Today's the day...

Washington's Eye On The World
GOES ON THE AIR
CHANNEL 9

WOIC CBS-MBS Television Networks
WASHINGTON, D.C.

... and another great
MUTUAL TV Station...
WOR-TV

will be on the air as soon as the television antenna tower is completed.

NEW YORK...CHANNEL 9...

IN THIS ISSUE: BALTIMORE MARKET STORY
Tough luck, Junior... just shows how important both size and coverage can be. But down Texas way two frequencies permit you to select the market which best fits your budget... 570 for local penetration... 820 for broader area coverage. Both are coupled with top talent in programming and the most modern engineering and transcription facilities on WFAA.
NOW!

Day and night, a 600% increase in the number of people in our area of consistent, perfect reception:

50,000 WATTS
710 KC

THROUGHOUT all OF GREATER MIAMI

*50,000 day, 10,000 night

Represented by KATZ

COLUMBIA BROADCASTING SYSTEM
MIAMI, FLORIDA

FLORIDA'S FIRST AND ONLY 50 KW STATION!
Closed Circuit

McCANN-ERICKSON scheduled to move its entire Chicago television department, headed by Bill Vance, to New York. Radio Director Ken Craig remains in Chicago to handle television aspects.

SIGNS of belt-tightening becoming more evident among networks. In addition to ABC accent on economy imposed upon television cost, CBS is functioning on basis of minimum personnel replacements, with remaining staff to absorb additional load. In recent weeks two station relations field men have left, without replacements.

BARE BONES operation of BMB (see story page 23, editorial page 40) expected to mean stripping of staff down to that which actually will conduct second survey in March. Presumed also that substantial portion of headquarters suite in New York will be relinquished.

FIREMAN in new BMB crisis was NAB President Justin Miller, whose plan to save tripartite research project was ratified. Bare-bones operation, he felt, would guard present investment of stations in second survey and BMB hopes new setup will bring back into fold many subscribers.

INTERNATIONAL HARVESTER Co. will move Harvest of Stars, now heard on CBS Wednesdays 9:30-10 p.m., to NBC in Sunday afternoon time unspecified. Contract to be signed this week.

WHETHER by happenstance or good timing, there’s significance in practically simultaneous actions involving clear channels. Last week Chairman-designate Edwin C. Johnson of Senate Interstate Commerce Committee reintroduced bill (S-491) putting 50 kw lid on clear channels with provision which would not preclude duplication. Word also went out last week for Jan. 20 meeting of non-clear channel broadcasters to be held in Chicago at call of Ed Craney, Montana station owner who has led fight against clears (see page 46).

PEPSODENT DIVISION of Lever Brothers Co. (Rayve Home Permanent Kit), through its agency, J. Walter Thompson, Chicago, currently looking for daytime network program to introduce kit (see story, page 22).

WHOLE QUESTION of AFM relationship to television expected to get full attention looking toward settling most issues as soon as President Petrillo is free of Presidential Inaugural ceremony planning and can again concentrate on other matters.

RATHER widespread reports last week that sale of ABC to Twentieth Century-Fox had been revived were promptly dismissed at ABC headquarters with comment that Edward J. Noble, board chairman and principal stockholder.

(Continued on page 78)

Jan. 20-22: CBC board meeting, Montreal.
(Other Upcomings on page 36)

BRENTON TV & Edelbrew Brewery, Brooklyn, to sponsor 10:30-10:45 p.m. portion of ABC’s Bowling Headliners on four stations in eastern TV network Sunday nights. Sponsorship will be on WJZ-TV New York, WFIL-TV Philadelphia, WMAL-TV Washington, WAAM (TV) Baltimore, on 52-week contract. Show carried on full eastern network 10-11 p.m. sustaining until Edelbrew signed. Agency, Gordon & Mattern, New York.

BAKERY CAMPAIGN: Langendorf United Bakers, San Francisco, appoints Blow Co., that city, to handle annual $800,000 advertising campaign. Leo Hannah, agency’s San Francisco manager, will supervise. Use of radio undetermined at present.

RATNER WILL TAKE LEAVE TO WRITE INDUSTRY SCRIPT

VICTOR RATNER, CBS vice president, will take leave of absence to write script for All-Radio Promotion movie, he told industry committee meeting in New York Friday. Inability of five writers who have worked on project so far to produce acceptable script prompted Mr. Ratner to undertake job personally.

Maurice Mitchell, NAB director of broadcast advertising, pointed out need for organized accounting system to handle funds contributed to All-Radio promotion and said he would set up such system. Gordon Gray, WIP Philadelphia, chairman of committee; Lewis H. Avery of Avery-Kodell, and Mr. Ratner will appear before February meeting of NAB board to plump for industry support of promotion campaign.

NBC reported it had completed research on original contents analysis, which will be turned over to Mr. Ratner for incorporation in script. Committee also laid plans for aggressive campaign within next four weeks to increase present total of 450 subscribers.

Members present included besides Mr. Ratner, and Mr. Gray, WIP Philadelphia (chairman), W. E. McGill, Westenhouse Radio Stations Inc.; Will Baton, TBA; Iver Kenway, ABC; Roy Porteous, NBC; William Ensign, Trans-Lit Radio; Ralph Weil, WVO New York; Mr. Mitchell; Lewis H. Avery, Avery-Kodell.

B&B AUDITIONS FOR NAM

BENTON & BOWLES, New York, preparing and auditioning musical program featuring Andre Kostelanetz today (Jan. 17) for possible sponsorship by National Assn. of Manufacturers. Program will be submitted to board of NAM. Decision expected by Feb. 1.

JOINS COLGATE-PALMOLIVE

JOHN R. GILMAN will join Colgate-Palmolive-Peet Co. as vice president Feb. 15. He resigned recently as Lever Bros. vice president-director. Appointment announced by E. H. Little, C-F-P president.

Business Briefly

Upcoming

BULLETINS

CHICAGO CUBS will levy $5,000 service charge against Chicago TV stations carrying 1948 home games. This doesn’t mean owner P. K. Wrighley’s enthusiasm for television has been dampened, it was stated. Understanding reached with officials of all TV stations that cost of operating camera platforms etc., and loss of seats behind structures worth $5,000 to ball club.

WNBT (TV) New York moving daily sign-on time from 5:30 p.m. to 3 p.m., starting Feb. 1. New afternoon programs to include half-hour daily physical culture program, woman’s club participation show and story-teller for children.

CBS TO NAME HAUSMAN

LOUIS HAUSMAN, CBS associate director of advertising and sales promotion, slated to be promoted to director soon.

CBS BUYING BENNY FIRM ON INSTALLMENT BASIS

CBS acquired Jack Benny’s Amusement Enterprises Inc. on installment payment plan, network report to Securities & Exchange Commission. Summary of transaction showed CBS bought 3,500 shares of Benny corporation, and Columbia Records Inc., wholly owned CBS subsidiary, bought remainder—1,500 shares.

Payments are in cash, approximately 22.12% Dec. 30, 1948, 1/4 of balance Jan. 3, 1949, remainder in two equal installments, Jan. 2, 1950 and Jan. 2, 1951. CBS reported to have all voting power of Amusement Enterprises by owning 70% and by having 100% voting power of stock of Columbia Records.

(Continued on page 36)
You want programs that make sales? Fine! That's just what we have for you at WOWO.

Take the ABE ANDREWS SHOW. At 1:15 Sundays, Abe talks about sports, hunting, fishing, the outdoors in general. Since 1945, this show has been making sales aplenty for the Schlatter Hardware Company. Moreover, it has won an Ohio State Award for educational programs, and a Billboard Award for local programming. Healthy sales-increase prompted the sponsor to write, in part: "We all like the way Abe sells our merchandise with his friendly, human manner."

Just one testimonial, Mr. Advertiser, but there are plenty more where this came from. Shoot at your product-sales target in WOWO's 59-county BMB area by checking Free & Peters for availabilities.
WE HATE TO BRAG

Our leadership in Flint is not an accident

- You buy a lot more than broadcast time, when you buy WFDF! Your WFDF radio dollars also get thousands of impacts for your clients' trade names which are plugged via this pioneer station's year 'round merchandising and promotion activities. Here's the line up and don't forget, it PAYs to follow the leader!

WFDF Does the Most Comprehensive, Intensive Merchandising and Promotion Job of Any Station in the Flint Area:

- Display newspaper ads
- Movie trailers
- Taxi posters
- Bus cards inside of all busses
- Posters on outside of Valley Coach Line busses
- Juke box inserts
- Courtesy announcements
- Publicity stories
- Letters to the trade
- Personal calls on the trade

910 Kilocycles
WFDF
FLINT
MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY
Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

Page 6 • January 17, 1949
Nevada, New York and North Dakota have highest per capita incomes ... as shown by this state-by-state breakdown of the average income per person.
the first television station
in the Mid-South...

With pardonable pride we point to the fine television job WMCT is doing for its clients. One good reason: A staff of sixty working with the finest equipment available. WMCT is completely staffed, completely equipped for any assignment. For instance, our new RCA Mobile Unit complete with Micro-wave relay...

Or take our studio and transmitting equipment—all RCA—the finest money can buy! Movie equipment is Bell & Howell, Eastman, and Auricon for sound with movies; Houston rapid film processor, and Bell & Howell printer, with a complete staff of production specialists to get the job done.

In addition to one studio 28 by 34 feet, WMCT has a spacious auditorium seating 1,050 people with dressing rooms, scenery storage—the works! Our program library is replete with up-to-the-minute program material, and we are completely equipped to handle coverage of local events.

What about sets? Are people buying them? You bet they are! The question is: How long will suppliers be able to meet the demand? We tell you all this, because it may be that you are one of the aggressive advertisers who capitalize on the terrific impact of a new medium in the $2,000,000,000 Memphis market.

Agencies

ROBERT EAGAN appointed director of merchandising in Chicago office of FOOTS, Cone & Belding, and BUCKINGHAM W. GUNN, former program director at WGN Chicago, joins radio and television production department there. Mr. Eagan was general district manager of The Kroger Co.'s Chicago branch before joining agency.

PHILIP KLEIN, president of Philip Klein Adv., Philadelphia, announced that direction of agency has been assumed by MORTON KOSHLAND and HERBERT RINGGOLD, his associates for past 13 years. Messrs. Kosholand and Ringgold will be principal stockholders in new Philip Klein Agency Inc. Mr. Klein continues his active interest as chairman of the board. EDWARD FELBIN of radio department will assume duties of radio director. Office will remain at 1910 Rittenhouse Square.

JEROME B. HARRISON, vice president and radio-television director of French & Preston, New York, resigned to join executive staff of Charles Dallas Reach Co., same city. Mr. Harrison will be in charge of new business for agency's New York office and will supervise radio and television activities.

TED R. MEREDITH, formerly with Norman Malone & Assoc., Akron, Ohio, joins Grieswold-Ebblemann Co., Cleveland, as assistant director of media and research.

RUSSELL F. MANNEY, formerly account executive for BBDO New York, where he served on the General Electric, TWA, B. F. Goodrich and other accounts, joins Geyer, Newell & Ganger, as account executive in the Detroit office. KENNETH A. WESTERVELT, agency account executive, assigned new duties involving the Kelvinator account cooperative advertising campaign.

FRED H. FIDLER, Pacific Coast manager of J. Walter Thompson Co., San Francisco, appointed a vice president of agency.

JAMES EMMETT, formerly manager of now-dissolved Hollywood office of Morris P. Swaney Inc., returns to Butler-Emmett Adv., Portland, Ore., as active member of firm.

GLADYS YORK, with the William H. Weintraub agency, New York, since October 1947, appointed business manager of agency's radio department. Miss York, prior to her association with the agency, was with ABC as sales service manager. Before that she was with network sales at CBS.

H. A. STADTFLAEGEN, former research operations manager at Dancer-Fitzgerald-Sample in Chicago and New York, joins media department of Ruthrauff & Ryan, Chicago. He is working in market and media research.

SCOTT LEONARD, former vice president at Tracy-Leake agency, Dallas, joins Young & Rubicam, Chicago, as account executive. He also worked as account executive at J. M. Mathes Inc., New York.

JOHN J. READY appointed executive in charge of midwest operations at George F. Florye Inc., Chicago.


JOSEPH WALLACE, formerly with Kenyon & Eckhardt, joins art directors staff at Doherty, Clifford & Shenfeld, New York.

DAVID ROSE, formerly with Milton Weinberg Adv., Los Angeles, joins art department of Erwin, Wasey & Co., that city.

LEONARD R. WOODRUFF joins Shubman Mahlin Adv., Detroit, as merchandising director and account executive.

BESS HARRISON, formerly with Kudner Agency, Los Angeles and Hollywood, joins McCann-Erickson, Hollywood, as business manager.

GEORGE LEWIS, former publicity director of WHN New York and exploitation director of MBS, appointed radio director of F. Duris Benham & Assoc., New York.

(Continued on page 68)
Jamison feels like a new man...

And why not?...we just hired him.

Mr. Jamison could be almost any Weed and Company representative. He came into our life well recommended. And he looks to us like the sort of alert, hard working expert who will fit right into our organization, where we're doing more business for all of our clients than ever before in our successful radio history.

Like all the other Jamisons here at Weed and Company, he has an instinctive and highly professional grasp of any broadcasting problem that comes his way, whether it's...

an advertiser's problem...a broadcaster's problem...a radio problem or...a television problem.

Above all—Jamison realizes that the basic commodity he has to sell is service in an intricate and highly specialized field of advertising. He provides it honestly and expertly...and the results are already beginning to show in good black figures.

Like all successful men, Mr. Jamison feels good about his business...and Weed and Company feels good about Mr. Jamison. For...you see...

Mr. Jamison could be any one of us.

Weed and Company
radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood
WFBC's MARKET IS 853,700 PEOPLE

1st in SOUTH CAROLINA

WFBC is Greenville's ONLY AM station operating on 5000 watts day and night.

WFBC's MARKET IS 853,700 PEOPLE

1st in SOUTH CAROLINA

WFBC is Greenville's ONLY AM station operating on 5000 watts day and night.

Network Accounts • • •


ALLEN B. DuMoNT Labs, Reutter Sales Division, to sponsor Gus Edwards Schooldays, Tues. 9-10:30 p.m., starting Jan. 18, and Your Magic Window, variety show, Thurs., 9-10:30 p.m., starting Jan. 19, on DuMont TV network. Agency: Geyer, Newell & Ganger, New York.

GENERAL ELECTRIC Co., Schenectady, N. Y., was scheduled to sponsor Eddie Me This on CBS TV network, starting Jan. 16 from 8:30-9 p.m. Film quiz was premiered last Nov. 14 on WCBS-TV New York.


Adpeople • • •

LEE H. BRISTOL, executive vice president of Bristol-Meyers Co., New York, elected president of firm succeeding his brother, HENRY P. BRISTOL, who becomes chairman of the board. DR. DELMAS K. KITCHEN, president and director of medical division, appointed a vice president, and FRANKLIN H. HININS and GUSTAVE A. JABBER elected assistant vice presidents of the company.

E. S. MCKAY appointed advertising and sales promotion manager of General Electric Co.'s Air Conditioning Dept., Bloomfield, N. J.

BROADCASTING • Telecasting
YOU MIGHT BAG A 916-POUND GRIZZLY BEAR*

BUT...

YOU WON'T HIT ANYTHING IN WESTERN MICHIGAN WITHOUT WKZO - WJEF!

Yes, it is impossible to reach Western Michigan consistently via stations outside of Western Michigan.

It may look easy on the map, but there's a catch. Maps don't show that Western Michigan is literally hemmed in by a wall of fading. This wall really prevents effective reception of even the most powerful "outside" stations.

So to get anything big in this area, you've got to use "inside" stations. WKZO, Kalamazoo, and WJEF, Grand Rapids, offer you the perfect answer because: (1) BMB audience figures will convince you of our outstanding rural coverage; (2) You can project our ratings in Kalamazoo and Grand Rapids to the number of radio homes in these two cities and discover that WKZO-WJEF have nearly 23% more listeners in Kalamazoo and Grand Rapids than the next-best two-station combination. What's more, our combination rate is 30% less!

Talk it over with us, or with Avery-Knode, Inc.!

*Arthur Young killed a 916-pound grizzly bear in Yellowstone National Park.
**Veteran Reader**

**EDITOR, Broadcasting:**

I have been a reader of Broadcasting for a great many years and have always found it to be not only an accurate and reliable source of news, but also an extremely well-written and interesting publication.

William H. Kearns
Ted Bates & Co.
New York

**Talking People**

**EDITOR, Broadcasting:**

I read the story titled "The Talking People" on page 35 of your (Jan. 1) issue crediting Meredith Wilson with this gimmick.

I would like to go on record and say that Bill Spire, currently with Sullivan, Stauffer, Colwell & Bayles, and myself, when I was radio director for Consolidated Radio Artists in 1938, used this device successfully in producing 26 spot announcements for the Vick Chemical Co. However, we used 16 voices speaking and singing in unison...

William von Zehle
William von Zehle & Co.
New York

**For the Farm Public**

**EDITOR, Broadcasting:**

...For two years now we have been broadcasting daily programs for twelve Oklahoma stations and one Texas station, all of them farm and home features in the interest of the farm public of the Southwest. These stations pay their own line charges to the campus of Oklahoma A & M College and we do the rest. To us it is a matter of utilizing the millions of dollars worth of radio equipment and air time gladly offered to us by the stations in helping us provide a needed service for our mutual interests.

The radio stations are WKY Oklahoma City, ROMA Oklahoma City, KVVO Tulsa, KCRG Emmet, KTOK Oklahoma City, KSWO Lawton, KVSO Ardmore, KGFF Shawnee, KADA Ada, KTMC McAlester, KBFX Mustang, KSPI Stillwater, and KWFT Wichita Falls, Tex. ...

Burnie Arnold
Extension Radio Specialist
Cooperative Extension Work
in Agriculture and Home Economics
Stillwater, Okla.

**Gordon Gray Again**

**EDITOR, Broadcasting:**

In reading letter captioned "Blue Over Gray," Jan. 3 Open Mike, I wonder that you don't have more trouble with the "Gordon Gray problem."

The two gentlemen pictured as "Gordon Grays" are only two of the several in radio by the same name. I can't accuse the two men in question of adopting the name for "air purposes," since they are neither one in the performance end of radio, but the abundance of Gordon Grays is rather suspicious. I might add that the name appears on my birth certificate.

Do you suppose we might start an organization known as "The Gordon Grays of Radio"?

Gordon Gray
KECK Otsego, Tex.

P.S.—This Gordon Gray is on the news staff at KECK.

**Radio vs. Television**

**EDITOR, Broadcasting:**

As a high school student about to begin a career in broadcasting, I would like to express my views on the current radio vs. television problem.

Today, TV is at best only a supplement to the established radio features, although the miracle of video and heavy financial set investment tends to make the owner forget radio in the evening hours.

I feel that, after the novelty of TV wears off, the listener-viewer will seek good entertainment whether on radio or TV. In order to hold its audience, television will have to improve its present program schedule, bringing its entertainment standard up to the present level maintained by radio.

Eventually, radio comedy, audience-participation, interview, and sports programs will become standard TV fare, because it is obvious that they are suited for that medium.

Now, what is left for radio? The discriminating future listener will be equipped with AM, FM, and TV, and use them most likely...

(Continued on page 14)
GROWING MARKETS

Growing markets are attractive places in which to spend advertising dollars, especially now when every advertising dollar must do its capacity job. That's one reason why discriminating advertisers are concentrating on Southwestern markets. No other section of the United States can show, month after month, the increases which are regularly setting new records in Tulsa and in other Southwestern markets. Check the Federal Reserve, Department of Commerce, or your own sales figures for the Southwest and you'll see why this area continues to be the best place for 1949 advertising concentration!

In 1949 take full advantage of booming markets by using Oklahoma's Greatest Station, KVOO, whose 50,000 watts and long established, faithful audience is an unbeatable combination to get maximum sales results in the Southwest.
**Open Mike**  
(Continued from page 18)

prefer FM to AM. In the years to come AM and FM must specialize in quality features for the discriminating listener (opera, symphony, semi-classic, show, and popular music, news, comment, discussion, etc.), much as FM is now doing in contrast to radio. A keen spirit of competition will exist, creating a healthy situation for broadcasting.

William H. Traphagen Jr.  
45 Rugby Road  
Cedar Grove, N. J.

---

**Touche, Monsieur**

EDITOR: BROADCASTING:  
... Mr. Zimmer, the man who never attended an FM convention, as far as Mr. Ware knew, had breakfast with the president of FMA, at the last FMA convention in Chicago on the very morning that he was made president. . . .

Graeme Zimmer  
Radio Director  
WSY Columbus, Ind.

Editor's Note: Mr. Zimmer is referring to alleged allegations made during the recent internal FMA rumpus [BROADCASTING, Jan. 3].

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**Offers Suggestions**

EDITOR, BROADCASTING:  
... I would like to suggest that you include in your so-called "FCC Box Score" each week the names of the TV stations taking the air in that week, thus enabling your readers to keep basic station lists up-to-date.

You could do the same thing for AM and FM stations, thereby explaining all the changes in figures which appear in the "FCC Box Score." There is no reason, either, why network affiliations could not be handled in the same manner—or at least I see none.

I believe this procedure, since it would necessitate only a very small additional amount of space, would solve the problem. You often use much more space in separate stories for these items.

William D. Lauder  
857 W. 6th St.  
New York City

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P. S. Publication of the "FCC Monthly Report" also is very helpful to anyone wishing to keep station lists up-to-date. Let's hope you continue this feature, too. And while I'm at it, let me also congratulate . . . for the many helpful changes in format which have helped to make BROADCASTING more and more valuable [and] . . . to improve a magazine which already was the leader in its field.

---

**Portable Recorders**

EDITOR, BROADCASTING:  
Since your magazine printed the request of Mr. Warren Ashton regarding portable recording equipment, I thought your readers would like to know of our experience.

We have a specially constructed tape recorder which is acceptable to our standards for broadcasting, and it has proven extremely successful. It is packed in a suitcase. . . .

In the past weeks, we have recorded five different choral groups consisting of approximately 150 persons in each group. The results of each were very gratifying. We also record five Good Store Quiz programs each week and numerous interviews, etc.

Our experience with wire recorders has not been the best . . .

Elmer G. Muscheny  
Production Manager  
KXOK St. Louis.

---

**Help in Planning**

EDITOR, BROADCASTING:  
. . . I have received my new subscriptions to BROADCASTING, and can see that you too have made big plans for the year 1949. I am especially interested in the feature stories on the 1948 highlights of the networks and the 1949 outlook. For a youngster starting in the management field, these little gems of wisdom and fine pieces of reporting certainly help a lot in future planning . . .

Robert J. Williamson Jr.  
Manager  
WMIK Middleboro, Ky.

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**WCNX Signs Four**

EDITOR, BROADCASTING:  
WCNX went on the air Dec. 12, 1948, and my brother Bill and myself are managing directors. Of course that means that since Aug. 4 when we received our CP from the FCC we've actually been ditch diggers on radials, carpenters, plumbers and janitors.

We're proud of one thing, however, in Middletown there are five banks and we have signed four of them to 52-week contracts. Four out of five—and we expect the fifth next week.

Richard J. O'Brien  
Managing Director  
WCNX Middletown, Conn.
Wintertime Is Listening Time in WWVA’s Prosperous Farm Market

There are 1,919,351 people on the 446,639 farm homes in the WWVA coverage area; an area that includes basically Eastern Ohio, Western Pennsylvania, Virginia and West Virginia—that spreads into Kentucky, Maine, Maryland, New York, North Carolina, Tennessee and Vermont.

These WWVA farms produce nearly a Billion Dollars worth of farm products annually.

In these Winter months—in the hiatus between the Fall harvesting and the Spring planting—these WWVA farm people have more time for listening . . . and for buying. WWVA’s locally produced programs are designed to attract and hold them as WWVA listeners. Mail surveys prove that they do listen to WWVA and buy WWVA-advertised products.

*Ask an Edward Petry man how you can reach this WWVA farm audience effectively and economically

WRITE NOW FOR YOUR FREE COPY

WWVA FARM AUDIENCE REPORT

50,000 WATTS • CBS • WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

National Sales Headquarters: 527 Lexington Ave., New York City
Feature of the Week

The Swing at WHB Kansas City, Mo., is over toward pulchritude. The problem is to keep the station's symbolic rope pendulum filled with beauty to attract the advertising eye. But in the WHB Swing Girls, Sorority the swing is constantly to marital bliss.

Eye-catching WHB "Swing Girls" appear on the traditional rope swing in a breezy costume in all the station's trade paper advertisements, and are also being utilized in direct mail promotion. There have been four "Swing Girls" since 1946, when WHB adopted its new slogan, "The Swing Is to WHB in Kansas City."

With the dawn of 1948, the score to date is three "Swing Girls," well married, and two of them mothers. The mothers are Mrs. Charles Phillips and Mrs. William Gilbert Jr., the first two members of the exclusive sorority. The 1948 "Swing Girl," Mary Gibbs, after one starring movie for an independent producer, returned to Kansas City and chose a husband.

Now WHB is trying to devise a plan to keep Vera Ralston of Wichita, Kan., model for the 1948 series, out of Cupid's clutches. She

(Continued on page 68)

On All Accounts

One of broadcasting's own is the producer of the effective public relations recruiting transcriptions which have been made available to stations since early 1947 by the Naval Air Reserve Training Command.

Lieut. Commdr. Walter H. Kimmell, director of radio at NARTC headquarters in Glenview, Ill., is the same "Walt" Kimmell who served with distinction as announcer-producer-program producer-promotional manager of several southwest stations before the war. Kow-how gained on KOMA Oklahoma City, KGKO Fort Worth, KFDM Beaumont, KFDA Amarillo, and KWTW Wichita Falls, Tex., his home town, enabled him to produce last year (1948) a series of 26 weekly quarter-hour open-end shows which was used by 545 stations in the United States, as well as outlets in Honolulu, Alaska, and Panama.

Now another 26-week package is in the works and with a $35,000 budget from the Navy, compared with $400,000 last year. Commdr. Kimmell expects the series to be aired by 1,000 stations.

Selling the Navy on building its air reserve membership through radio was an exclusive Kimmell project. In the spring of 1947, Walt sound out 550 station managers, within a reasonable distance of the Command's 21 air stations, as to their interest in an NARTC show. A total of 266 said they would carry such a program. The heavy response helped the commander convince his superiors that radio was the answer to their recruiting problems.

They authorized a transcribed spot campaign featuring a then unknown mixed quintet singing a jingle about how the air reserve could be a "Hobby With a Future." Three hundred and twenty stations took the spots. Commdr. Kimmell wrote the ditty, which helped make the quintet famous.

Today, they are the "Honey Dreamers," heard and seen on ABC's radio and television stations. Next production was six five-minute shows again featuring the Honey Dreamers with the Mel Henke instrumental trio added. Tommy Bartlett, of ABC's Welcome Travelers, was m.c. of the series, aired on 380 stations.

"Reason we made only six shows was because there was just enough money available to do one double-faced disc," the commander recalls.

(Continued on page 64)
**Star-bright that's KRNT!**

The Station With The Fabulous PERSONALITIES and Astronomical HOOPERS!

Consistently Among the Nation's TOP 20 Rated Stations

**ASK A KATZ MAN ABOUT DES MOINES**

and KRNT — The Register and Tribune Station

"A Leader In The Nation... The Leader In Des Moines!"

**This Terrific Team of Air Salesmen Will Sell for You in a Market Rich, Ripe, Ready!**
TOTAL NUMBER of television advertisers increased to 680 in all of the 23 major TV markets, according to the Dec. 5-11 Rorsburgh Report on Television Advertising. This covers a total of 41 commercial stations. Total number of advertisers is 54 above the November report.

The increase is principally in the local advertising field, with 40 of the total increase in this category. Network advertisers remained the same—37. Spot advertising showed a gain of 14 sponsors over the preceding month. (See Table I)

These reports are based on a one-week survey in each month. It is felt that one complete week represents an adequate sample of the entire month. In the six-month period since the reports were established, the number of television markets has doubled, as has the number of stations. The number of advertisers using television in all categories has nearly tripled.

New York Leads

Of these major markets, New York, Philadelphia, Baltimore, Washington and Boston have the largest number of advertisers. New York leads the field with 179, on six stations, while Boston has 61 accounts on two stations. (See Table II)

The four leading television markets, New York, Philadelphia, Baltimore and Washington lead in the local-retail advertising field, as well as in the total number of advertisers in the market.

The spot advertising leaders are New York with 82 accounts; Philadelphia, 43; Chicago, 39; and Baltimore, 31. Chicago was not listed by the Midwest cable when this survey of advertising was taken, and consequently shows a high spot figure for December.

The general rise in the number of television accounts was shared by nearly all markets.

The following markets gained the most accounts: New York showed a net gain of 18; Detroit added 8; and Chicago added 7. Louisville and Seattle were added to the report with this issue, and showed 15 and 26 accounts respectively in December.

