtless has more than an amateur's interest.

J. N. (Bill) Bailey, who retires Jan. 31 as executive director of FM Assn., announced last week his plans to change his radio consulting business, specializing in FM, television and facsimile. Mr. Bailey's two-year FM contract with the NAB will take a vacation in January, his first since assuming the post, and will open the new business after Feb. 1.

Mr. Bailey had informed the FMA board some weeks ago he would not be available after the contract expired. In a letter to board members last week he confirmed the verbal resignation and announced that Mrs. Joan Platt Richardson, director of publicity, and Reba Orr, secretary, also were resigning.

Mr. Bailey is a former associate editor of Broadcasting and prior to that had been in newspaper, radio and public relations work. During the war he was chief of the radio news section, Radio Branch, War Dept. Bureau of Public Relations. In announcing his resignation Mr. Bailey said FM's chief aim in the next five years should be new-type programming. He said FM and TV will go hand-in-hand, with TV providing the visual programs and FM the aural.

He also predicted that facsimile will come into its own as the third new radio service.

LOW-BAND FM

Dropped by 11 Stations

EIGHT commercial FM outlets, one experimental station and two noncommercial educational FM stations were slated to cease operations Dec. 31 on the old "low-band" FM band, according to FCC. Authority for dual operation on both the present "high" FM band (88-108 mc) and old "low" band (44-60 mc) expired on that date.

After reallocation FM several years ago the Commission allowed continued use of the low band channels for the limited period to provide sufficient time for listeners to convert receivers or get use out of old low-band only sets. During the past year efforts were made by FM Assn. and others to secure permanent use for low band channels for purpose of FM networking [Broadcasting, May 10, June 19, 1948].

The commercial stations which dropped low-band transmission included: WTIC-FM and WDRC-FM Hartford, Conn.; WGTR Boston; WWJ-FM Detroit; WQXR-FM and WABF New York; WELD Columbus, Ohio, and WEFM Chicago. All continue on the high band. W2XMN, experimental outlet of FM's inventor, Dr. Edwin H. Armstrong, located at Alpine, N. J., ceased functioning and has become W2XEA on the high band. Educational stations ceasing low band transmissions were WBEZ Chicago and WBOE Cleveland.

MEMBERS of the Washington Chapter of the Assn. of Women Broadcasters who visited the Blue Plains Home for the Aged with Christmas gifts boxes from the Association include (1 to r.): Harriet Sabine, Can Mgrs. Institute; Ruth Crane, WMAL-ABC; Mary Ann McClain, WCWF; Pat Griffith, NAB; Nancy Osgood, WRC-NBC; and Hazel Markel, WTO-P-CBS. Gifts included books, articles of clothing, and several recorded radios, rebuilt by studio engineers at D. C. stations.

Indiana FM Grant

NEW CLASS A FM station was granted by FCC last week to Northern Indiana Broadcasters Inc., Michigan City, Ind., and license of AM station WIMS there. Facilities authorized under the FM construction permit were Channel 228 (93.5 mc), ERP of 1 kw.

INDIANA FM GRANT

Seven AM, Two FM Asked

TRANSFER and assignment applications involving seven AM and two FM stations were filed with FCC last week for approval. Sales prices total approximately $185,000.

The applications:

KARU La Junta, Calif.—Transfer 250 shares (16.5%) common stock each by R. L. Hallstrom and R. F. Hamblin, co-owners, to Sheldon Anderson, general manager and vice president, and Samuel L. Anderson, vice president. Each of four holders of 25% interest. FCC is assigned 250 w fulltime on 140 kc.

KOKO La Junta and KSFT Trinidad, Colo.—Central Park Enterprises Inc., owners, to Elmer F. Luten, general manager and vice president. Luten holds 25% interest in KSFT and also has sold and leased mining interests. He acquires 63% interest in KOKO and an additional 32% interest in KSFT for both con- sideration of almost $11,000 and KSFT on July 31, 1949—assigned 500 w fulltime on 1340 kc; holding in either station, or both, in- cluding investment in stockholders the group of stockholders to S. J. Huffman and J. B. Cope for $2,500. Mr. Huffman is also married to his own wife Mrs. Huffman & Co., and Mr. Huffman is a partner. Mr. Huffman is local attorney. Sellers are E. A. McQuary, James L. Armstrong and R. N. Schneider, 25% each; Arnold Geb- hard and E. G. Liston, 5.5% each; and W. M. Wutt, also local attorney; 84.5%. FCC is assigned 250 w fulltime on 1560 kcs, 1 kw day, 550 w night on 1280 kc.

WCMY WCMY-FM Canton, Ohio—Transfer for Cash, to Kams Broadcasting Corp., licensee of WCMY and WCMY-FM, all interest from Carl W. Stool and four others to S. L. Huffman and J. B. Cope for $5,000. Mr. Huffman is also married to his own wife Mrs. Huffman & Co., and Mr. Huffman is a partner. Mr. Huffman is local attorney. Sellers are E. A. McQuary, James L. Armstrong and R. N. Schneider, 25% each; Arnold Geb- hard and E. G. Liston, 5.5% each; and W. M. Wutt, also local attorney; 84.5%. FCC is assigned 250 w fulltime on 1560 kcs, 1 kw day, 550 w night on 1280 kc.

WMAT Ownership

WMAT Memphis, Tenn.—Acquisition of control of Memphis Broadcasting Corp. by Samuel J. Albritton, 25% owner, who purchased 26.25% for $6,500 and 26% holding of Claude H. Williams, 25% owner. FCC is assigned 250 w fulltime on 1290 kc.

KZIB—Transfer of 1,400 shares held in WLBG Inc., from his parents, John W. and Mary R. Wells, to own. Mary R. Wells owns full time to operation. Stock is $19.95. FCC is assigned 250 w day on 860 kc.

RFD Cady, Wyo.—Transfer of control from the Co. to Phoebe J. Cady, 50% owner, for $3,000. The Co. holds 50% of the stock in the Castor Co. for $3,000, and Mrs. Cady held 50% of the stock. Mrs. Castor and R. S. Castor, brothers, John W. Wells, Todd J. W., and Paul Wells, sole owners. Both, in- clude following: KBUK (FM) Dallas, Tex.—Assigned 250 w fulltime on 107.5 mc. Station has been licensed 107.5 mc. Station has been licensed 107.5 mc.

KPRK—Assignment of permit from Buckner Orphans Home and Rehabiliation to the General Convention of Texas. Transfer of full time to Rev. Hugh Jones, pastor, of the First Baptist Church in Fort Worth, Tex. Jones has been the owner and operator of the station since 1936 for 4 adjacent FM outlets with hardy-Bolin Col- laboration already on the air. Group of low powered FM outlets also are planned [Broadcasting, Dec. 19, 1948].

Seventh staffers at WHNB Rock Island, Ill., received wrist watches at year-end. WHNB was one of the 10- to 20-year service club. Lee Johnson, station manager, honored Robert J. Buff, Ed Bennett, Jim Buckland, Wilbur Langman, George Morgan, John Krajewski, sales managers; Maurice Corken, sales manager; Ted Arnold, local sales manager; and A. E. Zeller, general manager, and W. H. Davis, and Zeller's assistant, and John B. Petrie, news manager.
BROADCASTING

(Continued from page 26)

failed to conform to engineering checks of coverage but revamped the figures after sufficient pressure was brought to force a careful re-check.

The 1946 BMB data were poor in the first place and are useless now, it is charged, with few agencies giving them serious recognition. Users of once-a-week listening as a criterion is said to have enabled stations to claim audiences in vast areas where they actually have few or no regular listeners. This in turn is credited with inducing agencies and advertisers to buy fewer stations than they need to reach desired audiences, leading to a loss of millions of dollars into other media.

One of the weak spots in the whole BMB structure is declared to be its inability to exercise more control over the way its reports are used by stations. The reports are manipulated to give greatly exaggerated pictures of station coverage, it is charged, with BMB apparently powerless or reluctant to police utilization of the figures.

BMB Formula Assailed

Heated charges are made against BMB's use of the once-a-week listening formula in the 1946 coverage data. BMB's 1946 ballot, as now planned, asks listeners if they listen once or twice weekly, three to five times, and six or seven times a week. Moreover, 650,000 ballots will be mailed against 500,000 in the first survey.

BMB critics are still seething over the battery of agency executives thrown at them by Hugh Beldis, BMB president, during the summer-fall NAB district meetings. They charge that other and more subtle pressures are applied, with BMB using NAB membership as a weapon to induce subscribing.

Complaint was heard in several sources last week about a letter sent station by Joseph M. Allen, vice president in charge of advertising, Bristol-Myers Co., New York, urging them to sign now. Mr. Allen is a member of the BMB board and executive committee, serving as one of the seven advertising representatives named by Asn. of National Advertisers.

Mr. Allen told Broadcasting that while he had not yet received any response to the letters, which were mailed last Monday, he hoped they would in effect "start a fire under some of these holdouts."

He said letters went to some 50 stations in two slightly different versions, one for stations that subscribed to the first BMB nationwide study in 1946 but not enrolled for the 1949 project, and the other for stations which have not subscribed to BMB at all. The latter letter read as follows:

We are finding it increasingly difficult to include your station in our radio plans because you have failed to make

BROADCASTING • Telecasting

NABET Independent

NABET (National Assn. of Independent Broadcast Engineers & Technicians) is strictly an independent union and is not affiliated with American Federation of Labor as stated in the Dec. 27 Broadcasting. NABET has contracts with NBC, ABC, WOR New York, WMAL Washington and a long list of other stations and operates independent of any union federation.

THREE DIFFERENT MAPS PROVE
WSIX covers Nashville's trading area!

Signal strength, mail pull and BMB audience maps all show almost exactly the same coverage. They prove that WSIX gives you Nashville's 51-county retail trading area. In WSIX's 60 BMB counties 1,321,400* people spend $654,888,000 yearly in retail stores alone. No wonder sponsors get results year after year with WSIX. It's a better buy for you, too.

*Projected from Sales Management May '48

NO WASTED COVERAGE

The voice of Tennessee's Capital City

NASHVILLE, TENNESSEE

5000 WATTS • 980 KC • ABC
and WSIX-FM • 71,000 W • 97.5 MC

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1949 OUTLOOK

(Also see page 29)

ADDITIONAL views on the 1949 radio and allied industry outlook—most of them dealing with the regional market picture—excite the traditionalists in the ranks of industry leaders with certain reservations. Opinions of a number of industry executives arrived too late to be included, KGVO Mt. Vernon, Mont.

Capsuled comments by station executives brought out these highlights:

"General prospects in KFYR area...very bright..." (But) a slightly decreased volume of business for 1949...though...should still be one of the top years."—P. E. Fitzsimonds, manager, Meyer Broadcasting Co. (KFYR), Bis- manck, N. D.

Mr. Fitzsimonds

Mr. Campbell

Mr. Jett

Mr. Brown

Mr. Cox

Mr. Rosenman

Mr. West

Mr. Campbell

Mr. Jett

Mr. Brown

Mr. Cox

Mr. Rosenman

Further Opinion Given

- "Outlook for the Augusta and WGAC area...very favorable due to reactivation of Camp Gordon...and construction of houses and prospects for continued high farm income."—J. B. Fuqua, vice president and general manager, WGAC Augusta.

- "...I believe it will be an important year...whether radio will continue successfully as a separate medium, or if TV will eventually dissipate radio's earnings and influence."—Don Pe- derson, general manager, KLAC-TV Hollywood.

- "...Both regional (AM) and TV business will be up on Don Lee."—Ward Ingram, director of advertising, and Bob Hong, TV sales manager, KFJ R-TL (TV) Los Angeles.

- "Radio's biggest challenge is to prove that, with the influx of new stations, (it) remains a better medium than newspapers. The big net- works are thinking so much about television they are not furnishing the affiliates a good service as they could or should. The individual station manager must step in...and sound broadcasting deteriorate from network neglect, dilution of audience and the impact of television."—Walter Brown, president and general manager, WORD, Spartanburg, S. C.

Agency Comment

Typical late agency comments from Chicago, reflecting optimism for 1949, were these:

"Some accounts that never were in radio before are planning campaigns for 1949, but few are planning very far into the new year. Selling FM may be a 1949 development...Regarding television, few of our clients have the experimental budgets to enter this new medium..."—Harlow R. Roberts, vice president and general manager, Goodkind, Joice & Morgan.

"We anticipate a slight increase in use of radio...with spot define- itional additional, up about 15%. However, radio will not take anything away from print media..."—James H. West, radio director, H. W. Kastor & Co.

Mr. West

Mr. Brown

Mr. Cox

Mr. Rosenman

SPOT PROBE

A WEEK'S DELAY of the opening of the first session of FCC's hearing on networks' right to serve as spot advertising representatives of their affiliates, slated to start today, was ordered by the Commission last week. Under the revised schedule the hearing resumes next Monday (Jan. 10). Authorities expect two to three days to complete the hearing, to which the Commission devoted five days in the opening session a month ago [BROADCASTING, Dec. 6].

Among the principal presenta- tions yet to be made are those of NBC and ABC. National Assn. of Radio Station Representatives, whose-complaint against network representation of affiliates origin- nated the investigation, completed Week's Continuance

Ordered by FCC

Page 44 • January 3, 1949

BROADCASTING • Telecasting
WALTER WINCHELL

K-F Is His New Sponsor

EFFECTIVE Jan. 2, Walter Winchell, Sundays, 9-9:15 p.m. on ABC, will be heard with a new sponsor, Kaiser-Frazer Sales Corp., and a new announcer, Cy Harrice. In addition, Mr. Winchell’s repeat broadcast will be carried on both the ABC West Coast stations and the Don Lee network simultaneously Sundays, 8:30-8:45 p.m. (PST).

Mr. Harrice will succeed Ben Grauer who has been announcing the Winchell show for the past 16 years, while it was sponsored by Jergens Lotion.

The William H. Weintraub Co., New York, is the agency for Kaiser-Frazer Sales Corp.

Meanwhile Louella Parsons, Sundays, 9:15-9:30 on ABC, sponsored by Jergens Lotion, effective Jan. 2, will also be carried repeat on the Don Lee network following Mr. Winchell in the 8:45-9 p.m. period (PST). Robert Orr Assoc., New York, handles the show for Jergens.

TV and Husbands

JOHN J. ANTHONY, WMGM New York human relations counselor and director of the Marital Relations Institute for 20 years, claims that television keeps hubby home, but sends wifey back to mama. Pointing out that although television, home-centered entertainment, might tend to unify family interest, wives get fed up with feeding hubby’s sports fan cronies night after night as they digest endless diets of video sports and intermission snacks.

CARLTON FREDERICKS, WMGM New York health and nutrition expert, was cited last week by the American Veterans Committee for “outstanding service to the public in advancing the science of nutrition.”

TOY SOUND KIT

WILLIAM BRINMEYER, staff sound man for NBC, has had a profitable brainstorm in his radio sound kit, which is providing the current toy market with an imaginative and educational item. Designed to give youngsters the necessary basic sounds used in radio production, the kit supplies manual and recorded effects: With printed instructions for their use, the package also contains recorded dramatic sketches featuring Ezra Stone, Ty Perry and Ed Jerome. Sound effects are omitted from the recordings, and are to be inserted by the youngster, who works from professional scripts. Currently being demonstrated at the Toy Show in New York’s Museum of Science and Industry, the set is assembled and packaged by the Assoc. for the Blind.

PRE-AITC MEET

Webster Heads U.S. Group

FCC COMR. E. M. Webster is slated to head the U. S. delegation to an international conference starting about mid-January in Geneva to make preparations for the Administrative International Telegraph Conference to be held in Paris in May. The preparatory conference is expected to last about three weeks.

Mr. Webster, associate chief of the international radio frequencies staff of the State Dept.’s International Broadcasting Division, will be vice chairman of this country’s delegation. He and other members expect to sail on Jan. 8, while Comr. Webster plans to leave by plane about Jan. 17, starting date of the conference.

FCC staff executives who will attend are William J. Norfleet, chief accountant; Marvins H. Woodward, assistant chief engineer in charge of the Common Carrier Division, and Jack Werner, assistant chief of the Law Bureau’s Common Carrier Division.

FCC meanwhile has invited submission of proposals for changes to be made in the International Telegraph Regulations in preparation for the Paris conference. Proposals must be made by Jan. 10.

Ritter on ABC

P. J. RITTER Co., through the Clemens Co., Inc., Philadelphia, has contracted for 52 weeks for Betty Clark Sings, over an Eastern ABC network, effective Jan. 16. The program, 15 minutes in length, features 12 year old Betty Clark, blind singer, whose entire script will be in verse, with musical background provided by a harp and electric guitar. Commercials will deal with the company’s chili sauce, relish, catsup and other food products.

BROADCASTING • Telecasting

January 3, 1949 • Page 45
ALL FOUR networks last week reaffirmed their decision to abide by the NAB code officially going into effect Jan. 1.

An NBC official said "NBC is already in line with the NAB code and sincerely hopes all other radio stations will follow suit. We have already notified sponsors of giveaway shows that all mentions of commercial names of products given away will be charged against time for their commercial announcement."

Edgar Kobak, president of Mutual Broadcasting System, explained that MBS had a "department of continuity acceptance which is charged with the duty of seeing to it that everything which goes on our air conforms with the best broadcasting practices, as adopted by the industry—for instance, the length of commercials on sponsored programs; the questions of good taste and moderation in children's programs and on subjects which may be controversial; the handling of crime in mystery shows; and many other points covered in the code."

MBS Standards

Mr. Kobak also said that he didn't want to give the impression that "we think of ourselves as perfection—with no faults and weaknesses. In fact, on several points Mutual's own program standards are stricter than the code. But our approach is a simple one. We will speak up and try to get the weaknesses strengthened and the errors corrected, if we possibly can. But as long as a provision is in the code, we will live up to it—until it is changed by due and orderly process."

ABC has notified its advertisers and agencies of certain changes in network policies. The policy changes, Mark Woods, president of ABC, said in a letter, are chiefly concerned with the maximum time

RADIO'S VALUE

British Author Criticizes

CRITICISM of radio was sounded by a year-end radio forum, Approval of American Culture, on a "Voice of America" broadcast Dec. 26 by Sir Osbert Sitwell, British author.

In an informal discussion with Carleton Smith, director of the National Arts Foundation, New York, Sir Osbert said:

"The radio consumes much more bad stuff than it does good. The other day when I arrived at a hotel, the bell-hop at once turned on the radio in my room. And I said, 'Pleasant for me,' and he said, 'then you don't like music.' I said I did, 'that's why I'm asking you to turn it off.'"

Mr. Smith praised radio for spreading love of fine music to every part of the country and added: "What radio has done for music, television will do for the visual arts."