There were 232 new television advertisers in December. Of these newly active accounts 94 were spot advertisers, and 138 were local-retail advertisers. New York led the markets in the number of newly active accounts with a total of 43 advertisers. Other markets that showed exceptional increases in new accounts were Philadelphia with 20; Chicago and Baltimore with 17 each. (See table III)

Of the 27 major product-groups advertising on TV, radio and tele-

### Table I

<table>
<thead>
<tr>
<th>Network Accounts</th>
<th>Selective Accounts</th>
<th>Local-Retail Accounts</th>
<th>Total Accounts</th>
<th>Gross (or Less)</th>
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<tbody>
<tr>
<td>No. of Markets</td>
<td>61</td>
<td>36</td>
<td>28</td>
<td>28</td>
</tr>
<tr>
<td>No. of Spots</td>
<td>20</td>
<td>20</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>No. of Advertisers</td>
<td>14</td>
<td>14</td>
<td>16</td>
<td>21</td>
</tr>
<tr>
<td>Network</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Local-Retail</td>
<td>166</td>
<td>183</td>
<td>193</td>
<td>226</td>
</tr>
<tr>
<td>Total Advertisers</td>
<td>246</td>
<td>290</td>
<td>317</td>
<td>376</td>
</tr>
</tbody>
</table>

### Table II

<table>
<thead>
<tr>
<th>Advertisers by Market Area (Dec. 5-11)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network Accounts</td>
</tr>
<tr>
<td>------------------</td>
</tr>
<tr>
<td>Atlanta</td>
</tr>
<tr>
<td>Baltimore</td>
</tr>
<tr>
<td>Boston</td>
</tr>
<tr>
<td>Buffalo</td>
</tr>
<tr>
<td>Chicago</td>
</tr>
<tr>
<td>Cleveland</td>
</tr>
<tr>
<td>Detroit</td>
</tr>
<tr>
<td>Ft. Worth-Dallas</td>
</tr>
<tr>
<td>Milwaukee</td>
</tr>
<tr>
<td>Minneapolis</td>
</tr>
<tr>
<td>New Haven</td>
</tr>
<tr>
<td>Philadelphia</td>
</tr>
<tr>
<td>Richmond</td>
</tr>
<tr>
<td>St. Louis</td>
</tr>
<tr>
<td>San Francisco</td>
</tr>
<tr>
<td>Washington</td>
</tr>
</tbody>
</table>

### Table III

<table>
<thead>
<tr>
<th>New Advertisers by Markets (Dec. 5-11)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network Accounts</td>
</tr>
<tr>
<td>------------------</td>
</tr>
<tr>
<td>Atlanta</td>
</tr>
<tr>
<td>Baltimore</td>
</tr>
<tr>
<td>Boston</td>
</tr>
<tr>
<td>Buffalo</td>
</tr>
<tr>
<td>Chicago</td>
</tr>
<tr>
<td>Cleveland</td>
</tr>
<tr>
<td>Detroit</td>
</tr>
<tr>
<td>Ft. Worth-Dallas</td>
</tr>
<tr>
<td>Milwaukee</td>
</tr>
<tr>
<td>Minneapolis</td>
</tr>
<tr>
<td>New Haven</td>
</tr>
<tr>
<td>Philadelphia</td>
</tr>
<tr>
<td>Richmond</td>
</tr>
<tr>
<td>St. Louis</td>
</tr>
<tr>
<td>San Francisco</td>
</tr>
<tr>
<td>Washington</td>
</tr>
</tbody>
</table>

### Table IV

<table>
<thead>
<tr>
<th>TV Advertisers by Product Groups (Dec. 5-11)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network Accounts</td>
</tr>
<tr>
<td>------------------</td>
</tr>
<tr>
<td>Agriculture</td>
</tr>
<tr>
<td>Apparel</td>
</tr>
<tr>
<td>Automotive</td>
</tr>
<tr>
<td>Beer &amp; Wine</td>
</tr>
<tr>
<td>Building Materials</td>
</tr>
<tr>
<td>Confectionery Services</td>
</tr>
<tr>
<td>Druggists</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
</tr>
<tr>
<td>Furniture</td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
</tr>
<tr>
<td>Househould Furnishings</td>
</tr>
<tr>
<td>Insurance</td>
</tr>
<tr>
<td>Jewelry</td>
</tr>
<tr>
<td>Office Equipment &amp; Stationery</td>
</tr>
<tr>
<td>Radios</td>
</tr>
<tr>
<td>Records</td>
</tr>
<tr>
<td>Sporting Goods &amp; Toys</td>
</tr>
<tr>
<td>Transportation, Travel &amp; Resorts</td>
</tr>
<tr>
<td>Miscellaneous</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

### 864,000 TVs

**NBC Releases Set Data**

A TOTAL of 864,000 TV sets were installed (and presumably in use) in this country as of Dec. 1, according to data released last week by NBC’s research department. City-by-city breakdown follows:

<table>
<thead>
<tr>
<th>CITY</th>
<th>TV SETS INSTALLED</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>370,000</td>
</tr>
<tr>
<td>Baltimore</td>
<td>20,000</td>
</tr>
<tr>
<td>Boston</td>
<td>17,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>83,000</td>
</tr>
<tr>
<td>Richmond</td>
<td>1,000</td>
</tr>
<tr>
<td>New York</td>
<td>65,000</td>
</tr>
<tr>
<td>Washington</td>
<td>24,500</td>
</tr>
<tr>
<td>Buffalo</td>
<td>8,000</td>
</tr>
<tr>
<td>Chicago</td>
<td>7,000</td>
</tr>
<tr>
<td>Cleveland</td>
<td>18,650</td>
</tr>
<tr>
<td>Detroit</td>
<td>22,000</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>11,380</td>
</tr>
<tr>
<td>St. Louis</td>
<td>14,400</td>
</tr>
<tr>
<td>Toledo</td>
<td>4,500</td>
</tr>
<tr>
<td>Albuquerque</td>
<td>760</td>
</tr>
<tr>
<td>Atlanta</td>
<td>4,200</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>10,000</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>7,000</td>
</tr>
<tr>
<td>Dallas</td>
<td>2,530</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>5,380</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>7,600</td>
</tr>
<tr>
<td>Seattle</td>
<td>7,600</td>
</tr>
<tr>
<td>St. Louis</td>
<td>8,000</td>
</tr>
<tr>
<td>New Haven</td>
<td>11,000</td>
</tr>
<tr>
<td>Syracuse</td>
<td>5,000</td>
</tr>
<tr>
<td>Dayton</td>
<td>1,100</td>
</tr>
<tr>
<td>St. Louis</td>
<td>5,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>68,100</td>
</tr>
<tr>
<td>New Orleans</td>
<td>370,000</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>2,500</td>
</tr>
<tr>
<td>Providence</td>
<td>2,500</td>
</tr>
<tr>
<td>San Diego</td>
<td>2,500</td>
</tr>
<tr>
<td>San Francisco</td>
<td>5,000</td>
</tr>
<tr>
<td>Others</td>
<td>15,000</td>
</tr>
</tbody>
</table>

SET FIGURES, reported to Broadcasting during the past week:

Milwaukee—14,187 as of Jan. 1, reported by WTMJ-TV Milwaukee.

Chicago (with radius—57,393) as of Nov. 30, 1948, reported by Electric Assn. of Chicago.

Buffalo—10,774 as of Dec. 31, 1948, reported by Buffalo Niagara Electric Co.
MORE THAN SENSATIONAL!!
ONLY SLIGHTLY LESS THAN COLOSSAL—

The Woody Willow Show has taken Atlanta by Storm.

AN OFFER OF THIS BUTTON met with an immediate and terrific response—climaxed by 780 LETTERS IN ONE DAY. OVER 2500 EAGER MEMBERS OF THE "WOODY WILLOW FAN CLUB" RECRUITED IN TWO WEEKS, make it a powerful children's program for ANY ADVERTISER. We've RE-ORDERED buttons to meet the urgent testimonial to this unique puppet personality. THE KIDS LOVE WOODY WILLOW. IT'S A SWELL ADVERTISING BET.

SEE YOUR PETRY MAN NOW!

wsb-tv
The Atlanta Journal
ON PEACHTREE STREET
In some parts of the nation, a radio station can do almost anything—can broadcast in Chinese or Italian—and still be "right" for a lot of people.

It's different in the South. Accurate Know-How is especially important in KWKH's four-state area. Our listeners have definite and fairly uniform preferences. They want their programs to recognize their preferences. KWKH gives them this sort of programming, learned from 23 years of continuous study. Our audience responds by listening to KWKH, and by buying the products we advertise.

We'd be happy to tell you all about KWKH's outstanding rating, and how you can use our Know-How. Ask us—or The Branham Company!
ABC STOCK

By EDWIN H. JAMES

AN ANALYSIS last week of New York Stock Exchange trading in ABC common stock in the past two and a half months disclosed a prevailing buyer's market and recurrent inconsistencies in the week-by-week volume of shares changing hands.

At the same time it was learned that three top executives of ABC had sold large portions of their stock holdings in the company. In December alone, ABC managers liquidated 51,800 shares. But the ABC stock prices remained firm despite the stock's selling. There were 1,680,017 shares of ABC common stock outstanding.

In the last two months of 1948, the weekly volume of shares traded on the Exchange soared from 6,800 to 18,800, and in the first week of December to 87,100. In the last week of the year, weekly totals between those extremes fluctuating widely.

Yet in the same period the price of stock rose slightly but steadily, a phenomenon usually associated with carefully engineered buying.

Buyers Not Known

The identity of buyers of the stock could not be learned. Stock Exchange and Securities and Exchange Commission rules prohibit disclosure of such information save in the case of company officials, and ABC officials shed no light on the subject. But the state of the market suggested one or more individuals were engaged in the delicate maneuver of acquiring a sizable block of ABC stock.

The existence of a continuing buyer's market in ABC stock prompted speculation—wholly unconfirmed—that Spyros Skouras, president of Twentieth Century-Fox Film Co., may have undertaken acquisition of a voice in ABC by means of stock purchases, following the unsuccessful conclusion of his negotiations to buy the company [BROADCASTING, Dec. 6, 1948].

Mr. Skouras has intimated that his interest in ABC survived the collapse of his negotiations with Edward J. Noble, ABC chairman of the board and majority stockholder. At the time of the original announcement of the failure of the deal, a spokesman for Mr. Skouras was careful to report that the parties were still "on friendly terms."

The sale of stock in December by the three ABC executives was not connected with any negotiations regarding a change in ownership of the company, according to an ABC official, but was caused by purely personal motives.

Those selling stock in December were Mark Woods, president; who sold 30,500 shares and retains only 6,500; Robert E. Kintner, executive vice president, who sold 17,500 shares and now has 16,000 (9,500 more than Mr. Woods), and C. Nicholas Prialux, vice president and treasurer, who sold 4,000 shares, leaving him 1,000. All three are directors of the company.

A table showing weekly trading in ABC stock, including the high and low prices each week, follows:

<table>
<thead>
<tr>
<th>Week Ending</th>
<th>Total Shares</th>
<th>High</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 18</td>
<td>25,900</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Nov. 19</td>
<td>30,300</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Nov. 26</td>
<td>34,800</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Dec. 3</td>
<td>22,000</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Dec. 10</td>
<td>7,500</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Dec. 24</td>
<td>20,800</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Jan. 7</td>
<td>38,800</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>for Period</td>
<td>108,300</td>
<td>7</td>
<td>5</td>
</tr>
</tbody>
</table>

Both volume and prices were off slightly in the second week of January, according to the pace of daily trading in the first four days of the six-day Stock Exchange week. In the Jan. 8-12 inclusive period a total of 13,600 shares was traded with a high of 9 1/4 and a low of 4 3/4.

There seemed to be some correlation between the volume of stock traded on the Exchange and the general circulation of news concerning the Fox-ABC negotiations.

The heavy volume of 54,800 shares occurred in the week that negotiations were known to be in progress, and trading slacked to 30,800 shares in the next week, during which the deal was called off. But negotiations had been abandoned for four weeks when the most active six-day volume occurred—that of 87,100 shares in the last week of December.

Sale Report Unconfirmed

It was presumed, although impossible to confirm, that some of the 51,800 shares sold by Messrs. Woods, Kintner and Prialux were traded in this week.

The persistently heavy trading throughout the two-month period, however, could not have resulted, it was believed, from scattered and unorganized buying prompted by news of the Fox-ABC negotiations, nor, obviously, could it be explained by the liquidation by the three executives.

Similarly, the volume could not be ascribed to year-end "tax loss" selling, which characterized the market at this season. The price of ABC stock rose in the period to its highest mark so that investors, seeking to take losses for tax purposes, "could not achieve that purpose by unloading ABC stock.

Wall Street observers said it was unlikely that the ABC stock was being bought as a long-term investment, unless by parties desirous of obtaining it in quantity to assure a voice in company affairs. The speculative nature of the stock—from an ordinary investor's point of view—was stressed by these sources.

ABC has paid no dividend since the latest public issuance of the stock last May. Its immediate future as an investment, its by conservative estimates, not rewarding. ABC, which unlike RCA and Columbia, depends entirely upon revenue from broadcasting, stands to make losses in the next year because of the cost of television.

An indication that the company itself anticipated a period of high costs of television unaccompanied by commensurate gains in AM broadcasting revenues was seen in its recent reduction of personnel at its New York headquarters and its diversion of budget funds to television.

Although top executives strenuously denied that personnel firings had been general or that substantial money had been withdrawn from AM operations and diverted to television, it was understood that more than a dozen employees were released and the budget requests by some department heads, based on 1948 spending, had been slashed as much as 25%. The money thus withdrawn would be spent on video.

About 20% Shifts in Brisk Turnovers

AM OR FM VIDEO? FCC Urges Industry Tests

THE BATTLE of FM vs. AM will be fought all over again in the visual portion of the upper (UHF) television band.

Already some experimental work on feasibility of using FM for the video signal has been done in the FCC's laboratory at Laurel, Md., employing a signal of approximately 75 mc.

Now the FCC, convinced that further experiments are justified, has proposed that the industry start intensive testing of FM picture signals in the upper band to determine if FM might be superior to AM for visual service.

Consensus of informal engineering views around the FCC seemed to be that Laurel findings, while showing promise for FM picture service, can't possibly be good enough to justify upsetting of the present VHF television band.

Upset Manufacturing

Any thought of such a radical change in present TV standards would rock foundations of the entire manufacturing, station and related TV industries involving billions of dollars in investment, to say nothing of the effect on the million set owners, it was pointed out in industry circles.

Engineers familiar with the Laurel experiments recognize, however, that the FCC has produced results justifying further experiments. This opinion was not unanimous.

The results were discussed at length last week by the NAB Engineering Executive Committee. Appearing at the committee's meeting (see story page 30) were John R. Willoughby, FCC acting chief engineer, and Hart Copwerthwait, acting chief of the FCC Television Broadcasting Section.

According to NAB, Mr. Willoughby said the experiments revealed promise and indicate more freedom from interference if FM is used instead of the present AM video signal. He declared it im-

(Continued on page 53)
GM's AUTO SHOW
CBS-TV Net Time Bought

GENERAL MOTORS Corp., Detroit, will sponsor a one-time telecast on the full CBS-TV network from New York to Chicago Jan. 24, 9-10:30 p.m., showing highlights of the company's auto show to be held Jan. 20-27, at New York's Waldorf-Astoria Hotel.

Program, named after the show, Transportation Unlimited, will be filmed by Universal International at the press preview Jan. 19 and during the opening days of the show and rush-processed for telecasting in mid-show week. To expedite production, the musical score will be recorded on film in advance and the picture footage matched with the music. Each car will have its own theme: "In My Merrie Oldsmobile," "In the USA in Your Chevrolet," etc., with an unnamed "rich, luxurious theme" for Cadillac. Campbell-Ewald Co., New York, is handling the program.

The Pontiac Motors Division of General Motors Corp. will also sponsor a one-time program on a five-station CBS-TV eastern network, Jan. 21, 8-9:30 p.m. starring Dorothy Shay and Dick Haymes and also showing the Pontiac display at the GM auto show. MacDonald, John & Adams, Detroit, is the agency for this program, to be produced jointly by CBS and Mil- dred Fenton.

Ostby Resigns

NORMAN OSTBY, assistant to vice president of ABC Western Division, has announced his resignation effective Jan. 15, after 11 years with the network and NBC before that. Mr. Ostby first joined NBC New York as network salesmen in 1938. Later he was instrumental in setting up the sales service department for the Blue when it was separated. He moved into the station relations department in 1942 and in January 1946 went to Hollywood as assistant to the vice president in addition to the duties of public service director and public relations director.

WJAS to Hollingbery

APPOINTMENT of George P. Hollingbery Co. as exclusive national representative for WJAS Pittsburgh, effective Jan. 13, was announced last week by H. K. Bren- nen, president and general manager of the basic CBS outlet. The station, established in 1926, operates with 5 kw on 1320 ke fulltime.
At the hearings last week, Sen. Johnson told the Senate if the FCC were permitted to settle the question such action would be tantamount to the tail wagging the dog. He suggested that the Senate be given the opportunity of studying the matter.

Sen. Johnson, asked Friday whether he had asked or intended to ask FCC to defer action on a clear channel decision pending a Congressional study, replied he had “no plans at present.”

Hearings on the issue will be held, if they are found to be necessary, the Colorado legislator said. He told Broadcasting no hearings had been scheduled and that he had no immediate plans for them.

The clear channel stations’ hopes of power above 50 kW had been successfully nipped once before in

(Continued on page 55)
INAUGURATION

AS THE INDUSTRY made its final plans last week for all-out coverage of one of the year’s biggest events, blanket clearance on all ASCAP and BMI musicClearance on all ASCAP music for radio and television networks which will carry to vast audiences, all or parts of the Inaugural gala, was on Jan. 19, oath ceremonies, the parade and Inaugural Ball Jan. 20, was offered in a telegram to Mel- rose. Hildreth, general chairman of the Inaugural Committee. The message was initiated by ASCAP President Fred E. Ahlert.

Identical courtesies were extended for BMI by its vice president, Robert J. Burton.

Petillo Sends Message

Permission for participation of American Federation of Musicians members was contained in a message from AFM President James C. Petillo.

Kenneth D. Fry, Inaugural radio director, estimated that 550 radio and television men—commentators, announcers, cameramen, directors, rewrite men, reporters and electricians—will lend their efforts to bring a word and visual picture into millions of homes throughout the country.

Midwest audiences will get their first major on-the-spot news telecast from the Nation’s Capital. Stations of the four eastern and midwestern video networks, linked Jan. 11 by coaxial cable, will re-

NBC IS SUED

Million in Damages Asked

DAMAGES of $1.2 million are sought from NBC and three other defendants in a suit filed in U. S. District Court at Fort Worth Jan. 13, in behalf of William E. Ballard of Palo Pinto County, Texas. Mr. Ballard alleges that NBC used a copyrighted idea of his on its Peo-

FCC REORGANIZATION

REORGANIZATION of the FCC into semi-autonomous panels, al-

though approved by the FCC (Broadcasting, Jan. 10), was de-

layed temporarily last week pending final agreement on details.

One of the principal points of disagreement was the degree of autonomy to be given the three panels. Comr. Frieda B. Ham- nock in particular was understood to feel that the plan as drawn up did not give the panels enough authority, especially in its provi-

sion for automatic appeal from a panel to the full commission.

She also felt there should be more detailed plans for personal assistants for each Commissioner, it was understood, full

Commission would handle all matters not specifically assigned to a panel, including general rule-making, overall allocations and similar affairs which affect all panels.

CONTINENTAL

Network Plans for Inaugural

CONTINENTAL FM Network will add western Pennsylvania and New England this week, feeding its Inauguration coverage to groups of stations in those areas.

Hudson Eldridge, WASH (FM) Washington, network manager, said an 8,000-cycle wire link from New York to Boston will provide Continental stations to the New England Group, which consists ini-

tially of four stations with others in the negotiation stage. Con-

tinental now has a 10,000-cycle line to Alpine, N. J.

The fulltime line to Boston will feed WXHR (FM) Boston, operated by Harvey Radio Labs in conjunction with WTAO, AM out-

let. Others on the line will be WPJB-FM, Providence Journal

station; WACE-FM Springfield, Mass., with the AM outlet using some of the service on a delayed basis; WHAV-FM Haverhill, Mass. Negotiations are under way in Portland and Berlin, N. H.; Augusta, Me.; North Adams, Mass.; Hartford - New Britain - Meriden area, and others.

A special events line of 5,000 cycles will feed Universal Network in the tri-state area around Pitts-


Universal also will take the Continental high-fidelity tape service, which is being fed to an eight-state midwestern area and a hookup on the West Coast and in Florida.

LINE OF MARCH for the Inaugura-

tion Parade will start at the Capitol, lower left, following the black line up Constitution Ave. to Pennsylvania Ave., where it will go diagonally to 15th St., N. W. There, at the Treasury Dept., the parade turns right for three blocks until it again hits Penn- sylvania Ave. The parade then turns past the White House, upper right, and disbands at 17th St.

CHARLES McCARTHY and Mortimer Sned, Phil Harris and Alice Faye, Margaret O'Brien, Lena Horne, Jane Froman, Dick Haymes, Joan Davis, Gene Autry, George Jessel, Gene Kelly, Jane Powell and Kay Starr.

Temporary Delayed

With Comr. Sterling at the high frequency conferences at Mexico City, and Comr. Webster slated to attend a meeting of the Dominion Marine Assn. at Montreal this week, it appeared unlikely that ac-

tion on the bill would be taken before next week.

Chairman Coy reportedly is sup-

porting the plan as a means of re-

taining the services of Comr. Web-

ster, who has indicated he will not accept reappointment when his term expires June 30 unless there is a reorganization of the Commis-

sion into divisions.

The plan which the Commission has agreed to support, a principle which was advocated almost a year ago by Comr. Jones, in the course of com-

ments which the Senate Interstate & Foreign Commerce Committee had solicited in connection with the then-pending White Bill to amend the Communications Act.

PAGE 24 • JANUARY 17, 1949
NRDGA AWARDS

A RETAILERS’ landslide into radio is an immediate prospect if the annual radio competition sponsored by the National Retail Dry Goods Asso., is any indication. Maurice Mitchell, NAB’s director of broadcast advertising, said last Wednesday.

Mr. Mitchell, speaking at the sales promotion session of the convention at New York’s Statler Hotel, announced awards in the association’s annual national radio contest. This year’s event, Mr. Mitchell said, was significant in that the number of entries had broken all records, and judges agreed that the caliber of programs submitted was “of the highest order.”

Sales results directly traceable to radio advertising were reported far in excess of previous years, he disclosed, with the winning stores achieving a standard of excellence unequalled in any other retail advertising medium.

The number of entries in the contest—50% greater than last year, 300% higher than in 1946, confirms the imminence of a mass retailer entry into radio, Mr. Mitchell pointed out. Whereas only a few years ago retail advertising was far behind newspaper and national spot in radio’s overall picture, in 1947 it forged ahead to become radio’s chief source of income. In 1948 retailers again led all others in use of radio, he said.

Once again, Mr. Mitchell declared, the entries in this contest have emphasized the points that NAB and NRDGA have jointly plugged for several years. They are:
1. The importance of understanding your objective.

SUNDAY NIGHT
Hooper Fight Goes On

PACED by its newly acquired Jack Benny program, CBS Sunday evening programming led the Hooper parade again last Jan. 9.

Fred Allen, only NBC show to lead CBS opposition in the critical Sunday hour a week before, fell behind his opposition Jan. 9.

The lineup:
6:30-7 p.m. CBS, Spike Jones for Coca-Cola. 105 rating. 444,000.
6:30-7 p.m. CBS, Jack Benny for American Tobacco. 262,000. Jack Benny. 115.
7-7:30 p.m. CBS, Jack Benny for American Tobacco. 262,000. Jack Benny. 115.
7-8 p.m. CBS, Amos ’n Andy for Lever Bros. 51 rating. 60,000.
7-8 p.m. CBS, Art Linkletter for United States Steel. 118.
6-9:30 p.m. CBS, The FBI Files. 118.
8-9:30 p.m. CBS, Life With Luigi. 86; NBC, NBC Theatre, sustainer. 82.

RADIO AWARDS—Radio to Retailers—1948

NRDGA—Rochester Good Guys, Co.

Rhodes Dept. Store

Zien’s Co-op Merchants Inst.

Good Morning Show

KXEL

First

1. (Class "C"

Waterloo

Brockton

Little Symphony

First

Sibley, Lindsay & Cerr

Towar Clock Time

Yan Lawrence

KJX

Second

James Black Dry Goods Co.

McCordy & Co.

First

10:40.

CBS, Jan. 1948.

Mr. Mitchell announced that once again NAB will make available studies of the entries in a soon-to-be released booklet.

Three Groups

Winners in the 1948 NRDGA competition were classified into three groups, according to dollar volume. Programs also were judged in various categories, which were “General Family,” “Women’s,” “Teen-Age,” “Children’s,” “FARM” and “Men’s.”

Stores winning prizes in more than one category included Zion’s Co-operative Mercantile Institution, Salt Lake City, for its concentration of radio efforts and related sales promotion were rewarded with three prices. Also, NAB made a special commendation to ZMRA for “the best over-all job of radio programming and advertising by a retail store.”

The store’s winning programs, The Utah Symphony Hour, beamed to the general family, Campus Variety for college and junior college listeners, and The Story Prince for moppets in the 4 to 10 group, won third, first and grand NRDGA prizes respectively.

ZMRA is a Class “B” store in the NRDGA scale, i.e., $5 million to $15 million yearly volume.

In Class “C,” $15 million or over, Joske’s of San Antonio, and Polsky’s of Akron, were multiple winners (see full list of awards on this page), with the former receiving third prizes in “General Family,” “Women’s” and “FARM” categories; and the latter, two second prizes, for programs beamed to women and farmers.

THE “MISSION TO HOLLYWOOD”

by CBS Board Chairman William Paley last week has given rise to speculation that his round of West Coast conferences in reality represented the network’s internal invasion of the ABC talent chest and additional raids on NBC.

If Mr. Paley’s Hollywood schedule was merely window-dressing, which observers seriously doubt, he was, at least, held a decided winning edge for a war of nerves.

What actually transpired during his many impressive conferences remained a matter only of Mr. Paley’s and his conferees’ personal knowledge. But, in the light of recent developments in the “Battle of the Stars,” his conference held deep significance to seasoned observers.

Raid on the NBC corral had already netted CBS Charles Cornell conversation—purportedly involved other radio personalities still on NBC—with the gamut running from Fibber McGee and Molly to Duffy’s Tavern.

The CBS board chairman and other principals didn’t have anything to say about their conferences. But the sessions spoke loudly for themselves. Some facts did become known. Mr. Paley did meet with Edgar Bergen. It was not known whether the ventriloquist signed or not, but according to prevailing talk, he was strongly considering a ticket to CBS.

Bing Crosby also got into a huddle with Paley, who was believed to have been eager to meet (Continued on page 49)

January 17, 1949 * Page 25
ABC's GROSS

ABC GROSS network time sales for 1948 amounted to $44,308,376, according to figures released last week. This total compares to 1947's billings of $43,648,067, representing an increase of 1.7%, or $755,319.

Dancer-Fitzgerald-Sample, New York, was ABC's highest spender in 1948, purchasing network time to the amount of $5,861,292, some $1,470,000 more than J. Walter Thompson Co., which placed second. General Mills, Minneapolis, was the leading ABC advertiser for the year, billing a total of $4,666,348 worth of the network's time, $1,278,000 more than Procter & Gamble, Cincinnati, who spent $3,378,348 on ABC for second place.

Food and food products, with $15,981,823 in ABC billings, led over the second-highest drugs and toiletries classification by $7,688,074.

MBS BILLINGS

Total billings on MBS last year reached $22,769,464, an increase of $396,753 over the $22,372,711 figure Mutual billed in 1947, according to figures released by Mutual this week last week.

Cecil and Presbury, New York, purchased more time on Mutual than any other agency. The firm, which three years ago placed less than half a million dollars, bought $2,049,850 worth of Mutual time. Shows placed by the agency are "Twenty Questions for Bonna", "Hearts Desire for Philip Morris", now off the air, and "Queen for a Day" for Philip Morris and Miles Labs.

Leading Mutual sponsor was the Ralston Purina Co., St. Louis, which spent $1,407,856 with the network. Ralston has bought over $1 million worth of MBS time every year since 1945.

The drug and toiletry industry leads the list of advertisers in industry-wise, with billings totaling $8,135,944, or almost double that of the foods and food beverages industry which placed with $3,626,312.

MUTUAL 1948 BILLINGS

<table>
<thead>
<tr>
<th>Month</th>
<th>Monthly Cumulative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>$2,072,002</td>
</tr>
<tr>
<td>Feb</td>
<td>$2,072,002</td>
</tr>
<tr>
<td>Mar</td>
<td>$2,069,000</td>
</tr>
<tr>
<td>Apr</td>
<td>$2,097,971</td>
</tr>
<tr>
<td>May</td>
<td>$2,163,634</td>
</tr>
<tr>
<td>June</td>
<td>$2,131,317</td>
</tr>
<tr>
<td>July</td>
<td>$2,121,684</td>
</tr>
<tr>
<td>Aug</td>
<td>$2,196,683</td>
</tr>
<tr>
<td>Sep</td>
<td>$2,151,322</td>
</tr>
<tr>
<td>Oct</td>
<td>$2,163,502</td>
</tr>
<tr>
<td>Nov</td>
<td>$2,150,250</td>
</tr>
<tr>
<td>Dec</td>
<td>$2,147,388</td>
</tr>
</tbody>
</table>

Total                         $22,769,464

MUTUAL 1948 ADVERTISER EXPENDITURES

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ralston Purina</td>
<td>$1,407,856</td>
</tr>
<tr>
<td>Philip Morris</td>
<td>$1,040,462</td>
</tr>
</tbody>
</table>

(Continued on page 48)
BUDGET

By ED KEYS

A NEW FCC BUDGET higher than the current year's initial appropriation, but somewhat less than this year's actual expenditures will be, was recommended last week by President Truman.

The proposal, outlined in the President's budget message to the 81st Congress last Monday, would give the Commission $6,634,400 for the year starting July 1, 1949. This compares with a $6,351,000 appropriation for the current year. But the current appropriation is yet to be supplemented by some $367,000 to take care of increased personnel during the last session of Congress.

Even though the new recommendation would thus fall $14,900,000 below this year's expected expenditures, observers felt FCC had achieved a minor triumph. For the figure proposed in the budget message was somewhat higher than the one reportedly set by the Budget Bureau in its original recommendation (BROADCASTING, Nov. 29, 1948).

The Commission was understood to have asked for $7,900,000 originally, and Chairman Wayne Coy and other FCC officials are known to have been active in seeking to persuade the Budget Bureau that its initial recommendation would be insufficient for FCC's workload.

The State Dept.'s Voice of America appropriation was fixed at $2,800,000, an appropriation comparable to this year's.

Estimates for the State Dept. are placed at $251,700,000, which is $62,000,000 less than the last appropriation.

It was recommended that $36,- 000,000 be granted for the international information and educational exchange program. In this would be $15,500,000 for overseas activities. Approximately $14,900,000 would be allocated for domestic media facilities and services. Of the $14,900,000, the International Broadcasting Division's share for operation of the "Voice of America" would be only $6,608,104, as compared to its current $11,600,349 expenditures.

Actually, this is not the drastic slash it would appear to be, according to State Dept. officials. The "Voice of America" budget actually remains at a comparable level when roughly $3,000,000 allowed for radio relay construction is included in the current year budget. These are non-recurring items, present only in the current budget.

Another $1,600,000 would be allowed for broadcasting facilities and the operation of overseas relay

LEGISLATION to grant newsmen the right to withhold sources of information is introduced this week in the New York Legislature, with radio for the first time granted equal protection with the press. Technical bills were introduced in Senate and House, carrying endorsement of the Law Revision Committee as to inclusion of radio newsmen. The committee serves as an advisory body to the Legislature.

The New York measure is similar to a model law proposed by the NAB and submitted to all state broadcast associations with suggestion that it be presented to their legislatures.

Radio and newspaper interests in New York are expected to support the bill jointly. The legislation was introduced by Sen. Thomas C. Desmond, widely known as a legislative authority, and by Rep. Lee B. Nailer, House Majority Leader.

Introduction of the bills followed hearings held last June 29 by the Law Revision Committee. Appearing on behalf of broadcasters were Michael R. Hanna, NAB District 1 director, and E. R. Vadence, vice president of WSYR Syracuse and chairman of the NAB Radio News Committee.

Eleven states thus far have passed laws enabling newspaper and broadcasters to refuse to divulge news sources, thus protecting news sources from reprints. First such law was enacted in 1896 by Maryland, prior to the broadcasting era. Since that time 10 other states have passed similar laws, according to NAB, all following the Maryland statute. The other states are Alabama, Arkansas, Arizona, California, Indiana, Kentucky, Mississippi, Missouri, and West Virginia.

(Continued on page 51)

FCC Is Cut Under President's Message

He pointed out that technological developments in television have created major problems in frequency assignments and application processing which will absorb considerable Commission time and effort to resolve successfully.

Increased attention to the large backlog, which on Nov. 30, 1948, numbered 793 applications, will be permitted by declines in applications for new standard stations and changes in facilities, according to President Truman.

Expansion to Continue

He also expects expansion in the use and variety of nonbroadcast services to continue through 1950.

"To meet demands for these services," he asserted, "revision will be required of present frequency assignments for the several services. "Common carrier regulations," he continued, "present extraordinary tasks for the Commission. These were posed, according to the message, "by technological developments on rates, routes, service and other elements of the Commission's regulatory functions."

FCC's new proposed budget would provide for a maximum of $1,382 permanent employees with salaries totaling $5,614,582. A total of 902 employees, having an aggregate income of $5,666,537, would be in Washington and 480, whose salaries total $1,494,045, would be in the field.

The appropriation under which FCC is currently operating allows for a maximum of 1,407 employees, drawing a total of $6,670,851 in salaries. Of this number 918 are in Washington, 480 employees with a payroll of $5,659,732 and 487 field workers earning an aggregate of $1,358,001.

The 1947-48 budget request for approximately $7.3 million was trimmed more than $1 million in the final appropriation. The agency's bid for $8,540,000 for 1948-49 was $500,000 more than its previous record peacetime grant of $6,240,000 under which it operated in 1947-48.

Adjoint is a table which furnishes the breakdown of current and proposed allocations for activities within the FCC.

Allowance for Vehicles

A sum of $15,760 was allowed for the purchase of five new models. The agency will continue to use 132 older vehicles. One automobile is available for the use of the commissioners, the remainder for field personnel concerned with investigating unlawful radio activities, monitoring, conducting examinations and performing other duties.

An increase of $54,368,000 for the coming fiscal year was asked for the Bureau of the Census. The new appropriation was $76,725,000.
ON HAND for the final sessions of FCC's hearing on national spot representation activities were, among others: (1 to r) Thomas F. Flanagan, managing director of the National Assn. of Radio Station Representatives, and Lewis H. Avery, president of Avery-Knodel Inc. and treasurer of NARS; Emerson Markham, stations manager of General Electric's WGY, WRBGE (TV) and WGFM (FM) Schenectady; C. T. Lucy, general manager of WRVA Richmond, and President R. O. Dunning of KQX Spokan.

**THE HEARING** that may determine whether networks remain in the station representation business, or whether they must get out, was closed by FCC last Tuesday after a two-day session in which television came more than ever to the fore.

The principal adversaries—the National Assn. of Radio Station Representatives on one hand and the networks on the other—were given until March 1 to file summary briefs and argument, with March 11 set as deadline for replies. Oral argument may then be called.

Speculation on the outcome included a possibility that the Commission, if it accepts jurisdiction, may decline to set up hard-and-fast rules to keep networks out of the representation field but may, instead, elect to consider and pass upon cases individually.

**Network Domination**

It is NARS's contention that networks which represent affiliates in the sale of national spot advertising are in a position to dominate the affiliates, their rate structures, and their program time.

The networks defend the charges, contending they are well qualified to serve affiliates as national spot representatives and that this service is in the public interest.

A carry-over from the five-day opening session more than a month ago [Broadcasting, Dec. 8], last week's hearings put even more emphasis on television, with NARS spokesmen charging that the networks' television affiliation contracts in some instances are actually representation contracts.

NARS attorney James Lawrence, Mr. Fly's former chairman, won his fight to have the networks submit copies of their television affiliation forms—but in so doing he agreed not to press the questions he had raised previously. He wanted FCC to see them, he said, because he thought they would help convince the Commission that "a simple rule" is needed to keep the networks out of the representation field.

**Submit Forms**

Counsel for CBS, NBC, ABC and DuMont agreed to prepare and submit copies of affiliation forms, as requested, on the basis of Mr. Fly's commitment. Judge Samuel I. Rosenman, attorney for CBS, won the assurance of Acting Chairman Paul A. Walker that FCC would not take adverse action in connection with the affiliation agreements without giving all parties a chance to be heard. "You won't be taken advantage of," Mr. Walker pledged.

Meanwhile, representation contract forms employed by various NARS members were put into the record by CBS as secured from NARS by subpoena.

The hearing was before Comrs. Walker, Rosel H. Hyde, E. M. Web- ston, Robert F. Jones and Frieda B. Hennocek.


**Highlight of the session included:**

**Monday**

Carl J. Burkland, general sales manager of CBS Radio Sales, sub- mitted statistics to show an in- crease in local live programming on stations represented by Radio Sales. In 10 major markets the CBS stations during a given period had more local live talent programs and devoted more time to them, than did the stations of all three other networks combined, he reported.

G. Bennett Larson, vice president, and director of television of WCAU Philadelphia, which is rep- resented by Radio Sales, said he had never experienced coercion from the network "in any respect" and that the representation contract would be dropped if Radio Sales didn't produce the results WCAU thought it should.

Prefacing the NBC presentation, Mr. Perdue told the Commission that NBC Spot Sales is a depart- ment of the network company, that it is independent of the networks sales division, that affiliates have professed the national spot repre- sentation by Spot Sales, and that the network does not have control over station rates or station time by reason of its representation of af- filiates.

**NBC Represents**

NBC Spot Sales, he said, represents one affiliate in the U. S. (WGY Schenectady) and three in the Philippines (KZRH and KZMB Manila and KZBC Cebu), aside from the six NBC-owned stations. In television, Spot Sales represents five NBC-owned stations and four affiliates. The department represented five Westinghouse stations until last Dec. 31, when representation was moved to Free & Peters. James V. McConnell, general manager of NBC Spot Sales, re- ported that in 1946 the national spot sales revenue of the one affiliate now represented by NBC was "about 7/10ths of 1% of the total 1946 national spot revenue of $825, 917,000." This station, the five other affiliates then represented, and NBC's owned stations accounted for about 7.8% of the total spot revenue.

Mr. McConnell undertook to an- swer, point by point, the major charges which had been leveled by NARS. He concluded:

We are in the station representation business by virtue of the sale of national spot time for the NBC-owned stations, which represents an important source of revenue to NBC. We have and intend to maintain an adequate and well-trained staff for that purpose.

We are fully equipped and qualified to represent more than the NBC-owned stations and we are confident that we can render a valuable service to inde- pendent stations of similar character.

We therefore desire to be free to ac- cept representation for some of these stations who may also desire us as their representative. I say some because we do not want to dissipate our efforts and lower the quality of service by taking on stations of all types or too large a number.

In answer to Comr. Walker, Mr. McConnell declined to put a ceiling on NBC's potential station repre- sentation. He said he preferred

**1883 Major Edney Ridge 1949**

MAJOR EDNEY RIDGE, 65, president and general manager of the North Carolina Broadcasting Co., owner of WBIG Greensboro, and U. S. marshal since 1944, died early Thursday morning. He entered Wesley Long Hospital, Greensboro, a fortnight ago for a gall bladder operation.

A native of Greensboro, he enlisted in the Army at the age of 22 and worked his way up to the rank of major. In 1916 he participated in the Mexican expedition.

Following his military service, Maj. Ridge entered newspaper and advertising work on the Greensb- ooro Daily News. In 1924 he be- came publisher of the Greensboro Record, selling his interest in the paper in 1927.

He then helped organize the North Carolina Broadcasting Co. and became operating head of WBIG, a position he held until his death. Under his direction WBIG developed into one of the leading stations in the South and a leader in civic affairs and program ethics.

When the Southeastern Broa- dcasting Co. bought WBT Char- lotte from CBS in 1945, Maj. Ridge made the arrangements and was named secretary-treasurer of the firm. He subsequently relinqu- ished that post.

In a region where the radio- press war raged, Maj. Ridge con- tinually held that "radio is com- (Continued on page 57)
TRANSITCASTING

THE NATION'S CAPITAL this week will become the eighth metropolitan area to radioize its bus and trolley system, according to authoritative sources.

This and other developments promise to furnish American strap-holders, in the near future, with almost 97 million musically-soothed rides each week. In Washington alone, priority 4,300 public vehicles equipped with special transit FM receivers.

Additional bus service with music is also in store for Washington workmen and commuters in the District and adjacent Maryland suburbs, as the result of permanent installations being made in busses of a suburban bus line.

The progress of transitcasting is no longer limited to the continental United States, it was learned last week. Plans are currently under way for the installation of the radio service on a bus line in San Juan, Puerto Rico.

Cities in which contracts have been signed between stations, transportation companies and Transit Radio Inc. of Cincinnati include St. Louis, Cincinnati, Covington, Ky.; Houston, Wilkes-Barre, Huntington, W. Va., Worcester, Mass., and Washington, D. C. Independent operations have been launched in Duluth, Minn., and Bradbury Heights, Md.

Announcements are expected soon that other major cities have joined the rapidly growing ranks of those providing radio entertainment on a regular basis for their transit customers.

Announces Plans

Ben Strouse, general manager of WWDC and WWDC-FM Washington, has called a news conference for today (Jan. 17), at which a contract for a 102.3 FM, Capital Transit Co., and Transit Radio Inc. reportedly will be announced.

As in other cities, WWDC-FM, operating on Channel 266, 101.4 mc., will have a power of 20 kw. is expected to offer daily programs of music, newscasts, weather reports, time signals and short commercials, tailored especially to the desires of the bus and trolley riders.

Plans of the Capital station, according to reliable sources, call for nonstop hours of newscasts, at a rate of 3 or 4 a day, Feb. 1. Twenty sets will be used initially and shortly thereafter 200 will be in operation. The station will be placed on all of Capital Transit's 1,022 busses and 729 trolleys, it was reported.

Records indicate that 780,000 rides are taken daily and 40 million monthly on the Washington system.

Surveys taken last March in Washington indicate that as high as 10% of commuter riders taking test rides favored the "home-to-store" entertainment.

The station will offer advertisers an additional bonus in the form of home listeners. There are an estimated 70,000 FM receivers in the Washington area. A substantial number of advertisers reportedly have already requested time for the bus broadcasts.

Advertisers and prospective advertisers of the southeastern Washington and metropolitan Maryland area became acquainted with transit FM last Wednesday during a demonstration by the Washington, Maryland & Annapolis bus lines.

Arrangements were under the direction of Leslie L. Altmann, president and general manager of WM&MA and vice president and treasuerer of Chesapeake Broadcasting Co., licensee of WBZ-FM Bradbury Heights.

WBZ-FM Service

Regular broadcast service from WBZ-FM on Channel 244 (96.7 mc) will begin today to the one equipped bus, according to W. B. Kegel, assistant to the general manager.

Mr. Kegel disclosed that an order for General Electric FM receivers has been placed and the first shipments are expected within the next week.

Permanent installations will be made at a rate of about five busses a week until the fleet of 62 is fully equipped.

The line, which operates to a point about 40 miles from Washington, daily carries about 25,000 of the 260,000 riders in its service area. The station claims 25,000 listeners in the suburban communities.

WSJN San Juan, for which an FM construction permit has been issued by the Radio Corporation of America, of Mayaguez, has entered into a contract with a San Juan transportation company to install FM receivers in its city buses.

In St. Louis installation of receivers in 1,300 of the transit company's 1,800 vehicles is under way. This line records about 45,500,000 rides a month.

Transit's two stations, KXRX-FM operating on Channel 229 (93.7 mc), a total of 7,500,000 rides are taken monthly on the 150 vehicles of the Wilkes-Barre Transit Corp., which last April began equipping 100 of its vehicles for reception of program fare from WIZE (FM), Wilkes-Barre, operating on Channel 277 (103.3 mc).

Sales messages and radio fare of KPFR-FM Houston will be furnished the Downtown Transit Co. who take more than 11,295,000 rides a month on the firm's 600 vehicles. Installation of 200 receivers has been completed and 400 more were scheduled to be equipped early this year.

KPFR-FM is assigned Channel 275 (102.9 mc).

WCTS (FM) Cincinnati, on Channel 270 (101.9 mc), originates broadcasts to 300 of the 940 vehicles of the Cincinnati Street Rail- way Co. and the 150 vehicles of the Cincinnati, Newport & Cov-ington Railway Co., serving Northern Kentucky. The remaining vehicles of the latter firm will be equipped during the latter firm's vehicles carry passengers on more than 3,500,000 rides monthly. Records show that passengers of the Cincinnati line take more than 17, 900,000 rides each month.

Huntington Serviced

WPHL (FM) Huntington, W. Va., on Channel 273 (102.5 mc), recently began installation of transitcasting equipment in 65 of the approximately 100 city busses which carry passengers on approximately 2,400,000 rides monthly.

Broadcasts will be beamed by WDBC-FM, 120 to passengers of the Wonderful Street Railway. Installation of FM receivers on 250 of the system's vehicles is expected to be completed in about 60 days.

The Yankee Network station operates on Channel 256 (99.1 mc).

Regular transit broadcasts were started by WBRC-FM Duluth, Minn., last year on Channel 222 (92.3 mc).

To supply FM stations with suitable background music for Transit Radio, Muzik Wired Music Div., New York, announced last week formation of a new library for the purpose.

Selections have been taken from the master Muzik library, according to Charles C. Cowley, executive vice president of Muzik Corp., to provide noise-free music for FM stations broadcasting to public vehicles. The special library encompasses some 2,700 selections, sufficient for 15 hours of planned programming.

PROGRAM LISTS

Back in San Antonio Papers

SAN ANTONIO newspapers once more are carrying detailed program listings of local stations following a seven-month ban in which the publications tried on radio to provide listings [CLOSED CIRCUIT, Jan. 10].

Lifting of the ban followed refusal of San Antonio broadcasters to submit to the newspapers' concerted effort to extract over $15,000 from each station for publication of the program listings, widely recognized as having high readership.

First word of the joint newspaper reception was received by San Antonio stations last April 9 when they received letters from the Express and Evening News, locally owned morning and afternoon paper, and from the Light, Hearst-owned afternoon paper. The letters explained that as of May 1 publication of radio logs would be discontinued.

They Meant It!

A luncheon was held by the newspapers a little later to which station executives were invited. At that time the newspapers announced they meant what they said, and proposed that the stations pay the general advertising rate for publishing of logs. Stations contended this would have cost each station over $17,000 a year for readable listings.

The San Antonio Sun, the Houston Tribune Co., and the latter firm's vehicles carry passengers on more than 3,500,000 rides monthly. Records show that passengers of the Cincinnati line take more than 17,900,000 rides each month.

In early September a San Antonio advertising agency invited radio and newspaper executives to discussion of the problem. The newspapers offered their original proposition, but at the lower retail rate instead of the general. They insisted that stations buy listings in all three papers.

The stations rejected the offer.

In November the newspapers offered to print logs free if each station would buy a one-inch, two-column ad in the newspaper, inserting the logs in a strip in the log, at a cost of about $6,100 a year each. This too was turned down by all stations.

Finally in mid-December the newspapers agreed to print logs free if the stations would contract in all three papers for about $6,100 of display space. It was reported that all but one of the stations initially turned down the idea. Three more entered into similar contracts but three others held out.

Less than a fortnight ago one station operator viewed the Light and offered to contract for display advertising if the paper printed the complete station logs and provided the advertising appeared on the same or adjacent page. This deal would not include the Express or Evening News.

Negotiations were reached at the conference but a few days later all three newspapers advised broadcasters that the logs would be reinstated. Without cost and without interruption, and they would welcome any advertising from stations.

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FCC DECEMBER REPORT

FCC MONTHLY report for December shows that as of Dec. 31 the status of broadcast station authorizations and applications was as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2,127</td>
<td>966</td>
<td>124</td>
</tr>
<tr>
<td>Total on air</td>
<td>1,912</td>
<td>700+</td>
<td>50</td>
</tr>
<tr>
<td>Licenses (All on air)</td>
<td>1,865</td>
<td>222</td>
<td>-</td>
</tr>
<tr>
<td>Construction permits</td>
<td>262</td>
<td>699</td>
<td>116</td>
</tr>
<tr>
<td>Conditional grants</td>
<td>1,309</td>
<td>661</td>
<td>218</td>
</tr>
<tr>
<td>Requests for new stations</td>
<td>372</td>
<td>134</td>
<td>15</td>
</tr>
<tr>
<td>Requests to change existing facilities</td>
<td>304</td>
<td>9</td>
<td>23</td>
</tr>
<tr>
<td>Deletion of licensed stations in November</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Deletion of construction permits</td>
<td>5</td>
<td>15</td>
<td>-</td>
</tr>
<tr>
<td>Deletion of conditional grants</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

* Includes 14 conditional grants and 464 construction permits.

Following television stations during December were authorized to commence operations on dates named: Dec. 18, KPIX San Francisco and WDSU-TV New Orleans; Jan. 1, 1948, KTTV Los Angeles and KLEE-TV Houston, Tex.

NAB ENGINEERING Conference Plans Discussed

FCC looks like it's going to take charge of the national engineering conference, to be held April 8-9 during NAB convention week in Chicago, were tentatively approved last week by the NAB engineering executive committee. Results of FCC research in use of FM for video instead of the present AM picture were discussed (see story page 21).

Attendance of 800 is expected, compared to 480 at Los Angeles last May. The midwestern location is expected to bring the increased attendance.

Already plans are well under way for the annual equipment exhibit. Space in the Stevens Hotel has been tentatively allocated by Arthur C. Stringer, NAB staff director, in charge of the project. All available space has been reserved.

Light equipment including transcription and program services and similar exhibits will be shown on the fourth and fifth floors of the hotel.

Some of the speakers for the Engineering Conference already have been scheduled. The committee reviewed results of an industrial questionnaire to determine compatible frequency in types of papers desired by delegates.

Magnetic Recording

Most interest was shown in magnetic recording, followed by such topics as TV coverage, 16mm film, microwave and coaxial relays, antenna icing and lighting, as well as related subjects.

Again featuring the conference will be an FCC-industry roundtable, with high FCC officials and broadcast executives giving their views on engineering, allocation and regulatory problems.

The Engineering Conference will open Wednesday, April 8, with a tour of a large Chicago plant, followed by an evening reception. Programs and demonstrations will feature Thursday and Friday programs, with TV emphasized at Thursday morning and Friday afternoon sessions.

The FCC-industry roundtable is scheduled Saturday morning. Another plant tour is scheduled in

New WCAE Studios

NEW STUDIOS and control room of WCAE Pittsburgh in the William Penn Hotel were put into operation Jan. 10. The studios previously were located on the 21st floor of the hotel, but with the addition of two new studios as a control room were added on the 22nd floor. WCAE is a 5 kw full-time ABC affiliate on 1250 kc.

Page 30 • January 17, 1949

PROSECUTION of American citizens for broadcasting activities over Nazi shortwave radio during the war is moving ahead, with two treason trials scheduled to begin this month, the Justice Dept. announced last week.

Latest to face prosecution is Herbert J. Bursman, former State Dept. employee, whose arrest the Justice Dept. announced last Wednesday. Mr. Bursman, who has been attached to the American embassy in Germany for 20 years, was arrested on charges of treason, specifically with making shortwave propaganda broadcasts for the Nazis between 1941 and 1945. Now in Army custody in Frankfurt, he will be returned to the U.S. later this month.

The Justice Dept. said that the cases of several other Americans, allegedly engaged in similar broadcasting activities, have been under investigation, and that during the coming year, it expected "several indictments" will be sought. It mentioned no names. Mr. Bursman was the first American civilian government employee, however, to face treason charges resulting from World War II activities.

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WOR
— and its hundreds of happy sponsors —
offers a hearty handshake

to

WOIC-TV
Channel 9
Washington, D. C.
on its opening broadcasts, January 16, 1949

WOIC-TV
is a powerful key in the Mutual Broadcasting System's
projected chain of TV stations
FORMAL dedication of AT&T's Atlantic-to-Mississippi telecasting network facilities last Tuesday marked a triumph for the engineers who conceived, developed and put into operation the coaxial cables and radio relays circuits. By means of these cables and relays, television programs can now be broadcast simultaneously in 13 cities across the northeastern part of the country.

But the 90-minute ceremonial pooled program, broadcast simultaneously by more than 30 TV stations from Boston to St. Louis, won no laurels for television's program planners and producers.

Instead of combining forces to put on a single program that would live up to the midwestern TV setowner's dreams of the video far that New York can offer him now that connections have been completed, each network individually programmed its own time segment, apparently with no consideration of what the others were doing.

The result was a melange of good, bad and indifferent video entertainment which in total was less pleasing and impressive than an average evening's viewing in New York.

Early Part Best

Best part of the dedicatory telecast, by far, was the opening half-hour, which encompassed brief messages from FCC Chairman Wayne Coy, the presidents of AT&T and of the four networks, and the Mayor of Chicago and the acting Mayor of New York, as well as a ten-minute Bell System film explaining the way in which a program produced on a stage in New York is transmitted to viewers as far away as Waukesha, Wis., and points between.

Liking the new "electronic television highway" to such earlier "waves of progress" as the overland trails and roads, canals, the railroads, the telegraph, the telephone, the airplane, and the radio networks, Chairman Coy declared: "Tonight's linking of the East with the Midwest instantly opens up a vast new area of program resources for the television setowners in each section—programs in the field of education, the arts and sciences, news and entertainment—programs that can deepen our understanding of democracy."

Leroy A. Wilson, AT&T president, congratulated "the people of the Bell System and those in the television industry whose enterprising know-how has advanced this new art to this significant stage. It is a fine example of effective teamwork."

Dr. Allen B. DuMont, president of the DuMont TV Network, after congratulating AT&T for its achievement and the other TV networks for their contributions to

(Continued on page 51)

On hand for the "golden spike" ceremonies Tuesday (1 to r): NBC President Trammell, AT&T President Wilson and CBS President Stanton.

ABC President Mark Woods before the camera Tuesday night.

**On hand for the "golden spike" ceremonies Tuesday (1 to r): NBC President Trammell, AT&T President Wilson and CBS President Stanton.**

**ABC President Mark Woods before the camera Tuesday night.**

**DuMont Outlet Debuts In Pittsburgh**

OVER 5,000 persons jammed Pittsburgh's Syrinx Mosque last Tuesday night for the inaugural of the DuMont station WDTV, Pittsburgh's first TV station. The station operates on Channel 3.

It also marked the inaugural of DuMont's new $75,000 mobile studio on wheels, TV's modern counterpart of the Buck Rogers spaceship.

The inaugural program featured a variety show produced by James L. Caddigan, DuMont's director of network programming, with brief introductory remarks by Dr. Allen B. DuMont, president, who announced that the station would operate from 6 a.m. to 10 in the evening and would carry the DuMont network sponsored shows.

Dr. DuMont presented "Pa Pitts" with a cathode ray tube as "Pittsburgh's window to the world."

After the local presentation, the station tied in with the joint network coaxial cable opening program (see story this page).

Lawrence Phillips, director of the DuMont network, announced that the station opened with "more than enough business to cover operating expenses." Approximately six hours of local time have been sold.

The largest sponsor is Kaufman's department store, sponsoring the INS Telenews Newsreel a quarter-hour a day five days a week. The Joseph Horne department store is also sponsoring a quarter-hour newsreel three days a week. Other local accounts include Iron City Beer, Fort Pitt Brewery, Duquesne beer and the Fulton Theatre. Bulova watch has placed time signals.

Mr. Phillips also revealed that the station will operate four hours a day with daytime programming telecast off the cable from WABD, originating at WABD New York. This will be continued for a ten-day period on a trial run.

The station is managed by Donald A. Stewart, formerly of the DuMont transmitter sales staff in New York. Larry Israel has been added as publicity director and Ray Rogers as chief engineer. Both were formerly with WFIL Philadelphia.

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L&M BASEBALL

By JOHN OSBON

BASEBALL's Washington Senators may not be the greatest drawing card in the American League, but it appeared certain last week that vast sums of money would be expended so that radio listeners and television might hear and see their efforts in 1949. For owner Clark Griffith the direct package pitch of WOR-AM and WPIK (radio) to Liggett & Myers (for Chesterfield) looks as pie in the sky.

Negotiations on the estimated $200,000 in progress for almost two months and stalemated over the holidays, are again being resumed. Contracts for AM station time, covering WWDC Washington and WPIK Alexandria, Va., over which the games will be aired, have already been signed. Signing of talent contracts pends ironing out of a few minor details, it was learned.

Newell-Emmett Co. (Chesterfield agency) and the DuMont TV Net- work have submitted a contract to WPIK and WWDC Washington outlets which will carry the telecasts. Again, talent details must be worked out. Probability is that overall deal will be consummated with the next two weeks.

Stadium Ad Rights

AM and TV rights to Senator games reportedly cost the cigarette firm in the neighborhood of $60,000 or $70,000 in package to Mr. Griffith. In addition, exclusive advertising rights within the Stadium are estimated to have added another $30,000 to Chesterfield's outlay. That combined figure, together with talent and other expenses, is expected to bring the overall total to about $200,000, with half of that figure being paid in cash by Chesterfield.

As part of the package purchase Chesterfield is engaging the services of three D.C. sports announcers who will operate as a crew on both AM and TV presentations. They are: Arch McDonald, Bob Wolff, and Howard Williams. All are un- willing to have agreed on terms but had signed no contracts at week's end.

Technical aspects—whether the crew will handle the games as simulcasts or rotate their chores among TV and AM—constitute another point of discussion among talent, agency and stations.

Without precedent in Washington circles, L & M went directly to Senator owner Clark Griffith, instead of Washington stations, and bought overall AM and TV rights as a package, even if one consisting of talent as well. Last December, the last reached a verbal agreement, now on contract, for all broadcasting rights.

The telecast privileges give Chesterfield exclusive "in-the-park" advertising rights similar to those it enjoyed on New York Giants games at the Polo Grounds last year [CLOSED CIRCUIT, Dec. 6, 1948]. To effect the deal, L & M had to "buy out" all other advertisers, save one, whose wages formed the force in Griffith Stadium, it is understood. This coming season, the wall will sport a coat of green paint—and Gruen Watch Co., which has a long-term contract, will be the only exception to the Chesterfield-Washington Senator rule of contract.

Talent-wise the cigarette firm early last year evolved a rotating plan whereby it would use the same sports announcers for both telecasts and aural broadcasts of New York Giants games (home) on WNBT (TV) and WMCA. That prospective format, to include one method of the other, was scrapped how- ever, and Chesterfield signed Frank Frisch and Maury Farrell for AM and Steve Ellis for TV commentaries.

On the other hand, New York Yankee games were covered in such a fashion, with Mel Allen and Russ Hodges doing both the audio and video broadcasts for WABC and WABD (TV). A brewery firm (Ballantine's) sponsored the telecasts and shared the tab on the aural with a cigar firm (General for White Owl). Last year WTTG (TV), DuMont outlet, carried the video version of home games under joint sponsorship of Chesterfield and Ford Motor Co. Aurally WNBT carried Sunday and all night contests, while WPIK Alexandria, Va., covered all weekday (Monday through Friday) play-by-play. Mr. McDonald, assisted by Ray Morgan, handled the announcing chores for both stations. Mr. Wolff did the play for WABC and WABD (TV) video pickups.

L & M's continued penetration into the AM-TV baseball broadcasting fields—and particularly in New York—was assured last November when it signed once again to sponsor the video presentations of 1949 Giants home games on WPIK (TV). At the beginning of last season NBC's WNBT (TV) carried the games. Because of network policy, however, WPIK agreed to take over the night games along Monday night.

Chesterfield also has renewed the Giants schedule on WMCA, replacing Frankie Frisch, now returned to coaching, with Russ Hodges [BROADCASTING, Nov. 29, 1948]. It also sponsors other AM and TV major league baseball coverage throughout the country.

WOIC OPENS

NEW television station in the Nation's Capital, WOIC on Channel 9, was inaugurated last (Sunday) night by Bamberger Broadcasting Service, also licensee of WOR New York and the incoming WOR-TV.

Washington political and civic figures took part in the opening cere- monies. The station's first pick-up had been TV coverage of the Christmas Tree light-up ceremony at the White House Christmas Eve. First program feature was the coaxial cable ceremony Tuesday night.

WOIC is a Washington outlet of CBS television network. When WOR-TV takes the air in the spring, WOIC will be an MBS TV affiliate.