6 minutes.

Mr. Woods also designated the commercial allowances that will be observed in daytime commercial broadcasts.

All copy pertaining to contests on radio programs, concerning the exploitation or sale of a sponsor's product or services, will be counted as commercial time," Mr. Woods asserted. "This also will cover any references during the course of a broadcast made to prizes or gifts offered to participants in radio contests."

Mr. Woods pointed out that such types of programs as Stop the Music do no fall in the category of a radio contest, and are more properly classified as audience participation of "giveaway" programs.

ABC has decided that in announcing the prizes on such "giveaway" programs it will count as advertising any unduly detailed description of material used in connection with the award as well as the trade name of the furnishing the prizes.

CBS 'Glad'

A CBS spokesman said that CBS was "glad to see the NAB code go into effect and hopes it has wide industry support. We have advised all advertising agencies on the way the code affects them, and we are receiving fine cooperation.".

ATTENDING testimonial dinner in Kansas City last Monday for President Truman's former hobedomaker partner, Eddie Jacobson (r.), were the President and Tom L. Evans (l.), president, KCMA Kansas City. Mr. Evans is one of Mr. Truman's oldest friends. Dinner was the occasion of the President's off-the-cuff remarks charging Russia with reneging on agreements and blocking peace progress.

ALL-RADIO FILM

Plans for Showing Announced

DETAILED PLANS for distributing and showing the All-Radio Presentation film were discussed and decided upon Tuesday in New York by the steering subcommittee of the Overall Industry Presentation Committee.

Gordon Gray of WIP Philadelphia, chairman of the committee, also disclosed these other developments:

Decision to make the April NAB Convention the target date and occasion for preview of the film.

Decision to submit a completed shooting script of the film to a meeting of the full committee Jan. 14 in the BMI board room in New York.

At the Tuesday meeting, held also in the BMI board room, Lewis Avery of Avery-Knodell, submitted a detailed, ten-page plan for distributing and presenting the film. His recommendations were approved.

According to its plan, first showings of the film would be conducted simultaneously or almost simultaneously in eight of the country's biggest markets—New York, Chicago, Philadelphia, Los Angeles, Detroit, Boston, San Francisco and Atlanta.

These initial big showings would be arranged and supervised by the committee itself, which would have a trained team available for this purpose. Thirty-five mm prints would be used and special dinners would be held in New York, Chicago and Detroit as part of the build-up. In the other five key cities, showings would be in conjunction with a luncheon.

Local Showings

In all other city showings, local or area subscribers will run the presentation, using 16mm prints. It is recommended that initial planning for the showing in any city be by "top management" because of the importance of the film.

It is further recommended that

if a cocktail party be selected as the occasion for the showing that not a single drink be served before the "All-Radio Presentation." At a luncheon or dinner showing, it is recommended that the showing be immediately after completion of service.

If more than one showing is planned for a community, it is recommended that the first presentation be for "VIP's."

It was further recommended that for each local showing an m.c. be selected who is well known in the area as a radio authority and who can speak well and with conviction about radio.

The other recommendations, which probably will become the basis for a pamphlet to guide local committees planning presentations, goes into such details as the form of invitations to attend, technical requirements for showing, such as electricity needed, room dimensions, stage platforms, acoustical properties and screen requirements.

Page 46 • January 3, 1949
DuMONT CONTEST
Photo Competition
PHOTO fans will have an opportunity to shoot Broadway play in action, and simultaneously compete for prizes dear to their hearts thanks to a new photo contest on DuMont's Photo Horizons, Wednesdays, 8-8:30 p.m.
Sponsored by the Peerless Camera Stores, New York, and the Theatre Guild, the contest is open to anyone who can focus a lens. It was announced by Lawrence Langner, head of the Guild and Paul Crabtree, director of "The Silver Whistle," Broadway play. Special performance by the cast, to be held Jan. 19 between 6 and 7 p.m. at New York's Biltmore Theatre, will be given admission free for contestants obtaining tickets at Peerless Camera Stores. Photos of anything within the theatre, on stage or in the audience, will be eligible for awards of $5,000 worth of camera equipment ranging from sound movie projectors to flash bulbs.

'GIMCRACK'
Giveaway Items Lose Value

"ARE giveaway radio programs making crackerjack prizes out of reliable products?" That question has been asked by E. F. Stafford, radio director of Daniel P. Sullivan Co. Adv., Boston.

As evidence of this danger, Mr. Sullivan, in a letter to Broadcasting, reported a recent incident observed by an electric appliances merchant in a small community near Boston.

The merchant was showing a refrigerator to a woman customer, explaining the various advantages of the nationally advertised product.

"How about that one over there?" she asked, pointing to another refrigerator. "They give this make away on the radio. They can't be too good."

The customer bought the lesser-known make, Mr. Sullivan reported, because in her mind the associated refrigerator was the giveaway with the "gimcrack" — a shrewd article of little worth.

If this feeling is at all widespread, Mr. Sullivan believes manufacturers must soon give the matter some thought. "When refrigerators and crackerjack prizes fall into the same category," he said, "the music will be stopped without further discussion."

YOU STILL HAVE TIME to Enroll Your Music Librarian in the next course on THE ORGANIZATION and MAINTENANCE of A RADIO STATION LIBRARY
Presented by BMI
MONDAY, JANUARY 10
and TUESDAY, JANUARY 11

Every phase in the practical operation of a station library is thoroughly covered — from proper cataloguing to copyright research and program building in AM, FM and TV.

Designed as an added BMI Service to broadcasters, the Library Course has proved its value to those who attended the three previous sessions.

BMI is pleased to acknowledge the many "thank you" letters from broadcasters such as these:

ROGER M. COELOS, Dumont Television Station WTTG, Washington, D. C. — "I think this is a wonderful thing (BMI Librarian's Clinic) that BMI is doing and it certainly was worth while for me."

BILL WARREN, Program Manager, WTH, Baltimore, Md. — "Many thanks for the truly wonderful and informative Library Courses that Miss Suter and I attended."

MORRIS C. AUSTIN, Librarian, CCFR, Montreal, Canada — "You people have done a magnificent job in planning and executing this course, and we would like to express our sincere appreciation to you all for providing us with a detailed and concise picture of library organization and management."

CY KING, Station Director, WEBR, Buffalo, N. Y. — "Miss Mary Brady and Mrs. Rita Leopold, who attended the BMI Library School, were most enthusiastic about the course and I believe that it was a good investment."

WIRE or PHONE your registration to ROY HARLOW, Director of Station Relations BROADCAST MUSIC, INC. 580 Fifth Avenue New York 19, N. Y.
Benny vs. Heidt
(Continued from page 25)

services credited the confirmation to an NBC executive whom that network was unable to locate or identify.

Fred Allen has been moved up into the 8:30-9:00 spot on NBC formerly occupied by Mr. Bergen, leaving that half-hour of ABC's "Step the Music" opposed by sustainers on the other three networks.

Promotion and publicity, as in dispensable to internetwork warfare as military bands were to the Army of yesteryear, have been called into full play by CBS and NBC. The CBS goal is to inform every American listener—that is, every American old enough to leave his cradle—that on Jan. 2 and each Sunday thereafter, Jack Benny can be heard at his old time but now on a new network. NBC's job is to keep listeners tuned to its stations on Sunday, with the biggest part of that task keeping them tuned to Horace Heidt with Mr. Benny beckoning across the dial.

CBS, which is spending well over $100,000 on the job, opened its space advertising with a double-page spread in the current issue of Life, which hit the nation's doorsteps and store windows on Saturday. In cooperation with about 160 of its affiliates, on a 50-50 basis, CBS took 450-line ads in 600 to 700 newspapers yesterday morning and will repeat this on Jan. 16.

Radiowise, CBS has blanketed its network schedule, programs and breaks alike, with the announcement that "This is CBS, the network where you will hear Jack Benny beginning Jan. 2." Announcements recorded by Mr. Benny and his company were sent to all affiliates as part of an overall promotion kit which also included newspaper mats, advertising layouts and copy, posters, on-the-air announcements, etc. Stations also received advertising material covering the full CBS Sunday evening line-up of programs, for their own use locally.

Benny Tie-In

High spot of the continuing promotion, however, is an exclusive tie-up of Jack Benny with the infantile paralysis fund, whose 1949 campaign will be based on the covered wagon '49er theme, with the slogan, "Ten pennies from Benny." A covered wagon was launched Dec. 27 in Hollywood with the notoriously tight-fisted comedian's donation of ten pennies to start it on a nationwide tour which will wind up in Washington on Jan. 31, visiting some 30 cities enroute. In other cities CBS affiliates will utilize duplicate vehicles on behalf of the fund-raising drive and of network publicity.

Jack Benny, meeting the wagon at the capital, will announce its campaign with a second donation of a half-million pennies.

NBC, as James Nelson, director of advertising and promotion, told affiliates Dec. 31 in a closed circuit talk, decided that "the best strategy is to behave in a wholly unorthodox fashion—in ways quite different from straight audience promotion as it has been practiced up to now. By using attention-getting tactics of a new sort, we can hope to draw to Heidt the audience he should have and can capture, as indicated by the 13.2 rating which he pulled two Sundays ago at 10:30 p.m."

Heidt Program Plugs

First step in this campaign was an on-the-air teaser sequence, in which the single sentence, "Horace Heidt moves up to the number one spot in America," was repeated at every available opportunity in chain breaks, on sustaining programs, etc.

On Dec. 27 a series of nine 50-line single column newspaper ads bearing that same cryptic line illustrated with comic sketches began to appear in all the daily papers in cities with NBC o & o stations, plus Los Angeles, under network sponsorship. Mats of these ads were also furnished to all affiliates for their own use.

At the same time the radio copy was expanded to include another sentence, following the teaser with: "Yes—Horace Heidt has been selected over all other programs to be heard on this station at 7 p.m. starting next Sunday night, Jan. 2." This explanatory copy was also bracketed around the Jack Benny and Horace Heidt broadcasts of Dec. 19 and 26. Ozzie and Harriet and Fred Allen also mentioned the replacement of Mr. Benny by Mr. Heidt on their broadcasts on those dates.

In addition, NBC recorded a series of dramatized announcements in which a fortunate character such as a new father, man given a raise, woman winner of a quiz show grand prize, etc. is described as being in a nice spot. "But," the announcer added, "Horace Heidt is in the number one spot—7 o'clock Sunday on NBC."

Yesterday (Jan. 2) the space was increased to five newspaper ads, each 2 columns by 75 lines, scattered throughout all papers in the NBC o & o station cities and Los Angeles, plus whatever use was made of them by individual affiliates. In several markets, NBC took full page ads, covering not only Mr. Heidt but the full new NBC Sunday evening lineup. The full schedule of papers also included radio put ads on the Fred Allen and the Ozzie and Harriet shows.

All the NBC newspaper ads were designed and the art work executed by Richard Blake, network copy director, and written by Pat Steel, NBC copywriter. Network plans to continue the promotion with hard-hitting follow-up copy, the nature of which it would not reveal at this time. Overall NBC Sunday promotion budget is approximately $100,000.

Steady Publicity

Accompanying the NBC promotion campaign is a continuous publicity drive, which started early in December with a promotional party for Horace Heidt. Since then each day's publicity package for the network has contained at least one story on the Heidt program, a practice which will be continued into January. For the past week each NBC release regardless of subject, has carried a bottom-of-page boxed: "It's 6-hour for Horace Heidt at 7 p.m., EST, Sunday Jan. 2." Publicity has also been stepped up on the full Sunday evening schedule. Items of feature stories, mats, glossy prints and other material on Mr. Heidt's and other programs also went to the radio editors of some 1,500 newspapers in addition to a mailing to the publicity directors of all NBC affiliated stations.
Best Dressed in '48
MRS. WILLIAM S. PALEY, wife of the chairman of the board of CBS, has been named the best dressed woman of 1948. The results of a nationwide poll conducted by 150 fashion designers and society editors were announced Dec. 26 by the New York Dress Institute. Mrs. Paley, formerly a fashion editor, ranked second in the 1947 listings to the Duchess of Windsor.

RADIO TRAINING
Hudson Finds Schools lax
AMERICAN institutions of learning have been lax in training people for specific radio work, Robert B. Hudson, CBS director of education and opinion broadcasts, declared last Tuesday. He addressed the Speech Asm. of America at Washington’s Hotel Statler.

Mr. Hudson pointed out that most impetus for college and university radio training programs has come “from student pressure rather than in response to cries for help from the radio industry.” Radio has been slow, on the other hand, in analyzing its own jobs and in setting up systematic standards for determining what combinations of skills each job requires, he added.

With the picture brightening, Mr. Hudson observed, a dozen or more universities and colleges are now meeting standards for radio training courses, and many others should follow.

Unveil RCA TV Set

RCA’s new television set with the 16-inch metal tube will be unveiled today (Jan. 3) at the Chicago Furniture Show. The set, including AM and FM as well as TV reception, will be priced at less than $500, causing some industry trepidation that the introduction of these sets to the public will force a general video set price reduction if older models are to be sold.

SCHWERIN CORP.
Ups Newell and Krolik
TWO NEW appointments to executive posts of Schwerin Research Corp., New York, were announced last week by Horace Schwerin, president.

Henry H. Newell, chief of the firm’s analysis division since the organization’s inception in 1946, was elected to vice presidency by the firm’s board of directors. Prior to Mr. Newell’s Army service, which preceded his joining Schwerin, he was with the National Assn. of Manufacturers in public relations work, and did sales promotion for Fawcett Publications.

Richard Krolik, former general manager of Television Reporter Productions, Hollywood, was appointed public relations director. Mr. Krolik previously was television consultant to Argosy Pictures Corp., Jack Bourke Productions and Mercury International Pictures, all Hollywood. Prior to wartime service, he was assistant publicity director of MBS.

RADIO KITCHEN
Being Built at WMPS

A COMPLETE kitchen studio is now under construction in the new $250,000 studios and offices being built by WMPS Memphis. Designed to bring mid-south housewives the latest in kitchen tips, the special studio will be operated with the most modern equipment being manufactured by General Electric.

Harold R. Krelstein, vice president and general manager of the station, said a nationally known home economist will be engaged to conduct daily cooking classes over the air and for special live audience groups.

The station will move into its new quarters soon after Jan. 1, according to Mr. Krelstein.

KGO-TV Antenna

THE six-bay “bat wing” antenna for KGO-TV San Francisco was put in place Dec. 21, completing construction of the 508 foot tower for KGO-TV and KGO-FM. With the 30 foot FM pylon and 50 foot TV antenna, KGO-TV has a transmitting elevation of 1,362 feet above sea level. The station’s GCI transmitter is now being installed and when coaxial cable is installed to the antenna—probably about the middle of this month—KGO-TV will begin transmitting a test pattern.

NBC’s Orchestras of the Nation series, Saturday, 9 p.m., will feature the American premiere performance of Bela Bartok’s one-act opera “Dukce Bluebeard’s Castle” on Jan. 8. Program aired to the network by WPAA Dallas, will feature the city’s symphony orchestra under the baton of Antal Dorati, its regular conductor.

BOUND
...to keep a full six months’ issue of BROADCASTING nicely 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. Kivar lining, canvas joints, constructed to last for years.

BOUND
...to keep you from scanning over for last 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!

Broadcasting Magazine
870 National Press Bldg.
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$5 ea.

Gentlemen:
Enclosed please find check money order bill me for
binders to be sent direct to:

SEND FOR YOURS TODAY!

Broadcasting
National Press Building

January 3, 1949 • Page 49
FRANK STANTON

Says CBS Audience Largest

CBS has the largest individual audiences and the largest average audiences in radio, according to a year-end statement by Frank Stanton, president.

His statement was issued as a CBS year-end roundup was made public describing 1948 as the most eventful year in the 21 year history of the network (see page 26).

Stressing the program side of CBS activities, Mr. Stanton said:

"CBS today has the largest creative program operation in the entire broadcasting industry. The progress of Columbus-built programs—CBS's own "package" shows—has been outstanding with many in the "top-rater" list. During the past year, CBS program ratings have increased 14% on the whole, and today Columbus has the largest individual audiences and the largest average audiences in all radio."

He spoke of some of the acquisitions of new talent by CBS which made radio history in the past year, such as the purchase of Amos 'n' Andy and the Jack Benny show, and then said significantly:

"At the year's end, negotiations were being carried forth to add other prominent artists and programs to the schedule."

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IRE SESSIONS

27 Slated for March Meet

The 1949 convention of the Institute of Radio Engineers, to be held March 7-10 at New York's Hotel Commodore and Grand Central Palace, will feature a technical program of 171 papers grouped into 27 sessions which will cover practically the entire radio-electronic art, plus six symposia on nuclear science, network theory, electronic computers, radio aids to navigation, semiconductors and—a distinct departure for the IRE—marketing.

B. E. Shackelford, past president of the IRE, will serve as toastmaster at the President's Luncheon on March 8 to introduce Stuart L. Bailey, incoming president. Raymond F. Guy, manager of NIBT, will speak on the broadcasting engineering department, will be toastmaster at the annual banquet on March 10.

At the banquet, the Institute's highest award, its Medal of Honor, will be presented to Ralph Bown, director of research at Bell Telephone Labs. C. E. Shannon will receive the Morris Liebmann memorial prize and R. V. Pourn the Browder J. Thompson award.

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CBS Roundup

(Continued from page 26)

won numerous awards in many fields, among them: George Foster Peabody Award, the Du Pont Award, the George Foster Peabody Award, the Du Pont Award, the "Outstanding Program" of the Year's BROADCASTING...
NBC '48 Record
(Continued from page 27)

share of audience, as compared with the second station's 15.0 rating and 20.3 share of audience.

Although at year's end, NBC had lost important programs to CBS, it was on a campaign to sign up new radio and television talent. With the promise that the coming year would see many new programs in the NBC schedule, it could point to the following programming developments in the past year:

Signing of Dean Martin and Jerry Lewis, comedy team; inauguration in November of Dress Rehearsal, consisting of pickups of Boston Symphony, Serge Koussevitzky conducting and Olin Downes, commenting; continuation through the summer of NBC summer programs—Radio City Playhouse, the Jane Pickens show, and Who Said That?; The NBC University Theatre, produced in Hollywood with screen stars.

Sets Special Unit

In the documentary field, it inaugurated Living—1948 in February and later set up a special unit headed by Wade Arnold and James Harvey to build and produce shows requiring documentary techniques and skills.

NBC also boasted many firsts on the news front, among them: Its eye-witness account of the assassination of Mohandas K. Ghandi; Merrill Mueller, London manager, obtaining an uncensored account of the Communist coup in Czechoslovakia; broadcast from San Moritz Winter Olympics; exclusive interview by NBC's W. W. Chaplin with Ed Crump who in March predicted bolt of southern states if Truman were renominated; first broadcasts out of Shanghai as the Communists threatened Nanking.

Among awards won for news coverage were: Overseas Press Club Award to Merrill Mueller for best reporting on foreign affairs from abroad by radio; Headliners Award to Morgan Beatty for "outstanding reporting" during the Texas City disaster in 1947; a special citation from Syracuse U. for "outstanding work in radio journalism," to William F. Brooks, vice president in charge of news and international relations.

In Education Field

In the field of education, NBC launched the "College by Radio" plan, providing for cooperation through local stations with universities to utilize programs for home study courses. In December the first big television network enterprise in daily education for children was announced with NBC an important participant.

During 1948, the network's Department of Information handled about 160,000 letters and phone calls. This figure does not include the thousands of communications addressed specifically to NBC artists, programs, sponsors or departments. Less than 2% of the total were complaints or criticism.

NBC Theasaurus, the music library service, reached an all-time high of more than 5,000 selections while 67 new stations joined the subscriber list. More than 5,000 hours of syndicated programming were booked over U. S. and Canadian stations.

Staff Changes

With this expansion, NBC made the following administrative changes during the year: On July 2, Charles R. Denny was appointed executive vice president, becoming the managerial director of the network; in December, David C. Adams former vice president and general attorney of RCA Communications Inc., became assistant to Mr. Denny; on May 3, Sidney N. Strotz was appointed administrative vice president in charge of both television and the Western Division; Carleton D. Smith, formerly manager of the NBC stations in Washington, was made director of television operations, and Norman Blackburn was named program director.

'Howdy' Telerating

NBC's video puppet show, Howdy Doody, received a December Hooper New York Telerating of 30.3 for its Friday telecast, making it the sixth most popular program with New York viewers. Show, sponsored on Friday, 5:45-6 p.m., by Unique Art Mfg. Co., was erroneously omitted from the list of top ten TV shows [Broadcasting, Dec. 27].

HOOVER REPORT

Extension Date Requested

THE HOOVER Commission voted last week to ask Congress for 60 additional days in which to file its report on reorganization of the Executive Branch of the Government, which includes its study of the FCC [Broadcasting, June 21, Oct. 18, Nov. 1].

The report was supposed to be filed with Congress by Jan. 13 but the Commission will be unable to complete its work by that time. Spokesmen said the Commission proposes to submit a brief overall report sometime after Jan. 13 and then deliver some 14 or 15 topical sections of the report at the rate of about one a week.

FAHEY FLYNN, WBBM Chicago announcer, is pictured in the February issue of Coronet.

THE BRANHAM COMPANY

THE BRANHAM COMPANY

The Branham Network

SAN FRANCISCO

LOS ANGELES

DALLAS

MEMPHIS

ATLANTA

ST. LOUIS

NEW YORK

CHICAGO

DETROIT

ATLANTA

BRANCH OFFICES REPRESENTING RADIO AND TELEVISION
IN A YEAREND BURST unmatched in many months, FCC last Wednesday approved 18 station transfer and assignment applications representing almost $1 million in sales prices.

The details of the transactions needed Commission approval before Dec. 31.

The transfers included the sale of the late C. Merwyn Dobyns' KGLY-FM Long Beach, Calif., to the Wood Broadcasting Co., Inc., new firm, for $256,000. Sellers are Charles H. Brinkleman, Francis E. Holm (née Mary Frances Hill), and E. Glenn Johnson. Mr. Dobyns owned the station since the third quarter of 1946.

KVLK-AM-FM-Wilmington, Del.—Granted transfer of control of Delaware Broadcasters of Wilmington, Inc., new firm, for $110,000. Sellers are Karen and Raymond H. Brinkley, Mr. and Mrs. Robert E. Dobyns, Francis E. Holm (nee Mary Frances Hill), and Jack R. Thompson and Chester (Pa.) Trecraft. The station was granted a license in favor of the times, together with its license to WILM, effective Dec. 18, 1945. Mr. Dobyns had held interest in WILM, Wilmington Broadcasting Co., since its formation in 1945.

KXXL-AM-FM-Wichita, Kans.—Granted transfer of control of Wichita Broadcasting Co. to new partners, the Finch family. The station was granted a license in favor of the times, together with its license to the times, effective Mar. 1, 1945. Mr. Finch and his family had held interest in the station since its formation in 1945.

WPLM-FM-Worcester, Mass.—Assigned license of control of Worcester Broadcasting Co. to new firm, for $100,000. Seller is Flora Louisa M. L. Clark, widow of Arthur A. Clark, who had held interest in the station since its formation in 1945.

KWIJ-FM-Washington, D.C.—Granted transfer of control of Washington Broadcasting Co. to new partners, the Finch family. The station was granted a license in favor of the times, together with its license to the times, effective Aug. 21, 1945. Mr. Finch and his family had held interest in the station since its formation in 1945.

KBBJ-FM-Brownsville, Tex.—Granted transfer of control of Brownsville Broadcasting Co. to new firm, for $100,000. Sellers are Mr. and Mrs. Harry B. Biggers, owners of KBBJ since its formation in 1945. Mr. and Mrs. Biggers have held interest in the station since its formation in 1945.

KPLM-AM-FM-Los Angeles, Calif.—Granted transfer of control of Long Beach Broadcasting Co. to the Wood Broadcasting Co., Inc., new firm, for $190,000. Sellers are Charles H. Brinkleman, Francis E. Holm (nee Mary Frances Hill), and E. Glenn Johnson. Mr. Dobyns had held interest in the station since its formation in 1945.

KLLM-AM-FM-Merlin, Ore.—Granted transfer of control of Merlin Broadcasting Co. to new firm, for $100,000. Seller is Paul E. Smith, owner of KLLM since its formation in 1945. Mr. Smith has held interest in the station since its formation in 1945.

KBOE-AM-FM-Clearfield, Utah.—Granted transfer of control of Clearfield Broadcasting Co. to a new firm, for $100,000. Seller is Howard L. Lord, owner of KBOE since its formation in 1945. Mr. Lord has held interest in the station since its formation in 1945.

KWLH-AM-FM-Honolulu, Hawaii.—Granted transfer of control of Honolulu Broadcasting Co. to a new firm, for $100,000. Seller is John W. Heron, owner of KWLH since its formation in 1945. Mr. Heron has held interest in the station since its formation in 1945.
FIVE AM GRANTS

WHJB CP Reinstated

CONSTRUCTION PERMITS for five new AM stations—three full-time and two daytime only—have been granted by FCC.

Big Sandy Broadcasting Co., Paintsville, Ky., headed by ex-Rep. W. Howes Moore (3-Ky.), local attorney, received construction permit for 250 w fulltime on 1490 kc. Logansport Broadcasting Corp., Logansport, Ind., including group five weekly "establishment or Mt. Jackson, Bar., FCC facilities fulltime operation of one channel also permit WHJB, its 1230 kc, been in operation been added to its plans.

The new radio station was granted 250 w daytime on 1220 kc at Wash., Ind. Pittsburgh Radio Supply House, licensee of WJAS Pittsburgh, last week was granted reinstatement of its CP for WHJB Greensburg, Pa. WHJB is assigned 500 w night, 1 kw day on 620 kc, directional. The permit had expired.

Meanwhile, the Commission last week also granted in part a petition of James Madison Broadcasting Corp., applicant for 250 w fulltime on 1540 kc at Orange, Va. Commission approved request to modify an issue of its consolidated hearing with Harrisonburg Broadcasting Co., which seeks same facilities at Harrisonburg, Va. However FCC at same time removed Harrisonburg Broadcasting from the case with respect to all issues therein and consolidated it with County Broadcasting Service, Mount Jackson, Va., also seeking 1540 kc.

Issue modified concerns whether or not James Madison Broadcasting application was filed to block "establishment of a competitive" station to WSVA Harrisonburg. The Mount Jackson applicant is owned by Frank U. Fletcher, Washington radio lawyer and part owner of WARL Arlington, Va.

The new station grants and respective ownership details follow:

Alamosa, Col.—San Luis Valley Broadcasting Co., 1490 kc, 250 w, daytime; estimated cost $29,800, President: Raymond F. Fletcher, publisher and 25% owner; of daily Alamosa Daily Sentinel and 15%, Dorothy Mae Fletcher, 20% owner of Courier, secretary-treas. Margaret Alice Fletcher, teacher, assistant secretary 15%.

Brownfield, Tex.—Terry County Broadcasting Co., 1500 kc, 250 w, unlimited; estimated cost $12,300, Partnership: Sterling J. Bingham, president; 35%, Mike Allen Barnett, owner-publicist; weekly Brownfield News, 40%, and Esther Constance Parmelee, gits manager of Dallas law firm of Gormley, Bingham, Rappaport, & Ross, 25%.

Paintsville, Ky.—Big Sandy Broadcasting Co., 1590 kc, 250 w, unlimited; estimated cost $14,150, Partnership: ex-Rep. W. Bowes Meade (R-Ky.), five-eighths owner; Dr. James W. Archer, physician, one-quarter owner, and Herbert J. Morgan, employed by National Supply Co., one-eighth owner.


Logansport had been in hearing with Kociusko Broadcasting Corp. on possible interference. Logansport was granted 250 w daytime on 1220 kc at Warsaw, Ind.

Sure, some Chicago stations can "reach" South Bend...but the audience listens to WSBT!

You want listeners, not merely signal strength, for your radio dollars. Listeners are what you get on WSBT. This station is the overwhelming choice of listeners in the South Bend market. No other station—Chicago, local, or elsewhere—ever comes close in Share of Audience. Want proof? See Hooper.

Wasser to Produce

PRODUCTION of the opening show for WDTV(TV) Pittsburgh, which begins operation Jan. 11 [BROADCASTING, Dec. 27], will be handled by Pete Wasser of the Pete Wasser Co. Mr. Wasser has been appointed to handle the production and promotion of the inaugural show only.

Sales Meeting

FOLLOWING ABC broadcast of My True Story today from 10-12:26 a.m., Libby, McNeill & Libby, sponsor of the five times weekly show, will hold its first sales meeting of 1949 in the ABC Radio City studios. More than 100 salesmen will hear A. Rogers, advertising manager, and P. J. Asendorf, sales manager, outline the company's 1949 advertising plans.
SECOND declaration by American listeners in favor of privately operated broadcasting was formally unveiled last week when distribution was started of a book Radio Listening in America. The book analyzes in detail the findings of the second nationwide study conducted by National Opinion Research Center, U. of Chicago, at request of the NAB.

The study was construed as a "stay out" order to the government, based on the exhaustive analysis of audience opinion (details carried in Broadcasting, March 8, 1948). The details are provided in the book, written by Paul F. Lazarsfeld and Patricia K. Kendall.

Radio occupies the same place it had in American hearts in 1946, according to the survey. The 1946 study had shown that the public likes its radio, doesn't like government regulation and only a minority dislikes the advertising that makes U. S. radio possible.

In the second study, conducted in 1947, this viewpoint was reiterated with two changes. First, there is a slight decline in enthusiasm for the job radio is doing, ascribed to the fact that the nation was conscious of radio's wartime service during the 1945 study, and secondly there is evidence that the public depends less on radio for its news now that the war is over.

Dr. Lazarsfeld's position in the new book is that radio critics are very much in the minority but this minority is a highly educated group whose views should receive correspondingly greater recognition.

At NAB it was explained that the NORC studies are the only voluntary, impartial and frank analyses of public opinion conducted on behalf of any of the leading media.

As analyzed by Dr. Lazarsfeld the new survey probes public attitudes toward advertising, singing commercials, market for serious and educational programs, and government regulation along with other topics.

The study was based on a scientific sample of the population. It showed that 70% of the people believe radio is doing an excellent or good job in their communities. This compares with 59% saying that schools are doing excellent or good jobs, 63% approving the work of newspapers, 42% rating local government excellent or good, and 70% believing churches are doing excellent or good work.

Oppose Regulation

Seventy-six percent opposed federal regulation of radio advertising, 65% oppose control of controversial issue programming, 67% are against control of over-all educational programming, 65% oppose government control of accuracy of radio news and 52% oppose control of station profits.

The survey revealed that 76% prefer radio programs as they now are (sponsored by advertisers) to paying a $5 annual program license fee to get the same programs, were that possible.

A tiny minority, only 9%, is opposed to advertising on the radio, Dr. Lazarsfeld noting that the whole set of facts regarding the listeners' attitude toward commercials duplicates almost completely the findings of the first survey.

Prentiss-Hall Book

The book is published by Prentiss-Hall, New York ($2.50) and will be on sale through normal book-selling outlets. Many copies are being mailed individuals and institutions.

The authors have written chapters on The Communications Behavior of the Average American, Programs and Their Listeners, The People Look at Radio (over-all appraisal, annoyances and dissatisfactions, fairness), Some Observations on Advertising, Toward an Even Better Radio.

SNOW TROUBLE

KBIO Helps Out

WHEN one of the worst snow storms ever experienced in Cassia and Minidoka counties, Idaho, struck last month, KBIO Burley stepped in to help school children, return home safely.

As the storm struck in mid-morning, calls began to come in from worried parents. To help answer the many questions, schools were contacted and their schedule of busses broadcast during the noon news period.

When the students started home, the station carried such announcements as this: "School bus number 7 has just gone by Brady's place, letting off the Brady children. The bus will turn south to Earl Prymiller's place. . . ." "Parents are requested to meet the busses," ran another announcement.

All the children were returned home safely and the following day Burnell Wrigley, assistant superintendent of schools, commended the station in a statement in the local paper.

Sponsorless Xmas

WITH the cooperation of all sponsors, WDOV Dover, Del., presented its Christmas day schedule with no commercial announcements. The entire day's programming was in the Christmas tradition, according to Courtney Evans, station owner, with no commercial announcements at any time. Christmas programs, music and operas were offered, including a two hour presentation of "The Messiah," by Handel.

LEAFING through WNEW New York's "ki" dealing with station's "Little Songs About UN" is Peter Aylan, director of United Nations' radio division. Shortly after Mr. Aylan read the book in council chambers of UN headquarters at Lake Success, songs were premiered during a special broadcast.

SPICED STUDY

Sports Part of TV Course

THE CURRICULUM for students at the Twin City Television Labs, Minneapolis, is a sports fan's dream since the school launched the first of a series of full scale remote closed circuit telecasts covering all phases of program production.

The television lab's mobile unit, with a DuMont two-camera, was taken to the Hamline-North Dakota State conference basketball game. Cameras, monitor equipment and special receivers were set up to offer 48 students an opportunity to do an actual remote with the camera in the course of their training.

Ernest S. Collins, former NBC senior TV program director, now serving as director of training at the lab, indicated that remotes will constitute a vital part of the training for program directors, announcers, cameramen and writers. The next closed circuit television pickup is planned for one of the hockey games in the St. Paul Auditorium.

Penalty for TV

WIDESPREAD talk about television sets for everything from cars to airplanes has brought reaction from Conn. State Rep. Louis A. Lemaire Jr. According to a New York Herald Tribune story of Dec. 14 Rep. Lemaire has written a bill providing a $1,000 fine for anyone putting a television set in an automobile or train. The bill will be introduced at the opening session of the Connecticut Legislature.
KY. BASKETBALL
Oil Firm Sponsors Games

WLAP Lexington will be key station for broadcasting of U. of Kentucky basketball games this season by a 17-station Kentucky sports network. A similar network carried all 1948 U. of Kentucky football games.

Ashland Oil & Refining Co., Ashland, Ky., has signed to sponsor the basketball series. Arrangements were completed recently by Willis Munro, advertising manager of the oil firm; J. E. Willis, general manager of WLAP, and Bernie Shively, U. of Kentucky athletic director.

J. B. Faulconer, WLAP sports director, will handle the play-by-play on the games. The following stations will carry the series: WLAP, WFKY Frankfort, WINN Louisville, WCTM Ashland, WFTM Mayville, WHIR Danville, WSFC Somerset, WCTT Corbin, WKIC Hazard, WHLN Harlan, WOMI Owensboro, WDFP Hopkinsville, WBLJ Bowling Green, WPAD Paducah, WSON Henderson, WBNS Murray and WKAY Glasgow.

Mrs. Ola Jolliffe

MRS. OLA JOLLIFFE, wife of Dr. Charles B. Jolliffe, executive vice president in charge of the laboratories division of Radio Corp. of America, died Christmas day in a Princeton, N. J., hospital. Mrs. Jolliffe, a native of West Virginia, lived in Washington, D. C., from 1926 to 1935, when her husband was chief engineer of the Federal Radio Commission and its successor, FCC. Besides her husband, she is survived by two daughters, Mrs. Arthur T. Clements of Princeton, and Mrs. Logan Bostian, Mendham, N. J. Funeral services were held at the First Presbyterian Church in Princeton last Monday (Dec. 27). Burial also was at Princeton.

WESTINGHOUSE
Outlets to Free & Peters

WESTINGHOUSE Radio Stations Inc. has announced the appointment of Free & Peters Inc. as national sales representative for its six radio properties. The stations are KDKA Pittsburgh, WBZ Boston, WBZA Springfield, Mass., KYW Philadelphia, WOWO Fort Wayne, Ind., and KEX Portland, Ore.

The sales representative firm maintains offices in Atlanta, Chicago, Detroit, Fort Worth, Hollywood, New York and San Francisco. Home offices of Westinghouse, a subsidiary of Westinghouse Electric Corp., are located in Philadelphia.

AFA Booklet

THE ADVERTISING Federation of America has just released a folder, Some Questions and Answers About Advertising. Covering radio and other media, the booklet answers such questions as: "How much is spent for advertising in the United States?"; "Doesn't advertising add to the cost of the goods advertised?"; "What about the claim sometimes made, "We save by doing no advertising and pass the savings along to you"?";

"Does advertising have anything to do with our high standard of living?"; and "What would happen if advertising were discontinued?" Available through the AFA at 330 West 42 Street, New York City, prices start at ten copies for $5.

Robinson-Whiting

FULL-SCALE CBS wedding was held Wednesday, Dec. 29, at Las Vegas, Nev., when Hubbell Robinson Jr., CBS vice president and director of programs, married Margaret Whiting, singing star of the network's Club 15. Harry Ackerman, Columbia's Hollywood director of network programs, was best man, while Barbara Whiting, the bride's sister, and star of Junior Miss, CBS Lever Bros. series, was maid of honor.

IN THE
Unique
SPOKANE MARKET

One of America's Outstanding Markets, the Spokane Area Excels in All 7 Points Surveyed By Sales Management.

- From Data Copyrighted 1948 by Sales Management. Further Reproduction Not Authorized.