Television debut of Theodore Grigarik's American Forum of the Air will take place Jan. 18 (10-10:30 p.m.), the 21st anniversary of the program heard regularly over MBS. Appearing on the program will be Rep. Emanuel Celler (D-N.Y.), who was moderator on the initial program. Sen. Edwin C. Johnson (D-Col.), chairman of the Interstate & Foreign Commerce Committee, will salute the forum and WOIC. The forum will feature Rep. Cellar in a debate with Karl Mundt (R-D.) on the topics, "Should the Un-American Activities Committee Be Abolished?"

Eugene S. Thomas, former sales manager of WOR New York, is WOIC general manager, with Theodore C. Streibert, general manager of Bamberger. William D. Morduch is WOIC commercial manager.

WOIC's transmitting building is located in the upper Wisconsin Ave. neighborhood district on the highest ridge in the city. The site was approved by local officials after a long series of hearings.

Mr. Thomas announced last week that Bill Brundige, WOL Washington sports director, had been signed for a daily quarter-hour program.

Nat Deal Nearly Set

By J. L. PERRIN

Television's newest playboy, Nat DeLong, added another feather to his cap when it was announced that he would become the next Inaugural Committee chairman. Mr. DeLong shot onto the scene last summer, and, to the chagrin of the other radio-TV personalities interested in the Inaugural Committee, he was chosen for the post over the likes of Russ Hodges and other television personalities.

Mr. DeLong is a major in the U.S. Air Force, stationed here, and is the public relations director for the White House. He has been associated with the Inaugural Committee for some time and is expected to be reappointed as chairman next year.

WOIC FED

Ad Club Holds Luncheon

(See Radiorama, page 58)

TELEVISION has no room for "arty" photography, Ed Sullivan, m.c. of Toast of the Town, told the Washington Ad Club Tuesday at a luncheon honoring WOIC, new capital TV station operated by Bamberger Broadcasting Service. WOIC's debut Tuesday night, carrying the American Forum of the Air, was the first coaxial net- work program, with formal inaugu- ration last night (Sunday).

Eugene S. Thomas, WOIC general manager, introduced Mr. Sullivan, who devoted the major portion of his address to excerpts from a television speech delivered to the Chicago Radio Management Club a few weeks ago by Sol Tai- shock, editor and publisher of BROADCASTING.

TV Westward-Ho

By PATRICK O'BRIEN

TV MILESTONES continue to topple like ten- pins.

Forging of the coaxial-UHF link from the Atlantic to the Mississippi last Tuesday brought a quarter of the nation's population within the video network orbit. TV now extends half way across the continent, with coaxial transmission in the West predict just when this will be achieved is to tamper with a time-table that has been consistently wrong—on the conservative side.

In the three postwar years TV already represents an investment of about two and one-half billion in plant, equipment, receivers and turn-over. It is one of the most amazing success stories of all-time; certainly the most spectac- tular of the postwar era.

This week another TV record goes by the boards. The most colorful event in the American repertoire—the Inauguration of a President—will be telecast from Washington, and, of about 40 million people within eye-shot certainly will view it. This will exceed the number of Americans who saw the swearing-in of the 31 presidents since the in- auguration of George Washington 160 years ago.

There will be perhaps a hundred million Americans—school children in their class rooms as well as adult America—who will follow the procession down Pennsylvania Ave. via word picture aural broadcasting. Most of them will hear the sound broadcasts four years or eight years hence.

There were few people—even the most ardent TV zealots—who a scant four years ago would have held that such a situation would evolve in the telecast as far west as St. Louis. But there are few who doubt that the next Inauguration occurs four years hence it will be eye-witness, coast-to-coast.

Public demand in science and industry the inspiration to do the impossible. There can be no doubt that the public demands television, whatever the economic and social effect may be.

January 17, 1949
TV ‘BOGEYMAN’ NCAA Seeks Protective Policy

By GEORGE VOIGHT

NATIONAL Collegiate Athletic Assn., in a convention which closed July 9 at San Francisco’s Hotel St. Francis, took a cautious and apprehensive look at what some members regard as its latest and most fearful bogeyman.

The “bogeyman” was described in a report presented by Jamison Swarts, athletic director of the U. of Pennsylvania; and most delegates found it sufficiently frightening to agree that unless some unified protective policy toward TV was adopted there were “threatened with disaster.”

At the same time, and only a block away at the San Francisco Press Club, a convention of the American Colleges Public Relations Assn. (ACPRA) was being told that, because of public demand and similar pressures, college sports are going to lose their tie with the colleges like it or not and they might as well face that fact.

Authority for the statement was Hal Deal, executive director of Tidewater-Associated Oil Co., which for 23 years has sponsored radio broadcasts of virtually every important football game in the West.

‘To Your Own Interest’

“It is to your own interest,” Mr. Deal advised the college representatives, “to get everything you can on television, every minor sport as well as major sports.” school activity the TV stations will take even if you have to turn the rights over free.

The report on TV presented to NCAA delegates by Jamison Swarts was based on a survey conducted last season in the New York-Boston-Philadelphia-Tidewater area, where the highest percentage of TV sets in the nation are located.

Mr. Swarts said the survey proves that football is definitely sufferas a result of television, particularly attendance at smaller games within TV range of big schools.

TV “might well prove fatal” to these smaller schools, he said.

It was found, he said, that 80% of all TV set owners were football fans and that 50% of them preferred to watch a game on their sets rather than attend the actual game.

The findings of the survey disprove two major contentions of TV network officials, he said, that TV would increase, not decrease, football attendance and that current prices were too high.

As a matter of fact, he said, present rates are not high enough to compensate for loss of attendance at games and the resulting loss of cash at the box office.

The report concluded with a recommendation that schools adopt, as an interim protective measure until more facts on the subject are known, three major restrictions on televising of sports events: 1—TV contracts should be made on a one-year basis only.

2—Radio and TV rights should be sold separately.

3—Filming of games for either newsreel or telescasting should be limited to three minutes of action.

A minority opinion was perhaps summed up by Tom Harrison, former All-American from Michigan now sports director of KFI and KFI-TV Los Angeles.

This opinion—identical, incidentally, to that voiced by Hal Deal at the ACPRA convention—held in brief:

TV would not prove a complete substitute for presence at a game itself even though many fans might at first stay home because of the novelty of telescasting; that some fans undoubtedly will develop into permanent TV fans, many others, introduced by TV to sports events for the first time, will become active, participating fans at the games; and that a satisfactory working agreement can and must be reached with TV as soon as possible.

Representatives of two leading universities—Fritz Crisler of the U. of Michigan, and Father John Murphy of Notre Dame—said their home games were telescast last season with no loss of attendance at the games.

Mr. Crisler said, even if Michigan wanted to discontinue the telescasts after the 1949 season, “I am afraid we would find it extremely difficult because of public protest.”

Public Pressure for TV

Other delegates likewise conceded public pressure might force colleges to telescast their games despite their own antipathy to the idea.

With few exceptions, regional conferences around the country have been awaiting the NCAA report for direction.

This is true, for example, of the Pacific Coast Conference, even though some PCC teams had their games telescast last season and already have sold TV rights for the 1949 season.

Only one important school represented at the ACPRA convention’s TV discussion—West Point—has completely accepted the new medium.

Lt. Col. W. G. Proctor, the Academy’s delegate, said West Point has, from the first, been interested in getting all its sports activities on TV.

“Our attitude in large part is due to our special position,” he said. “We feel the people want our games telescated and therefore we are obligated to do so. As a result, price always has been our secondary interest in selling TV rights.’’

He said he did not know what effect TV had had on attendance at games but did not believe the gate had suffered seriously.

On the other hand, the U. of Utah’s delegate to the convention said, “In Utah, TV rights being quoted all over the country, we felt we should get every last dollar for our games.”

The school sold rights to the local TV station for $500 per game for both football and basketball games during the coming season—23 games in all, he said.

He said when the contract was signed the station called for no more than 200 TV sets in the area. There now are about 1,000 in the area, he said, but the station still has first call for the games—which, he said, was no concern of the University.

‘Backward,’ Says Deal

In his talk to the delegates, Hal Deal called such an attitude “backward,” and said such prices were “ridiculous.

He said advertisers would not pay such large sums to contact limited audiences.

He said that the U. of Southern California and U. of California at Los Angeles joint TV rights to KLCAT-TV in Los Angeles for $75,000 for 13 home games.

KLAC, he said, admitted it paid the price for “prestige” reasons and resold the rights to the Philco Corp. at a “very” sizable loss.

He said that Tidewater-Associated, because of its long association with western football teams, was given first chance to buy TV rights from the two schools.

“But we weren’t even talking in the same money bracket,” he said.

“There were only 67,800 TV sets in the LA area at that time, and we wouldn’t consider paying such a price to reach that size audience.”

In defending TV in relation to its box-office effect on college sports, Mr. Deal said that TV will stimulate interest in sports, and thereby increase attendance, “more than anything in past sports history.”

He said the objections now confronting TV are exactly the same (Continued on page 58)

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BROADCASTING • Telecasting
Don't blame him if your present programming isn't building an audience rating. Capitol's Transcription Library does build audiences. Want to know how? Fill out the coupon.

Capitol Transcriptions
Sunset and Vine, Dept. B117
Hollywood 28, California

FREE — Rush new '49 demonstration record describing Capitol library and how it helps sell station time.

Name
Station
Position
Street
City State
TELEVISION CLINIC to be held by CBS for agencies and advertisers will be on Jan. 26 and 27 at New York's Waldorf-Astoria. It will follow the network's second clinic for its station executives, Jan 21, 22, 23. Tuesday's session devoted to agencies is to be repeated for advertisers on Thursday.

The network's station clinic, to which some 250 radio and television executives are expected, will also be held at the Waldorf. FCC Chairman Herbert Akerberg, rep, and top CBS executives will participate in the Friday-Saturday-Sunday sessions, theme of which is "Television Is a Going Business . . . Now."

Examine minutely every facet of the planning, construction and operation of a video station visiting executive's luncheon. The subject, panels and demonstrations, he says, will be frank and concrete.

With Adrian Murphy, CBS vice president and general executive presiding at all sessions, President Frank Stanton will open the clinic Friday morning by outlining the conclave's objectives.

A brief term of Mr. Van Volkenberg will follow, on the structure of television and what makes it practical, after which William B. Lodge, vice president of general engineering, will discuss AT&T Inter-City circuits, video recordings, TV station coverage, frequency allocations and CBS TV studios.

Storer to Speak

Speaking from his television experiences in Toledo, a relatively small market, George Storer, president of Port Industry Co., Detroit, will follow with his talk, "Where Does the Operator Get Off?"

Friday morning's schedule will conclude with talks by G. Bennett Larson, director of television, WCAU-TV Philadelphia, on the Quaker City's video program, and E. K. Jett, vice president and general manager of WMAR-TV Baltimore, on "Facilities, Programs and Policies of WMAR-TV."

Mr. Coy will speak informally at Friday's luncheon, his subject to be "The Present State of Television."

Friday afternoon's program will open with Charles Underhill, CBS-TV director of programs, speaking on programming for the new medium. His talk will be illustrated with CBS-TV recordings. Herbert A. Anderson, director of station relations, will follow with a discussion on the development of the CBS TV network. He will be joined by a dinner and talent show, headed by Moery Amsterdam, at the hotel's Sert Room.

Saturday morning's session will open with Mr. Van Volkenberg outlining new techniques in production, scenery and lighting, illustrated with actual effects. Dave Storl, TV news director, and George Moskovics, manager of television development, will follow with talks on "Selling Television for CBS," after which William C. Grinter, vice president in charge of sales, will discuss "The AM Sales Outlook."

After the luncheon, Saturday's afternoon session will open with a panel discussion in which Messrs. Storer, Larson, Jett, Lodge, Van Volkenberg, Underhill, Sutton, Moskovics and Henry Grossman, director of CBS broadcasting operations, will participate.

A closed circuit television showing of postwar developments in air, film and television production, assembled by General Motors' forthcoming "Transportation Unlimited" will close Saturday's afternoon session.

Sunday afternoon will be devoted to a tour of the new CBS-TV Grand Central Station studios, where the visitors will study actual video operations. They also will see in operation the WCBS-TV transmitter atop the Chrysler Bldg. Too, WPIX New York, the Daily News station, has invited the visitors to check that station's operations on Sunday afternoon. In the evening, clinic members will attend the CBS-TV Toast of the Town telecast.

Additional hours have been held open, following the clinic's close, for discussion between key CBS-TV executives and station officials on their individual plans. They also have been invited to observe operations at WCAU-TV Philadelphia, and WMAR-TV Baltimore, on Monday.

Agency Adv. Agenda

The agency-advertisers clinic on Tuesday and Wednesday, respectively, will consist of the following agenda, repeated in full for each session:

Production Fair — CBS craftsmen revealing some new techniques in scenery, lighting make-up and titling, to be illustrated with actual effects.

J. L. Van Volkenberg speaking on "The Structure of Television." He will discuss the function of "And Tell the President," the program devoted to discussion "AT&T Inter-City Circuits, Television Recording, TV Station Coverage, Frequency Allocations, CBS Television Broadcast Schedule in New York, Chicago, Los Angeles, San Francisco, Dallas, Kansas City, Philadelphia, Atlanta, Seattle, Minneapolis-St. Paul; Harry Witt, KNX Los Angeles, on the network's postwar "Video Tour of the USA;" WBBM Chicago, Eugene Thomas, WBBM-TV-WGN-WLS-CHICAGO, on the program's objectives.

Oscar Katz, director of research, speaking on "Late Audience Research." William C. Gittinger discussing "The AM Picture Today."—Charles Underhill on "Programming for Television" with film excerpts from CBS-TV recordings. George Moskovics in a discussion on "Television Today."

Those who will attend the clinic include:

Harold E. Fellows, Wilbur Edwards WERE Boston; Earl Gannons, CBS Washington; G. Richard Swift, WMUR New York; Arthur Hull, Hayes, CBS Boston; W. E. Wilson, WBBM Chicago; Bob Sawyer, Minneapolis-St. Paul; Harry Witt, KNX Los Angeles, who will cover the program's objectives.

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First Round of Court Fight to TV Show

FIST ROUND in the $500,000 court fight between the 1944 radio program, Screen Test, and the television show, Hollywood Screen Test, was won last Monday by the video program. New York Supreme Court Justice Aron Steuer refused to prohibit Hollywood Screen Test from continuing on the ABC network pending trial of the action. The trial will start today (Jan. 17).

Significance of the action to radio and television is in part due to the fact that the issue is to be the first in which a television show is accused of invading the rights of a radio show.

The suit was brought by Robert Monroe and Latham Owens, owners of Screen Test Inc., who in 1944 broadcast the radio show, Screen Test, 150 times over an MNO and radio network of sponsors of Metro-Goldwyn-Mayer.

They contend that Hollywood Screen Test, an ABC sustainer, is merely "a rip-off" of their show and is preventing them from selling their own program. They ask: (1) A permanent injunction, (2) that profits derived from the similarity of the two shows (they estimate $50,000), and (3) for the half-million dollars in damages.

The defendants are: Lester H. Lesser, the program's producer; Paul Morrey, director of television for ABC, submitted an affidavit on behalf of the defendants that their program, which first aired on April 15, 1945, had a search on the title and format of the Hollywood Screen Test to make sure there was "no prior or conflicting use."

Paul Morrey, director of television for ABC, submitted an affidavit on behalf of the defendants that their program, which first aired on April 15, 1945, had a search on the title and format of the Hollywood Screen Test to make sure there was "no prior or conflicting use."
Doing BIG things in a BIG way is old stuff to Bill Macdonald, Farm Service Director of the BIG station KFAB. This month Bill Mac starts his 23rd year in radio farm service—doing more BIG things for all the folks in the BIG Middle West.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE
IN APPRECIATION of "pleasant hospitality" during the 1948 NAB Convention in Los Angeles, Justin Miller (I), NAB president, presents an honorary certificate to Bill Ryan, general manager of KFI Los Angeles, who accepts it in behalf of Earl C. Anthony, station owner.

ATTENDING WOIC Day held by Washington Ad Club as TV station opened were (I to r) W. K. Tracer, research, Art Brown, m.c., and Jack Hardesty, publicity, all WOIC; Al Kelly, comedian; Ed Sullivan of Toast of the Town; Ben Streuse, WWDC Washington, club pres.; Gene Thomas, WOIC gen. mgr.

GUESTS at seminar on "TV and Its Progress" sponsored by Moser & Cotins, Utica agency, were (I to r) James Brown, Lyle Reigler and Laura Mang, Moser & Cotins; George Wallace, NBC; William Alford Jr. and Al Gillen, WSYR Syracuse, and Frank Chizzini, NBC.

DISCUSSING set production during radio and TV conference at International Homefurnishings Market in Chicago are (I to r) E. Showerman (I), NBC v.p., and Max Bolcom, RMA pres.

WASHINGTON Music Guild president, Hirsh de La Viet (I), presents Cash Box Oscar for best band of year to Vaughn Monroe (center) with Eddie Gallaher, WTOP Washington disc m.c. representing "plat-ter spinners."

JACK JACKSON (r) of KCMO Kansas City's Hi-Noon Review gets together with the sponsor, Lewis Selders (I), pres. of Spear Mills, and (I to r) Edgar Shooks, Ralph Walden and J. B. Pipes, Spear's representa-
Program notes
(for TV prospectors!)

With twenty-four regularly scheduled shows...a wide range of remote pickups and studio productions that includes entertainment for children, sports events, practical help for the homemaker...complete and comprehensive coverage of the news, on-spot reporting of special events...movies, drama, comedy...

WPIX offers a variety of new vehicles for alert advertisers interested in TV—a new major market...big enough for attention now and growing so fast in New York, it rates room on any advertising schedule designed to create more conversation among customers, promote prestige, build business, better sales!

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

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

TELEVISION engineers merit the highest praise for their achievements which last Wednesday linked 14 cities from the Atlantic to the Mississippi into a unified video network. It is regrettable that long-distance communication cannot be given equal praise for their pooled program commemorating this spectacular event.

Working together, the program heads of the four TV networks could have put on a video show surpassing anything previously presented to home viewers. It could have been a full-scale drama with an all-star cast, a variety bill with every act a headline, a first-flight documentary. On many occasions the individual network stations have presented outstanding programs of all types. What a job they could have done in concert.

Instead, NBC took its own quarter-hour for its own show, not even troubling to check with the other networks to produce a pleasing ensemble. One network did not even give its viewers the courtesy of rehashing its program in advance, but let them watch while the actors hunted for the chalk marks on the floor which showed them where to stand to come into camera range.

The "Golden Spike" ceremonies were expected to have the largest audience ever to watch a video program. In failing to deliver a program worthy of the occasion, TV men missed a golden opportunity.

SINCE the days of the founding fathers, America has been the land of standardization. The narrow-gauge railroad went the way of the dodo; screws, nails, nuts, bolts, were all standardized. So were coins, pick-handles, bottle caps and left-hand drive cars. We have a National Bureau of Standards, which determines standards on everything from time (by the clock) to tensile strength of steel. Then why, an upheaval in the phonograph record standards? We now have in addition to the standard 78 rpm for home recordings, a 33 1/3-rpm long-playing development of CBS, and the newly announced 45 rpm of RCA Victor. Well, after all, we guess it's the free competition that counts. If the listener feels he can do better than the big boys, the public will buy them. Anything the public accepts becomes standard.

Professional Immunity

REPORTERS are protected in only 11 states against legal and other reprisals if they refuse to reveal confidential news sources. Not one of the 11 laws, however, recognizes radio newsmen, because the original law was enacted by Maryland in 1896 and the other 10 states have copied it.

The need for inclusion of radio in these statutes is obvious. Still more obvious is the need of privilege laws in the other 37 states—laws with specific recognition that reporters are reporters, whether the means of publication is on the air or on a TV or facsimile receiver.

A suggested model law has been sent by NAB to all state broadcasters associations, and to broadcasters in non-association states. This begins a state by state campaign. Newsmen should contact their legislators and submit the model law for prompt consideration.

Bare Bones BMB

SOME SEMBLANCE of order may now emerge from the chaos surrounding Broadcast Measurement Bureau. Acting with heartening alacrity, the BMB executive committee, made up of top men representing the Assn. of National Advertisers, the American Assn. of Advertising Agencies, and the NAB, has determined to urge for a new measurement, and has placed the production authority in the competent hands of Dr. Kenneth H. Baker, NAB research director.

The survey will proceed as scheduled in March, and under the research methods agreed to by the BMB technical committee. There will be no cutting of corners on the measurement itself, despite the tight financial condition of BMB. Results will be forthcoming in the fall. They may not be produced on slick paper, buckram-bound, but the gist will be there. Hugh Felits, NAB president, hits the road to enroll enough new subscribers to pay the freight—a task he is well equipped to perform.

What happens to BMB after the 1949 study is problematical. Reorganization plans are under consideration. The task at hand is to meet current commitments in good faith. By action, at the request of the BMB executive committee has kept BMB alive. Now that all concerned are aware of the unvarnished facts, we think BMB will survive.

Broadcasters should remember that, in the publications field, the Audit Bureau of Circulation almost died, because of intramural controversy. After its false start, it enjoyed healthy growth. The same can, and probably will, happen with BMB, or its measurement successor.

"I'll Huff and Puff . . ."

STRAW indicating the direction of the radio log wind appeared last week as the lead Closed Circuit in this journal.

Gist of the item was that all three San Antonio newspapers have capitulated to popular demand and restored program logs to their columns after stations had refused to pay for the space.

Although Editor and Publisher, newspaper trade journal, carried the full story of the huffy affair over San Antonio papers when they were attempting to force stations to pay for the logs, the fact of their final capitulation barely made the magazine last week. There's a one-paragraph account tucked away on page 54.

The San Antonio story is significant when reviewed in detail (see story, page 29) as an indication of the course which will eventually be followed in the cities where publishers have charged for logs in a search for easy advertising revenue.

In every city where the plan has been attempted, as in San Antonio, there has been public and station management pressure. In some cities, station management has been forced to capitulate to the newspapers. But the fact remains that in the vast majority of metropolitan centers large enough to support a daily paper, station logs still appear without charge as a part of the news content which readers have a right to expect.

Newspaper management is to be congratulated on this issue. Newspapers have their responsibilities to their readers just as radio stations have to their listeners.

The siren song of possible easy revenue will never compensate for public loss of confidence which inevitably results when a paper or a station forgets its responsibility to its readers or its listeners.

John Neil Reagan

SOME people push their way into radio. Others use pull. But J. Neil Reagan, newly appointed manager in charge of all operations for the McCann-Erickson Hollywood office, was literally pushed into radio.

It happened back in 1933 when he was visiting his brother Ronald, now a Warner Bros. picture star, but then announcer-sportscaster of WHO Des Moines.

"Moon" Reagan, as he is known to friends in and out of the industry, was then a cost accountant with plans to be a lawyer. The station program manager, seeing the young chap waiting around, assumed he was there for an audition. So without consulting him and over his protest, he was handed a script and shoved into the audition booth.

Believing it a gag instigated by brother Ronald, he went through with the audition. The legal profession lost a possible Clarence Darrow when "Moon" Reagan won the audition. And at $17.50 per week which to him was even more amazing.

But since those days Mr. Reagan has had a varied career. Besides announcer-sportscaster, he has been radio, stage and screen actor. His credits also include those of writer-producer, director and general trouble-shooter.

With the administrative responsibilities that go with being Hollywood manager in charge of all operations for McCann-Erickson in that city, Mr. Reagan has no time these days personally to engage in histrionics. But he does direct the weekly CBS Dr. Christian program (Cheesbrough Mfg. Co.—vaseline hair tonic) and supervises production of Pillsbury Flour quarter hour segment of the five weekly ABC Kay Kyser's Kollege of Fun & Knowledge when that program originates from the West Coast.

Neil Reagan has similar duties on the weekly Straight Arrow show sponsored by National Biscuit Co. on Don Lee Pacific stations. When that series goes Mutual starting Feb. 7 it will be increased to three weekly and so will his supervising duties. He also writes West Coast originating commercials for the five weekly CBS Godfrey Show for National Biscuit.

Tampico, Ill., was his birthplace and the date Sept. 16, 1908. His given names are John Neil. The Reagan family did some moving around in those days. As result he received his early schooling in such Illinois cities as Chicago.
Here is a comparison of listening preference for WOAI against other network and non-network stations located within the 65-county area:

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>ABC Stations</th>
<th>CBS Stations</th>
<th>MBS Stations</th>
<th>Non-net. Stations</th>
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</thead>
<tbody>
<tr>
<td>MORNING (6:00 AM to 12:00 Noon)</td>
<td>WOAI</td>
<td>29%</td>
<td>16%</td>
<td>7%</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>All ABC Stations</td>
<td>16%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>All CBS Stations</td>
<td>14%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>All MBS Stations</td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Non-net. Stations</td>
<td>11%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AFTERNOON (12:00 Noon to 6:00 PM)</td>
<td>WOAI</td>
<td>30%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>All ABC Stations</td>
<td>17%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>All CBS Stations</td>
<td>12%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>All MBS Stations</td>
<td>6%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Non-net. Stations</td>
<td>10%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EVENING (6:00 PM to 12:00 Mid.)</td>
<td>WOAI</td>
<td>35%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>All ABC Stations</td>
<td>14%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>All CBS Stations</td>
<td>16%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>All MBS Stations</td>
<td>4%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Non-net. Stations</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Returns are in from a brand new Hooper Survey of family listening habits in 65 Texas counties, where 50-100% of the Radio Families listen regularly to WOAI, both Day and Night (BMB Study No. 1).

These are the 65 counties surveyed by Hooper (Total Radio Families, 320,940 — BMB 1948 estimate). The Hooper Listening Area Index is based on a record of habitual family listening data obtained from mail ballots received from a cross-section of homes in the surveyed area.

This question was employed on the mail ballot: "To what stations do you and your family listen MOST FREQUENTLY, OR MOST OF THE TIME?"
CHEVROLET

CHEVROLET will be on the lookout in 1949 for big public events radio time buys such as its purchase of NBC election newcasts last year, according to Thomas H. Keating, general sales manager. Chevrolet, he said, will spend more for advertising in the coming year than any other auto company in all history.

"We'll be in the market for any broadcast that will draw listeners by the millions," he told Broad-

casting at the press showing Tues-

day of the 1949 Chevrolet in the Waldorf-Astoria Hotel, New York.

Earlier, he told radio, newspaper and advertising executives from Chevrolet's Pacific Seaboard region that his company was happy about the 14-hour election night radio purchase.

He admitted that there was some "grousing" at the repetition of the nature of the "Chevrolet is first" message that evening but added that he ascribed most of the complaints to "publicity-minded competitors."

The majority of critics, he said, believed it a "clever use of radio time."

Outlining the success of Chevro-

lets in 1948, when, he claimed, it outsold all other automobiles, he said that Chevrolet spent more money for advertising in the past 12 months than any other auto company.

"In 1940," he said, "the expendi-

ture will be greater by far—and you can underscore by far—than any other auto company in all history."

"We'll really open all the stops this year. We do so because we are the three years closer to the competitive market than we were when we opened production after the war."

He also revealed that the more conservative Chevrolet executives believe that at least a 10% production increase will be achieved in 1949, as compared with 1948. He also said that the company's advertising program will be based on that assumption. The largest part of the increase, he said, will be in the radio program.

CALIFORNIA LIBEL

Group Seeks Exemption Law

IN AN attempt to clarify radio's libel responsibilities on the state level, a group of California radio men on Jan. 8 conferred with Gov. Earl Warren in Sacramento. Harry Butcher, KIST Santa Barbara owner and president of California Broadcasters Asso., led the delegation seeking support of a measure to exempt radio stations from libel responsibilities in political ad-


dresses and other spontaneous comment beyond control of stations.

Others who conferred with Gov.

Warren were Calvin J. Smith, KFAC Los Angeles general manager and NAB district director; William Beaton, general manager of KWKK Pasadena and Southern California Broadcasters Asso., president, and Donn Tatum, counsel for CBA and SCBA.

AIEE Includes TV

AMERICAN Institute of Electrical Engineers has included a session on television in the program of its an-

nual winter general meeting, to be held Jan. 31-Feb. 4 at New York's Hotel Statler. Set for 10:30 a.m.,

Jan. 31, the TV session will include P. C. Goldmark, CBS, speaking on "Visualization and Contrast in Tele-

vision"; H. P. Steier, RCA, on "De-

velopment of Large Screen Metal Kinescope"; T. T. Goldsmith, Allen B. DuMont Labs, "Progress Report on Ultra High Frequency Televis-

ion"; S. C. Spilman, Philco Corp., "Input Power Requirements of Television Receivers"; R. V. Little Jr., RCA, "Large Screen Projection Television."

WCPO REALIGNS

Executives in New Posts

Mr. Miller

Mr. Smith

PERSONNEL realignment involving three executive positions at WCPO Cincinnati became effective this month. M. C. Walters, vice president of Scripps-Howard Radio and general manager of WCPO, announced.

John Patrick Smith, formerly WCPO sales director, has moved up to assistant general manager, and Glenn Clark Miller, who had been program director, is now station director. Earl Corbett has moved into the program director post.

Mr. Smith has been with Scripps-

Howard for 21 years. Mr. Miller, who joined the organization five years ago, is president of Theatre Productions Inc., Fort Thomas, Ky. Head of Scripps-Howard Radio is Jack R. Howard, who is also general editorial manager of the Scripps-Howard newspapers. One of these papers is The Cincinnati Post, with which WCPO is affiliated.
John Charles Thomas. 

The networks, McCann

join CBS Hollywood

putting

he

in

chapter president

money-

sociology.

1929

plement a scholarship,

accountant

couple

school

activity,

Galesburg and Monmouth.

First

John, a student

joined its

brothers.

1943.

$1,200

providing

in

Mother's Day.

TKLA (TV) Hollywood children's show, Judy Splinter, has been awarded the 1948 Television Award of the Tenth District of the California Congress of Parents and Teachers.

Radio Guild Gives Pledge

THE RADIO GUILD, United Office and Professional Workers of America, CIO, has pledged $2,000 to the $100,000 Fighting Fund the union decided upon at a UOPWA National Convention held Jan. 8-9 in New York City. The money will be used for a new organizing drive.

On the floor of the conference, the Radio Guild was commended for its new contract with CBS, covering 650 white collar workers and providing for average increases of $4 weekly [BROADCASTING, Nov. 22]. The guild also pledged repay $1,200 it owed the national office for aid in the CBS negotiations and then immediately raised $900 of this amount.