KGA's 50,000 WATTS of Protected Persuasive Power Extends and Increases the Market
- Any Petry Man Has the Facts

AT RADIO Executives Club Christmas party in New York, Carl Haverlin (l), president of BML, calls out a prize winner. With him is William S. Hedges, NBC vice president, who assisted as a ticket drawer.
NEW HOOPER SERVICE

C. E. HOOPER’s sixth and "ultimate" service was announced last Tuesday by C. E. Hooper, president. The latest service is a comparison of radio advertising effectiveness, reported in the form of a comparative index to the use of advertised products in listening and non-listening homes to individual network programs.

This new service will be accomplished, Mr. Hooper explained, "by turning our listener-diary cross-section sample of U. S. radio homes into a consumer panel upon completion of the listening measurement.

"The first such study of effectiveness will proceed immediately after receipt of the January-February 1948 filled-in listener-diaries from over 3,000 homes representing a cross-section of U. S. radio families. Using our Consumer Service Bureau letterheads, we will inquire which brands, in each of a dozen product classifications, are in use in those diary homes.

"Upon receipt of responses the matching of listener and non-listener homes to individual programs against products used involves a simple IBM card-sorting operation."

Announced at Party

Announcement was made at the annual Hooper pre-Christmas luncheon for the radio, advertising and amusement industry press, breaking the no-news tradition of those luncheons. Mr. Hooper also announced at that time that NBC has subscribed to U. S. Hooperings following months of detailed investigation of the methods by which they are obtained and examination of the resultant findings.

Other advance subscribers to these projectable ratings include General Mills, Gulf Oil Corp., Dancer-Fitzgerald-Sample, Gardner Advertising Co., Newell-Emmett Co., etc.

"But more impressive than the identity of subscribers is the procedure by which some organizations have arrived at their decisions not to subscribe," Mr. Hooper stated. The absence of "truly national network audience measurement" plus the BMB 1948 network audience figures "which minimized the differences in audience size between networks," have, he said, led to a conclusion that all network programs are truly national in coverage.

Contrast between BMB and Hooper network audience measurements is shown in the following tables:

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Declaring that U. S. Hooperings provide the base for cost-per-listener computation which BMB did not furnish, Mr. Hooper added: "In addition to greater efficiency in use of networks on present programs, analysis of U. S. Hooperings report by advertisers is revealing new possibilities for the placement of additional programs. Involved in the matching of 'city' appeal programs against opposing networks 'rural' appeal programs."

Audimeter Criticism

Next turning his attention to the Nielsen Audimeter measurements, Mr. Hooper declared that "the Audimeter cannot but fail to comprehend" the differences in station service due to engineering factors. "The ability of a listener to hear a station bears an absolute relation to the distance and in some cases the direction of his home from the transmitter.

"Though the Audimeter sample might qualify as conforming to controls such as size of community, size of family, income of family, etc." Mr. Hooper stated, "to date the necessity of collecting tapes and otherwise servicing the Audimeters has precluded its sample being distributed with true representation of the distance and direction of the listeners' homes from the transmitters.

"It, therefore, has failed to sample network radio's major variable. Proof of this failure became apparent when U. S. Hooperings were compared with Audimeter ratings last spring. This occurred the Nielsen announcement of a proposed reshuffle of his Audimeter sample and announcement of the adoption in the future of a tape mailing device.

"But the mailing device is not going to solve the problem. For the receipt of mail is days slower from remote places than from big cities. To make either concession would result in the Audimeter service failing to live up to the promises in its prospectus."

Criticizing the Audimeter as a "measurement of tuning, not listening," Mr. Hooper charged that "the Audimeter produces a different proportion of tuning and listening in the rating published for each period of the day and for each network. The result is complete lack of comparability of Audimeter results between different daytime periods, between day and evening periods, between different evening periods and between evenings."

Mr. Hooper's own proposed use of an electronic device is for television, not radio, he said, as "we observe coincidence between tuning and looking which does not exist between tuning and listening."

STAAETS COWTOSWORTH, mystery-solving newspaper photographer in CBS Crime Photographer series for past five years, will exhibit Eastern Press previews of Popular Photography's nation-wide $60,000 contest which opens Feb. 9 for three weeks at Museum of Science and Industry, New York.

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Commercial

Commercial

YOUR OWN TAILORED RADIOL ALBUM

Take advantage of the know-how gained by our personnel in almost 10 years of preparing and publishing radio picture album's utilized profitably by nearly 200 stations...coast to coast! New plan distributes albums throughout your broadcast area...at no cost to you...at no cost to your listeners. Will produce new accounts...increase station revenue.

for exclusive representation in your city...write or phone 4-3262

American Radio Publications, Inc.
121 N. Washington St., Peoria 3, Illinois

COMPARES AD PULL

WPIK Alexandria, Va., has announced that as of Jan. 1, it will act as its own representative.

ROBERT ROAG, TV sales coordinator at KTLV (TV) Hollywood, has been appointed sales manager.

HENRY FLYNN, CBS Hollywood radio sales representative, is the father of a boy, Stephen Patrick.

HENRY UNTERMEYER, account executive at WCBS New York, and Adele Ellen Wells have announced their engagement.

MARTIN L. NIEHMAN, Alaska Radio Sales Manager for Pan American Broadcasting Co., and Maxine Stark were married on Christmas Day.

A.F.I. COMMUNITY THEATRE

Now a full time NBC Affiliate

1000 WATTS—740 K.C.
FULL TIME—CLEAN CHANNEL


BROADCASTING * Telecasting
1948 TOP NEWS

ABC RENEWALS
Three Are Re-Signed
GOODYEAR Tire & Rubber Co., Norwich Pharmacal Co. and Whitehall Chemical Co. each have signed 2-year renewal contracts with ABC, it was announced last week.

Goodyear, through A. M. Farber Agency, New York, has renewed its award-winning Sunday series, The Greatest Story Ever Told. It will sponsor the program at its 6:30 p.m. time over ABC stations. Renewal became effective Jan. 2.

Norwich, also renewing on a coast-to-coast basis over 210 stations, will again sponsor The Pat Man Fridays at 8 p.m. The contract, effective Feb. 3, was placed through the Lawton C. Gambin Advertising Agency, New York.

On the Pacific Coast ABC network of 17 stations, Whitehall has renewed its sponsorship of the Monday-Saturday Library. Under the agreement, Whitehall will provide "The World is Full of Wonders," a nationally syndicated news program.

NBC DRAMATIZES BEST TEN

The TEN best news stories of 1948, as selected by NBC's news and special events editors, were to be dramatized Sunday, Jan. 2, (2:30-3:30 p.m.) with Robert Trout as narrator.


Recorded voices of President Truman, Henry Wallace, Glenn Taylor, Thomas Dewey, Robert Simpson giving an eye-witness account of the Gandhi slaying, and the key figures in the spy investigations were to be heard on the show, which was to replace, for yesterday only, the NBC University Theatre.

RADIO NEWS
Covered in New Book


Mitchell Charney of the U. of Minnesota has just released, through Macmillan, News by Radio. The book covers the subject from all angles, giving a good working knowledge of the field to practitioner and layman alike.

News by Radio describes special practices, principles and characteristics developed in radio news short life. It evaluates them in the light of their effectiveness or failure. And it suggests methods of achieving and expanding the effectiveness of radio news and of avoiding failures.

A few of the subjects covered include the operation of a radio newsroom; getting the news together from various sources and writing it; local new coverage; special events and coverage of specialized fields, and laws covering radio news.

New Film Process

WESTERN Electric Co. on Jan. 6 will demonstrate to newsmen a new film recording process developed by the company which believes it to be "of special significance in the recording of films for television." Demonstration will be held at WE headquarters in New York, 195 Broadway.

JACK BENNY (second from left) and his wife Mary Livingston (right) pay a visit to CBS headquarters in Hollywood which became their new radio home when the Benny show moved to CBS Jan. 2. In the welcoming party are (l to r): Hildred Morin, producer of the Benny program; A. E. Jocelyn, director of operations for KNX Hollywood and the Columbia Pacific Network; Les Bowman, manager of technical operations, CBS Western Division, and George McCaughna, manager of building operations.

TRUMAN TOPS

WJZ-ABC News Story List

The Truman upset has been labelled by WJZ New York and ABC news editors in six bureaus in this country as the top news story of 1948, John Madigan, WJZ-ABC's nationalnews editor, has revealed.

Following is the list of the ten top news stories of the year selected by WJZ-ABC:

1. Election of President Truman
2. Berlin Crisis
3. Chinese War
4. Communist Failure in Italy
5. Communist Triumph in Czechoslovakia
6. Approval of the Marshall Plan
7. Korematsu Case and Its Aftermath
8. War in Palestine; Assassination of Count Bernadotte
9. Death of Babe Ruth
10. Spy Investigations; Bentley; Miss-Chambers

The 10 leading news events covered by television this year were:

1. Election of President Truman
2. Philadelphia Political Conventions
3. Metropolitan World War II Openings
4. Miss-Chambers Hearings
5. World Series
6. President Truman's Return to Washington
7. Special Session of Congress
8. Louis-Waltz-Mouot
9. Kosenkina Case
10. UN Coverage; Lake Success and Flushing
FM DELETIONS
Five Turn in CPs

DELETION of construction permits for five FM stations was granted by FCC last week, all upon request of station owners. Two of the FM outlets were reported dropped for economic reasons.

Lewiston-Auburn Broadcasting Co., licensee of AM station WLAM Lewiston, Me., turned in its FM permit for WLFR because it did not feel FM tear could be based on sound basis for years to come and desires to devote profits to improvement of its AM programming rather than to unprofitable FM operation," FCC said.

The Corinth Broadcasting Co., licensee of AM station WCMA Corinth, Miss., relinquished its authorization for WCMA-FM. FCC said "applicant believes it is economically unwise at present time to continue with FM" and will devote time and facilities to improving its AM operation.

Greenville Broadcasting Co., licensee of WGTG Greenville, N.C., turned in its permit for WGTG-FM "as the company is now engaged in the preparation of an application for assignment of license to Carolina Broadcasting System Inc.," Commission reported. Carolina Broadcasting was not identified.

Two other FM permits deleted were for WWNR-FM Beckley, W. Va., and WLON Front Royal, Va. No reasons were given. WWNR-FM permit was held by Rahall Broadcasting Co., licensee of WWNR Beckley, and WLON authorization was held by Hoyte Barton Long, AM applicant at Front Royal.

WEEI REALIGNS
Sales Staff Changes Made

A REALIGNMENT of the sales force of WEEI Boston has been announced by Wilbur Edwards, assistant general manager. Guy Cunningham, director of sales promotion, moves to sales department, where he will handle national sales.

Negotiations are sealed by Mr. McNaboe (seated) and (to right) Mrs. Ruth Tonne, Grant's Portland advertising manager; Mr. Carpenter; Roger Perry, Grant's Portland operations manager, and Leon P. Gorman Jr., WPOR sales manager.

HARRY PEARSON
Is Head of Seattle Club

HARRY S. PEARSON, partner in Pearson & Morgan advertising agency, has been elected president of the Advertising and Sales Club of Seattle. A former first vice president of the club, he will assume his new office at the first meeting of 1949.

Other newly elected officers are first vice-president, Mrs. Lorna S. Moirer; Honig-Cooper Co.; sec-

IT'S A HABIT!
For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

SMASHING precedent, WPOR Portland, Me. landed the largest time purchase ever made by the W. T. Grant chain of stores, Murray Carpenter, station president, revealed.

The deal, involving a 52-week contract for a weekly total of 450 minutes of sponsored program time, plus several evening Class A spot announcements per week, was consummated Dec. 2, Mr. Carpenter said. The time, placed direct, was based on the ABC outlet's regular retail rate card.

"This is the first time in the history of the W. T. Grant chain that

a Grant store has ever made a radio purchase of this magnitude," Maurice McNaboe, the chain's Portland manager, declared.

Programs purchased by the Grant store are:

- Breakfast Timetable, a recorded music and news show featuring Ray Shirley, 7-7:25 a.m. Monday through Saturday.
- Bing Sings, a program of Bing Crosby's most requested songs, 6-15-6:30 a.m. Monday through Saturday.
- Omelet Jury, an audience participation show originating in Grant's store, 12:30-12:45 a.m. Monday through Friday.
- Band by Demand, featuring a different popular band each evening, 6:30-6:45 p.m. Monday through Friday.

As You Like It, a telephone request record show featuring dedications, 9-10 a.m. Saturday only.

WPTO OR BREAKS ICE
W. T. Grant Makes Big Time Purchase

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Lewiston-Auburn Broadcasting Co., licensee of AM station WLAM Lewiston, Me., turned in its FM permit for WLFR because it did not feel FM tear could be based on sound basis for years to come and desires to devote profits to improvement of its AM programming rather than to unprofitable FM operation," FCC said.

The Corinth Broadcasting Co., licensee of AM station WCMA Corinth, Miss., relinquished its authorization for WCMA-FM. FCC said "applicant believes it is economically unwise at present time to continue with FM" and will devote time and facilities to improving its AM operation.

Greenville Broadcasting Co., licensee of WGTG Greenville, N.C., turned in its permit for WGTG-FM "as the company is now engaged in the preparation of an application for assignment of license to Carolina Broadcasting System Inc.," Commission reported. Carolina Broadcasting was not identified.

Two other FM permits deleted were for WWNR-FM Beckley, W. Va., and WLON Front Royal, Va. No reasons were given. WWNR-FM permit was held by Rahall Broadcasting Co., licensee of WWNR Beckley, and WLON authorization was held by Hoyte Barton Long, AM applicant at Front Royal.

WEEI REALIGNS
Sales Staff Changes Made

A REALIGNMENT of the sales force of WEEI Boston has been announced by Wilbur Edwards, assistant general manager. Guy Cunningham, director of sales promotion, moves to sales department, where he will handle national sales.

Negotiations are sealed by Mr. McNaboe (seated) and (to right) Mrs. Ruth Tonne, Grant's Portland advertising manager; Mr. Carpenter; Roger Perry, Grant's Portland operations manager, and Leon P. Gorman Jr., WPOR sales manager.

HARRY PEARSON
Is Head of Seattle Club

HARRY S. PEARSON, partner in Pearson & Morgan advertising agency, has been elected president of the Advertising and Sales Club of Seattle. A former first vice president of the club, he will assume his new office at the first meeting of 1949.

Other newly elected officers are first vice-president, Mrs. Lorna S. Moirer; Honig-Cooper Co.; sec-

IT'S A HABIT!
For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

SMASHING precedent, WPOR Portland, Me. landed the largest time purchase ever made by the W. T. Grant chain of stores, Murray Carpenter, station president, revealed.

The deal, involving a 52-week contract for a weekly total of 450 minutes of sponsored program time, plus several evening Class A spot announcements per week, was consummated Dec. 2, Mr. Carpenter said. The time, placed direct, was based on the ABC outlet's regular retail rate card.

"This is the first time in the history of the W. T. Grant chain that

a Grant store has ever made a radio purchase of this magnitude," Maurice McNaboe, the chain's Portland manager, declared.

Programs purchased by the Grant store are:

- Breakfast Timetable, a recorded music and news show featuring Ray Shirley, 7-7:25 a.m. Monday through Saturday.
- Bing Sings, a program of Bing Crosby's most requested songs, 6-15-6:30 a.m. Monday through Saturday.
- Omelet Jury, an audience participation show originating in Grant's store, 12:30-12:45 a.m. Monday through Friday.
- Band by Demand, featuring a different popular band each evening, 6:30-6:45 p.m. Monday through Friday.

As You Like It, a telephone request record show featuring dedications, 9-10 a.m. Saturday only.
TIME PROPOSALS

A DECISION flatly upholding FCC's right to examine the percentages of commercial sustaining time proposed by applicants was handed down fortnight ago by the U. S. Court of Appeals for the District of Columbia.

The Court affirmed the Commission's denial of an application of the Bay State Beacon Inc., of Brockton, Mass., which proposed to make up to 96% of its time available for sale. The case involved three applicants for 1450 kc with 250 kw at Brockton: FCC granted that of Cur-Nan Co. (WBKA) and denied those of Bay State Beacon and Plymouth County Broadcasting Co. [Broadcasting, Jan. 19].

A request for Supreme Court review of the lower court's ruling was being considered, but spokesmen for Bay State said late last week that no decision had been reached.

The Court rejected Bay State's contentions that FCC based its decision primarily on a "quantitative analysis" of the amount of commercial time proposed by the applicants. Even so, the Court continued:

"In Excess of Authority"

"To argue that the Commission may not in the performance of its plain duty inquire into the amount of sustaining time a prospective licensee purports to reserve if granted a license, and to further argue that if it does, such inquiry is in excess of its authority, contravenes the First Amendment and constitutes censorship prohibited by Sec. 326 of the [Communications] Act, to suggest that Congress intended to create the Commission and then by the very act of its creation, stultify and immobilize it in the performance of the specific functions that called it into being."

The decision was written by District Court Judge Matthew F. McGuire, who participated in the case by designation, on behalf of himself and Justices E. Barrett Prettyman and James M. Proctor. The Court found "no merit" in Bay State's argument that FCC predicated its decision on commercial-time comparisons and that "such a test is beyond the authority of the Commission, violative of the Communications Act, and unconstitutional."

The decision said:

First of all, the Commission predicated its decision on the fact of 96% of Bay State's programming being commercial and that such a high proportion of time devoted to commercial programs, especially in address programming, Cur-Nan, by virtue of its greater interest in sustaining time, regulating the amount of such time devoted to commercial programming, could more effectively realize its goal. Second, the Commission had found Bay State had "no such test. It is true that the factor of time devoted to commercial programs, especially in address programming, Cur-Nan, by virtue of its greater interest in sustaining time, regulating the amount of such time devoted to commercial programming, could more effectively realize its goal.

It found also that Cur-Nan had made a "favorable response" to the FCC's proposal to require a time devoted to "free speech." The Court said:

"The decision held that "the test laid down by Congress for the guidance of the Commission is as practical as any that could be devised for a body functioning as it does in the field of delegated authority.""

The Court also affirmed the First Amendment, the Court maintained that "certainly if a denial of a license would be violative of the First Amendment, then every unsuccessful applicant would have the right of free speech throttled and abridged . . . a palpably absurd conclusion."

Not Supported

"To the company's claim that FCC's findings with respect to local ownership were not supported by the record, the Court said: the point is utterly devoid of significance." The Court quoted Chief Justice Fred M. Vinson of the Supreme Court as holding, in a decision written as an appeal on the Court of Appeals, that FCC's findings "under the law must be maintained if they are not arbitrary or capricious or erroneous in law, and are based upon substantial evidence."