Telespots Opens Office


John was with the agency's Hollywood production manager, assuming the title of Hollywood radio production manager. Along with those duties he was made the agency's Holly-

WTAG's transmitter building.

Boost to 20 kw Effected

WITH tests completed on its new transmitter at Paxton, Mass., WTAG-FM Worcester, Mass., is operating with increased power of 20 kw, the station announced last week. All WTAG stations are being duplicated, 7:45 a.m.-11:15 p.m. daily.

The new transmitter and adjoining 200-ft. tower include the latest innovations in transmitter construction, WTAG-FM reports.

Because of the exposed and isolated location and 1,300-ft. elevation of the FM transmitter, provisions are kept on hand to last a stormbound operator for many days. Emergency power would be provided by a 50 kw gas generator, which would switch on automatically within five seconds should normal source of power be cut off.

heads Production

He sort of slid into handling all radio activity at the agency's Hollywood production offices, assuming the title of Hollywood radio production manager. Along with those duties he was made the agency's Holly-

winder was his romance with Elizabeth Hoffman of Des Moines.

On a blind date, they met in late

January 17, 1949 • Page 45

EXPANDED opportunities in radio and television will be the theme of the fifth annual City College of New York Radio-Television and Business Conference March 29 and 30 in New York's Hotel Roosevelt. On March 30, the annual CCNY radio and television awards will be announced. Deadline for filing award entries is Jan. 31.

The advisory committee planning the conference includes: Dr. Harry N. Wexler, chairman of the City College of New York; Elen G. Horton, president and general manager, Advertising Federation of America; Earl Bunting, president, O'Sullivan Rubber Co. and managing director, the National Assn. of Manufacturers; Wayne Coy, FCC chairman; Augustin Frigon, general manager, Canadian Broadcasting Corp.; Carl Haverlin, president, Broadcast Music Inc., president, Radio Executives Club of New York; S. Hedges, NBC vice president; Ira A. Hirschman, president, Metropolitan Television Inc.; Bernie Judis, vice president and general manager, WNEW New York; Al Paul Lefton, president, Al Paul Lefton Co.; H. L. McIlvain, vice president, N. W. Ayer & Son; Howard S. Meighan, CBS vice president; Thomas L. Norton, dean, City College School of Business; Vergil D. Reed, associate director of research, J. Walter Thompson Co.; Robert Saudek, ABC vice president in charge of public affairs; Theodore C. Streibert, member, MBS board of directors, and president, WOR New York; Robert D. Swezy, and A. D. Willard Jr., NAB executive vice president.

International, Universal Join

MERGING of International Recording Studios with Universal Recorders has been announced by Will H. Voeller, executive vice president of latter firm. Corporation will be known as Universal Recorders Inc.

All studio and recording activities in both companies are now concentrated at the studios of Universal Recorders, 6787 Hollywood Blvd. Those now operated by International Recording Studios at 6700 Sunset Blvd. are closed for all recording activities. Dixon McCoy has joined Universal as vice president.

New FM Transmitter

A NEW 10 w FM transmitter said by its manufacturers to be the smallest, lightest, and least expensive of its kind and designed for use in broadcasting offices, has been announced by Radio Engineering Labs, Long Island City, N. Y. The transmitter sells for $1,950. Its maximum coverage is five miles.

Merger
Mr. Johnston, through his management of WMP's Memphis, is his alternate. ABC executives and officials from the network's stations in Southwest, Middle Atlantic and Central states, will meet on Jan. 27, in Chicago's Ambassador East Hotel.

Over-urged, manager of WQAM Miami, Fla., was elected to represent District 8 of ABC's Stations Planning and Advisory Committee.

Mr. Uridge was named at last week's meeting between southeast station representatives and network officials in New Orleans. Elected as alternate representative was Walter H. Goan, manager of ABC affiliate WAYS, Charlotte, N. C.

Clear Breakdown

(Continued from page 92)

A 1938 resolution by Sen. Burton K. Wheeler (D-Mont.)

Meanwhile, on the House side of Capitol Hill, Rep. William Lemke (R-N.D.), resurfaced another 80th Congress proposal. Congressman Lemke proposed that the Communications Act be amended to make decisions of the FCC appealable in courts if it can be shown they were based on scientific or technical error. The measure (H.R. 869) was almost identical with one introduced unsuccessfully in the preceding Congress.

Hopes of the FCC commissioners for earlier action on proposals to raise their pay to $17,500 were dashed last Thursday when amendments were made to the bill in which the pay raises were contained.

To expedite passage of the measure, which also included pay raises for the President, Vice President and Speaker of the House, the portion pertaining to agency heads was deleted. This was necessary in order to insulate passage of the bill, approved last Wednesday by the Senate Civil Service Committee, by Jan. 20. President Truman would receive no benefit from the legislation during his new term until, unless the measure was passed before that date.

The Senate approved the amended bill last Thursday.

Sen. Johnston introduced two other bills last Thursday concerning radio.

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Johnston, Uridge

Elected by SPAC

ABC's Stations Planning and Advisory Committee has elected Henry P. Johnston, executive vice president of WSBG, Birmingham, as a representative for District 4, southern central states. Mark Woods, ABC president announced last week that Hold Krelstein, general manager of WMP's Memphis, is his alternate. ABC executives and officials from the network's stations in the Southwest, Middle Atlantic and Central states, will meet on Jan. 27, in Chicago's Ambassador East Hotel.

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Nielsen Radio Index Top Programs

(COAST-TO-COAST, INC. SMALL-TOWN, FARM, AND URBAN HOMES

-and including TELEPHONE and PAGERS HOMES)

REPORT WEEK DEC. 5-11, 1949

TOTAL AUDIENCE

<table>
<thead>
<tr>
<th>Car., Pay.</th>
<th>Program</th>
<th>Rank</th>
<th>Program</th>
<th>Rating</th>
<th>Change</th>
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<tbody>
<tr>
<td>EVENING, ONCE-A-WEEK, 15-60 MIN.</td>
<td>1</td>
<td>Lux Radio Theater</td>
<td>22.2</td>
<td>-1.9</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Escape to Athena</td>
<td>20.7</td>
<td>-1.8</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>McGee &amp; Mally</td>
<td>18.8</td>
<td>-2.2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>Your Favorite Story</td>
<td>17.5</td>
<td>-1.1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>My Friend Irma</td>
<td>24.7</td>
<td>-1.3</td>
<td></td>
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<tr>
<td></td>
<td>6</td>
<td>The Bremen Town Musici</td>
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<td>+0.4</td>
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<tr>
<td></td>
<td>7</td>
<td>Harris-Ferry</td>
<td>23.4</td>
<td>-1.1</td>
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<td></td>
<td>8</td>
<td>The Big Town</td>
<td>21.1</td>
<td>-1.5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>Suspense</td>
<td>22.5</td>
<td>-1.6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>This Is Your FBI</td>
<td>21.8</td>
<td>-2.1</td>
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<tr>
<td></td>
<td>11</td>
<td>The Aldrich Hour</td>
<td>21.4</td>
<td>+1.4</td>
<td></td>
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<tr>
<td></td>
<td>12</td>
<td>People Are funny</td>
<td>21.3</td>
<td>+1.4</td>
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<td></td>
<td>13</td>
<td>Time and Tide</td>
<td>21.1</td>
<td>-1.4</td>
<td></td>
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<td></td>
<td>14</td>
<td>Big Town</td>
<td>20.4</td>
<td>-1.5</td>
<td></td>
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<td>15</td>
<td>Suspense</td>
<td>20.2</td>
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<td></td>
<td>16</td>
<td>Charlie McCarthy</td>
<td>20.7</td>
<td>-1.9</td>
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<td></td>
<td>17</td>
<td>Big Town</td>
<td>20.2</td>
<td>-2.3</td>
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EVENING, 2 TO S.A WEEK, 5-30 MIN.

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<th>Program</th>
<th>Rating</th>
<th>Change</th>
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<tr>
<td>1</td>
<td>Lone Ranger</td>
<td>15.6</td>
<td>+0.1</td>
<td></td>
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</tr>
<tr>
<td>2</td>
<td>Lassie</td>
<td>15.3</td>
<td>+0.1</td>
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<td>3</td>
<td>Edward R. Murrow</td>
<td>12.9</td>
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DAY, 2 TO S.A WEEK, 5-30 MIN.

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<td>3</td>
<td>Tall Story</td>
<td>10.6</td>
<td>+0.2</td>
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<td>4</td>
<td>Young Widder Brown</td>
<td>11.9</td>
<td>+1.1</td>
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<td>Donald Harrington</td>
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<tr>
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<td>21.3</td>
<td>+1.4</td>
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DAY, SAT. OR SUN., 5-60 MIN.

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<td>-3.7</td>
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<td>County Fair</td>
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<td>The Shadow Theater</td>
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<td>Grand Central</td>
<td>13.1</td>
<td>-2.2</td>
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</table>

Copyright 1949, A. C. Nielsen Co.

Another Johnson measure (S-443) would give legislative approval of one of the proposals in President Truman's budget message (see story page 27). It would authorize the construction and outfitting of a radio laboratory building for the National Bureau of Standards at a total cost of $4,475,000. This will receive the attention of the Senate Commerce Committee.

The Senate last week approved assignments to committees [BROADCASTING, Jan. 10].

Committee Members

Composition of the Senate Committees which may deal with legislation directly or indirectly affecting the radio industry, during the 81st Congress are:

SENATE INTERSTATE

AND FOREIGN COMMERCE

Sens. Frank Carlson (R-Neb.), chairman; Ernest W. McFarland (D-Arka.), Warren M. Magnuson (D-Wash), Francis J. Myers (D-Wa.), Brian McCall (D-Ala.), Howard W. Smith (D-Va.), (D-Md.), Lyndon B. Johnson (R-Tex.), Elmo R. Keefauver (D-Tenn.), Carl T. Fiegen (D-Kan.), (D-Mo.), Udall (D-N.M.), (D-Min.), Robert B. Toms (D-Pa.), Daniel Smoot (D-Minn.), (D-Mo.), Thurman F. Barnett (R-Ore.), John W. Bricker (R-Ohio), and Helmer R. Humphrey (D-Minn.), Joseph R. McCarthy (R-Wis.), ranking minority member; Irving L. Ives (R-N.Y.), Karl E. Mundt (R- D. N.D.), Margaret Chase Smith (R-Mt.), Andrew F. Schoeppel (R-Ind.), and Arthur M. Vandenberg (R-Mich.)

LARGER AND PUBLIC WELFARE

Sens. Elbert D. Thomas (D-Utah), chairman; James E. Murray (D-Fla.), L. Ron Laird (D-Mich.), Frank H. Knowles (D-Wash), N. R. Humphrey (D-Minn.), Robert A. Taft (D-Ohil), Paul H. Douglas (D-Ill.), George D. Aiken (R-Vt.), H. Arthur Valentine (R-R. Me.), and Morse (R-Mo.), and Forrest C. Donnell (R-N.J.)

Although both the Democratic and Republican Committee on Committees have selected nominees for committee posts in the lower body, appointments had not been announced last Thursday.

Gates Booklet

GATES RADIO Co. Quincy, Ill., has just released through its engineering department a booklet entitled Standing Wave Ratios in the FM Broadcast Band. The booklet has been prepared by B. E. Parker, senior staff engineer, and deals with the subject of standing wave ratios and their particular effect in the transmission of high frequencies, such as FM and TV. The booklet is being mailed to all station engineers. Gates will supply copies without charge to those interested.
HERE are more reasons why more people listen to CFRB... a line-up of great drama shows, including the highest-raking drama show on the air!

These dramatic and mystery offerings are another phase of CFRB's balanced programming, designed to please every taste. So no matter what type of listeners you want to reach—you'll find them listening to CFRB! That's why CFRB is your No. 1 advertising buy in Canada's No. 1 market!

CFRB

Your No. 1 buy in Canada's No. 1 market

REPRESENTATIVES United States: Adam J. Young Jr. Inc.
Canada: All-Canada Radio Facilities Limited
INSTALL THE GATES BFE-10 TRANSMITTER TO START YOUR EDUCATIONAL BROADCAST SYSTEM

You Get the Advantages of:

1. Low cost installation.
2. Basic FM transmitter for use in future power increase.
3. Low cost antenna requirements.
4. No expensive extras.

NOW any educational institution can have a fine broadcasting system at low cost, easy to install and operate.

Gates BFE-10 Frequency Modulated ten watt transmitter is the ideal basic unit for such an installation. It, and a small amount of associated equipment, will assure you of giving a broadcast service to your community of unequalled quality; a service to bring your organization into the everyday life of all, to integrate the high intellectual standards of education with your public's thinking.

Send for information on this new way to further your school's advantages. A complete quotation on a system to fit your needs will be sent on request.
FM BROADCASTERS:
Here's the answer to YOUR audience-building problem...

A Really Good
FM-AM RECEIVER
with Genuine
ARMSTRONG FM

The Triumph

Ask Your ZENITH Distributor or Dealer
to DEMONSTRATE IT!

Hear your own station, as you want your audience to
hear it... crystal-clear and static-free, with genuine
Zenith-Armstrong FM. The powerful Zenith built
Alnico "5" speaker reproduces your programs in full,
natural tone quality. See it, hear it, compare the value...
and you'll agree that the low-priced Triumph is the
answer to your audience building problem.

USE THIS NEW ZENITH YOURSELF!

You will want these radios throughout your offices for
monitoring purposes. Your time salesmen will want them,
too, for the "Triumph" is so small and compact. It's easy
to carry about and to demonstrate—in the prospect's own
office—the static-free, true-fidelity quality of FM. Zenith's
patented Light-Line Antenna eliminates the need for a
dipole in areas of primary signal strength—and connection
is provided for outside antenna where terrain or distance
reduces signal strength. Thus, the Zenith "Triumph" in-
sures perfect reception almost anywhere.


ZENITH RADIO CORPORATION • 6001 DICKENS AVENUE • CHICAGO 39, ILL.

BROADCASTING • Telecasting

January 17, 1949 • Page 47
MBS Billings (Continued from page 86)

Advertisers (Cont’d)
1. Bayuk Cigars
2. Mil Art Labs
3. Carter Products
4. Burt’s Bees
5. General Motors
6. Hollister Co.
7. Kaiser-Frazer
8. Textile Machines
9. Mutual Benefit Health & Accident Ass’n, of Omaha
10. Quaker Oats
11. Ralston PFA
12. American Art Metal Works
13. Codak Packing
14. Williamson Candy
15. Warder
16. H. R. Watch
17. Johns-Manville
19. Lutheran Laymen’s
20. Noxema Chemical
21. Temescal
22. Radio Bible Class.
23. Gillette Safety Razor
24. Voice of Prophecy
25. U. S. Tobacco
26. Coca Cola
27. National Council of Protestant Episcopal Churches
28. Christian Reformed
29. Goodwill Industries
30. Appalachian Coals
31. Reserve Cigar
32. Mail Pouch Tobacco
33. Mastertaes
34. Barbados
35. Early Peoples Church of the Air
36. International Milling
37. Philco
38. Army Recruiting
39. Armour
41. Delaware, Lackawanna & Western Coal
42. Fuller Foundations
43. Peter Paul
44. Continental Pharmaceutical
45. Wilson Sporting Goods
46. P. Ballantine
47. Earl of efficiencies Radio Machine Workers of America
48. Hone
49. Volpe
50. First Church of Christ Scientist
51. Curtis Publishing
52. U. S. Tobacco
53. Republican National Comm.
54. Lee
55. R. J. Brach
56. Bayside
57. Progressive Party
58. General Carboline & Distributors
59. Reynolds Tobacco
60. Coast Products
61. American Bird Products
62. Perfect Circle
63. Industrial 
64. International Ladies
65. T. B. Rubbers
66. WRAC Radio
67. Shipstad & Johnson
68. United Comm. for Stassen
69. CIA PAT
70. Grand Lodge of Free & Accepted Masons
71. Pepsonect Div.-Lever BROS.
72. 75.70,794,646

Total

MUTUAL 1948 AGENCY EXPENDITURES
1. Cecil & Preuss
2. Ruthrauff & Ryan
3. SCS
5. Gardner Adv.
7. Neal D. Ivey Co.
8. Kudner Agency
10. Roy S. Durstine Inc.
11. Domestic Dawes
13. Swany, Drake & Bement
14. Avery, Moore & Wallace
15. Hill Blackett Inc.
16. J. Walter Thompson Co.
17. Gosham Advertising
18. Sherman & Merriam
20. Maxon Inc.
21. Bumhower
22. Western Adv.
26. Roche, Williams & Clary
27. Walker & Downing

28. Brown & Rowers
29. Wendel Munz & Co.
30. BBDO
31. Frank Adv.
32. Houtchins Adv.
33. Foote, Cone & Belding
34. Warwick & Legler
35. Gage Co.
36. Buchanan Co.
37. Pfister-Fobs
38. Arthur Meyerhoff & Co.
40. Moss & Arnold Co.
41. Brackenfield
42. Alpha Adv.
43. Geo. H. Harman Co.
44. Huber, Roe & Sons.
45. Fredrick Clinton Co.
46. Raymond Specter Inc.
47. Wm. Esty & Co.
48. Grant Adv.

Total

25,686

ASKS FCC TO SEPARATE, GRANT RENEWALS

FCC last week was pondering a petition filed by Don Lee Broadcasting System asking for separation of its long-pending renewal and related applications from what, in view, must be the forerunner of a general investigation of network practices.

The petition pointed out that Don Lee's renewal applications—five of them—have been tied up since Feb. 15, 1946, when the Commission called a hearing to determine whether the network had violated FCC's network option-time rule. The hearing was held in January 1947. Meanwhile, the petition noted, at least 11 other Don Lee applications have become tied up, either directly or indirectly, pending a decision on the hearing.

"The long delay," the petition said, apparently is "primarily the result of the fact that the record, although it may raise broad questions of regulation (and therefore the appropriate-ness of revision or modification of the Commission's network regulations, does not present any specific issues of violation of these regulations.

Excessive Information

"These questions, of course, have scope and character as to require extensive information concerning not merely the operation of petitioner's network but other regional networks and national networks and, particularly, the competitive aspects of network operation.

The petition also contends that FCC's present policy, in handling complaints or other information relating to possible violations, is to institute formal or informal investigations to determine whether there is any basis for renewal or revocation proceedings. If this policy had been in effect in 1946, the petition asserted, Don Lee's renewal applications would not be involved in the pending proceeding.

The network asked FCC to separate the applications and grant them the rights to be made, but out of prejudice to "any appropriate action the Commission may... desire to take" if and when it com-
RAESE GRANT
Made Final for Cumberland

BY A 4-3 vote, FCC last week made final its proposed grant to Richard Aubrey Raeese for a new 250 w full-
time station on 1230 kc at Cumberland, Md. [BROADCASTING, July 26, 1948]. The application of Tri-
State Broadcasting Co., seeking the same facilities, was denied.

The Commission majority preferred the Raeese application over that of Tri-State on grounds of local ownership and integration of ownership and management. FCC Chairman Wayne Coy and Comr. Robert F. Jones, who dissented from the proposed decision, were joined by Comr. Frieda B. Hennock in voting for Tri-State in the final order. Miss Hennock had not partici-
J ATE in the proposed decision.

Mr. Raeese, former basketball coach at the U. of West Virginia and now vice president of Greer Steel Co. at Morgantown, W. Va., is the son-in-law of Mrs. A. J. R. Greer, owner of WJIR-PM Morgantown, WDNE Elkies, W. Va., and WKJF Pittsburgh, Pa. He has been active in the affairs of these stations, having supervised construction of the Elkies and Pittsburgh outlets and participated in WJIR operations. He is to be manager of his Cumberland station and plans a Mutual affiliation. George J. Kapel, WJIR program director, is to hold the same position with the Cumberland station.

Tri-State Principals

Tri-State, the unsuccessful applicant, is owned by 47 stockholders, Charles A. Piper, Cumberland bank president, heads the company. Approximately 42% of the stock is owned by 27 persons who have 73.4% of WBOC Salisbury, including WBOC President John W. Downing; 13 of these have 25% of Capital Broadcasting, new-station grantees for Annapolis, while another group has a minority interest in WCAO Baltimore.

Paley
(Continued from page 29)

all of the singer's terms. He was said to have even retreated on the transcription question. The croon-
er owns a recording company in competition with CBS's Columbia Records.

James Carmine, vice president in charge of advertising for Philco, sponsor of the Crosby show, arrived late in the week. He and Mr. Paley exchanged notes relative to a shift from ABC to CBS.

It was also considered significant that Edgar Bergen left Hollywood last Wednesday bound for New York where it has been indicated he will examine CBS video programming operations. He further intends to study the medium in all its facets while in the East.

BROADCASTING • Telecasting

January 17, 1949 • Page 49

Why does Broadcasting reprint local market data from Sales Management's

Survey of Buying Power?

Broadcasting magazine secured special permission to reproduce, in its Octo-
ber 1948 Marketbook, the copyrighted 1947 estimates on retail sales by counties from SALES MANAGEMENT'S May 10, 1948 SURVEY OF BUYING POWER. Why? Because Broadcasting (along with the National Association of Broadcast-
casters, the F.C.C., the leading networks and hundreds of local radio sta-
tions) recognizes SM's annual survey as the basic source of local market data used by national advertisers and agencies throughout the nation.

Now in the works is SALES MANAGEMENT'S 1949 SURVEY OF BUYING POWER — the product of 20 years' usage and refinement by national advertisers and agencies plus the combined thinking of 17 leading marketing experts on a special Board of Advisory Editors. Below are reduced sample tables (with dummy figures) showing what the 1949 survey, to be published May 10th, will tell sales and advertising executives about your market. This 20th annual SURVEY OF BUYING POWER will give the following new and exclusive data on U. S. counties, on more than 1,000 cities and on the 138 metropolitan county areas:

The opportunity for Radio and TV Stations

SALES MANAGEMENT'S 1949 SURVEY presents your local station with an ex-
ceptional opportunity for effective tie-in advertising close to the above data on your market. Your SURVEY ad will not only keep your story before more than 17,000 advertiser and agency executives throughout the year, but it will give you authority to quote the survey's copyrighted figures in all your own printed media promotion. Closing date for reservations in the city-county section is February 18th and positions will be assigned on a first-come, first-
served basis.

For complete details about SALES MANAGEMENT'S 1949 SURVEY OF BUYING POWER write for our "Brief on the 1949 Survey."
Coaxial

(Continued from page 38)

television, stated: “I want to extend my appreciation to the performers on television programs who are providing such fine entertainment; to the research engineers who are continually endeavoring to improve the medium; to the men and women who actually run the stations and do such a magnificent job. To all these I want to say: You are the pioneers in this great field and you deserve credit for its sensational progress.”

Dr. DuMont appeared by “Tele-transcription” on the round-up, enlisting him to be in Pittsburgh where the new DuMont TV station WDTV was making its air debut concurrently with the opening of the new coaxial cable link.

Recalling that “a great flow of programming came out of the Midwest to set the pace for radio,” NBC’s president, Niles Trammell, programming where the enabling transcription” deserves the credit for its sensational new DuMont TV network.

Dr. Frank Stanton, CBS president, pointed out that “Pioneers in television,” I hailed the opening of the same research engineers as the pioneers in television.”

“In essence, I want to extend now our credit for its sensational research engineers which they contain. There are all pioneering, television; and women in television, like a husband and wife. The performers aren’t appreciated enough in television to extend their efforts. The new DuMont TV network, WNBQ and NBC’s...”

Picking up the theme of the day, Ted Steele and his orchestra did a quarter-hour vaudeville routine which was pleasant but not pretentious as the showcase number for the DuMont network, where Mr. Steele is a daytime star.

Berle Appearance

NBC offered Milton Berle who lived up to his introduction as “America’s No. 1 television entertainer” both in his own routine and with his guest, Harry Ritzman. This 15-minute segment was a thoroughly professional production and to any Berle fan, which records indicate is almost a member of the video audience, thoroughly enjoyable.

Final part of the pooled telecast was Standby for Crime, quarter-hour mystery program, presented by an ABC network of a number of viewers, the dedicatory program was distinctly not the right place.

Ted Steele and his orchestra did a quarter-hour vaudeville routine which was pleasant but not pretentious as the showcase number for the DuMont network, where Mr. Steele is a daytime star.

Bell’s Prediction

FRANCIS J. CHESTERMAN, President of the Bell Telephone Co. of Pennsylvania, predicted that the 6,000 miles of coaxial cables that made the TV linking of East and West possible “will have grown to more than 12,000 miles by 1950.”
The rapid technical developments in radio. An additional $250,000, requiring legislative sanction, was included for the Bureau for preparation of plans for a radio propagation building.

An increase of $92,865, or 3%—was asked for the Federal Trade Commission in a budget recommendation of $3,739,000. That agency's revenue during the last fiscal year was $3,846,036.

A drop in sales of radio receiving sets, phonographs, records and musical instruments in the next fiscal year was forecast in the President's budget. In the current fiscal year, the government expects to receive $86 million in manufacturers' excise taxes from this source. But it anticipates receipts of only $58 million in the fiscal year starting July 1, 1960.

The miscellaneous tax section of the budget portends increases in the tax structure. The government expects to receive $15,000,000 from the sale of its preceding year's net income of $6,160,000 as compared with $8,916,000. As a result, the government expects to receive $15,000,000 in its expenditures for the year ending June 30, 1960.

Rorbaugh Reports
N. C. RORABAUGH Co., New York, has now estimated dollar expenditures for television time and will make that material available on special order but will not publish them as part of the monthly Rorbaugh Report on Television Advertising. Beginning with January 1949, the company will compute from the one-week data provided by TV stations the monthly gross expenditures for TV time of local, spot and network advertisers by a statistical formula which will be adjusted quarterly to provide for earned discounts, etc.

We Coax Report
A coincidental telephone survey showed that 86% of TV receivers in the WENS (TV) Cleveland viewing area were tuned on for the East-Midwest coaxial cable inaugural and that 58% of them were tuned to WEWS, the station reports. The survey was made by the Bureau of Research, Cleveland College, Western Reserve U. Viewer response topped even the election night audience, when, according to WEWS, 78.7% of TV sets (estimated at 25,000) in the Cleveland area were in use and 68.8% of them were tuned to WEWS.

WFMJ Youngstown, Ohio, will hold its third annual Sportsmen's Banquet on Feb. 3. Dinner is held in conjunction with Youngstown District's "Outstanding Sports Personality" contest. This event was originated by Lee Leonard, WFMJ director of sports in 1947.

CONGRATULATING A. J. "Tony" LaFanco (left), Don Lee network chief production supervisor, on his promotion to director of operations for network's AM, FM and TV, is Willett H. Brown, vice president and general manager of Don Lee.

Budget
(Continued from page 27)
as compared with its expenditures of $2,256,000 last year.

The 1960 estimate includes $700,000 for the 17th decennial census. President Truman proposed $15,000,000 be included for the Census Bureau to provide for a housing census, providing the necessary legislation is enacted.

If the census question on radio set ownership is to be asked in 1960, it will be included in the housing half of the project. The Budget Bureau proposed $11,000,000 additional for the business census, now under way.

An increase of $400,000 was requested for the Bureau of Standards over its preceding year's expenditures of $8,763,000. A 7% boost for the Bureau's Central Radio Propagation Laboratory was provided for in the bureau's 1960 estimate of $9,160,000.

"One of the most urgent programs of the Bureau," President Truman reported, "is its Central Radio Propagation Laboratory, which serves as a central agency for research and standards in the radio field. The 1960 estimates provide for a 7% increase in funds for this laboratory in keeping with its preceding year's budget of $8,763,000.

FM SESSION
As directed at NAB Meet
SPECIAL time for FM at the NAB Management Conference in Chicago April 11-12 was asked by the FM Subcommittee of the NAB Sales Managers Executive Committee. The subcommittee was named during the sales group's recent meeting [Broadcasting, Jan. 10].

The subcommittee asked recognition of FM as a segment of the broadcasting industry with special problems and urged that FM stations be given special programming service along with research and sales. Board authority was asked for special services to FM by NAB departments.

THE FACT OF THE WEEK

WPTW
10,000 Watts of POWER Night and Day
PATROON BROADCASTING CO., ALBANY, N. Y. • • • Represented by RAMBEAU

January 17, 1949 • Page 51
A CONSENT JUDGMENT against three firms controlling television patents—Paramount Television Productions Inc., General Precision Equipment Corp., and Scophony Corp. of America—was entered in New York Federal District Court last Wednesday, according to the Justice Dept.

The judgment was greeted by Arthur Levey, Scophony president, as "a great victory for free enterprise." He said it will mean release to industry of the Scophony advances including patents and processes on the "superionic" and "skiatron" systems of television transmission and reception.

The superionic cell, he said, "will make available—both in homes and in theaters—large screen video reception in varying sizes vastly superior in quality and substantially lower in cost than that now offered by the cathode-ray tube method."

Paramount Television Productions is a wholly-owned subsidiary of Paramount Pictures, one of the most active motion picture producers in the TV ownership field. Paramount owns KTLA Los Angeles and WBBK Chicago and is associated with several pending applications. In addition, FCC has issued a proposed finding that Paramount by virtue of a 25% interest controls Allen E. DuMont Labs, which has three TV grants [Broadcasting, Dec. 20].

**FCC Notation**

When it issued the grant for KTLA, FCC took notice of the existence of the anti-trust suit but concluded that "the charge against applicant does not appear to be such as to require a denial of a grant on that ground" [Broadcasting, Dec. 23, 1946]. If further proceedings in the suit should develop justifying grounds, FCC said at that time, then consideration could be given in passing on license-renewal applications.

In the complaint, filed in December 1945, the three defendants were charged with competing with Scophony Ltd., a British firm, to monopolize the manufacture and sale of television equipment embodying patents and processes developed by the British company. Scophony Corp. of America, the Justice Dept. said, was formed by the three other defendants to hold and license the U. S. and other Western Hemisphere rights under Scophony patents and processes.

The complaint also charged that General Precision Equipment and Paramount Television Productions refused to exploit these patents and processes themselves, and that they kept Scophony Corp. of America from exploiting them. The consent judgment requires General Precision and Paramount Television to divest themselves of all stock interests in Scophony Corp. of America, and terminates the exclusive licenses involved.

Herbert A. Bergson, assistant attorney general in charge of the Justice Dept.'s Anti-trust Division, said "the system of television reception embodied in the Scophony patents is said to permit the use of large screen viewing apparatus suitable for homes, schools and motion picture theaters. Successful exploitation of these patents would therefore open up new possibilities in the entertainment and educational world."

The superionic and skiatron television projection systems are methods differing from cathode ray picture tube methods. It is claimed that the superionic TV system is cheaper, easier to produce, has longer life, can be operated at low voltages, does away with distortions found in curved cathode ray tubes. SCA also holds basic patents to a video subscription device which operates over the air without intervening telephone hook-ups.

The consent judgment was delayed until the defendants were able to work out cross-claims among themselves. SCA President Levey had asked treble damages aggregating $170,000 and SCA treble damages amounting to $1,500,000. Conferences held after the order of judgment, it is understood, resulted in General Precision turning over to Mr. Levey 666 B shares of Scophony Corp. and Paramount Television another 340 shares.

Still to be decided is the disposition of the case by the British Scophony Corp., which has filed suit in the U. S. against British company. It obtained interest in the patent granted to SCA use. It is expected that the Anti-Trust Division of the Justice Department in New York soon will proceed to take judgment against the British company, which has failed to file an answer in U. S. action against it.

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**FCBA ELECTION**

Jameson Named President

GUILFORD JAMESON, Washington radio attorney, was elected president of the Federal Communications Bar Assn. at its annual election last Friday. He succeeds Carl I. Wheat of the Wheat, May, Shannon & St. Clair law firm of Wheat, May, Shannon & St. Clair.

Other officers elected were Neill Miller of Miller & Schroeber, former vice-president of NAT, first vice president; William A. Porter, of Bingham, Collins, Porter & Kistler, second vice-president; Corwin Lockwood, Jr., of Hogan & Hartson, secretary, and Joseph F. Zias, of Loucks, Zias, Young & Janaky, treasurer. New members of the executive committee: Vernon L. Wilkinson of Haley, McKenna & Wilkinson, former FCC assistant general counsel, and Lorraine C. Crook, of Wheat, May, Shannon & St. Clair.

The election preceded the FCBA's annual banquet, which was to feature an address by NAT President Justin Miller on "Functions of the FCBA." Members of the FCC, department heads and hearing examiners were guests of the bar association, along with notables from other local bar associations.

Mr. Jameson, the new president, was graduated from Georgetown University Law School in Washington, D. C., in 1921, and has practiced law since that time except for the period from 1930 to 1933 when he served as commissioner of the U. S. Court of Claims. He was also clerk of the House Committee on the Judiciary from 1921-30, during which time he was also associated with special investigating committees of the House.

He is the author of several legal papers, including "The Jurisdiction of the House Committee of the House of Representatives, Its Origin, Jurisdiction and Procedure."

Members of the FCBA included Frank W. Wozencraft, chairman, and Herbert M. Bingham, Elliot C. Lovett, Duke M. Patrick, Paul A. Porter, and Philip G. Loucks.

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**MEREDITH**

Vies With CBS for WRTB

MEREDITH ENGINEERING Co. has offered to match CBS' $232,162 bid for WRTB (TV) Waltham, Mass., owned by Raytheon Mfg. Co. The broadcast subsidiary of Meredith Pub. Co., owner, filed its application for FCC approval Tuesday. AVOO deadline is in the transfer.

The CBS application for purchase of the Channel 2 (54-60 mc) outlet was filed in November [Broadcasting, Nov. 1 and 15, 1946].

Meredith Engineering is 100% owner of Meredith Syracuse Television Corp., owner of WHEN (TV) Syracuse, which is now on the air under interim operation authority. Meredith Engineering also owns Meredith Champlain Television Corp., TV applicant at Albany, and has minor non-voting interest in Champlain Valley Broadcasting Co., licensee of WXXW-AM-FM Albany. Champlain Valley in turn has minor non-voting interest in Meredith Engineering.

Parent firm, Meredith Pub. Co., publisher of Better Homes and Gardens and Successful Farming magazines, itself is television applicant at Rochester, N. Y. Meredith Pub. Co. is 95.97% owner of Meredith Engineering and has guaranteed all obligations of the subsidiary firm.

**Reason for Purchase**

Meredith Engineering in its application stated it wished to purchase WRTB because, in view of the TV freeze, the only way to "expand television operations is by the acquisition of outstanding licenses and permits." Application continued that "Boston (with its access to network programs) . . . affords ideal economic and geographical tie-in with Meredith's present television operation in Syracuse" and with applications pending in Rochester and Albany.

It was stated that the installation and construction of the station would be under the supervision of Television Assoc. Inc.

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**KLAC-TV EXCLUSIVE**

Angels, Stars Game Rights

SPORTS is the apparent program personality that KLAC-TV Hollywood is seeking to establish. Last week Don Fedderson, vice-president and general manager, announced signing exclusive rights to the Los Angeles Angels professional baseball games.

In addition Mr. Fedderson expressed hope of obtaining telecast rights to the Hollywood Stars baseball team. Station has also signed Kelvinator to sponsor 12 basketball games of USC and UCLA. Reported price is under $15,000.
AM or FM Video?

(Continued from page 21)

Important if these results can be obtained within a 6 mc channel, using 1 mc FM swing. He added that an FM picture signal may help solve some of the problems of generating enough power in the ultra-high bands.

FCC has not yet conducted experiments on multipath transmissions, the committee was told, but used a 290-foot cable to create delaying effects.

The artificially delayed signals produced a halation effect similar to that encountered in optics, Mr. Cowperthwait is understood to have told the committee. He added that with co-channel signal ratios of 10:1, picture transmission was perfect in the tests, according to NAB. This is equivalent to 300:1 ratios for AM. Closer location of ultra-high stations might be possible, he said.

NAB quoted Mr. Willoughby as inviting the industry to proceed with ultra-high field tests of FM picture transmission, taking them out of the laboratory phase.

Opinions Divided

While many engineers in the industry indicated Thursday that FM might ease the UHF power problem, many refused to accept FM as a complete solution. They agreed that the ability of tubes to generate adequate power is critical in high-band TV but disagreed as to the extent FM visual signals would help. They said FM would need from a fourth to a half as much power as AM.

In VHF, it was pointed out, the tube problem is not so serious though it becomes a factor in the upper half of the VHF band. One suggestion was that FM in the present TV visual signal might bring improvement in synchronizing pulses, because of taking advantage of FM's ability to reject unwanted signals if the ratio is more than 2:1.

Few engineers could recall specific experiments on the use of FM for the television picture. Some reminded that FM experience has shown adjacent interference can be as bad as co-channel cross talk. Some FCC engineers thought FM might experience less adjacent channel interference. They said co-channel interference is the worst VHF problem in this field.

Among engineers there was considerable agreement that the FM picture tests will take at least a year, perhaps several years, of experimenting before they are ready for field tests. There was disagreement on suitability of the UHF band for television, regardless of whether the picture is AM or FM.

The tube problem in UHF experiments conducted at WNBW Washington by NBC was serious, finally forcing a shutdown of the transmitter when the tube supply was exhausted. In reply, several engineers scoffed at the problem, terming it a mere "state-of-the-art" matter that can be worked out. They felt the value of the UHF band should not be judged by the experience in using one type of tube.

One aspect of the FM battle that furrowed brows was the chance of adapting present TV receivers to the UHF band should the UHF picture be FM. In the case of UHF tests in Washington, the results at the receiver were good in many cases. One engineering consultant said his UHF pictures were better than those on VHF, using the converter supplied by RCA.

These converters merely shift the signals from VHF to UHF. Should the UHF picture standard be FM, the conversion problem would be a tough one. One high-placed industry executive said all that could be used in present TV receivers would be the picture tube and knobs.

Another said it might be possible to tune converters off to the side. Thus the set would become an FM receiver because the signal would be detuned and the response would be on a slope. In any case the solution would be makeshift. Furthermore, automatic volume control would interfere, and many TV sets have this feature. One solution might be to design a converter changing the FM picture signal to AM before entering the present circuit, it was proposed.

WGN-TV

CBS television network will feed Cross Question weekly dramatic jury trial program on WGN-TV Chicago to the East Coast starting Tuesday in competition with the Milton Berle Show on NBC 7-8 p.m. CST.

TV Bogeyman

(Continued from page 14)

as those raised against radio in the early days.

When Tidewater-Associated first began broadcasting football games in 1925 over a single station in Los Angeles and one in San Francisco, the company was forced to pay big fees for the radio rights, he said, because schools feared attendance would drop off.

A few years later, when NBC had organized a six-station network on the Coast and began airing the T-A sponsored games, rates had dropped in comparison to the radio audience reached. College officials had grown enthusiastic about mounting gate receipts.

Today, he said, Tidewater-Associated uses 143 stations to air its sponsored games. No one seriously questions the healthy effect radio has had on the boxoffice.

Schools, if they were forward looking, would recognize that television can prove an equally valuable boost, Mr. Deal added.

"At 15 Inches!"

NEW!

Fairchild

PROFESSIONAL

TAPE RECORDER

YES—THE NEW FAIRCHILD PROFESSIONAL TAPE RECORDER is the only top quality equipment designed from the start to deliver the ultimate in performance at approximately half the tape speed of the German Magnetophone. It is not just another copy of the German machine. New and advanced theory and design have resulted in performance which exceeds the requirements set by the latest proposed NAB specifications and formerly thought possible only at 30 inches per second.

No compromise has been made with the maximum requirements for signal-to-noise, frequency response or minimum distortion limits. This means double the continuous recording time, half the cost of tape and nicer controls of starting, stopping, editing, etc. 7½ or 30 inches per second operation may, of course, be included for special applications.

STUDIO QUALITY

IN KEEPING with standards of the Fairchild line of sound equipment nothing has been left undone to make this the finest professional tape recorder. Qualified listeners fail to detect a difference in instantaneous switching between the monitoring of a live program and the same from the Fairchild Tape Recorder. However, despite its performance which we believe exceeds that of any other equipment regardless of price, it is being sold at the lowest figure our anticipated production will permit. Currently, orders are being scheduled for delivery in approximately 30 days at its present low price of $2,750. Details are available for prospective users.

MICRO-GROOVE RECORDING • • •

Are you aware that Fairchild Synchronous Disk Recorders and Transcription Arms are handling the rigid requirements of recording and reproducing Micro-Grooves for the most critical users? Write for detailed information.

154TH STREET AND 7TH AVENUE, WHITESTONE, NEW YORK

January 17, 1949 • Page 53
RCA last Monday revealed its "Madame X" 45 rpm 6½" record and changer in a high-powered showing in New York at which Frank M. Folsom, RCA president, denied that there "is any warfare or feud" between CBS and ourselves" over the two companies' new microgroove records.

He admitted, however, that what would ensue was "a normal, commercial, competitive job that people do every day in business."

Wallenstein Statement

Almost as if to take immediate issue with Mr. Folsom, was a statement released the same day by Edward Wallenstein, chairman of the board of Columbia Records Inc., who said of the new RCA development:

"We are unable to fathom the purpose of the records revolving at 45 revolutions per minute which we understand are to be released some time in the spring."

With the differences between the two record giants thus expressed, the issue was ready for the public.

Both companies were now out with small-size, microgroove records and Columbia additionally was marketing long-playing discs. Buyers would decide in the market place which record would be superior:

The RCA development was described to newsmen who came in two shifts (white carnations first, red carnations next—carnations courtesy RCA) as an entirely new system for reproduction of recorded music—not just as a new record.

Mr. Folsom said it was the best system RCA knew about. He declared RCA had participated in meetings with Columbia before the latter introduced its 33½ records. RCA decided not to go along, he said, because in past years RCA tried such a record and had decided that the "Madame X" development was superior.

Stressed at the conference was the "revolutionary" character of the automatic changer mechanism. It has a 1½-inch red plastic-capped center spindle which houses a "trigger-fast" drop mechanism. It holds up to eight records.

Like the Columbia record, introduced a day earlier, the RCA disc is unbreakable. It also is lightweight and paper thin. Raised areas on the non-playing surfaces prevent the playing surfaces from touching. It can play up to 5 minutes and 15 seconds per side. The new changer, loaded with eight records, plays 42 minutes.

Joseph B. Elliott, vice-president in charge of the RCA Victor home instrument department, said the new system would be ready for distribution by April. He added that 12 other set manufacturers were already in the same field—with plans, specifications and models made available by RCA on a free basis. Prices of records and sets, he said, have not yet been established but would be "competitive."

In his statement criticizing the 45 rpm development, Mr. Wallenstein stressed the fact that Columbia was producing not only the 7" microgroove record but also the long-playing disc which delivers up to 22 minutes' playing time per side, both at 33½ rpm.

He also emphasized that 33½ rpm has been standard in the professional recording industry used by broadcasting stations and that scores of radio stations already have installed equipment to play the microgroove record.

"In other words," said Mr. Wallenstein, "the Columbia Microgroove system, because of its universal qualities, contains maximum flexibility for both classical and popular recordings. We do not see what additional advantages a 45 rpm record can offer to compensate for the unfortunate conflict it appears to be creating in the minds of both the public and the industry."

KXLW TROUBLE

Orderline, 'Saboteurs' Harass Stations

KXLW Clayton (St. Louis), Mo., already involved in litigation with the village of Olivette, Mo., where its antenna is located, had troubles of a different kind Sunday, Jan. 9. Station was knocked off the air for six and a half hours by "saboteurs" who short-circuited the antenna, according to Guy Runyon, KXLW general manager.

The short-circuiting was accomplished, Mr. Runyon said, by a person or persons who "apparently scaled a six-foot-high barbed wire span at the base of the tower" and then wound together two wires of a lightning arrestor device.

KXLW's transmitter was damaged as a result of the short circuit and the station was forced off the air at 7:30 a.m., an hour after it had signed on. It was back on again at 12:34 p.m., Mr. Runyon reported. After another off-the-air interruption from 1:40 p.m. to 3:08 p.m., KXLW completed the day's schedule without interruption.

Mr. Runyon said "someone thoroughly familiar with radio broadcast equipment and most likely the KXLW installation in particular" was responsible for the short circuiting.

In addition to its latest troubles and the legal scrap with the village of Olivette, KXLW lost a day and a half on the air when International Brotherhood of Electrical Workers engineers struck—without notice, according to Mr. Runyon—on Dec. 6. The IBEW engineers were still on strike when the latest incident occurred.

The St. Louis Globe-Democrat last Monday quoted the president of the St. Louis local of IBEW, Robert W. Stelson, as saying that "our union has not been notified of the KXLW transmitter-antenna site since the strike began. He said no pickets had been assigned to the area of the Olivette tower but only to the site of KXLW's proposed new tower in Brentwood and to the studios in Clayton.

The short-circuiting incident followed by four days the arrest of Mr. Runyon and two of his station engineers, William Grant and Roy Robertson, by the marshal of Olivette on charges that they violated a village zoning ordinance by erecting the tower in a residential area.

KXLW reportedly had agreed in circuit court to remove the transmitter and tower by Jan. 1, but was unable to comply because work on a new transmitter in Brentwood had been halted by pickets. Mr. Runyon appeared before Circuit Judge Amandus Brackman in Clayton last Monday to report on KXLW's attempts to comply with a court injunction of June 29, 1947, to remove its installation from Olivette.

Mr. Runyon has charged officials of the village with an attempt "to harass the station and interfere unjustly with its operation." Clarence W. Miller, head of the village's board of trustees, countered with a statement that the transmitter had been erected without a building permit and that resulting litigation the past two years had cost Olivette $3,000. The station reportedly replied that the zoning law lacked enforcement power.

REL MODEL 646

Increased demand and production have at last permitted us to announce this long-awaited price reduction. Universally used by broadcasters for FM network relaying and high quality aural monitoring.

For details write Dept. 110

REL 340 Now only $295.00

45 rpm phonograph and record.

RCA Victor's new 45 rpm microgroove.
CONTINO

Denies Heidt Issues

ACCORDIONIST Dick Contino last week contested the issues of breach of contract raised by suit of Horace Heidt, conductor of the weekly youth talent program on NBC, Sunday, 7:30 p.m., for Philip Morris Co. Ltd. Mr. Contino said, "Mr. Heidt tried to tie me up to a seven-year contract with him, under which he would take 60% of my earnings over and above the regular salary which he was required to pay me. This salary is nothing like the amount stated in Mr. Heidt's suit." The youth also said that under the contract Mr. Heidt had turned down movie, radio and television offers without consulting him. "Horace Heidt hasn't in any way kept the promises he made to me before I won the 1948 grand finals on his radio program last Dec. 12," the accordionist declared.

Know how they do it in Monroe?

ALL classes are represented in Monroe! KMLB serves a 223 million dollar market encompassing 97,410 radio homes—all within KMLB's one milevolt contour.

This area includes 17 parishes in Northeastern Louisiana and 3 counties in Arkansas. And when it comes to radio listening, the important thing to know is that KMLB is the TUNED-IN station in these parts.

HAs more listeners in northeastern Louisiana than all other stations combined.
Representation Probe

(Continued from page 28)

to say only that NBC would never exceed beyond its ability to serve effectively.

Upon completion of Mr. McConnelly’s testimony a controversy developed over NARSR counsel’s request that the network engage in “typical” TV affiliation contracts.

Mr. Fly contends that affiliation contracts with unconnected stations to be called “network” service must be provided by film—actually contracts for national spot representation.

Mr. Fly argued the networks thus control unconnected affiliates’ time via affiliation agreements.

Mr. Spearman said unconnected stations obviously must have films, but that networks should not be allowed to become film brokers and tie up the sources of film supply so that independent stations would have to “beg” the networks for films. If that is being done, he said it should be prohibited.

Network counsel protested the request for TV affiliation forms, Judge Rosenman contending that the request raised a totally new question which could be handled only in a new hearing.

Comr. Walker ruled, however, that the networks should bring in the contracts so FCC could have a look.

Mr. Brown, counsel for DuMont, presented a statement by DuMont TV Network Director Lawrence Phillips declaring that DuMont neither has a national spot sales representation division nor plans to establish one.

Murray B. Grabhorn, ABC vice president, said the spot sales revenues of WMAL Washington—only affiliate represented by ABC Spot Sales—increased 170% from 1942, when ABC Spot Sales representation was started, to 1945.

To show that ABC didn’t “play favorites” with its own stations, he noted that the network’s three owned stations in the nation’s capital experienced a somewhat less gain in spot time sales: 108%. Further, he said, WMAL’s network revenues increased 165%.

Richfield Reporter, very popular with KHQ listeners, was to be moved from NBC to ABC. He said KHQ asked the Katz Agency to see if the program could be continued on a spot basis on KHQ, KOMO Seattle, and KGW Portland in addition to being on ABC.

Mr. Strots’ telegram, he said, came the same day he was advised by the Katz Agency that the program, did not consider his plan practicable. He said the station “ignored” the Strots wire.

Had Replacement

He said NBC worked up a replacement for the Reporter at KHQ’s request. The network offered a news show six days a week, sponsored three days by Mennen, and available the rest of the time for cooperative sponsorship.

Mr. Dunning said he accepted this offer four days before the Reporter was to leave the network. On that day, he said, the Katz Agency had asked him to give first refusal to Phillips Petroleum, but made no firm offer of representation.

The Phillips account, Mr. Dunning said, would have meant $16,000. In comparison he said KHQ would receive $9,000 a year for the Mennen Oil Co., sponsor of the program, and that chainbreak announcements were sold which would mean $7,000 more. In addition he said he had hoped to sell the co-op portions for $9,000, which would run the station’s total to $19,000.

(Ultimately, Mennen cancelled, KHQ refused another network offer, and DuMont, which had occupied the time period since Jan. 3.)

Under questioning by Mr. Perdue, the executive said he had no fear that the station would lose its NBC affiliation for exercising the right of decision.

Mr. Russell, counsel for Mutual, offered a statement that MBS does not engage in any of the practices involved in NARSR’s charges. Mr. Fly, on behalf of NARSR, agreed.

Emerson Markham, stations manager of Gannett’s WGY, WPGF (FM), and WRGB (TV) Schenectady, appeared on behalf of NBC. “We have not found that our interests were in any way jeopardized by association with the NBC network on the one hand and NBC station representation on the other,” he declared.

Ben B. Baylor, assistant general manager and director of sales of WMAL-AM-FM-TV Washington, said his stations were “extremely pleased” with ABC representation.

Mr. McConnell, under cross-examination, told the committee. Henck that NBC had tried “harder” to secure the representation of additional affiliates because “We don’t believe in long lists,” and because, in AM, he had recommended against expansion until after the spot hearing was decided.

He was questioned at length by Mr. Cotton on the decision to hold off expansion in AM but not in TV. He contended the AM and TV situations are “very different,” that television is in its formative period and that video stations have great need for help in securing all the revenues they can get.

Mr. Grabhorn, under cross-examination, said ABC had no thought of soliciting additional stations for representation. He conceded that President Mark Woods previously had indicated plans for expansion.

But, he said, television is moving so fast that portions can change overnight, with the result that the present plan is against expansion. That too might change, he added. He denied the hearing had anything to do with the change of plans.

As the hearing wound up, Mr. Fly said he still thought it desirable for FCC to see the networks’ TV affiliation contracts. But because of TV stations’ need for any revenues they can get, he said, NARSR will not now push the legislation it had raised about these contracts.

Judge Rosenman told FCC that if it intended to take the contracts and perhaps rule that they are contrary to public interest, then CBS would insist on adjournment of the hearing to permit the network to call “many” witnesses to show that the contracts are neither improper nor illegal. Comr. Walker assured all participants they would be given a chance to be heard if the Commission should decide on any adverse action.

Tuesday

R. O. Dunning, president of KHQ Spokane, testified at FCC request as result of NARSR witnesses’ charges, that the December session, that KHQ accepted three quarter-hours of sponsorship arranged by NBC in place of eight quarter-hours of national spot which would have meant substantially more money for the station.

NARSR has cited this as an example of “pressure” that networks may apply on affiliates and also had previous reference to a telegram sent by Sidney N. Strots, NBC vice president, expressing surprise at the “horse trading” and suggesting that NBC would like to know about it if KHQ wasn’t satisfied with its NBC affiliation.

Mr. Dunning said the episode originated with disclosure that the

MEMO to:

ED JOHNSTONE, Redfield-Johnstone:

WCKY’s 1948 mail on its famous JAMBOREE program was 34% greater than 1947’s. The Jamboree audience, a BUYING audience, is constantly growing.

Can we give you more facts and figures?

50,000 WATTS OF SELLING POWER

ON THE AIR EVERYWHERE 24 HOURS A DAY

BROADCASTING • Telecasting
More than 50% of the time sold on NBC's television network has gone to advertisers who are not currently using the network's sound broadcasting facilities, Carlton D. Smith, NBC director of television operations, told 500 Chicagoans Wednesday at a Radio Management Club luncheon.

Mr. Smith delivered an address preceding a half-hour NBC television "salute" to the church from New York and Washington via the newly opened East-Midwest coaxial line. The gathering, in Chicago's Palmer House, was the largest in the history of the radio management group.

"Forty percent of our commercial TV schedule has been purchased by current NBC advertisers, but with new money not from their NBC sound appropriations," Mr. Smith reported, observing that this points up the fact television is a new advertising medium—not simply a replacement of radio or any of the older forms of advertising.

Creating New Ad Dollars

"TV is creating new advertising dollars, just as radio did. And in our country's entire economic history, no good advertising medium has ever been put out of business when another good advertising medium came along."

Mr. Smith noted that for the first time since before the war, a period of intense competition for the consumer's dollar is approaching and the "backlog of consumer demand is beginning to evaporate."

Maj. Ridge

(Continued from page 28)

Supplementary to the newspaper and there is no fight between the two."

However, after years of differences with the local papers over policy, in 1947 Maj. Ridge and the North Carolina Broadcasting Co. bought 16% interest in the Greensboro News Co., publisher of the Greensboro Daily News and the afternoon Greensboro Record.

Active in public and political life, Maj. Ridge served one four-year term as U.S. marshal for the middle North Carolina district and was confirmed by the 80th Congress for a second term. In 1938 he ran for Congress on a "100% New Deal" platform, but was defeated. During the recent national elections he was one of the few people who early in the campaigns picked President Truman to win and stuck by his prediction until it came true.


Funeral services were held Friday afternoon. Burial was in Greensboro.

NEW SPONSORS

Created by TV, Smith Tells Chicago Club

HOOVER

Approves State Streamlining

The Hoover Commission last week gave its approval to "task force" suggestions which would streamline the State Dept. but simultaneously turned thumbs down on the proposal to divest it of "Voice of America" operations.

The task force previously had recommended that the State Dept. confine itself solely to policy matters and relinquish actual "Voice" operations, as well as other overseas information activities (Broadcasting, Dec. 6, 1948).

A spokesman for the commission, headed by Herbert Hoover, disclosed last Wednesday that it was the feeling of the commission that the State Dept. should retain control of "Voice" broadcasts shortwave to Europe, especially the U.S.S.R., as a matter of policy rather than operation.

The commission was also said to have frowned on the idea of a corporation, which would absorb "Voice" operations, as out of line with its overall purpose to curtail Government expense through more efficiency and economy.

The commission reportedly agreed on the following proposals which, if enacted, would herald wide administrative changes in the State Dept.:

(1) Two deputy Undersecretaries, one each for administrative and policy, would aid the Secretary of State and Undersecretary.

(2) The Department's domestic and foreign service personnel should be unified at the top levels, thus providing safeguards for career personnel that should, according to commission feeling, be divorced from Civil Service.

(3) The Department should confine itself primarily with policy or axiomatic matters, relinquishing actual foreign aid program operations wherever feasible.

Hallicrafter TV Cut

Another drastic cut in television set prices was reported Wednesday when William J. Halligan, president of Hallicrafters Co., Chicago, announced that the company's new seven-tube receiver would be cut $50 to $139.50. Commenting on a slowdown in demand for such sets, Mr. Halligan predicted all prices would be down from the 1948 level.

Allied Radio Corp., Chicago, has announced release of low-priced wire recorder-phonograph combination.

CHET LONG is more than a WBNS news commentator. He is a public spirited citizen of a thriving community who is always an indefatigable worker for all civic improvements, charities and worthwhile organizations. Recently he was awarded the first and only male membership in the Columbus Chapter, National Secretary's Association, because of outstanding service to the profession.

"One of the nation's top twenty," that's what Central Ohio listeners have been hearing over WBNS for the past two months. Hooper Listening Index for August-September 1948 place WBNS 10th in the morning, 7th in the afternoon and 5th in the evening. An top twenty rating based on the city zone share of audience for all stations, network and non-network cities.

IT PAYS TO ADVERTISE (ON WBNS) has been profitably proven by the Furniture House, one of Columbus' better furniture stores. They bet their entire advertising budget this past year on satisfaction business instantly showed a phenomenal increase and has steadily gained for month after month. Yes, if you want results use WBNS.

"Covers CENTRAL OHIO"

Power 5000 D-1000 N CBS

Ask John Blair

January 17, 1949 • Page 57
TV COSTS

Operations Analyzed in Study

Flexible formula for calculation of annual operating costs of television stations is provided in Chapter 3 of the NAB's continuing study of TV, "Basic Economics, Operating Costs," the chapter is part of a project titled "Television: A Report on the Visual Broadcasting Arts." [Broad-casting, Nov. 1, 1948].

Lawrence W. S. Leaton, in charge of the study, authored by the NAB board. His first chapters were completed last summer and were reviewed at the series of NAB district meetings [Broadcasting, July 26, 1948].

Cost components for two types of transmitters and four program sources are detailed by Mr. Batson in Chapter 3, which carries forward the first two chapters on construction costs.

Minimum Cost

Average minimum operating costs are calculated for a mythical TV station. The costs total $356,000 a year for metropolitan stations using film, network, studio and remote program sources 5% hours a week plus test pattern transmissions, a total of 50 hours.

A "two-by-four" formula, similar to formulas for construction costs, can be used to show annual operating costs slightly over $100,000 but this is a highly restricted operation with a community class transmitter and no program source other than network. Maximum operating costs are calculated in detail as high as the individual broadcaster may wish.

One major formula and a supplemental labor cost chart are provided by Mr. Batson for calculation of operating costs. The major formula, which can be extended by adding the time factor not present in construction tables, provides a detailed method of figuring in advance what any type of television will cost without reference to income.

General, administrative and sales costs are prorated among departments and program sources. The specimen calculation of $356,000 a year is based on these items (average annual minima):

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<thead>
<tr>
<th>Component</th>
<th>Cost</th>
</tr>
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<tbody>
<tr>
<td>Transmitter</td>
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</tr>
<tr>
<td>Studio-Transmitter Link</td>
<td>$1,000</td>
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<tr>
<td>Program Nucleus</td>
<td>$12,000</td>
</tr>
<tr>
<td>Network (14 hours per week)</td>
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<tr>
<td>Film (7 hours per week)</td>
<td>$6,000</td>
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<tr>
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<tr>
<td>Studio (3½ hours per week)</td>
<td>$9,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$55,000</td>
</tr>
</tbody>
</table>

Chapter 3 of the study consists of 22 pages of text. It points out that TV operating costs as high as $1,000 a day are not uncommon, with some twice that amount and even higher.

Future chapters of the study will cover building stations, operating stations and programming, among other topics.

This operation is a metropolitan class station employing all four program sources as indicated by this table, the 50-hour schedule comprising 31 hours programming and the rest test patterns.