The purpose of the Commission, Chief Justice Vinson said, is "to determine under statutory direction the rights of the people of the U.S. to have the best possible radio service. The interest, convenience, and necessity of the public is an essential test for the privilege of operating a radio station. [FCC] is the only proper agency to decide these public questions."

During oral argument on the appeal [Broadcasting, Oct. 25], Richard A. Solomon, chief of FCC's Litigation Section, stressed that FCC had not found Bay State's program proposals to be "bad" but had merely held that Cur-Nan's were "better."

Joseph L. Rauh Jr., attorney for Cur-Nan, joined him in support of FCC's decision, while Philip J. Heyneman Jr., of the Washington firm of Segal, Smith & Hennessy, argued for Bay State.

Cur-Nan Co. is controlled by Matthew J. Noonan and Charles F. Burton, of Bay State Beacon, and is headed by Clarence A. McLaughlin Jr., attorney, who owns 21%.

RCA HONORS

Folsom Addresses Group

"WE ARE on the threshold of a great new industry," Frank M. Folsom, newly elected president of the Radio Corp. of America, told 726 general managers and vice presidents of radio stations, including RCA Victor Division, Camden, N. J., and the RCA Service Co., at a celebration in their honor in Philadelphia. "Fifty years ago, this impact on the public came from the Victrola phonograph. Twenty-five years ago it came from the first radio tubes. Today it is coming from television."

The Service Award program was inaugurated during the second week of December with 861 employees of the RCA Victor Division across the nation being honored for 25 or more years of service. Three "deans among management" were among those honored: L. W. Teagarden, vice president in charge of the RCA tube department; D. F. Schmit, vice president and director of engineering; and Arnold K. Weber, Camden plant manager of personnel.

James W. Murray, vice president in charge of RCA Victor Record Activities, rewarded seven employees of the Hollywood plant on Dec. 8 at Bel Air, Md. John G. Wilson, executive vice president of the company, presented awards to 116 Harrison plant employees Dec. 14 in Newark. The next night, Mr. Wilson rewarded seven employees of the Lancaster (Pa.) plant.

W. M. Norton, president of the RCA Victor Distributing Corp., made the awards to three members of his organization Dec. 15 at the Electric Club, in Chicago. W. T. Warren, chief engineer of the RCA Victor Record Department, rewarded three recording engineers at RCA Victor's Chicago recording studio, and, at the same location, H. J. Mayer, Chicago district manager of the RCA Service Co., honored one employee of his organization.

The week of ceremonies ended Dec. 16 at the Naval Officers Club, Indianapolis, where J. B. Elliott, vice president in charge of the home instrument department, presented 25-year awards.

W.SRS Cleveland Heights, Ohio, observed its first birthday Dec. 7 with special features and a two-hour infestation disc show. Grouped around the birthday cake are: Seated: Joseph (1), technician; Lyman, and Samuel Sague, president; standing (1 to r)—Jeanne Boll, Ruth Majors, Joyce Johnson, all staff members.

KCL FT. WORTH

Construction is Started

CONSTRUCTION has begun on the transmitter for KCL Fort Worth, scheduled to go on the air in the spring. Licensed to East-West Broadcasting Co., station will operate as an independent at 1560 kc with 5 kw day, 1 kw night.

KCL will be on the air daily from 6 a.m. to midnight, according to Bruce Chambers, president and general manager. Mr. Chambers formerly was program director of KWBU Corpus Christi, Tex.
Scripps-Howard asks FCC to reconsider

Scripps-Howard Radio has petitioned FCC to reconsider its order requiring the company to make a choice between its WCPO Cincinnati application for 630 ke and its application to buy WVLK Versailles, Ky., and move it to Cincinnati. Scripps-Howard has shown consistently, spokesmen said, that it intends to prosecute the 630-ke application, one of three involved in a competitive hearing which FCC reopened after issuing a "final" decision favoring WLAP Lexington, Ky. [Broadcasting, Oct. 25].

The application for consent to buy WVLK did not develop until about three weeks before the 630 ke case was reopened, Scripps-Howard pointed out, noting that this is some six months after FCC issued its decision granting WLAP's application and "denying" WCPO's and Queen City Broadcasting Co.'s. The applications are for a few day and 1 kw night.

Since the WVLK application has not been formally "accepted" by the Commission, and since it was filed when it appeared that the 630 ke decision had become final, Scripps-Howard could see no reason why it should now be required to make a choice between the two.

Transfer Said Necessary

Further, the petition said, the WLAP transfer application is necessary to meet FCC's requirements that agreements affecting the control of stations must be reported to the Commission.

The WVLK application covers an agreement by which Scripps-Howard would acquire WVLK (590 ke, 1 kw) from Baseball Commissioner A. B. (Happy) Chandler and associates for $225,000 and move it to Cincinnati [Broadcasting, Sept. 20]. Upon approval, Scripps-Howard would dispose of WCPO, which operates on 1230 kc with 25 w, but would retain the call letters of the Cincinnati station.

Scripps-Howard's petition, filed in reply to an FCC order holding that either the 630 kc or the WVLK application must be dropped [Broadcasting, Dec. 13], was submitted by Philip J. Hennessey Jr. of the Washington law firm of Segal, Smith & Hennessey, counsel for Scripps-Howard.

CBS Changes

Several Sustainers Move

The following changes for CBS sustaining programs were announced last week by the network: Life With Luigi, now on Wednesdays, 8:30-9:30 p.m., switched to Sundays, 9:30-10 p.m., starting Jan. 7.

Philip Merrow, now on Sundays, 8:30-9 p.m., changes to Saturdays, 8:30-9 p.m., Jan. 8.

Money Amsterdam Show, now Tuesdays, 10:30-11 p.m., will be heard one hour earlier on Mondays, 9:30-10 p.m., starting Jan. 4.

Winner Take All, now Saturdays, 9-9:30 p.m., changes to Sundays, 7-7:30 p.m., Jan. 8.

Jame's J-Wax will be known as Bear the Clock starting Wednesday, Jan. 10, 10-12 p.m.

Mr. and Jane returns to the air in the 10:30-11 p.m. spot on Tuesdays, starting Feb. 1.

Engineering

Firms Reserve Show Space

Ten weeks before the opening of the 1949 radio engineering show at New York's Grand Central Palace, March 7-10, 1949, 12½% more exhibitors have booked space than in 1948. Last year 165 organizations exhibited, while 192 firms have reserved space for this year's exhibition.

Exhibits ranging from raw materials, used in radio and electronic manufacture to complete transmitters and studio equipment will be shown, with over 12,000 engineers expected to attend.

Fourteen half-day technical sessions will be held in Grand Central Palace lecture halls, with additional programs scheduled at the Commodore Hotel. New features include a nuclear center for exhibiting the test, control and laboratory equipment of nucelastics, in which 14 firms are participating, and special sound theatres, in which six audio equipment firms are demonstrating.

WBLS Sale

United Bstg. Co. Buyer

WBLS Essex, Md., suburb of Baltimore, was purchased last week by United Broadcasting Co., licensee of WOLK Silver Spring, Md., subject to FCC approval. The price was $80,000 for the 1 kw daytime station, operating on 1570 kc. Silver Spring is a suburb of Washington. Blackburn-Hamilton Co. handled the transaction.

Richard Eaton, president of United, said that under his proposed operation increased emphasis would be placed on WOLK and WBLS public service features. He plans to build additional educational and service programs for both outlets.

Present owner of WBLS is Sidney H. Tinley Jr., Baltimore real estate firm. Mr. Tinley said he was unable to devote sufficient time to the station's operation. Washington attorneys participating in the transaction are Andrew Bennett for WBLS and Stephen Tuhy Jr., for United. Howard S. Frazier, of Frazier & Frazier, has been directing WBLS for some months under a management contract.

Philo Sales Meets

James H. Carmine, vice president of distribution, Philco Corp., Philadelphia, has announced that the company will "unveil exciting new developments in television" during sales conventions this month. Over 1,500 representatives of the company's wholesale distributors will meet in Palm Beach, Fla., Jan. 5-9, and Santa Barbara, Calif., Jan. 13 and 14. The international division of Philco will hold a separate sales convention in Palm Beach, Jan. 8, with more than 50 key distributors and the company's products throughout the world in attendance.

Blanche Hunter, specialist in television make-up for CBS, is the subject of a picture-story in February issue of Ebony. The Negro cosmetician is credited with developing many new techniques in video performers' make-up.
EARLY morning broadcasts originating from the offices of various radio stations are being offered by WJR, Detroit, to listeners on the air, in the streets, and in the traffic lanes. Entitled Listen Live, program also includes music and commentary by Bob Maxwell, Police Dept. A portion of the program is compiled from official reports submitted by city agencies directly concerned with public safety and traffic. Greater Detroit Plymouth Dealers Assn. sponsors the program. Agency is Powell-Grant Adv., Detroit.

Inaugural Ceremonies on TV
TO commemorate the first post-elections in the Commonwealth of Massachusetts, WNAC-TV Boston will teletape the complete inaugural ceremonies on Jan. 6. Program will cover the singing of the national anthem by representatives of various states, the president and the Senate, and his first speech as governor. WNAC-TV will remain on the air from 11:45 a.m. to conclusion.

Let's Listen in Spanish
WHAT Philadelphia launched its first Spanish radio program a few weeks ago, and it proved popular enough to warrant a change from a half-hour to a one-hour broadcast from 10-11 p.m., Monday through Saturday.

'The Singing Lady' Returns
ONE of the most popular children's radio programs, The Singing Lady, is returning to new generation of children by way of television. Under sponsorship of The Kellogg Co., Battle Creek, Michigan, Wicky Wicker's "The Singing Lady" will be seen and heard on ABC-TV network beginning early this year, W. N. Ayres & Son, New York, is the agency. In this new series Miss Wicker will use puppets to enliven the stories.

Opportunity Knocks
DESIGNED to give Dixie talent a chance to try their luck on television, Television Tryouts made its debut on WSB-TV Atlanta. Program is a variety exhibition featuring local talent. Performers will compete against each other, and the winner each Thursday will appear on the following week's show.

Mr. Morgan
WCAU-TV Philadelphia is presenting Spotlight Time variety show every Tuesday, 7:15-7:30 p.m., under sponsorship of the Philadelphia Automobile Co., Kaiser-Frazer dealer. Joyce Ayres sings leading numbers and introduces professional and amateur artists. Joseph Lownenthal Adv., Philadelphia, handles the account and sets the package.

Eversharp Order
FEDERAL Trade Commission has acknowledged receipt from Eversharp Inc., Chicago, of a stipulation-agreement to cease further misrepresentation on behalf of products, Eversharp Schick Injector razor and blades. Agreement provides firm will "cease and desist" that they prevent nicks or cuts while shaving or that they shave without skin irritation.

TV PACKAGE, Floor Show, owned and produced by World Video, New York, moved from WPIX New York to the full NBC-TV East Coast network, Sat., Jan. 1, 8:30-9 p.m.

CONTRIBUTED

CONTRIBUTED

LATEST HITS
from RCA VICTOR
...special "DJ" couplings
for your platter shows

DJ-619
THE PAGE
CAVANAUGH
TRIO
The Gal Who's Got My Heart
I'm Gonna Get Lost from You

DJ-620
DUKE
ELLINGTON
Caravan
In a Sentimental Mood

DJ-621
LENIA
HORNE
Where or When
from the M-C-H Elia
Words and Music
The Man I Love

DJ-622
"DJ" disks couple the room of the RCA Victor for your convenience!
HARRY LUBCKE
TV Arts & Sciences Head

HARRY R. LUBCKE, head of KTSL (TV) Los Angeles, was elected president of Academy of Television Arts & Sciences, Hollywood, at meeting Dec. 21.

Other officers elected were: First vice president, Don McNamara, director of television, Telefilm Inc.; second vice president, Russell Furse, television distribution manager, Cascade Pictures of Calif.; treasurer, Lenore Kingston, writer and TV actress; corresponding secretary, Robert Packham, producer of NBC Chesterfield Supper Club; secretary, James Vandiveer, Keka-TV Hollywood, director of remote programming; recording secretary, Betty Mears, radio dramatist; secretary to treasurer, Catherine Sibley, USC teacher of communications English.

Three directors-at-large elected include Ed Nassour, president of Nassour Studios, Hollywood; Ray Montfort, chief engineer, KTV (TV) Los Angeles; Jack Strauss, Kinescope sales manager, Television Relay Inc.

ELEVEN sponsors of video programs, 17 sponsors of announcements and 43 advertisers participating in the sponsorship of Your New York, 80-minute Saturday night news program, are included in the latest current sponsor list of WMIS (TV) New York, dated Dec. 20, 1948.

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**STAR STORIES**

**WILL MAKE MONEY FOR YOU**

You can't argue with success! STAR STORIES have proved successful with users throughout the land! Two dramatic narrations per show, 15 minutes with three minutes for commercials...beginning, middle and close. Seventy-eight of these 15 minute shows are available at a rate which will surprise you. FREE COPY ANALYSIS SERVICE...To further insure success to users of STAR STORIES.

Write for all these money making, dramatic details and low rates for your station. Remember tested ideas that have made money for others. Can't hurt for your... STAR STORIES -- that earn money -- that are successful.

---

**FREE FULL DETAILS AND PRICES**

THE NATIONAL RESEARCH BUREAU, INC.
NATIONAL RESEARCH BUILDING
18 BROADWAY, NEW YORK 13

Without cost or obligation send me full franked copy of STAR STORIES and FREE Grows Analyzing Service.

Name_________________________
Address_____________________
City_________________________
State________________________

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**HARRY Rhea has joined WPLJ-TV Philadelphia, as assistant chief engineer. He has been in radio and television for 15 years, with RCA and as a consulting engineer.**

**Charles W. Grim Jr., formerly with KREO Indio, Calif., has joined KFPM Los Angeles engineering staff.**

**Edwin J. Harte, formerly with WPMZ Allentown, Pa., has joined WCAU Philadelphia's AM studio group. Additional new WCAU personnel include: SHAHAN H. ALLEMAN, as chauffeur-duty-light man on WCAU-TV crew; RAYMOND STAHL as supervisor of audio maintenance, and Frank Catanzaro, supervisor of television maintenance.**

**William J. Loyd, WSB Atlanta engineer, and June Coley have announced their marriage.**

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**NBC VIDEO GLOSSARY**

**Additional Terms From ‘Television Talk’**

**EDITOR’S NOTE: THROUGH a printer’s error, NBC’s television glossary, begun last week on page 16, was not continued over to page 43. Here is the remainder of the glossary, beginning with expressions under the letter “N.”**

Head room—The lower between the actor’s head and the actual top of any setting. Refers to the amount of upward camera movement possible without overshooting a character.

High hat—A camera mount for use on set top or other such waist-high object.

Hot light—A concentrated light used in the studio for emphasizing features and bringing out contours.

Inky—An incandescent lamp.

Key light—Overall general illumination.

Kill—to order the elimination of anything in the studio, e.g., “kill the chairs,” or “kill that light.”

Lose the light—Term used in directing cameras, i.e., “Move to your next position when you lose the light.”

Masking piece (or wall) A wall section arbitrarily included in a setting to provide a back ing for acute changes in camera angles.

Miniature—A small scaled setting or display used to establish a locale; a maquette.

Model (verb) To order to move expressively before the camera—e.g., as in fashion shows.

Neno—Broadcast originating in some location other than the television studios.

Noodle—to play a few bars of background music or improvisation, usually behind titles—known as “noodling.”

Optical lens—The lens focusing the image of the scene to be televised.

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**DuMONT SALES**

**May Double 1947’s**


Letter, accompanying the first dividend checks on the company’s common stock, $24 a share, notes that since “starting operations in 1931, it has been a long, up-hill battle to reach this point. Earnings today are in excess of this dividend but it is necessary to plow back the greater part.

“We must provide additional working capital and fixed assets so your company can retain its present position in the television and allied industries and take advantage of the enormous growth in the next five years.”

Pointing to the recent purchase of two plants, adding more than 700,000 square feet of manufacturing space or double that which DuMont had a short time ago, Dr. DuMont said, “While it takes time to equip and man such additional facilities, we look forward to 1948 with confidence that sales will greatly exceed 1948, assuming no very substantial change in the national economy.”

The company’s TV operation is “still operating at a loss,” he reported, “but television receiver sales are constantly increasing and as the number of viewers grows the broadcasting end of the business should become one of the more profitable divisions of your company.”

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**TULLIS-VICTOR**

**Joined in New Agency**

A. J. VICTOR has purchased 50% stock holdings of Howard Tullis Co., Hollywood, joining the firm as chairman of the board. Agency name changed to Tullis-Victor Co. A. J. Victor continues as president of the agency.

Mr. Victor for the past four years was account executive with XXIA Pasadena...
December 23 Decisions

BY COMMISSION EN BANC

Model City Broadcasting, Co., Inc., Aniston, Ala.—Upon petition for extension of license for new station WJAX 1310 k.w., to be located at 1301 S. Buelah Blvd., Aniston, Ala. and construction permit for new station WQNC 1310 k.w., to be located at 1301 Buelah Blvd., Aniston, Ala., granted.

WBNH, Alexandria, La.—Granted mod. CP to increase N power from 500 w. to 1,000 w. and to make changes in engineering condition.

WRH, Athens, Ohio.—Granted mod. CP, to specify increased radiating power in Don. Engineering condition.

WEDE Reading, Pa.—Granted mod. CP to make changes in licensed construction permit for new station WDEE 1450 k.w. to 1,500 k.w., to be located at 1450 S. Field Ave., Reading, Pa., calculated and set aside under Sec. 73.24(a) and designated for hearing.

AFR, K Balk, New York City, N.Y.—Granting of license for new station WHAL 1450 k.w. to 1,500 k.w., to be located at 1450 W. 165th St., New York, N.Y., granted.

WJKN, Kansas City, Mo.—Accepted amendment for new station WJKB 1450 k.w. to 1,500 k.w., to be located at 1450 E. 60th St., Kansas City, Mo., for extension of license.

WTAU, Alexandria, La.—Granting of license to thereafter change frequency, increase power etc. from 1,000 w. to 2,000 w. and to make changes in engineering condition for new station WTAU 1450 k.w. to 1,500 k.w., to be located at 1450 S. Buelah Blvd., Aniston, Ala., granted.

December 10 Petitions for Rehearing

WDRD, Atlanta, Ga.—Petition for rehearing of extension of license for new station WDRD 1500 k.w., to be located at 1300 W. Peachtree St., Atlanta, Ga., denied.

WPHG Berkeley, Calif.—Petition for rehearing of order transferring WPHD 1310 k.w. to 1450 k.w., to be located at 1450 S. Buelah Blvd., Aniston, Ala., denied.

December 10 Decisions

OW, Owego, N.Y.—Granting of license for new station WOB 610 k.w., to be located at 610 E. Main St., Owego, N.Y., granted.

WMT, Cedar Rapids, Iowa.—Granting of license to thereafter change frequency, increase power etc. from 1,000 w. to 2,000 w. and to make changes in engineering condition for new station WMT 1450 k.w. to 1,500 k.w., to be located at 1450 W. 165th St., New York, N.Y., granted.

WDAF, Kansas City, Mo.—Granting of license to thereafter change frequency, increase power etc. from 1,000 w. to 2,000 w. and to make changes in engineering condition for new station WDAF 1450 k.w. to 1,500 k.w., to be located at 1450 E. 60th St., Kansas City, Mo., granted.

December 23 Applications

WCHQ, Birmingham, Ala.—Granting of license to thereafter change frequency, increase power etc. from 1,000 w. to 2,000 w. and to make changes in engineering condition for new station WCHQ 1450 k.w. to 1,500 k.w., to be located at 1450 S. Buelah Blvd., Aniston, Ala., granted.

WLPJ, Corpus Christi, Tex.—Granting of license to thereafter change frequency, increase power etc. from 1,000 w. to 2,000 w. and to make changes in engineering condition for new station WLPJ 1450 k.w. to 1,500 k.w., to be located at 1450 W. 165th St., New York, N.Y., granted.

December 23 Applications

December 23 Applications

December 27 Applications

December 27 Applications

December 27 Applications

December 27 Applications

December 27 Applications

December 27 Applications

When you think of REPLACEMENTS

RE-TUBE with...

AMPEREX

ALL TYPES — TRANSMITTING AND RECTIFYING TUBES

AMPEREX ELECTRONIC CORP.
25 WASHINGTON STREET, BOSTON, Mass.

In Canada and Newfoundland, Agnes Electronic Limited
11-19 Brunville Road, Lachine, Montreal, Canada
On All Accounts
(Continued from page 10)

musical and script programs for the agency's London office. This included Carson Robinson, Morton Downey, and the Four Ink Spots. Along with it he wrote copy for such agency accounts as Barbasol, H-O Oats, Rheingold Beer, Gunther's Beer and Texaco.

With resignation from that agency, more than a year of freelancing followed, and in 1940 Innes found himself a commercial agency, more included Carson Robinson, Morton Downey, and the Four Ink Spots. Along with it he wrote copy for such agency accounts as Barbasol, H-O Oats, Rheingold Beer, Gunther's Beer and Texaco.

Reno Promotes FM
A 16-PAGE special section devoted entirely to promotion of FM and KWRN-FM Reno, 10 kw station which began operation last month on Channel 238 (95.5 mc), supplemented the Nevada State Journal of Reno Dec. 1. Supplement featured stories on KWRN-FM personnel and programs, many of which are duplicated from KWRN, ABC AM affiliate. Advertisements from local dealers and distributors extended congratulations to KWRN-FM as "Nevada's Most Powerful Radio Station." Outlet is licensed to Reno Newspapers Inc.

TOWERS TOPPLE
KRLD Off the Air 5 Hours
KRLD Dallas resumed normal broadcasting just before noon Dec. 21 following the collapse of its two 478-foot towers about 3:30 that morning while the station was off the air. The 60 kw station returned to the air at 10:51 a.m. with combined efforts of the local power company and the KRLD staff. KRLD-FM will remain off the air for about five weeks, however, before its antenna can be replaced.

Other stations in the area offered aid but the emergency work was handled so quickly KRLD did not require help, it reported. Other stations carried announcements, however, informing listeners of the mishap. The towers were located near Garland, 15 miles east of Dallas. KRLD power was reduced from 50 kw to 10 kw after the collapse.

Investigation indicated that a broken insulator on a one-inch guy wire, supporting the north tower, caused it to topple, dragging the south tower down with it.

Two permanent towers have been ordered as replacements.

Feature of the Week
(Continued from page 10)

KOMO news editor Millard Ireland and announcer-producer Bob Hard, that the program is "a discussion program based on current headlines—and the reputation of the program rests on the fact that the students' views are genuinely subjective, uninstructed, undirected and extemporaneous."

To insure that they are, Messrs. Ireland and Hurd send the topics to the students just a few days before the assembly, and reserve the actual headlines until broadcast time.

Students—four speakers and two alternates—are chosen by the school, with the understanding that they should include persons of contrasting political views, chosen for their ability to think, rather than because they have "good radio voices."

"It won't work!" That was the emphatic opinion of most of the school principals when the idea was originally broached in 1946.

Finally two hardy principals agreed to cooperate in the experiment. The first shows were so successful that the program has been on continuously, during the school year ever since. In the over 30 broadcasts aired in that time, everything has gone on as recorded by the students, except for two remarks—deleted as libelous.

Educators, both local and national, unanimously agree that most of the discussions have revealed intelligent and penetrating thought on profound subjects.

But the final test, of course, is listener reaction. From its first season, Youth Views the News has held a Cooperator over 5,0, the highest for that time of day in Seattle.

WGVM ON AIR
Segal's Station in Miss.
WGVM Greenville, Miss., owned by David M. Segal, who also operates KTPS Texarkana, Tex., has begun operation with 1 kw power on 1290 kc. Programs are being fed to the station by the Cotton Belt Regional Network.

WGVM personnel includes Myrl Stein, formerly at WMHT Marshall, Tex., as station manager; Lou Kurts, program manager, and Welton Jetton, chief engineer. The latter two previously were with KTPS. Station is serviced by Lang-Worth and United Press. WGVM went on the air Dec. 19.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.  ADams 2414

McNARY & WRATHALL
RADIO ENGINEERS
906 Noll Press Bldg., 1407 Pacific Ave.
Washington 4, D. C.  Santa Cruz, Cal.

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
Mondial 3-3000
Little Falls 4-1000
Labs: Great Notch, N. J.

Commercial Radio Equip Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG., DI. 1319
WASHINGTON, D. C.
PORTER BLDG., LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
932 NATL PRESS BLDG., NA. 3373
WASHINGTON, D. C.

J. WARNER BLDG., WASHINGTON, D. C.
15th & E Sts., N. W.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8315
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N. W.—Metropolitan 4477
WASHINGTON, D.C.

WARNER BLDG., PORTER
Washington, D.C.

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8315
WASHINGTON 4, D. C.

WASHINGTON, D.C.

WELDON & CARR
WASHING-TON, D. C.
1605 Connecticut Ave., N.W.
WASHINGTON 6, D.C.

HERBERT L. WILSON
1055 CONNECTICUT AVE., N.W.
WASHINGTON 6, D.C.

WELDON & CARR
1605 Connecticut Ave., N.W.
WASHINGTON 6, D.C.

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D.C.

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St.
Triangle 4400
CHICAGO 19, ILLINOIS

Kear & Kennedy
1703 K St., N.W.  STERLING 7932
WASHINGTON, D. C.

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
1238 Kenwood St., N. W.
ORDway 8071
Washington, D. C.

GUY C. HUTCHESON
1100 W. ABRAM ST  PHONE 1218
ARLINGTON, TEXAS

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-2377
Lake Charles, La.

Lynne C. SMEBY
820 13th St., N. W.  EX. 8073
Washington 5, D. C.

GUY C. HUTCHESON
1100 W. ABRAM ST  PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
28 Algoma Bldg. Ph. Blackhawk 22
Oshkosh, Wisc.

PREISMUS & BISER
AM, FM, Television
Allocation, Station Design
Management Training Associates
3208 14th St., N. W.
Washington 10, D. C.  ADams 2399

SILLIMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. Re. 6644
Washington, D. C.

SILLIMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. Re. 6644
Washington, D. C.

LEE E. BAKER
Consulting Radio Engineer
FRITZ BAUER, ASSOCIATE
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

Rothrock & BaIrey
SUITE 604, 1737 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

WELDON & CARR
4813 Bethesda Ave., Bethesda 14, Md.
Olive 8200

ROTHROCK & BAIREY
SUITE 604, 1737 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

Gilles Bros.
1108 Lillian Way Glodstone 6178
Hollywood, California

Gilles Bros.
1108 Lillian Way Glodstone 6178
Hollywood, California

GEORGE C. DAVIS
801-314 Monroe Bldg.—Sterling 6111
Washington 6, D. C.

ROBERT P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.  Republic 3984

Raymond M. Wilmotte
PAUL A. deMARS
ASSOCIATE
1449 CHURCH ST., N.W.  DI. 1324
WASHINGTON 6, D. C.

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.  Republic 3984

Kear & Kennedy
1703 K St., N. W.  STERLING 7932
WASHINGTON, D. C.

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St.
Triangle 4400
CHICAGO 19, ILLINOIS

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2381

Alloyion & Field Engineering
28 Algoma Bldg. Ph. Blackhawk 22
Oshkosh, Wisc.

William E. Benns, Jr.
& ASSOCIATES
3730 Kenwood St., N. W.
O'Keeffe 8071
Washington, D. C.

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-2377
Lake Charles, La.

GUY C. HUTCHESON
1100 W. ABRAM ST  PHONE 1218
ARLINGTON, TEXAS

SAXON & WINSTON
Dallas
2222 N. Fitzhugh Tr. 7-5756
Longview
P. 0. Box 1866  4331

LEE E. BAKER
Consulting Radio Engineer
FRITZ BAUER, ASSOCIATE
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

January 3, 1949  •  Page 65
Help Wanted

Situations Wanted

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$2 minimum. All other classifications. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 370 North Paulina St., Chicago 14, Ill. or huge BROADCASTING is not responsible for the return of application Material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Regional network station in large metropolitan city in central states needs general manager, minimum age 30. Box 543, BROADCASTING.

Medium sized station in large metropolitan city in central states needs general manager, minimum age 30. Box 544, BROADCASTING.

I am interested in manager for 250 watt AM network affiliated station in southern market of 40,000. Affiliated with major advertising agency. Salary and commission to be discussed. Letter of interest, state experience, give references of clients and box number. First letter. Box 609, BROADCASTING.

Salezmen

Sales manager for midwestern ABC affiliate in large city. Salary and commission to be discussed. Good position. Minimum age 25. Box 545, BROADCASTING.

Sales manager and salesmen, FM station experience. Gollod on the air 4 years. WDES, 1250 Radio Place, Detroit 28, Mich.

Excellent opportunity for salesman of real ability and high character. Must be thoroughly experienced in important Texas market. Box 511, BROADCASTING.

Experience time salesman for rich Pacific Coast market. 15% commission on all sales. Single preferred. Box 603, BROADCASTING.

Good proposition for someone wanting to enter broadcast sales. No selling experience necessary. At least 25 years old. Good percentage commission. Mutual affiliation. Office in Phoenix, Arizona. Box 512, BROADCASTING.

Local salesman for first station in city of 125,000. Network affiliate fulfills, well established, salary and commission. Opportunity for advancement to assistant manager and in time to executive position. Must have sales of important multiple radio interests in Great Lakes area. Box 513, BROADCASTING.

Salesman wanted to travel local market in New Mexico. Box 514, BROADCASTING.

Texas kilowatt needs competent experienced salesman. Photograph and complete records. Box 668, BROADCASTING.

Announcer

Announcer—Morning man to wake 'em up. Salary $40 to $50 weekly. Must be experienced in doing record show and possibly news bulletins. Ideal for midwest. Job opens after January 15. Write Box 661, BROADCASTING.

Announcer with superior voice and thorough experience needed by network station in beautiful southwestern city. Box 572, BROADCASTING.

If you can build an audience and have a record of proven performance, a good job is available on the announcing staff of station in large Texas city. Box 577, BROADCASTING.

Wanted Immediately. Top morning disc jockey. No beginners. Must have good voice and sales. Must be willing to do fill-ins. In first letter give details, references and salary expected. We are a regional network station in midwest city of over 100,000 popula- tion. Box 663, BROADCASTING.

Help Wanted

Help Wanted (Cont'd)

Announcer—engineer combination—Great opportunity for two well experienced engineers with progressive southern network. Opportunity for advancement. Want reliable men. Disc and photo to Box 674, BROADCASTING. All letters answered.

Technical

Wanted operator for 250 watt AM and 15 kW FM transmitters. Please give complete details first letter. WKBW, Rochester, N. Y.

Chief engineer—West coast regional directional. Send full details, photo, salary requirements. Box 659, BROADCASTING.

Recording engineer—We are looking for recording engineer with progressive engineering. He must be completely familiar with commercial recording engineering and be well versed in installation of new equipment. Must have experience in engineering department of a new division of an already successful radio enterprise. Give detailed description of equipment and qualifications for the position desired. Replies held in strictest confidence. One employee know of this ad. Write Box 546, BROADCASTING.

Combination engineer-announcer. Engineering experience unimportant. Strong sales effort required. Box 570, BROADCASTING.

Wanted experienced engineer with best references wanted by network local in pleasant southwestern city. Box 576, BROADCASTING.

Texas 250 watt transmitter operator of stable character. Box 572, BROADCASTING.

Three combination first class engineers— sold transmission engineer. Contact Monroe Lowery, Radio Station WAG, Memphis, Tennessee.

Chief engineer of proven qualifications and many years experience with a prominent station. WANTED. Box 574, BROADCASTING.

Assistant chief engineer wanted in southwestern local. Box 574, BROADCASTING.

Wanted operator for 250 watt AM and 15 kW FM transmitters. Please give complete details next letter. WEK, Kingsport, Tennessee.

Production-Programming, others

Copywriter—who can produce selling copy, knows California network affiliate. Sample scripts, speed, full details. Box 652, BROADCASTING.

MBS affiliate program director—Man with proven record of ability to manage a fairly successful regional MBS station in a city with a very high population or more preferably in the northeast. Write stating age, salary desired, reason for wanting to leave present job, picture.Be sure you have his present job with his present station. He has been built up primarily from the junior ranks and is considered one of the best people and bright ideas. Tell us what you did to get you where you are. Box 641, BROADCASTING.

Combination man—Equally capable engineer and announcer. Send disc, engineering qualifications and references. Box 644, BROADCASTING.

Continuity and script writer who can write copy with selling punch needed by network station in working conditions. Box 575, BROADCASTING.

Help Wanted (Cont'd)

Independent 1000 watt AM-FM pair. Chicago has two openings. News writer and continuity writer. Box 659, BROADCASTING.

Program and news writerannoncea-wanted. Program. Opportunity to become program director. Station affiliated with major advertising agency. Openings for news writer and typewriter. Write and get a response from Station Manager. Box 670, BROADCASTING.

Situations Wanted

Managerial

Experienced manager can give your station a solid, businesslike administration and direct program policy that will increase audience. Proven ability. Will give sensational results but will give you real dollars instead of phonograph book profits. Box 654, BROADCASTING.

General manager available, sober, family man. Fifteen years experience in construction and operation. Top record, retainer sales. South only. Box 72, BROADCASTING.

Successful manager desires change in management. Combination sales and engineering. Box 595, College graduate, 23. Sports and activities copy preferred. Box 396, BROADCASTING.

Manager—Successful fifteen year network affiliate manager desires change from present position. Has been associated with major network in all departments. Five years assistant to general manager. Box 656, BROADCASTING.

Sports director with nine years play-play in major sports, commercial newscast, had a background desiring of combination program director. Box 579, BROADCASTING. Available January 15. Box 578, BROADCASTING.

Young, enthusiastic, college graduate, experienced commercial manager. Takes time sales. Copy writer wants position with advancing station. Owns car and loves to sell. Available first of February. All good offers considered. Box 677, BROADCASTING.

Successful, experienced manager available. Came up through the ranks. Know all phases of the business. Has prestige employer. Box 571, St. Louis, Missouri.

Wanted—Position as PD in medium size market. Prefer to work in Mike operation. Twelve years experience. Box 573, BROADCASTING.

WANTED. Assistant general manager wanted in New York City. Box 655, BROADCASTING.

Salezmen

Salesman with knowledge of basic television production and television techniques desires position in either sales or programming position with television department of advertising agency in east or west coast. Young, aggressive, proven. Box 657, BROADCASTING.

Situations Wanted (Cont'd)

Ex sportscaster and announcer in Virginia desires position in east or New England. Opportunities in Play-by-play and all sports. Will work in major league and college, football, hockey, college, basketball. Box 658, BROADCASTING.

Announcer, with five years experience all phases of Chicago radio. Desires change. Box 659, BROADCASTING.

Experience announcer—deejay, board, voice-over man. Box 664, BROADCASTING.

Young girl, graduate School of Radio Technique. Wants permanent position in voice-over work. Prefer announcer, radio, television. Box 665, BROADCASTING.


Basketball play-play. Nine years experience all sports. Box 630, BROADCASTING.

Single, willing to travel. Graduate of leading western school. Radio City New York. Disc and photo upon request. Box 550, BROADCASTING.

Staff announcer—Young, single, veteran play-play. Experienced play-play and top radio and top school New York radio school. New England preferred but not necessary. On the lookout for position on ambition. Box 666, BROADCASTING.

Good newscaster—Available on short notice. 25c, sober, easy to work with, experienced seasoned newsmen seeks New York or New England position. Deluxe disc, photo and references. Gooduncollected references. Send full details, references, and all packages to. Box 667, BROADCASTING.

Network show experienced announcer and prominent disc jockey now programs and will consider good experienced announcing position. Minimum salary $25 week. Box 622, BROADCASTING.


Announcer, ambitious, versatile. Available, well-trained. Box 685, BROADCASTING.

A background of many years of athletic experience, college education and advertising experience plus several years of sport broadcasting. Box 690, BROADCASTING.

Station in South Dakota is surveying its market and looking toward a more diversified operation. Will consider experienced announcer or disc jockey. Box 691, BROADCASTING.

Stability plus ability equal performance of announcer. Thoroughly experienced in news, special events, valuable play-plays, shows, sports. Languages, music, education, programming—any knowledge of now production. Available now. Call or write Herb Gilchrest, 751 West Monroe Ave., Chicago 11, Atlanta 5-0316.

Vettsatellite—Two years experience wants opportunity with one or more broadcast stations. Prefer location in Ohio. Previously employed, married, Bill Foster, 410 N. Clinton St., Adrian, Michigan.

Chief announcer regional station. 5 years experience. Wants announcer or program director job. Box 669, BROADCASTING.

Announcer, 25, capable, experienced. Box 670, BROADCASTING.

Presently employed as staff announcer and script writer. Want opportunity to do news and special events and all phases of programming for progressive midwest or California stations. Single, 23, have college degree and plenty of fresh ideas. Box 667, BROADCASTING.
Situations Wanted (Cont'd)

BROADCASTING.

Experienced stage and radio director for studio or disc jockey floor manager. Write Box 659, BROADCASTING.

Jill of all trades wants chance to be master of same at station with a future. Write Box 347, BROADCASTING.