Specimen operating costs are listed herewith for the transmitting plant and the programming plant:

**OPERATING COSTS**

A Specimen of Annual Expenses

TRANSMITTING PLANT

<table>
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<th>Component</th>
<th>Cost</th>
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<td>Depreciation</td>
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<tr>
<td>Maintenance Supplies</td>
<td>$6,500</td>
</tr>
<tr>
<td>Personnel</td>
<td>$2,500</td>
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<tr>
<td>The TRANSMITTING PLANT</td>
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<tr>
<td><strong>Total</strong></td>
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**COMMUNITY (500 W)**

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<tbody>
<tr>
<td>Depreciation</td>
<td>$12,500</td>
</tr>
<tr>
<td>Maintenance Supplies</td>
<td>$6,500</td>
</tr>
<tr>
<td>Personnel</td>
<td>$2,500</td>
</tr>
<tr>
<td>The TRANSMITTING PLANT</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$21,500</td>
</tr>
</tbody>
</table>

**METROPOLITAN (5 K)**

<table>
<thead>
<tr>
<th>Component</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Depreciation</td>
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</tr>
<tr>
<td>Maintenance Supplies</td>
<td>$10,000</td>
</tr>
<tr>
<td>Personnel</td>
<td>$4,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$2,000</td>
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<tr>
<td><strong>Total</strong></td>
<td>$36,000</td>
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**STUDIO**

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
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<tr>
<td>Maintenance</td>
<td>$800</td>
</tr>
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<td><strong>Total</strong></td>
<td>$3,000</td>
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</table>

**PROGRAMMING PLANT**

And Prorated Expenses for General, Administrative and Sales Purposes

**NETWORK 14 Hours Per Week Woven into 25 Hour Schedule**

<table>
<thead>
<tr>
<th>Component</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connection Charge</td>
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<td>Sustaining Features</td>
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<td>Program Total</td>
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<td><strong>PRORATED SHARE OF OVERHEAD</strong></td>
<td>$15,000</td>
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<tr>
<td><strong>Total</strong></td>
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**14 Hours Per Week Woven into 25 Hour Schedule**

<table>
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<tr>
<th>Component</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Depreciation</td>
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<tr>
<td>Maintenance Supplies</td>
<td>$1,500</td>
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<tr>
<td>Personnel</td>
<td>$1,000</td>
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<tr>
<td>Film and Rentals Purchases</td>
<td>$13,000</td>
</tr>
<tr>
<td>Rent and Power</td>
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<td>Miscellaneous</td>
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<tr>
<td>Program Total</td>
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<td><strong>PRORATED SHARE OF OVERHEAD</strong></td>
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<td><strong>Total</strong></td>
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</table>

**7 Hours Per Week $65,000 NUCLEUS**

<table>
<thead>
<tr>
<th>Component</th>
<th>Cost</th>
</tr>
</thead>
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</tr>
<tr>
<td>Maintenance Supplies</td>
<td>$1,000</td>
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<tr>
<td>Personnel</td>
<td>$5,000</td>
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<tr>
<td>Miscellaneous</td>
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<tr>
<td><strong>Total</strong></td>
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**STUDIO 7 Hours Per Week**

<table>
<thead>
<tr>
<th>Component</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Depreciation</td>
<td>$14,000</td>
</tr>
<tr>
<td>Maintenance Supplies</td>
<td>$10,000</td>
</tr>
<tr>
<td>Personnel</td>
<td>$4,000</td>
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<tr>
<td>Production (other than staff)</td>
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<tr>
<td>Rent, Power &amp; Miscellaneous</td>
<td>$6,000</td>
</tr>
<tr>
<td>Program Total</td>
<td>$225,000</td>
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</tbody>
</table>

* Under the NBC Contract, on which these network computations are based, this is not a cash expense. The network is given thirty free hours of commercial time per month in lieu thereof. However, since this practice is not necessarily followed by all networks, the sample figure, based upon an hourly rate of $300, is shown here for illustrative purposes.

WARREN SALE

Approved by FCC

ACQUISITION of WRRN and WRRN-FM Warren, Ohio, by the Tribune Co., publisher of the Warren daily Tribune-Chronicle, at a purchase price of $300,000, was approved by FCC last Thursday.

The stations were established and have been operated by Nied & Stevens Inc., owned in equal shares by Perry H. and Lucy S. Stevens, and Frank & Evelyn A. Nied.

FCC was told that Mr. Nied, manager of the station, is ill and unable to continue the operation and that the other stockholders are not available to take over direct management.

WRRN, founded in 1941, is on 1400 kc with 250 w but has a construction permit for 1440 kc with 5 kw fulltime. It is affiliated with Mutual. WRRN-FM is slated to take the air in June.

The Commission had designated the transfer application for hearing to determine whether control had already been transferred without FCC approval [Broadcasting, Jan. 10]. On its own motion last Thursday, however, the Commission reconsidered and approved the transfer.

WHEN Paul Dixon, WCPO Cincinnati disc m.c., became ill just before a broadcast of his regular Club Sammy Kaye, who was to be Mr. Dixon's guest, volunteered to do the program. Mr. Kaye went on the air and proceeded in true disc jockey style.
CALL LETTERS

FM, TV Suffix Edict
Issued by FCC

COMMONLY-owned AM, FM, and TV stations using common base call letters but located in different communities were given until July 31 to change the FM or TV calls, under a policy statement issued by FCC last Thursday.

The Commission said common call letters may be used with FM or TV suffixes) only if the stations are in the same community and are commonly owned or controlled. They may not be used even if the stations are in different cities of the same metropolitan district.

FCC said “the vast majority” of commonly owned AM, FM and TV stations already comply with this policy. A preliminary search of FCC records revealed only five instances which do not, although FCC authorities said there may be other cases. The five cases, with the common owner in each case, were:

- Associated Broadcasters, Inc.—WEST Easton and WEST-FM Bethlehem, Pa.
- Johnstone Broadcasting Co.—WJLD Bessemer and WJLD-FM Birmingham, Ala.
- Radio Anthracite Inc.—WHWL Nanticoke, Pa., and WHWL-FM Scranton.
- San Bernardino Valley Broadcasters—KCSB San Bernardino and KCSB-FM Colton, Calif.
- May Broadcasting Co.—KMA Shenandoah, Iowa, and KMA-TV Omaha, Neb.

As an example of its policy, FCC said:

A standard broadcast station using the call letters WXZZ, located in City X, will be permitted to use the call letters WXXZ-FM or WXXZ-TV for its FM or TV stations only if the FM and TV stations are also located in City X. Similarly, a FM station (where the licensee does not also operate a standard station) located in City Y using the call letters WZZZ-FM will be permitted to use the call letters WZZZ-TV for its TV station only if the TV station is also located in City Y.

The policy, FCC said, should help avoid “some of the confusion which has arisen in the past with regard to assignment and use of call letters.”

CLARENCE LEA
Joins Transportation Assn.

CLARENCE F. LEA, a former chairman of the House Interstate and Foreign Commerce Committee, will assume duties in Washington March 1 as director of governmental relations for the Transportation Assn. of America, the group’s board of directors announced last Wednesday.

Mr. Lea, a Congressman from California for 32 years, retired from the House of Representatives at the close of the 84th Congress. He was author of the Lea Act, which imposed certain curbs on the AFM and other unions.

Donald D. Conn, executive vice president of the association, announced that in the new job, Mr. Lea will seek to harmonize opinions among the many trade groups so that a common understanding can be resolved regarding these fundamental transportation policies which are necessary for the nation’s economy and national defense.”

WBEN-TV TO CBS
Makes 29 for Network

THE ACQUISITION last week of WBEN-TV Buffalo as an affiliate of CBS-TV brings that network’s video outlets to a total of 29. Herbert V. Akerberg, vice president in charge of station relations announced. Outlet is also affiliated with NBC-TV.

WBEN-TV, assigned Channel 4, is owned and operated by WBEN Inc. General manager is C. Robert Thompson. WGR Buffalo continues as the CBS AM outlet in that city.

NEW WBKB SITE
Installation Work Starts

WORK on the new transmitter site of WBKB (TV) Chicago atop the American National Bank Bldg., 33 N. LaSalle St., was begun last night. First step was the hoisting of 20 tons of steel to reinforce the top of the building for installation of a 5 kW TV and FM transmitter. Estimated cost of the project, including remodeling of studio and office space, is $230,000. Transmission equipment weighing 85 tons is to be installed at the new location, four blocks from WBKB’s present studios and offices in the State-Lake Bldg. A 68-ft., five-section antenna will be erected atop a 155-ft. tower.

Work is expected to be completed sometime in April, according to WBKB executives. The move to the new location also will involve WBIK (FM). New quarters for the stations, both owned by Bala- ban & Kats, will be on the 30th floor of the bank building. WBKB is on Channel 4 (68-72 mc) and WBIK is on Channel 242 (96.3 mc).

WTTG Morning TV

WTTG (TV) Washington, DuMont outlet, starts morning telecasts today (Jan. 17) with most of the additional programs originating from WABD New York, another DuMont affiliate. The new schedule, which calls for program telecasts from 10 a.m. through 3:30 p.m., is in effect Monday through Friday, according to Walter Comp- ton, WTTG general manager.
BOXING

TELEVISION will not be detrimental to boxing according to both James A. Farley, ex-postmaster general and former chairman of the New York State Athletic Commission, and Col. Edward F. P. Eagan, present commission chairman.

They spoke Wednesday evening at the Boxing Writers Assn. annual dinner in New York. Their opinions were diametrically opposed to that of Abe J. Greene, national commissioner of the National Boxing Assn., who the week before stated television was a threat to the ring industry. [BROADCASTING, Jan. 10.]

Said Mr. Farley:

"Ultimately it will be found that television is not detrimental."

Col. Eagan suggested that television might actually be "the morning star" that points the way to future prosperity for the ring sport.

He explained that the widespread advertising job television is capable of-performing might bring boxing to a new audience who have never seen a contest and make them enthusiasts who would come to the arenas.

Farley, Eagan Declare TV Doesn't Hurt

Col. Eagan traced the constantly increasing flow of revenue to the commission from radio and television.

Radio in 1947, through a 5% tax on boxing and wrestling promoters' grosses, gave the commission $9,085, whereas in 1948 the amount rose to $14,132.50.

Television's increase was, considering the newness of the medium, even more spectacular. In 1944 it gave the commission $1,275; in 1945, $4,725; in 1946, $8,000; in 1947, $8,492, and in 1948, $13,265.

TV INAGURAL
Films Ready in 24 Hours

A FILM recording of the first telecast of a Presidential Inauguration will be available within 24 hours after the ceremonies Thursday to stations in every television city, it was announced last Thursday by representatives of four networks.

The networks will record two negatives of the televax, one a master, from which prints will be made, and the other a projection copy. The master will be rapid-processed, edited, printed and positives will be offered at cost to all affiliated network stations.

Those who concluded the arrangements were: Larry Ruddell, ABC television director of recording; Robert Wood, manager of CBS television network operations; Edward Carroll, manager of DuMont Teletransmission department, and N. R. Kelly, assistant director of NBC television's film division.

Toy Council Sponsors

NEW VIDEO program for children and parents, "Hurray for Play," will debut on March 6 over 20 ABC-TV stations on the network's eastern and midwestern networks, as well as stations now beyond cable or relay range. The first program on ABC's video recording to stations not served by cable will be televised on March 13. Featuring songs, games and children's parties, and stressing functional toys, "Hurray for Play" is scheduled for Sundays, 6-6:30 p.m., EST and PST, and 5-5:30 p.m., CST. It is sponsored on a 52-week basis by the Toy Guidance Council, New York, through Reiss Advertising, New York.

BRITISH VIDEO

TELEVISION growth in the United States is leaving British TV service far behind, according to Sir Ernest Fisk, deputy chairman and managing director, Electrice & Musical Industries Ltd. He attributes this lag to the handicaps imposed by Britain's government-operated system as against the U. S. system of free competitive enterprise in radio.

Addressing EMI's 17th annual meeting, he reminded that BBC established the "first public television in the world at London in 1936," using EMI's system. "That service was closed during the war and reopened in 1946," he said.

"We expect the second station in England to be opened in Birmingham some time in 1949."

"In the United States there was no public television service, in the proper sense of that term, before 1946 but when this kind of thing starts in America under their system of competitive enterprise, it goes ahead with such vigor that corresponding developments in England are quickly left behind.

"There are already more than 30 TV stations operating in the United States, while we have completed our second station in England and that with seven or eight years, there will be 1,000 TV stations in operation in the United States."

"The same amazing difference shows in the manufacture and sale of TV receivers. After six years operation in England, 100,000 TV sets have been manufactured and installed in English homes."

He compared this with the million sets installed in the United States, and the prediction of 17 million set in use by 1955.

He contended the English TV image of 405 lines is providing better pictures than the higher 525-line U. S. standard because of superior use of facilities.

When It's BMI, It's Yours

Another BMI "Pin Up" Hit—Published by BMI

IT'S A BIG WIDE WONDERFUL WORLD

On Records: Buddy Clark—Col. 38370; Nancy Noland—Int. 132; Ness Coulon—6M946

On Transcriptions: Evelyn Knight—Associated; Monica Lewis—World; Cy Walter—NBC

Thesaurus

BROADCAST MUSIC INC., 580 FIFTH AVENUE, NEW YORK, N. Y.
January 7 Decisions . . .

BY COMMISSION EN BANC

FM Authorizations

Authorized CP's for three Class A and one Class B FM stations: CP's issued for three Class B stations also to holders of conditional grants and CP's in lieu of previous assignments were issued for seven FM outlets (For details see story page 5, BROADCASTING, Jan. 10).

Waiver Denied

WENY-FM Elmira, N. Y., WHDL-FM Allegany, N. Y., and KWK-FM St. Louis— Denied request for waivers of Sec. 3.261 governing minimum hour of operation of FM stations. In letter to stations Commission stated: "The Commission is of the opinion that FM broadcasting has reached a stage where it is desirable that FM stations should maintain operations at least during daytime hours, in all places where possible. In the past, where finances were the stations have found it difficult to operate during the required hours, the Commission has granted waivers of the rule in deserving cases. However, it is felt that in cases where the expenses of operation of an FM station are being kept at a minimum by duplicating the program of an affiliated AM station 100%, and where the operations of the AM affiliate are not unprofitable, sufficient grounds do not exist to warrant a waiver of the requirements of the Commission's rules regarding minimum hours of operation by FM broadcast stations."

TV Construction

In reply to letter of WSAZ Inc., Huntington, W. Va., for declaratory ruling whether an application for additional time to construct its TV station will be granted in light of an application that undertake to complete construction by time of license extension. Board stated that WSAZ has no right to appeal to the Commission because the hearing was not completed.

Modification of CP

May Best, Co., Omaha, Neb.—Granted petition in part for Mo. AM station WBBZ new site and height to 990 ft. and reduce power to 11.7 kw. for 8 kw.

AM FM Extension

Called extension of time to July 18 in which to complete construction. Also called that the Commission will receive further application to change trans. located, decrease ERP to 13 kw., allow CP to make changes in ant.

Assignment of License

WBBZ Pontiac, Ohio.—Granted assignment of license and CP (for new trans.) from Adeline Lilian Chaloner to The Pontiac City Pub., Co., for $115,000.

WBBF - N. Y., N. Y.—Granted voluntary assignment of license from the C. & G. Nash Co. and Doris B. Brown d/b as Wilkes Best, Co. to Wilkes Best, Co., new corporation composed of two present partners and new partner being R. P. Potter.

Hearing Designated

KPMO Pomona, Calif.—Designated for hearing application for renewal of license and application for assignment of license to Dean T. H. Strang and Warner H. J. Sorenson d/b as Valley Bk. Colorado.

WRWN WRWN-FM Warren, Ohio.—Designated for hearing hearing to license of station by consent to transfer of license of station by sale of a part of outstanding stock by Nied & Stevens to Tribune Co.

When you think of

REPLACEMENTS

When you think of

RE - TUBE with...

AMPEREX

ALL TYPES — TRANSMITTING AND RECTIFYING TUBES

When you think of

When you think of

January 7 Applications . . .

ACCEPTED FOR FILING

Transfer of Control

WIBC Indianapolis—Acquisition of control of Indianapolis News Pub. Co. (parent firm) by Adelaide F. Causey, individually and as trustee of Robert Fairbanks, through retirement of 664 st common stock to treasury.

Assignment of License

KSCB Liberal, Kan.—Assignment of license from Alfred K. Ask, d/b as Seward County Bestg., Co., to The Seward County Bestg. Co. for CP

License for CP

WCLT Newark, Ohio—License to cover CP new AM station.

AM-1400 kc

KBRC Mount Vernon, Wash.—License to change from 1420 kc to 1460 kc 500 w unlim. AL-A-N.

WENR-FM Chicago.—License to operate new FM station.

WXYZ-FM Detroit.—License for CP

W274FM Chicago.—License to cover new FM station.

W108FM Unadont, Pa.—Mod. CP new FM station for extension of completion date.

Evaluation of License

CBNT Columbus, Ohio—Assignment of CP new commercial TV station from TV Inc. to The Dispatch Printing Co.

January 10 Decisions . . .

DOCKET CASE ACTION

AM-1230 kc

Announced decision granting application of Richard Aubrey Rane for new station in Cumberland, Md., 1230 kc 250 w unlimited to condition, that applicant within 60 days from date of grant file application for modification of CP specifying trans. site and ant. system meeting requirements of Commission’s standards. Application of Tri-State Broadcasting Co. for same facilities was denied.

BY COMMISSION EN BANC

AM-900 kc

Rollins Best, Inc., Georgetown, Del.—Granted CP new AM station 900 kc 1 kw D DA: estimated cost $42,637.

AM-1080 kc

KSCO Santa Cruz, Calif.—Upon petition of Commission remanded hearing docket and granted mod. of CP to change power and hours of operation of 1 kw D to 500 w-N-1 kw-D-1 UN; engineering cond.

AM-950 kc

WXGI Richmond, Va.—Granted CP increase D power from 750 to 1500 kc; sold upon applicant accepting any interference which might occur from granting of applications of WIGC Greensboro, N. C. and WINC Winchester, Va.

Hearing Designated

WELI New Haven, Conn.—Designated for hearing application for increase in D power from 1 kw to 5 kw and install new trans., and made WAAW, Newark, N. J., and WBOC Salisbury, Md., parties to process.

AM-1290 kc

KOLT Towanda, Pa.—Granted CP to change type trans., change trans. location, make changes in CP for extension of completion and compliance dates and engineering cond.

Waiver Granted

WMUL Muilins, S. C.—Granted waiver of Sec. 3.351(a) of rules to allow per- mission of WMUL to locate main studio in new site outside of city limits of Mullins.

(Continued on page 68)
EYE APPEAL as well as LISTENER INTEREST
RADIO PICTURE ALBUMS FOR YOUR STATION

Radio Albums individually planned for your station have tremendous listener appeal. Call our sales director and see what we have to offer.

No Cost to you, no strings attached. The American plan guarantees free, unlimited distribution of thousands of albums throughout your broadcast area.

Exclusive rights—American albums are available to only one station in each city.

Proven effective—Our personnel has had almost 10 years of experience in the design, production, sales and distribution of Radio Picture Albums utilized by nearly 200 stations from coast to coast. These albums attract new station accounts, increase station revenue.

Finest available—American albums are individually designed, and beautifully executed—the finest available. Write, wire or phone for complete details. No obligation.

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

January 10 Applications

APPLICATIONS ACCEPTED FOR FILING

AM-1270 ke
WMNH Joplin, Mo.—CP to change from 1450 ke 250 w to 1720 ke 1 kw-D 500 w-N. uni. DA-N.

AM-1150 ke
WORA Marysville, Mo.—CP to increase power from 1 kw to 5 kw. Install DA-13.

Transfer of Control


Acquisition of Control

WMT McNemar, Conn.—Acquisition of control from Oliver M. Allbritton and Claude W. Haston to Sam J. Albertson.

Modification of CP

KGGB Bremerton, Wash.—Mod. CP NEW license for station in extension of completion date.

License Renewal

WVBR Wadesboro, Va.—Renewal license applications were filed by following AM stations: WBPP2 Montgomery, Ala.; WIBK Enterprise, Ala.

Assignment of CP

WNBX Bridgeport, Conn.—Assignment of CP to Harold Thomas to WNBX.

Transfer of Control

WCMW Canton, Ohio—Transfer of control from Genesee, James L. and Amerinn, Albert, John G. Luther and Merlin R. Schneider to S. H. Huffman and K. B. Cone.

WBF-C Chicago—Assignment of license to Indianola News Pub. Co. for the first Kaiser, Fairley, and as trustee for Robert Fairchild through retirement to treasury of 644 sh common stock.

Modification of CP

KXEL Waterloo, Iowa—Cop. CP for new FM station in extension of completion date.

Assignment of CP

WGMF Ogdensburg, N. Y.—Assignment of license to cover CP for new FM station.

January 11 Applications

APPLICATIONS ACCEPTED FOR FILING

AM-1490 ke
Greenwich Bestg. Corp., Greenwich, Conn.—CP new AM station 1460 ke 250 w un-l. AMENDED re stockholders.

AM-1320 ke
Mosley Bros. Pictures, Miss.—CP new AM station 1320 ke 250 w D AMENDED to request 1 kw D.

Transfer of Control


AM-990 ke
KDFX Wichita Falls, Texas—CP new AM station 1280 ke 5 kw to 1280 ke 5 kw D. AMENDED to change name of station from KDRC to WACO AM.

Tendered for Filing

AM-820 ke
WTNT Augusta, Ga.—CP to switch from 1220 ke 250 w to 1220 ke 1 kw to DA-N.

AM-790 ke
WKKV Spokes, Wash.—CP change from 1370 ke 1 kw to 1370 ke 5 kw to DA-N.

AM-1540 ke
WACC Richmond, Va.—Assignment of CP to WACC FM station 1540 ke 10 kw to DA-N.

Assignment of CP

Chesapeake, Va.—Assignment of license to cover CP new FM station.

January 12 Applications

APPLICATIONS ACCEPTED FOR FILING

AM-1070 ke
KGUN Eugene, Ore.—CP for new FM station in extension of completion date.

License Renewal

WPSN Monticello, Ia.—Renewal license applications were filed by following stations: WBFM; WBUK; WBBB, Des Moines, lowa; WIBB, Knoxville, Tenn.

Assignment of CP

WNLW New York—Assignment of CP to WNLW.

January 13 Applications

APPLICATIONS ACCEPTED FOR FILING

AM-1490 ke
The Greenwich Bestg. Corp., Greenwich, Conn.—CP new AM station 1460 ke 250 w un-l. AMENDED re stockholders.

AM-1320 ke
Mosley Bros. Pictures, Miss.—CP new AM station 1320 ke 250 w D AMENDED to request 1 kw D.

Transfer of Control

The Midwestern Bestg. Co., Toledo, Ohio—to new AM Station 1470 ke 250 w D. AMENDED re executors, directors and stockholders.

AM-990 ke
KDFX Wichita Falls, Texas—CP new AM station 1280 ke 5 kw to 1280 ke 5 kw D. AMENDED to change name of station from KDRC to WACO AM.

Tendered for Filing

AM-820 ke
WTNT Augusta, Ga.—CP to switch from 1220 ke 250 w to 1220 ke 1 kw to DA-N.

AM-790 ke
WKKV Spokes, Wash.—CP change from 1370 ke 1 kw to 1370 ke 5 kw to DA-N.

AM-1540 ke
WACC Richmond, Va.—Assignment of CP to WACC FM station 1540 ke 10 kw to DA-N.

Assignment of CP

Chesapeake, Va.—Assignment of license to cover CP new FM station.

January 14 Applications

APPLICATIONS ACCEPTED FOR FILING

AM-1490 ke
The Greenwich Bestg. Corp., Greenwich, Conn.—CP new AM station 1460 ke 250 w un-l. AMENDED re stockholders.

AM-1320 ke
Mosley Bros. Pictures, Miss.—CP new AM station 1320 ke 250 w D AMENDED to request 1 kw D.

Transfer of Control

The Midwestern Bestg. Co., Toledo, Ohio—to new AM Station 1470 ke 250 w D. AMENDED re executors, directors and stockholders.

AM-990 ke
KDFX Wichita Falls, Texas—CP new AM station 1280 ke 5 kw to 1280 ke 5 kw D. AMENDED to change name of station from KDRC to WACO AM.

Tendered for Filing

AM-820 ke
WTNT Augusta, Ga.—CP to switch from 1220 ke 250 w to 1220 ke 1 kw to DA-N.

AM-790 ke
WKKV Spokes, Wash.—CP change from 1370 ke 1 kw to 1370 ke 5 kw to DA-N.

AM-1540 ke
WACC Richmond, Va.—Assignment of CP to WACC FM station 1540 ke 10 kw to DA-N.

Assignment of CP

Chesapeake, Va.—Assignment of license to cover CP new FM station.

In High Gear

The FIRST WATER Vinchell broadcast under the banner of his new sponsor, Kaiser-Frazer, through William H. Co. Weintraub & Co. filed the commentator a 27.9 Hooper rating Sunday, Jan. 2, whereas his rating the week before under Jergens sponsorship was 28.6. Sponsor identifica-
tion for the first Kaiser-Frazer show rated a 64.3 while the last show for Jergens after 16 years ratings a 47.8.

filed by following AM stations: WHB Brightville, Ariz.; WIBR Enterprise, Ala.

Assignment of CP

WNBX Bridgeport, Conn.—Assignment of CP to Harold Thomas to WNBX.

Transfer of Control

WCMW Canton, Ohio—Transfer of control from Genesee, James L. Amerinn, Albert, John G. Luther and Merlin R. Schneider to S. H. Huffman and K. B. Cone.

WBF-C Chicago—Assignment of license to Indianola News Pub. Co. for the first Kaiser, Fairley, and as trustee for Robert Fairchild through retirement to treasury of 644 sh common stock.

Modification of CP

KXEL Waterloo, Iowa—Cop. CP for new FM station in extension of completion date.

Assignment of CP

WGMF Ogdensburg, N. Y.—Assignment of license to cover CP which reinstated for new FM station.

WACF Pittsburgh—License to cover CP new FM station.

License Renewal

License renewal applications were filed by following stations: WBLM; WLSH, WSB, WSBX, WDSP, WRAL, WDOC, WFOG, WFLY, WLSN, WAGM, WBBM, WNOX, WCVG, WGNB Chicago—New FM station for completion extension of date.

Assignment of CP

WOFM Owosho, Ky.—License to cover CP which reinstated for new FM station.

Assignment of CP

WGLB-WLW Columbus, Ohio—Assignment of license to cover CP new FM station.

(Continued on page 77)
DELETION of five FM stations was authorized last week by FCC on request of the respective applicants. Three outlets indicated their withdrawals were for economic reasons and one cited television plans as basis for dropping FM. Deletion of nine FM stations has been authorized to date this year.

WRVA-FM Lansing, Mich., owned by WJIM Inc. which is licensee of AM outlet WJIM there, turned in its construction permit to construct a television station. According to FCC, applicant said it has “concluded that it can best serve this area by concentrating upon the installation of its television station in Lansing.” WJIM-TV holds CP for Channel 6 (82-88 mc).

Fayette Broadcasting Co., licensee of WKLX-FM Lexington, Ky., turned in its CP for WKLX-FM. Firm indicated it was not in a financial position at this time to complete construction of an FM station, FCC reported.

WIFI (FM) New Rochelle, N.Y., was dropped by Radio New Rochelle Inc., permitted for economic reasons. Commission reported firm said its move was “due to re-evaluation of FM development with particular regard to the local situation, which now indicates a prolonged period of unprofitable operation, and also minimum overlap would not be achieved.”

Riverside Broadcasters, Riverside, Calif., turned in its CP for KRCN (FM) there. Firm explained the “partnership has become inoperable by reason of inaction” and therefore is “unable to secure needed support to pursue these matters,” FCC said.

WRVA Richmond, Va., presented its first annual Sports Award to Tommie Thompson, of William & Mary, voted by Virginia’s “Big Six” players as the outstanding lineman of 1948 in the Old Dominion. Bobby Tomason of VMI received the award as outstanding back of the year.

ACCEPTING certificate of appreciation for NBC’s cooperation during recent Forest Fire Prevention Campaign is Sidney N. Stroks (r.), vice president in charge of NBC Western Division. Wallace I. Hutchinson, chief of information, U. S. Forest Service, San Francisco, makes award. Network was lauded particularly for special fire prevention programs, Foresta Afflome, broadcast during campaign as well as for “continued support” of Forest Service.

TELEGRAPH MEET
Webster Heads U. S. Group

EDWARD M. WEBSTER, FCC commissioner, has been named chairman of the U. S. Delegation to a preparatory meeting to discuss international telegraph regulations, scheduled to open today (Jan. 17) at Geneva, the State Dept. announced last Monday. T. H. E. Nesbitt, assistant chief, Telecommunications Division, Dept. of State, was appointed vice-chairman of the delegation.

Others appointed to serve as members are: Marion H. Woodward, assistant chief engineer; F.CC; Jack Werner, assistant chief, Common Carrier Division, FCC Bureau of Law; and William J. Norfleet, chief accountant, FCC. Ronald M. Ayer, Division of International Conferences, Dept. of State, is secretary of the group.

FM DELETIONS
Five Withdrawals Approved

AD CLUB CLINIC
In Grand Rapids Jan. 21

ADVERTISING Club of Grand Rapids (Mich.) will have as principal speaker at banquet session of its Forum for ’49 Edgar Kobak, president of MBS. The forum, a one-day clinic on new trends in advertising and merchandising, will be held Jan. 21 in the Pantlind Hotel, Grand Rapids.

Attending will be advertising and sales executives from Michigan, Ohio, Indiana, Illinois and Wisconsin. Advance registrations ($15 fee includes breakfast, luncheon, banquet) are to be mailed to A. William Honecker, secretary, Advertising Club of Grand Rapids, 145 Franklin St., S.W. General chairman of the forum is Wesley Aves, vice president of the club.

Mr. Kobak will speak on “A Year of Challenge to Advertising.” Other clinic session topics and speakers are:


we’ve got news for you

18 times a day direct from our studio in the City Room of The Newark News.

WNJR is the only New Jersey station offering complete national and local news coverage.

Another exclusive availability on... the radio station of the Newark Evening News

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On All Accounts
(Continued from page 18)

“This seemed the best way to get the most out of both sides.”

After transcribing a special NARTC birthday show, using the same talent but with the added fillip of birthday greetings to reservists from Rear Adm. Edward C. Evans, then chief of the command, Commdr. Kimmell went to bat for a radio budget.