All of the trade's wants chance to become master of same at station with a future. Write Box 347, BROADCASTING.

Top notch morning personality looking to settle with big city station that could use a boosting booster. Box 662, BROADCASTING.

Attention West Coast. Play-by-play sports announcer desires affiliation near home in the West Coast. He is抽奖 in all phases announcing, control operation. Presently employed for personal audition. Interview, during course of absence in February. Box 664, BROADCASTING.

Experienced staff announcer. Disc tells all. Emphasis on commercial copy. Minimum sixty dollars plus talent. Box 672, BROADCASTING.

Year's announcing experience proves versatility of young, well trained, college graduate. Presently working as engineer at KMWA, Waco, Texas. Box 674, BROADCASTING.

Chief Engineer, highly qualified all phases AM and FM desires connection with progressive established station. Excellent references. Box 691, BROADCASTING.

Engineer, first class phone, veteran. Single, No desire to marry. Desires dry climate of southwest. Abstainer. Box 621, BROADCASTING.

Engineer desires transmitter operating job no bad habits. Experience, reliable. Box 497, BROADCASTING.

Engineer, first class phone, veteran. Single, No desire to marry. Desires dry climate of southwest. Abstainer. Box 649, BROADCASTING.

Chief engineer, 15 years experience AM, FM and television. Will work any time, anywhere, any place. Box 643, BROADCASTING.

Engineer, 1st phone, experience, desires middle west as transmitter operator. S. Rongon, 102 North Baldwin Ave., Sioux Falls, South Dakota.

Operator, first license, four years with broadcast transmitter. Desires transmitting job or complete installation. Can assume full responsibility, also interested in teaching the young and aged. Excellent references. Write Box 673, BROADCASTING.

First phone, experienced, desires middle west as transmitter operator. S. Rongon, 102 North Baldwin Ave., Sioux Falls, South Dakota.

Voice actors, announcers needed by Quest of voice actors, announcers needed by Quest for radio announcement work. Open five days a week. Write Box 701, BROADCASTING.

For Sale

Sound Mirror model, BR43 portable studio. RCA cabs, complete with tables, chairs, and furniture. Write Box 852, BROADCASTING.

Field stations attention. Female dynamo experienced promotion, me, commentator, feature writer, radio community. Box 681, BROADCASTING.

Two Presto 6N floor cabinet recorders with 12 cutting heads. RCA type 68N, 6400, 20327, complete instrument plus RCA type 68N, 6400, 20327, complete instrument plus $75.00. Write Box 675, BROADCASTING.

For Sale (Cont'd)

Situations Wanted

Looking for Well Trained Men

Tell your needs! Our graduates have thorough . . . full time technical instructors at our new Electrom-Television training laboratories.

The Graduates of R.C. E.T. have high grade F.C.C. Licenses and are well qualified to operate and maintain Radio-Broadcast and Television equipment. Write, phone or wire:

Employment Service

DREFOREST'S TRAINING, Inc. 1353 N. Ashland Ave. Chicago 14, Ill. Phone Lincoln 9-7900

SALESMAN

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

WANTED

Jobs for graduates of “California’s Finest School of Broadcasting.” Young men and women thoroughly grounded in all phases of broadcasting by Hollywood’s outstanding professionals!

HAL STYLES SCHOOL OF RADIO AND TELEVISION

8800 Wilshire Blvd. Beverly Hills, California. Appended for veterans

NOTE: Station Managers and Program Directors from all stations are wanted for positions.

WANTED

Production-Programming, others

Employment Services (Cont'd)

SALESMAN

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

BOX 637, BROADCASTING

Employment Services

Selling

SALESMAN

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

BOX 637, BROADCASTING

SALES MANAGER

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

BOX 637, BROADCASTING

For Sale

Sound Mirror model, BR43 portable studio. RCA cabs, complete with tables, chairs, and furniture. Write Box 852, BROADCASTING.

Equipment

For Sale

Sound Mirror model, BR43 portable studio. RCA cabs, complete with tables, chairs, and furniture. Write Box 852, BROADCASTING.

For Sale

Sound Mirror model, BR43 portable studio. RCA cabs, complete with tables, chairs, and furniture. Write Box 852, BROADCASTING.

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Sound Mirror model, BR43 portable studio. RCA cabs, complete with tables, chairs, and furniture. Write Box 852, BROADCASTING.

For Sale

Sound Mirror model, BR43 portable studio. RCA cabs, complete with tables, chairs, and furniture. Write Box 852, BROADCASTING.
ALL-OUT cooperation of the Springfield, Mass., police department has been secured by WSPR Springfield for its promotion of ABC's "This Is Your FBI." The station reports that all of the police boxes, located at busy intersections throughout the city, carry two signs plugging the show and local outlet.

Originated by Howard S. Keefe, promotion manager of WSPR, the project also had the cooperation of Police Chief Raymond P. Gallagher. Although Chief Gallagher has opposed use of the boxes for commercial or semi-commercial purposes, he did lend his support to this project.

In endorsing "This Is Your FBI" as an educational feature, Chief Gallagher referred to it as being one of the only two network broadcasts which can claim complete authenticity in the law enforcement field. As added proof of the department's support, the WSPR promotion signs also bear the signature of the Springfield police department.

WTOC Transmitter

WTOC Savannah, Ga., began using new 6 kw RCA transmitter Jan. 1 following renovation of its transmitter plant nearly four miles west of the city. WTOC, a CBS affiliate, currently has pending before FCC an application for a large-new 5 kw transmitter. The old transmitter, a prewar composite model, will be overhauled and kept as standby equipment, the station said. WTOC, observing its 50th anniversary year, is licensed to the Savannah Broadcasting Co. on 1490 kc.

UNITED STATES Television Mfg. Corp., New York, has announced that sales for November 1948 totaled $242,685, UST, devoted exclusively to manufacture of TV sets, in April of last year added a line of home receivers to large commercial models for public places on which it had previously concentrated.

WBKB Exchange

"Sun-Times" Cooperates

SERVICES OF WBKB (TV) Chi-

cago, Balaban & Katz station, and the Chicago Sun-Times, Marshall Field newspaper, are being exchanged to benefit televiewers and readers mutually. The agreement, signed last week by John Balaban, station director, and Richard Finnegam, Sun-Times publisher, provides that the operations will work hand-in-hand in news reporting, promotions and special events.

The paper will supply WBKB with late news and features daily, with the station supplying the Sun-Times complete video facilities. Contract provides also for appointment of Ulmer Turner as WBKB news editor. In this capacity, he will work as liaison man between the paper and station and will organize an expanded news operation. Mr. Turner, former radio editor of the Chicago Herald and Examiner, Herald-American and Sun, has worked as broadcast commentator for the Hearst papers in Chicago and as an INS writer.

HOPEFUL that at least a partial solution of its television dilemma may be near, FCC last week "invited" observations of the results of NTC's synchronized operations between WNBV (TV) New York and WNWB (TV) Washington [Broadcasting, Dec. 6, 20].

The synchronization system is designed to minimize co-channel interference and thus permit closer spacing of television stations than would be possible otherwise.

When it was announced, RCA-NBC engineers said it would permit co-channel operations by stations 150 miles apart—the Keystone of NBC's original allocation plan—before the question of tropospheric interference arose and prompted fears that much greater separations might be necessary.

"The Commission desires to obtain information as to the areas in or near New York City and Washing-

ton, D. C., which are deriving benefit from the synchronization," FCC said in its public notice.

"It will therefore be pleased to receive reports of observations which indicate an elimination or a discernible reduction in interference from this program,"

To permit comparisons, the synchronization program is interrupted for one minute at the start of each quarter-hour period: From 0:00 to 0:01; 0:15 to 0:16; 0:30 to 0:31, and 0:45 to 0:46.

Fringe Areas

The interference occurs mostly in fringe areas of television coverage and shows up on television screens as moving horizontal black bars, which are described as a "Venetian blind" effect.

As the difference in carrier frequencies of two co-channel stations is reduced the number of interference bars diminishes. When there is no difference in frequencies when they are synchronized—there are no bars.

The equipment, which engineers say may be produced for no more than $5,000, consists of two units: One at WNBV and one at RCA Labs in Princeton.

When the system is in operation, signals from WNBV and WNWB—both on Channel 4—are compared electronically at the output of the two radio receivers located at Princeton. Information regarding frequency differences is carried as frequency modulation of a 1000-cycle tone by telephone line to New York.

The frequency shift of this tone is used to change the frequency of the WNWB transmitter to keep it on exactly the same frequency as the WNBV transmitter. The system is automatic.

The question of tropospheric interference is one of the major problems which led FCC to propose its current freeze on VHF TV applications.

FCC's goal has been to provide for 150 miles separation for co-channel stations and 75 miles sep-

TV DILEMMA

KSDJ FOUNDER

McKinnon House Member

ONE OF the new members of the House of Representatives during the 81st Congress will be Clinton D. McKinnon, founder of KSDJ Broadcasting Co., Redlands, Calif. The station originated the 5,000 kw CBS outlet in 1947 when he decided to run for the office.

Mr. McKinnon, 42, captured the House seat for California's 23d District in a campaign marking his first venture into politics. His opponent was Rep. Charles K. Fletcher (R-Calif.).

After working on several California newspapers, Mr. McKinnon, a native of Dallas, Tex., purchased the San Diego Progress-Journal, a free circulation paper, published three times weekly, and in 1944 converted it into the San Diego Daily Journal. He sold both the newspaper and KSDJ, before launching his campaign.

Unwitting Prophet

KDYL Salt Lake City learned a good lesson when it presented--the broadcast--Children's Friend of the Air, Prepared during balmy weather, the drama revolved about a little girl walking in snow. It called for announcer Burt Frank to inject crisp warnings that "because of the storm, all roads are blocked, no busses are running and those people leaving for work must walk. Do not leave your homes unless necessity compels." As the show started, a blizzard swept down on Salt Lake City. Thousands preparing to leave for work thought the announce-

ment was the real thing and laid seige to the KDYL switchboard. Transit officials urged KDYL to advise listeners that busses were still running and it was safe for residents to leave their homes. KDYL announcements were used throughout the morning in an effort to clear the confusion.

Network Station

With TV Opportunity

A very profitable, well established station covering one of the midwest's important and substantial markets. Its attractive television possibilities.

- Earnings are excellent and make possible an unusually low ratio of net to sales price. Approximately $50,000 in quick assets included in total price of $225,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BICKES

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

SAN FRANCISCO
Philip Jackson
Kay V. Hamilton
Exbrook 2-5672

DALLAS
Russ Bice
Tower Petroleum Bldg.
Central 1177

NEW YORK

FCC Invites Observation Of Synchronization
NETWORK vice presidents do have blood, in spite of rumors spread by certain comics, as proved by the above pictures. At top, Victor M. Ratner, CBS vice president in charge of advertising and sales promotion, donates his blood to the CBS blood bank established by the network in cooperation with the Red Cross for use by company personnel and their families (Broadcasting, Dec. 28). At bottom, Howard S. Meighen, CBS vice president and general executive, has his blood pressure taken before giving his blood.

GEORGE ZACHARY, radio producer and director, has joined the program staff of CBS television director. Mr. Zachary entered radio in 1938 as a script writer for CBS and remained with the network for six years. Since then he has been with OWL, a radio officer in the Navy, and in 1946, following his discharge as a lieutenant, he worked freelance on the Ford Festival of American Music and the Vaughn Monroe Show.

WALTER H. MITCHELL has joined continuity staff of WBBL Columbus, Oa.

LAWRENCE J. GERAGHTY, announcer-producer at KWRN and KWRN-FM Reno, Nev., has been appointed program director of the two stations.

ROBERT HAYTON has re-joined announcing staff of KGVO Missoula, Mont. He was with KGVO in 1942-44, while attending Montana State U.

BOB DINGMAN, formerly with WTRY Troy, N. Y., has joined announcing staff of WCBS Amsterdam, N. Y.

ROBERT BANNER Jr. has joined program department of NBC's Central Division, Chicago, as assistant production director. Other personnel additions include: CHARLES ROBIN, assistant production director; MARSHALL HEAD, film librarian; MARTH DURBAN, script girl, and FRANCIS SCOTT, assistant operations manager.

BERNE ENTERLINE (Rex Dale) has joined WCKY Cincinnati, where he will emcee early morning disc shows. He was formerly with WMMJ Peoria, Ill., where he handled programming and record shows. Mr. Enterline was listed as joining WMMJ in Broadcasting, Nov. 20.

ABC STATIONS
Affiliates to Hold Meetings

A SERIES OF meetings with representatives of its 372 affiliated stations has been scheduled for Jan. and February by ABC. The meetings, announced by Otto Brandt, director of stations, are held each year to better acquaint the network with the problems of its affiliates in eight ABC districts.

The sessions also provide opportunity for the stations to become more fully acquainted with network plans and developments and to promote closer cooperation in sales, programming and general station relations.

First of the meetings will be held on Thursday, Jan. 6, at New York's Waldorf-Astoria, when representatives of stations in the northeastern district meet with network officials headed by Edward J. Noble, ABC board chairman; Mark Woods, president, and Robert E. Kintner, executive vice president.

Southcentral and southeastern district stations will meet at New Orleans' International House on Monday, Jan. 10. Southwestern, middle and central states districts will convene Thursday, Jan. 27, in Chicago's Ambassador East Hotel.

Mountain and Pacific areas will meet Thursday, Feb. 3, in the St. Francis Hotel, San Francisco.
YOUNGSTERS will sing and play their way to music scholarships on Musical Horizons, series of 35 Sunday afternoon programs for Rogue Island musical talent, being aired by WPFB-FM Providence, R. I. Program will continue until spring when station contests will be held to choose the best of the winter's winners. The three most promising youngsters will receive musical scholarships provided by WPFB.

TO test listenership and promote its programs, WHB Kansas City, conducted a series of "Favorite Program" contests. Listeners submitted names of WHB programs they liked best and why, and each received a prize for entry.

Married On Air

THE 69 Club heard on WPFN Philadelphia, played "airplane couple," for two of its fans. Jack Jones, of Hollingshead Corp., and Jean Carpenter became engaged while flying over Philadelphia in Hollingshead plane and listening to the 69 Club. And on Dec. 18 they were married—in the same plane, 5,000 feet above Philadelphia. The 69 Club, of course, provided the wedding march.

For News of All Radio

Promotion

FRISCO MEET

To Air Radio Forum Role

PUBLIC affair programs will be emphasized during the Western Radio Conference Feb. 24-26 when broadcasters, teachers, audio-visual directors and listener groups gather for their second annual meeting at the Marine Memorial Club in San Francisco.

Six plenary sessions will be devoted to the techniques of good programming in children's programs, station identity, Fall and discussions, and community projects. Specific examples will be explored in each session. Children's field will be divided into classroom listening and leisure-hour programs. Plans were outlined by John C. Crabbe, director of radio for College of the Pacific. Herald Maulsby, CBS assistant director of public affairs, New York, is scheduled to sit in as a panel member in a period on radio's forum programs. Luke Roberts, educational director, KOIN Portland, will direct.

The appeal started at 5:30 Thanksgiving morning and continued all day, with every program devoted to the drive. Contributions were directed to a special post office box. Names such as Doug Fairbanks Jr., and Edna Ferber appeared on the station to further the appeal. It is estimated that the food resulting provided more than 380,000 meals.

WNB C CARES

ELEVEN tons of CARE packages were sent to Europe in time for the holidays as the result of an all-day appeal by WNBC New York, according to Paul Comly French, executive director of CARE.

The appeal started at 5:30 Thanksgiving morning and continued all day, with every program devoted to the drive. Contributions were directed to a special post office box. Names such as Douglas Fairbanks Jr., and Edna Ferber appeared on the station to further the appeal. It is estimated that the food resulting provided more than 380,000 meals.

In a letter from Mr. French to Thomas B. McFadden, manager of WNBC, the station was commended for its service. In 1947, WNBC made a similar appeal which resulted in the shipment of eight tons of CARE packages.

KOSA Odessa, Tex., placed host to 4,000 children and parents at its Christmas party in the Ector County Auditorium. Station provided entertainment and a Santa Claus who gave each youngster a gift stocking.

WNBC CARES

Food Appeal Nets 11 Tons

PERSONNEL

H. ELLIS SASTON, promotion director of WINS Milwaukee, has resigned to go into business for himself as promotion consultant.

MITCHELL DE GROOT, ABC advertising and promotion copy chief, has been appointed assistant advertising and promotion director. Mr. de Groot joined ABC as copy writer in April 1949, having previously been advertising and promotion manager of WCAE Pittsburgh.

JOSEPH ROTHENBERGER, former television correspondent in NBC's information department, has joined WNBC New York, as promotion assistant.
television field, providing service to smaller communities and other areas on a worthwhile competitive system. The extension of the coaxial cable will not only result in greater and better service but will provide bigger and better programs, increase the viewing audience and thereby reduce the cost per viewer, which is so important to the advertiser."

With an assertion that television is now "the noisiest question," John Cruetz joins the chorus calling for more video channels.

Mr. Cruetz does not think it likely that other services in the 400-3000 mc range will make way for video and that the 500-800 mc band "good, bad or indifferent," must be held.

On the subject of tropospheric interference, Mr. Cruetz holds these views: "Such scanty data as is available indicates that with uncertain and varying propagation conditions, our ideas of service areas and interference standards as we have used them must be left behind in the broadcast band. The Tropospheric Interference Division [report 2.4.5. concludes with an estimated accuracy of 10 db. In making interference calculations we are in the equivalent of not knowing whether the radiated power is 2 kw or 200 kw."

FM was described by Mr. Cruetz as a marvelous and, in most ways, an improved service. He believes the public will not rush to replace a system it has been enjoying for a generation.

"The 700 band is a major innovation in operation, and the more to come," Everett L. Dillard maintains, "will demonstrate FM's excellent primary coverage, particularly at night and will establish the economic security of FM broadcasting in 1949."

"TV's problem is its limited number of channels. In the VHF band which must be adequately engineered and properly allocated. UHF television must be solved if a freely competitive TV allocation is to be achieved."

Mr. Dillard, former president of FM Assn., believes the fate of AM rests with the 1949 conference on the North American Regional Broadcasting Agreement. He insists that America can not meet increased foreign demands without degrading our own national service and further congesting our own domestic AM broadcasting frequencies.

"The new NARBA," he admonishes, "is more important than mere broadcasters to appreciate and its effect will only be known after the Conference has been concluded."

Glen D. Gillett of Glenn D. Gillett & Assoc., does not expect a material change in the present VHF TV allocation as the result of the freeze.

Mr. Gillett maintains that the freeze "will be largely counterbalanced by synchronization, simple direct receiving antennas, direct transmitting antennas and other similar developments."

Mr. Gillett maintains that satellite feeding will not yet out of the laboratory and there is not enough data now available to permit an accurate prediction of coverage.

Mr. Keal's forecast a year of growth comparable to the year just concluding for television, which he characterizes as being "in the 'teen-age' period, somewhat awkward and ungainly, but clearly demonstrating its potentialities."

He predicts that a sound engineering basis for allocation should be forming in a few months. "Technical advances providing higher transmitter powers, and more selective receivers with bigger kinescopes should serve to maintain the present healthy rate of growth," he points out.

According to J. C. McNary, of McNary & Watt, "planning operations for the year (1949) will naturally be directed almost entirely to TV, with initial attempts being made to estimate the outcome of the current FCC allocation proceedings for the present TV frequencies."

Mr. McNary notes that "the AM band, the UHF band, and color in the UHF band. The substantial time required for FCC decisions in these important policy matters is expected to delay further TV expansion until late in the year."

Consulting Engineer Herbert L. Wilson, CBS, states that they "would not place their money in FM, but instead place it in television."

He believes that as long as we are to have two forms of broadcasting, namely, aural and video, that FM would be a duplication in part of the general broadcasting system in that FM does not have the coverage of AM, and at least the AM service can be heard in some form throughout the United States.

"One of the things that must be done at an early stage of the television game is to get television facilities out of the hands of the blue-chip boys. This can be done only by forming corporations and where possible placing the stock of these corporations in the open market."

Dixie B. McKey is convinced 1949 will be a banner year for radio, offing great opportunities for progression, growth, and promotion in all phases of the radio art.

"While it is true," Mr. McKey said, "that we are faced with the solution of many new problems such as allocation of frequencies in the UHF and VHF bands; the adaptation of standards for a national television service, and the ever present problem of high power in the standard bands with its intercontinental complications, cooperation and effort of the entire industry can and will overcome these obstacles."

WITH MOVE OF GE House Party from CBS to ABC, effective today (Jan. 3) program will originate from Hollywood, RKO. Program broadcasts 12:30-1:00 p.m. PST for East and Midwest, with transcribed repeat on West Coast from 2:30-5:00 p.m. PST.

January 3, 1949 • Page 71
AM APPLICATIONS

Beverly Hills, Calif.—John J. Martin and Stuart H. Rothrock, trustees of the John J. Martin Trust. Granted license for new FM station: Ch. 292 (103.3 mc) 1 kw; daytime: estimated cost $75,000. Applicant is in home construction business, and have no prior experience with radio or television.

Chicago, Ill.—Gratified—Grady-Mitchell Broadcast- ing. Granted license for new FM station: Ch. 2 (107.7 mc) 1 kw; daytime: estimated cost $75,000. Applicant is in home construction business, and have no prior experience with radio or television.

Cincinnati, Ohio—P. O. B. Graff. Granted license for new FM station: Ch. 259 (97.8 mc) 1 kw, 1 day- time: estimated cost $75,000. Applicant is in home construction business, and have no prior experience with radio or television.

Dayton, Ohio—W. B. O'Brien. Granted license for new FM station: Ch. 245 (104.1 mc) 1 kw; daytime: estimated cost $75,000. Applicant is in home construction business, and have no prior experience with radio or television.

New York, N. Y.—C. F. S. & G. C. Granted license for new FM station: Ch. 250 (97.8 mc) 1 kw, 1 day- time: estimated cost $75,000. Applicant is in home construction business, and have no prior experience with radio or television.

Pittsburgh, Pa.—W. L. Midwest Broadcasting, Inc. Granted license for new FM station: Ch. 250 (97.8 mc) 1 kw, 1 day- time: estimated cost $75,000. Applicant is in home construction business, and have no prior experience with radio or television.

Washington, D. C.—W. H. Wils. Granted license for new FM station: Ch. 248 (101.5 mc) 1 kw, 1 day- time: estimated cost $75,000. Applicant is in home construction business, and have no prior experience with radio or television.

American Telephone & Telegraph Co., New York.—Granted license for new FM station: Ch. 233 (106.3 mc) 1 kw, 1 day- time: estimated cost $75,000. Applicant is in home construction business, and have no prior experience with radio or television.

KTAE Taylor, Texas.—Granted license for new FM station: Ch. 247 (104.9 mc) 1 kw, 1 day- time: estimated cost $75,000. Applicant is in home construction business, and have no prior experience with radio or television.

W心中A-FM Houston, Texas.—Granted license for new FM station: Ch. 232 (106.3 mc) 1 kw, 1 day- time: estimated cost $75,000. Applicant is in home construction business, and have no prior experience with radio or television.

WFMG-FM New York.—Granted license for new FM station: Ch. 266 (103.3 mc) 1 kw, 1 day- time: estimated cost $75,000. Applicant is in home construction business, and have no prior experience with radio or television.

The application was granted subject to the condition that the station be licensed within six months in accordance with the provisions of the Act, and that the station be licensed in the same manner as other stations licensed under the Act.

December 29 Decisions

The application for the transfer of control of the station was granted subject to the condition that the transfer take place within six months, and that the station be licensed in the same manner as other stations licensed under the Act.

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Lawyers
(Continued from page 29)

exemplified by the WJR and related cases upon such administrative policies as local ownership, equitable distribution of broadcast facilities, integration of ownership with management, etc.

Mr. Warner predicts significant developments in the fields of copyright law, defamation, right of privacy, property right in television broadcasts, program standards and other problems confronting the broadcaster in his day-to-day operation.

The two principal unanswered questions facing FCC in the new year are what decision to reach in the clear channel proceeding and how best to allocate VHF television channels, in the opinion of Vernon L. Wilkinson, Haley, McRenna & Wilkinson.

Mr. Wilkinson contends television "can provide the spur to prosperity that the automobile industry provided in the decade following World War I," and urges prompt removal of the freeze "that now immobilizes telecasting and improvements in clear channel broadcasting."

Neville Miller, Miller & Schroeder, thinks television will be "the most active and exciting field in radio" during the coming year providing FCC is able to adopt new standards.

Mr. Miller also expects such questions as the A/VC, multiple ownership, the Commission's power over program content and the industry's desire to be reviewed and litigated.

Interesting Developments
"Transit radio and storecasting," Mr. Miller said, "should provide interesting developments in the FM field and, of course, with a new Congress in session there is always the possibility of another attempt to rewrite the Act with provisions concerning programming and clear channels being bitterly contested.

According to W. Theodore Pierson, Pierson & Ball, the most disastrous error the Commission could make during 1949 would be not to make any decisions at all on such matters as clear channels, Wisconsin's editorial gag, the radio-defamation dilemma, the question of giveaways and international and domestic allocations.

"More than any recent year," Mr. Pierson contends, "1949 can be a year of vital decision or a year of disastrous indecision. The growth of the adolescent television can be stunted or nurtured."

Jeremiah Courtney, Courtney, Krieger & Johnson, is convinced "the backbone of the mobile field means it abundantly clear that 1949 will witness the greatest expansion of mobile radio use ever seen."

Mr. Courtney does not expect further demands by mobile services for the low band TV frequencies. He maintains "the impact of the mobile radio services need may be expected to fall, rather, on the government assignments, with increasing pressure generated against IRAC to yield or share some of its unused frequency bands."

With repeal of the television freeze and solution of clear channel and related problems, Ben S. Fisher, Fisher, Wayland, Duvall & Southmay, believes the industry "can look for one of the most active periods in all of the history of broadcasting."

"The Commission itself is doing a tremendous job in trying to solve these problems," Mr. Fisher said, "and is working with a sincere effort and determination to arrive at a successful solution of these problems on behalf of the entire radio industry."

Commission approval of TV use of the UHF band and adoption of standards for the high band are forecast by Leonard H. Marks, Cohn & Marks.

Mr. Marks believes 1,000 FM stations will be in operation during the forthcoming year. "1949 will prove that there is nothing wrong with FM that a little advertising won't cure," he said.

"We can anticipate," Mr. Marks said, "that AM daytime only stations will be given an opportunity to institute fulltime service as a result of a breakdown of clear channels and a revision of NARBA on the Mexican 1-A's."

Mr. Wilkinson

Mr. Brown

Mr. Brown, Thad H. Brown Jr., Roberts & McClinis, thinks 1949 might be properly termed the "Year of Decisions." He maintains the Commission has never tackled a matter of greater significance than providing a stable television industry and a sufficiency of television broadcast service.

"Aside from FCC matters," Mr. Brown stated, "many additional legal questions of general import to the television industry may be met and decided in 1949. To name several, we refer for instance to the attempted assumption by state movie censorship boards of jurisdiction over films broadcast on television, state amusement taxes relating to television reception in public places,... Other problems we believe will arise are an industry television code, absolute property rights, unfair competition, equitable servitudes and unauthorized telecasts."

Mr. Porter

Mr. Porter, Paul A. Porter, Arnold, Fortas & Porter, former FCC chairman, visualizes 1949 as a year of real decisions for the FCC, the broadcasting industry and all who are concerned with the development of public communications."

"The dynamism of this business," Mr. Porter ascerted, "should bring to decision next year an accumulation of issues on television, clear channel allocations and many other technical and policy problems."

Regulatory problems in video will become more acute due to the presently limited number of available channels as well as the more extensive capital requirements, according to Arthur W. Scharfeld.

"The long range economic and competitive effects of the great increase in new standard broadcast station authorizations is such during the early postwar period should begin to make their appearance in 1949," Mr. Scharfeld warns.

"A substantial number of such recently established stations are now operating on a marginal, if now unprofitable, basis and constitute the nucleus of a definite pattern in the ownership of stations," he said. Purchasers will probably continue to be those other station interests, Mr. Scharfeld believes, and indicated "the apparent trend is for acquisitions to fall into area groupings of five to seven stations."

The figure is apparently influenced by FCC's proposed multiple ownership rule, he said.

"The total number of individual ownership interests is thus being continually whittled down and replaced by units of interrelated stations under integrated management located in a single state."

Mr. Scharfeld stated. As a result he foresees increased administrative problems for FCC.

" Tremendous strides in the art of FM and its acceptance by the public, particularly in the South where static is high, with a consequent reduction in AM listeners, is the forecast of Andrew W. Bennett.

"The elongation of the stations on airtotal broadcasting in metropolitan areas serving major markets but I do not believe this will be true during the early part of this day. He feels video would also take a larger chunk of the advertising dollar, particularly in the 8 to 10 p.m. period and during the sporting seasons."

William A. Porter of Bingham, Collins, Porter & Kistler, does not anticipate any definitive answer on giveaway programs until the courts have had an opportunity to pass upon the Commission's interpretation of the lottery law.

"Don't be surprised," Mr. Porter advises, "but the Commission initiates an indirect attack by designating renewal applications for hearings on grounds that such programming is not in the public interest, whether violative of law or not."

STRIKE AVERTED

UP Wire Men Stay on Job

STRIKE of United Press teletype operators and maintenance men, called for midnight Thursday, was averted Wednesday on the evening before the walkout was to be made effective.

An agreement between the news service and the wire men was announced by J. R. Mandelbaum, assistant regional director of the Federal Mediation and Conciliation Service. Mr. Mandelbaum said he would remain with both sides until the pact could be crystallized into a contract. Details of the settlement have not been made public.

Had a strike been called, said UP officials, 1,060 radio station clients of UP would have continued to get service.
At Deadline...

INDUSTRY 1948 TIME SALES ESTIMATED AT $398,560,000

ESTIMATES of broadcasting industry’s 1948 revenue revised upward by NAB Friday to show 8.5% increase over 1947 instead of un-official September estimates of 6.5% rise [Column, Dec. 13, 1948]. Dr. Kenneth Baker, NAB research department director, explained all NAB estimates are in terms of gross revenue—after frequency or volume dis- counts but before agency commission deduc- tions.

Based on original study and revisions, fol- lowing conclusions for 1948 appeared justified, according to Dr. Baker: Overall gross indus- try revenue, to increase 6.5%—from $374,086,866 to $398,560,000; operating expenses, to rise 10%—from $212,500,000 to $232,200,000; national spot revenue, to increase 10%—from $91,561,241 to $100,783,000; local reve- nue, to increase 6%—from $147,778,814 to $156,646,000; network revenue, to rise 4.5%—from $127,713,942 to $133,461,000.

Station revenue from national spot was largest in dollar volume and percentage—first time in several years. With spot attain- ing considerable volume in industry income, the 10% increase “is even more significant,” NAB report said. Greatest boosts were esti- mated for Ohio, Indiana, Michigan and Wis- consin.

Local business increases were highest in Minnesota, Illinois, North Carolina, Kansas, and the Dakotas. Added local revenue will go mainly to stations starting operation since Jan. 1, 1948, it was pointed out.

Operating expenses showed largest gains in New York, New Jersey, and Pennsylvania. Inasmuch as expense increases exceed revenue, profits before federal taxes will be less than 20%, “for the first time since 1939.” Rising operating expenses were attributed to in- creased wage rates, and to fact TV and FM are supported largely by AM earnings, the study indicated.

JACK BENNY TOPS FIRST 15 EVENING HOOPERATINGS

TOP EVENING network program based on Dec. 30 Hooper report was Jack Benny, with a rating of 25.6. Biggest boost over position year ago shown by Horace Heidt show, which jumped from 9th to 10th in December ratings. Top 15 programs and ratings:

Jack Benny* 25.6 Radio Theatre 24.0 Walter Winchell 23.6 Mr. District Attorney 18.6 Phil Harris Alice Faye 19.4 My Friend Irma 19.2 Jack Benny & Molly 17.6 Bob Hope 17.4 Charlie McCarthy 13.6 Horace Heidt 17.2 Arthur Godfrey’s Talent Scouting 13.3 Day by Day 13.2 Louella Parsons 16.1 Crime Photographer 15.6 * (Includes second broadcast).

FORRESTAL ON CENSORSHIP

CENSORSHIP in any form is not workable or desirable in peace-time, Secretary of De- fense James Forrestal said Thursday. He in- dicated he agrees with news advisory group appointed early last year and composed of radio and press executives. Defense Secre- tary’s first annual report also envisioned super type Stratovision for TV and radio as one non-military use of man-made earth satellites now under study. Defense group considering possibility of creating little moon-like out- posts at edge of earth’s gravitational pull, some 200,000 miles up. Radio waves would be beamed to satellites and retransmitted to wide areas of earth.

COAXIAL OPENING SPEAKERS

WAYNE COY, FCC chairman, will head speakers at Jan. 11 ceremonies opening AT&T East-Midwest coaxial cable for television. Among others, Leroy A. Wilson, president, AT&T; Frank Stanton, president, CBS; Niles Trammell, president, NBC; Allen B. DuMont, president, WABD and DuMont Labs; Mark Woods, president, ABC; F. M. Flynn, presi- dent, WCPA; Mr. William O’Dwyer of New York and Mayor Martin Kennedy of Chicago also will participate.

TRUMAN LAUS TV

PRESIDENT TRUMAN said Thursday that television played a very important role in fall campaigning. He made state- ment when Bryson Rash, ABC President- ial announcer, asked at news conference what part he thought television had taken in campaign. Unfortunately TV didn’t come enough territory where it was used, President added.

NAB URGES SALARY BOOST FOR MEMBERS OF FCC

ELEVATION of salaries for FCC Commis- sioners to $22,500 in proposed legislation urged Thursday by A. D. Willard Jr., NAB executive vice president, in letter to Sen. Ralph E. Flanders (R-Vt.), chairman of subcommit- tee of Post Offices and Civil Service Commit- tee.

Sen. Flanders to introduce bill carrying out plans of government reorganization unit for salary boosts. Bill presently provides only $17,500 for FCC members. Mr. Willard con- tends multibillion dollar industry and public dependent on type of leadership FCC provides. Many other similar agencies to get $22,500 salaries under bill, slated for fast action after Congress opens this week.

‘VOICE’ OPENS NEW STUDIOS

NEW “Voice of America” Washington studios in Interior Dept. to open direct worldwide shortwave broadcasts today, George V. Allen, Assistant Secretary for Public Affairs, an- nounced Friday. First major broadcasts will be opening of Congress, President Truman’s of State Union address, and inauguration cere- monies for Mr. DuMont. Main programming operation to remain in New York. Top-floor studios were reactivated last month under arrange- ment with Interior Secretary Krug [Broad- casting, Dec. 18].

Closed Circuit

(Continued from page 1)

Norweb is being supported for post if his health can stand it (see editorial, page 40). It’s known that FCC Chairman Wayne Coy has preferred position, which isn’t yet vacant, but to date has evinced little in- terest.

HIGHLIGHTS of final report of House Select Committee to Investigate FCC, due for week- end consideration by Committee, expected to include strong criticism of FCC’s Blue Book and of FCC legal department; review of so- called “Lamb case” centering on issuance of multiple station grants to Attorney-Publisher Edward Lamb, and recommendation for legis- lation approving operation of FCC’s com- mercial grant for Insular Government station in Puerto Rico, as well as proposal for con- tinued Congressional study of FCC.

FULTON LEWIS Jr. and WOIC (TV), up- coming Washington outlet, negotiating exclu- sive deal whereby Mutual commentator would make nightly TV appearance on new Bamber- ger telestation. Five-a-week programs would be aired as simulcasts—combined TV, AM FM—looking toward long-range co-op arrange- ment pending reality of MBS TV Network (WOR TV New York and WOIC already set as nucleus.)

NEW AGREEMENT between Los Angeles Mirror and KNBH Hollywood, NBC television station, in process late last week. In addition to local news cooperation NBC will obtain rights to any special events paper develops L. A. Times, sister newspaper owned by the Times Mirror Co., has agreement with CBS via KTVV.

ALTHOUGH NO NAMES mentioned, ABC officials last week admitted likelihood that Charles (Bud) Barry would not take over as Western Division vice president, despite earlier announcement following resignation of Don Searie. Change reportedly because of network’s new radio plans, and Mr. Barry’s key responsibilities in programming

Page 74 * January 3, 1949
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 manpower 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

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation
OIL IS BIG NEWS in the KLZ market! Colorado's famous peaks have a rival in the thousands of towering oil derricks now pumping oil into the coffers of this rich western country. On the heels of the great Rangely field comes the discovery of another huge oil strike in southwestern Colorado, a discovery so large it "may well make Colorado a major oil producing state." The flood of black gold in this area is but one more solid example of the diversification and economic stability of the KLZ market.

AND WHERE THERE'S NEWS you'll find KLZ's alert news staff on the job. Long known for its radio news leadership, KLZ's news staff is one of the largest and most experienced in all of the West. KLZ newsmen were first to bring to Denver radio the use of wire-recordings and telephone-recorded interviews in the news. With a true "nose for news" and the "know-how" of radio news writing, KLZ continues to be the listener's favorite.