By November 1947 he had the $20,000 grant, and work on the first 26-week series was started. Progrees was slow due to limited studio availability preceding the rebuild, but early last year (1948) activity picked up when AFM Czar Petrolio cleared the project. The 15-minute show presented Jim Amache as m.c., the Honey Dreamers, the George Barnes instrumental octet—plus a guest spot featuring name stars who chanced to be in Chicago, 18 miles from the Glenview base.

“The show was built first for the broadcaster and listener and second for the Navy,” Commdr. Kimmell says. “This paid dividends as later reports indicated the show not only captured but held attention. One plug per show, with an occasional boost from guest artists as to the importance of a strong air reserve, was designed to be attractive to the listener.”

The first 26-week series was followed by a spot announcement project featuring movie actors who had served in the Navy and Marines (Robert Montgomery, Robert Taylor, Jon Hall, Buddy Rogers, Gene Kelly, Wayne Morris). Also participating were actresses Janis Paige, who had been “Miss Naval Air Reserve” when the command was activated in 1946, and baseball stars Johnny Mize, Walker Cooper, and Mel Ott. Five hundred stations now are using the spots.

 Casting for Series

Basic casting for the new 1949 series is the same as last year but “certain weak spots have been beefed up,” according to command reveals. The Barnes octet has become a 16-piece orchestra, and these guest stars already have been signed: Skitch Henderson, Skip Farrell, Frankie Masseys and Phyllis Myles, the King’s Jesters, George Goebel, Andy Roberts and Nancy Reed, Julie Wilson, Jerry Colonna, Jack Carson, and Marion Hutton.

Walt Kimmell, who is 36 years old, entered radio following his graduation from Wichita Falls Junior College in 1938. His first job was on KGKO, then located in his native city. By 1938, he had added flying to his talents, and this same year he joined the Navy as a primary flight instructor at Dallas and Memphis Naval Air Stations. After V-J Day he became a Navy public information officer and has been attached to the NARTC staff at headquarters ever since, with the exception of several months in the Hollywood area.

In addition to his radio work, he travels extensively for and with his boss, Rear Adm. R. F. Whitehead, present commander of NARTC, acting as advance representative for annual inspections of reserve activities. During last year’s tour, 70 live broadcasts were produced, each featuring the admiral but pointed toward the local NARTC operation. On such trips, he instructs local PIOs in the use of radio.

Son of a Texas oil operator, Commdr. Kimmell is married to the former Ruth Brannon of Amarillo, whom he met while at KPDA.

COMEDY RATING

New High in Decency—RAP

COLLEGE students of all creeds rated radio comedy as hitting a new high in decency in the Oct. 17-Nov. 15 period. The students, comprising the Radio Acceptance Poll, represented 68 colleges and universities.

Scoring programs on the basis of “good taste and all-around family acceptability,” they rated the Life of Riley and Jack Benny shows at the top of the list as “highly acceptable.” Eddie Cantor and Fred Allen programs tied for third with high “acceptable” ratings.

Close behind the top four, according to the college pollsters, were: Red Skelton, Burns and Allen, Charlie McCarthy, Bob Hope, Phil Harris and Duffy’s Tavern. All were adjudged “acceptable.” Duffy’s Tavern, which placed tenth in the ten-program list, was rated well above the halfway mark between “barely acceptable” and “highly acceptable.”

The Radio Acceptance Poll is conducted by the National Federation of Catholic College Students through its press commission, with headquarters at St. Joseph’s College, Collegeville, Ind.

In 30 weeks of balloting last year Fibber McGee and Molly was the only comedy program to win a “highly acceptable” rating for the entire season. The college pollsters said Fibber and Molly had been “graduated” from RAP this year and will not be monitored.

Ratings for the Oct 17-Nov. 15 period, with figures indicating composite scores for the four weeks, were:

1. "Life of Riley," 75; (2) Jack Benny, 75; (3) Eddie Cantor, 65; (3) Fred Allen, 65; (3) Red Skelton, 65; (4) Burns and Allen, 65; (7) "Charlie McCarthy," 61; (2) Bob Hope, 60; (8) Phil Harris, 59; (8) "Duffy’s Tavern," 56.

RADIO AS MEDIA

Seattle Ad Club to Study

RADIO’S place among the major media of Seattle advertising was described last Thursday in Seattle Advertising and Salesmen’s winter course, “Media of Advertising.” The classes started Jan. 10.

An outline of the media to be studied was given by L. J. Johnson, account executive with Ruthrauff & Ryan and associate coordinator of the course. Tom Jones Parry of Western Agency gave a discussion of general magazines. Ray Baker, commercial manager of KOMO Seattle, is conducting the radio session this week.

The present course is part of a series, with “The Production of Advertising” scheduled for the spring semester and “General Advertising” planned for fall. Harry Pearson, partner in Pearson and Morgan Ad. Agency, is chairman of the course planning committee, which is guided by the Ad Club’s educational advisory board, with H. O. Stone, secretary of Pacific National Adv. Agency, as chairman.

Hot Interview

A HOT time was experienced by the staff of WKNL Richmond, Va., on the night when a two-alarm fire threatened the second floor studios. The blaze, which was brought under control after a two-hour battle, forced operation from the transmitter when smoke became too thick for the station’s announcing staff. When studio operation was resumed, announcer Al Reynolds interviewed Richmond’s Fire Chief Finnagan who took the air from his fire fighting duties to appear on the air.
At WDRC Hartford, Conn., dreams are becoming realities. Each Saturday at 6:00 a.m., station personnel and invited guests will put on their "dream shows"—15 minutes of anything they want to put on the air. Guests will include newspaper columnists and prominent persons who will be given a chance to put on their idea of a "dream" radio show.

Salute to Citizens
A Salute to prominent pioneer citizens of Warren, Ohio, is object of WBNR Warren’s newest program, Warren’s Appreciation Hour. The life and history of these prominent citizens is told by someone who has known them throughout their years of achievement.

‘Vocational Guidance’
WKNC North Wilkesboro, N.C., is cooperating with local Kiwanis Club in presenting its new program, Vocational Guidance. During 30-minute program a group of high school students and a local professional man meet for roundtable discussion on careers. The speaker brings out the "how" and "why" of his chosen vocation and the cost and time involved in preparing for it, plus advantages which it offers. Following this 10-minute presentation students take over and a question period follows. Program is aired in classrooms of local high schools, so that those not participating for the week may take advantage of each career discussion.

Disc Show on TV
NEW YEAR brought a new disc show to WSB-TV Atlanta. Reel Roundup, uses typical disc jockey format with short musical film subjects, and WSF disc m.c. Bob Watson injects bits of information concerning the recording artists. Quarter-hour show is telecast each Saturday night.

Sex Education Series
WOAR Cleveland, in conjunction with Cleveland Welfare Federation, has launched new six week series on sex education. Titled Sex Guidance for Youth, series has been prepared by health educators and social workers. Programs present well known Clevelanders in discussion of following topics: “Giving Your Baby a Good Start; The First Six Years; Questions Children Ask and Don’t Ask; Teen Age Years; Dating Do’s and Don’ts, and What Is Love?”

On the Feminine Side
DORIS LOCKERMAN, associate editor of the Atlanta daily Constitution, and author of a daily column in that paper, is new columnist of the air. She is heard Mon.-Fri. on WCON Atlanta on her own program, Let’s Hear New. She features comments and news items from a woman’s viewpoint on news of interest to women. WCON is operated and operated by the Constitution.

‘Bring Home the Bacon’
RESIDENTS of Newark, N. J. and surrounding communities are invited to Bring Home the Bacon. New quiz show on WNNJ Newark is aired from the Tannolfe Beer Co., in Newark, sponsor of program. Contestants vie for prizes with "meat in it"—ham, steaks, a leg of lamb, bacon, chickens and sausages, plus eggs and butter. If they fail to answer a question correctly they still win—a pound of bacon. WNNJ airs the show each Tuesday at 12:05 p.m.

Synagogue Services
REGULAR Friday night broadcasts of Jewish Sabbath bulletins direct from Huron Congregation in Seattle have been launched by KING Seattle. Services are aired by transcriptions at 10 p.m. and include sermon of Rabbi Samuel Penner, who stated that "In these broadcasts, we seek to lift the veil of secrecy which too frequently surrounds the Synagogue and to spread knowledge about Judaism—its religion, literature, ethics and services.

Operation—TV
DURING the seminar held in Buffalo for 5,250 urologists WBEN-TV Buffalo televised operations for their benefit. Operations were performed at Millard Fillmore hospital 2½ miles from the hotel and carried over shortwave radio link to WBEN-TV and via coaxial cable from station’s control room to the hotel. Seven operations were telecast during the seminar.

What Do They Know?
NEWEST program on KOMO Seattle, is Quizzdown—a straight-out contest of knowledge. Two students from the fourth, fifth and sixth grades, with one alternate from each grade, compete against young adults of same level from another local school. Questions have been prepared which "require thought by the student while at the microphone and not a simple recitation of isolated facts." Half-hour quiz is conducted each Saturday at 11 a.m., in the presence of the Seattle Post-Intelligencer, sponsor of the show, and is transmitted for broadcast on KOMO at 4:30 p.m. the same day. Special feature of the half-hour "Intermission" on each show is introduction of a special studio guests. Prizes are awarded to schools and students submitting questions, and program participants receive medals.

‘Mid-America Singers’
NEWEST program on KOMO Kansas City, Mo., is Mid-America Singers. Each Sunday half-hour program is broadcast direct from colleges and universities in "Mid-America" and features choral groups from one of these schools.

Appeal for All
SLANTED toward young adults, teenagers, and news-loving futurists is new show on WMBR Morristown, N. J. Program is divided into three segments—a half-hour "Hillard’s House" featuring records and chat for mopeds—a five minute newsflash—and a teen-age disc show. Program is sponsored by Morristown branch of Ossipoff, New York. The program is underwritten by WCON, New York, the oldest station in the country.

Top Comedians
MILTON BERLE, star of NBC television and ABC radio programs, and Dean Martin and Jerry Lewis, NBC’s new comedy team, have been honored by a readers poll conducted by Comedy World magazine. Poll results announced by National Laugh Foundation, rate Mr. Berle “Comedian of the Year” and the Martin-Lewis team “New Comedy Stars of the Year.” Mr. Berle emcees the video Texaco Star Theatre, in 8-9 p.m., NBC-TV and the ABC radio show of the same name. Both shows are sponsored by The Texaco Co., New York, through Kudney Agency, New York.

KWK Power Boost
KWK St. Louis increased its nighttime operating power from 1 kw to 5 kw Jan. 6, making use of two new directional antennae at transmitter. To promote new nighttime strength, station has adopted slogan “KWK, Your Signal for Good Listening,” according to Robert T. Convey, president and general manager.
BOB PROVENCE has been appointed public service director of S.F. WKNX, Charleston, W. Va. He rejoins station after serving for a year as public relations director of Elk Refining Co.

JOEL CHASEMAN, WAAM(TV) Baltimore sportscaster, has been signed by Joseph Katz Co., Baltimore, to handle Loyola basketball games for Arrow Beer, same city, on WAAM(TV).

WALTER CROKITE, former United Press foreign correspondent, has been signed by nine Midwest and Southwest stations as permanent Washington correspondent. He will do a short daily news spot and two quarter-hour programs weekly for W.O.W. Omaha; KSO Des Moines; KSCI Sioux City; WMT Cedar Rapids, Iowa; KMBC and KERM Kansas City, Mo.; KTUL Tulsa; KOMA Oklahoma City, and KWK St. Louis.

KEITH ROBERTS, formerly of the Wisconsin State Journal, has joined the news staff of WKOW Madison, Wis.

JACK MORAN has joined WNOM Montgomery, W. Va., as sportscaster. He was formerly with WNCP Newport, I. Ind.

CARL UHLARIC, newspaper and publicity man, has joined news staff of KFAB Omaha, Neb.

BILL NOONAN has joined news department of KXOK St. Louis.

JULIAN PIECZEFIELD has joined sports department of WCSI Columbus, Ind.

ERNIE KOVACS, special events director of WTTW, Trenton, N. J., is the father of a girl.

JOHN K. CHAPMAN, news chief at KXOW Oakland-San Francisco, has been presented by the Shriners with a life membership certificate in their Hospital for Crippled Children. Award was for his radio service to the hospital.

DON DAHL, KDAL Duluth, Minn., sports director, is the father of a girl, Pamela.

BOOKS contributed to United Hospital Fund by listeners to Phil Cook (r) on WCBS New York are presented to the fund's president, Roy E. Larson (l), president of Time, by G. Richard Swift (holding notebook), assistant general manager of WCBS. Mr. Cook's Thanksgiving-to-Christmas "Send a Book to Cook" campaign had netted a total of 87,721 books by Jan. 4. Watching the presentation is Catherine Heinz, librarian for fund.

N. Y. CAB BAN

Taxis Must Remove Radios

ALL New York taxicabs were ordered to remove radios from their vehicles last week by the city Hack Bureau in an effort to reduce accidents.

Harold de Wolfe, managing director of the League of Mutual Taxi Owners, which represents the bulk of individual cab owners, denied that radio playing by taxis was responsible for accidents.

"If it were true that radio playing distracts a driver or causes accidents," he asserted, "then every radio in every automobile throughout the nation should be removed.

Six months ago the Hack Bureau reported fewer than 200 radios remained in New York's 11,500 cabs. Before the war, 95% of New York's taxis had radios, said Mr. de Wolfe.

New York's police have campaigned in recent years to have all radios removed from cabs, citing a 1934 regulation requiring sets to be operated from the passenger seat only.

The law also makes it illegal for a cab operator to go into the back of the cab to turn it off.

OU RADIO MEET

National Committee Named

PLANS for the Annual Radio Conference of the U. of Oklahoma, to be held March 3-5, moved ahead last week as the new national committee was partially named. Function of the committee is to advise on policy and to assist in the selection of topics and speakers, according to Sherman P. Lawton, O. U. director of the meeting.

Members of the committee to date include: George Biggar, WLS Chicago; Para Lee Brock, WNOX Knoxville; Rowland Broiles, Rowland Broiles Advertising, Fort Worth, Tex.; Robert Enoch, KTKO Oklahoma City; Ray J. Glenn, Glenn Advertising, Los Angeles; Leslie S. Hauser, Watts-Payne Advertising, Tulsa; George Jennings, Board of Education, Chicago; J. Souard Johnson, WBBM Chicago; Harold W. Kent, Kamehamea Schools, Honolulu; Ben Ludy, WBW Topuka; Monty Mann, Tracy-Locke Co., Dallas; Robert K. Richards, NAB, Washington; Robert Soudak, ABC, New York; F. A. Searle, WKY Oklahoma City; John W. Timnea, WKW St. Louis, and Herbert True, Carter Advertising, Kansas City.

WNYC Vacancies

TO FILL vacancies at WNYC, New York City's municipally owned station, the city's Civil Service Commission, at 220 Broadway, is accepting applications for two continuity writers, one radio dramatic assistant and one traffic assistant. Jobs pay $2,710 a year to start. A bachelor's degree and six months actual experience, or a high school diploma and two years actual experience, or the equivalent, is required. Applications may be made in person or by mail. Qualified applicants will be given examinations in about a month.
U.S. PAYROLL

IN MARCH of 1947, 34,494,188 people were employed in the United States. Their taxable income during the January-March 1947 period was $20,607,744,000.

These figures have just been released by the Dept. of Commerce in a report headed "Business Establishments, Employment and Taxable Pay Rolls, Under Old-Age and Survivors Insurance Program."

The report, made up of four tables, presents statistics on reporting units for March 1947 employment and January-March 1947 taxable wages under the Old Age and Survivors Insurance Program.

Classifications are broken down into 168 separate industries under nine major headings. Major break downs are: Agriculture, Forestry and Fishing; Mining; Contract-Construction; Manufacturing; Public Utilities; Wholesale Trade; Retail Trade; Finance, Insurance & Real Estate, and Service Industries.

UNIT breakdowns

The number of reporting units are shown with breakdowns covering seven different size establishments ranging from 0-3 employees to 500 or more employees.

Data on the county level also is available with Table 3 covering 415 selected large counties and Table 4 giving information on smaller counties.

Price for Part 1 is 40c and it includes state summaries. Part 2 which consists of separate bound bulletins, one for each state and one for Alaska and Hawaii, is $7.00. Separate state bulletins are available and range in price from $0.25 to $3.00. They may be purchased from the Superintendent of Documents, U.S. Government Printing Office, Washington, or any Dept. of Commerce field office.

The report points out that only the first quarter of 1947 is covered and the figures listed include only those covered by old-age and survivors insurance.

On a state-by-state basis the figures for mid-March 1947 employment and total payroll for the January-March 1947 period are as follows:

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<th>State</th>
<th>Employment</th>
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<tr>
<td>Wyoming</td>
<td>781,466</td>
<td>456,013</td>
</tr>
</tbody>
</table>

Don't miss the H & R Block broadcast! The show is now on! New York's FM 99.9 The H & R Block show.

BROADCASTING • Telecasting

**TRANSPORT RATES**

Issued by KXOK-FM

RATE CARDS for transcasting have begun to make their appearance on the American advertising scene. Card No. 1 issued Jan. 1 by KXOK-FM St. Louis offers Class A time from $18 for one time to $13 on a frequency discount for 260 times.

Class A announcements, aired on the radio-equipped vehicles, are limited to 50 words or 25 seconds. Class A time is 6:30-8:30 a.m. and 4-6:30 p.m. Monday through Friday. Class B rates begin at $3.50 for one time to $7 for 260 times. This period is from 6 to 6:30 a.m. and 8:30 a.m. to 4 p.m. Monday through Friday and 6 a.m. to 6:30 p.m. Saturday and Sunday.

The Class C time, from 6:30 p.m. to 6 a.m. Sunday through Saturday, costs $7 one time and $5.60 for 260 times. Other rates are:

Two-minute news and sports summaries, with a maximum of 50 words of commercial copy plus sponsor identification in introductions. The Class A bracket enters at one time, $7.50, 260 times; Class B, $12.95, and Class C, $7.75.

A maximum of 50 words of commercial copy is also allowed with service features such as time, temperature, weather, scores and obituaries. For one time the rates are: Class A, $11.75; Class B, $18.50, and Class C, $7.75.

**COMMERCIAL**

**HERMAN M. PARIS has been appointed general sales manager of WNWG Washington, and HELEN K. MOBBERLY becomes commercial manager of WMDC-FM.**

WMGO New York has appointed Radio Representatives Ina New York to handle national sales.

JOSEPH GOODFELLOW, former resident manager and vice president of KSBJ Jamestown, N. D., appointed account executive at WHLI and WHLI-FM Hempstead. L. I. Mr. Goodfellow has also been with KIOA Des Moines as account executive.

GEORGE FOLTS, formerly of WLS Chicago sales staff of WRRN Warren, Ohio.

KJSO and KJSO-FM San Jose, Calif., has appointed the Friedenberg Agency, New York, as its eastern representative.

**FTC VS. HERB**

Radio Advertiser Charged

A COMPLAINT alleging false and misleading advertising of Vim Herb, medicinal preparation, has been issued against Herb Products Co., Anderson, S. C., by the Federal Trade Commission.

The representations, according to the complaint, are contained in written and broadcast advertisements disseminated by A. P. Durham, trading under the above firm name. Stations over which advertisements were aired included WORD Spartanburg, WAIM Anderson, WFBC Greenville (all S. C.), and WRLC Tocoma, WRDW Augusta, Ga.

**WOL Honored**

MBS’ WOL Washington has been cited by the Commissions’ Traffic Advisory Board, District of Colum- bia, as a primary factor in helping the Nation’s Capital achieve the lowest traffic fatality toll in its his- tory. The board voted a special resolution, during its Jan. 3 session, commending WOL.

WHBQ • 56

Your Mutual Station in Memphis Tenn.

NOTICE: Contracts made now at present rates receive full year’s protection

Represented by The Walker Company

January 17, 1949 • Page 67
DAVID D. BROWN, former account executive with Foote, Cone & Belding, Chicago, heads new Chicago office of Kastor, Farrell, Chesley & Clifford, New York, at 332 N. Michigan Ave. RUTH ANDERSON, formerly of Dancer-Fitzgerald-Simes, Chicago, is his assistant.

RILEY JACKSON joins Mogge-Privett, Los Angeles, as radio and television producer. Mr. Jackson was at one time producer of Quiz Kids for Wadv Adv, Chicago, and television director of WABD New York.

JOHN H. BERLING will retire March 31, as media director of Russell M. eeds agency, Chicago, after 32 years with the firm. Mr. Berling plans to open his own agency, Berling Adv, in Indianapolis, late in the summer.

MARCIA HACKERT of Young & Rubicam, Hollywood, radio commercial department announced her engagement to Byron Griffith.

E. C. SCHMIDT joins Caples Co., Los Angeles, as advertising and public relations counsel. He was formerly executive assistant with Union Pacific Railroad, Omaha.


STUART BART INC. New York advertising firm, is to be known as Stuart Bart & Gettsch, following an announcement made by Mr. Bart of the inclusion of the name of his associate, BUDD GETSCHALL, in the agency’s title. Company celebrates its tenth anniversary this year.

MILT ROSEN joins Dean Simmons Adv., Los Angeles, as account executive.


GEORGE KIRBY CULVER, formerly with Geyer, Newell & Ganger, New York, joins McCann-Erickson, New York, as account assistant executive on the Puerto Rican Rum account.

DOROTHY KENNEDY, formerly with Kudner agency, joins New York copy staff of Mazon Inc., to work on agency’s food accounts.


ROLLO HORWITZ Adv., St. Louis, announces change in name to McMahan-Horwitz Co. Agency’s address, staff and services remain the same.

LEE TURCHIN, timebuyer for Dean Simmons Adv., Los Angeles, is the mother of a boy.

LEONARD M. SIVE & Assoc., Cincinnati, announces change in name to Sive & Rosenfield. Change occurred in order to give public recognition to fact that Mr. Rosenfield is full partner in agency.

**SERVICE DIRECTORY**

**Custom-Built Equipment**

U. S. RECORDING CO.

1131 Vermont Ave., Wash. S. D. C.
Sterling 3636

**REPRODUCER REPAIRING SERVICE**

ALL MAKES—SPECIALISTS 9A & 9B
NOW—48 HOUR SERVICE
BROADCAST SERVICE CO.
324 ARCADE BLDG. ST. LOUIS 1, MO.

**TOWER SALES & ERECTING CO.**

Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbus Blvd.
Portland 11, Oregon

C. H. Fisher, Agent Phone TR 7303

**Electrical Tower Service Corp**

AM-FM-TV

Bases—Ground systems—transmission lines, painting, erection, dismantling
324 MILWaukee Toren.
Cove Coos, Ill.
Phone 3-9846—Peerle, Ill.

**VACANCY**

Your firm’s name in this “vacancy” will be seen by 15,500 radio-station owners and managers, chief engineers and technicians—appliance dealers, and county and state officers.

Phililp Merryman & Associates
- Heatherdall Road
- Androphy, N. Y.
- Dobbs Ferry 3-2772

**RADIO CONSULTANTS**

**Feature of Week**

(Continued from page 18)

represented the Sunflower state in the Miss America Pageant at Atlantic City, September and finished fifth in national competition. WHB sponsored her appearance which resulted in her selection as the “Miss Bathing Suit of 1948.”

Her first appearance on the famous WHB swing was made this month [BROADCASTING, Jan. 10] in advertisements.

Just in case anyone is interested — and what red-blooded man isn’t — the vital statistics are: 18 years old; weight, 117 pounds; 5’ 8” tall; bust, 37”; waist, 23½; hips, 35½; thigh, 19”; ankle, 8”.

S. C. ASSN.

Station Executives Meet

TALKS by two NAB executives and two visiting station executives featured the South Carolina Broadcasters Ass’n’s first annual membership meeting last Thursday and Friday at Hotel Wade Hampton, Columbia.

Speakers included: J. Leonard Reinhart, managing director of the Co stations (WBB Atlanta, WIOD Miami and WHIO Dayton); Irving Abelloff, manager of WLEE Richmond; A. D. Willard, NAB executive vice president, and Miss Lee Hart, retail coordinator of the NAB Dept. of Broadcast Advertising.

WIS WCOS WKIX and WNOK, all in Columbia, were hosts at the meeting. Presiding at the sessions was G. Richard Shafco, WIS general manager. Election of officers for 1949 was scheduled for the Friday session.

**SALES HIGH**

WTMJ-TV Sets New Record

PERIOD between Christmas and New Year’s was the biggest spot week for WTMJ-TV Milwaukee since station began commercial operations in December 1947. Plankinton Packing Co. signed a contract for spots for 52 weeks through Cramer-Krausselt Agency, Milwaukee. Contracts for 26 weeks were signed by Trublit Trailer Co. and the Milwaukee Co., investment securities concern, through Mac-Donald Cook agency, South Bend, and Cramer-Krausselt, respectively.

Thirteen-week contracts have been started for: John City Soap Co.; Waukesha Roxo, soft drinks; W. P. Hammond & Son, pest exterminators; Mrs. Drek’s Food Inc.; Howard B. Stark Candy Co., Sparkle Bars, and Mammy’s Foods Inc., restaurant (all Stone-O’Halloran agency); John Graf Co., soft drinks, and Pete Oil Co. (A) Herr agency); Independent Milwaukee Brewery (Allen Reiselbach agency); and United Coal & Dock Co., Wisconsin Telephone Co., and York-Wagner, ice cube makers (no agencies involved).

**ADVERTISING**

Most Important PR Tool

“ADVERTISING is the most important tool in the public relations kit-bag,” C. C. Carr, director of advertising and public relations for Aluminum Co. of America, said Jan. 4 in Seattle. Speaking to the Advertising and Sales Club there, he urged the need for acceptance of public relations thinking at the top levels of American business management.

Mr. Carr, who is currently touring the Pacific Northwest and demonstrating films on the value of advertising to regional representatives of Alcoa, emphasized that ad men have a two-fold challenge: To secure acceptance of their own professional services, and to sell free enterprise.

*Member FCCE
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Oficia and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. 20005
Member AFCCE*

McNARY & WRATHALL
RADIO ENGINEERS
606 N. Street, N. W.
Washington, D. C. 20004
Member AFCCE*

PAUL GODLEY CO.
Upper Montclair, N. J.
Member AFCCE*

WASHINGTON, OFFICES
WARNER BLDG., PORTER INTERNATIONAL
Commercial Radio
1703 Dixie
1011 11th St., N. W.
Washington, D. C.
Member AFCCE*

40 years of professional background

GEORGE C. DAVIS
501-504 Morgan Bldgs.—Sterling 6111
Washington 4, D. C.

D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE*

There is no substitute for experience

GLENN D. GILLETT
AND ASSOCIATES
923 N. ART. PRESS BLDG., N. W. 5263
WASHINGTON, D. C.
Member AFCCE*

WASHINGTON, and
WASHINGTON,
WASHINGTON, 1339

28th & 8 Sts., N. W.
Washington, D. C.
Member AFCCE*

FRANK H. McINTOSH
710 14th St., N. W.—Metropolitan 4677
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N. W.
Washington, D. C. 20005
Member AFCCE*

CRAYTON, LOHMAN & CULVER
MUNSEY BUILDING DISTRICT 218
WASHINGTON 4, D. C.
Member AFCCE*

HERBERT L. WILSON
1025 CONNECTICUT AVE., N. W.
WASHINGTON 6, D. C. NA. 7141

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St.
CHICAGO 19, ILLINOIS

ROTHROCK & BAIREY
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. ML 4151
DALLAS, TEXAS
1728 Wood St. Riverside 5611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 3, D. C.
Member AFCCE*

CHAMBERS & GARRISON
CONSULTING RADIO ENGINEERS
1519 Connecticut Avenue
WASHINGTON 6, D. C.

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7256

WILLIAM L. FOSS, Inc.
Formerly Cohen & Foss, Inc.
927 15th St., N. W.
Republia 3883
WASHINGTON, D. C.

G. B. HUTCHESON
1100 W. ABBAM ST.
PHONE 1218
ARLINGTON, TEXAS

KEAR & KENNEDY
1703 K ST., N. W.
STERLING 7922
WASHINGTON, D. C.

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS
JUSTIN 8-6108

H. V. ANDERSON
CONSULTING ENGINEERS
124 Clarence St., Phoenix 7-377
Lake Charles, La.

SAXON & WINSTON
Dallas
2222 N. Fitzhugh Tre 7-2756
Longview
P. O. Box 1866 4331

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algonia Blvd. Ph. Blackhawk 22
Oakland, Wisc.

WILLIAM E. BEMIS, Jr.
& ASSOCIATES
3728 Kenovie St., N. W.
Overley 8071
Washington, D. C.

LEE E. BAKER
Consulting Radio Engineer
PRITE BAKER, Associate
526-33 London Bldg.—Ph. 3421
SPRINGIELD, MISSOURI

SILLMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave., NE. 6446
Washington, D. C.

LYNNE C. SMEBY
830 15th St., N. W.
EX. 8073
Washington 5, D. C.

A. R. BITTER
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephone—Ringwood 7631, 9541

SPECIALIZING IN ANTENNA PROBLEMS
1339 Wisconsin Ave., N. W.
Washington, D. C. 20005
Member AFCCE*
**ELLIOTT-HAYNES**

'Radio Theatre' Is First

**WATL STRIKE**

There is little change in the national rating reports in Canada for December, from those of the previous month. The Elliott-Haynes national program ratings for December listed in first place Radio Theatre with 35.2 rating, followed by Fred Allen 36, Charlie McCarthy 36.5, Fibber McGee & Molly 32.8, Bob Hope 28.8, Amos 'n Andy 28.6, Ozzie & Harriet 24, Album of Familiar Music 24.1, My Friend Irma 21.6, and N.H.L. Hockey 21.3 (Canadian program).

Leading daytime programs in December were Ma Perkins 17.7, Big Sister 17, Pepper Young's Family 17, Happy Gang 16.9 (Canadian program), and Right to Happiness 16.5.

French language evening programs were led by Un Homme et Sa Peche 40.5, Radio Carabine 32.7, Metropole 32.6, Enchantment du Rire 26.4, Enchanted de Le Vieux 21.3.


WOV New York, has distributed the English and Italian scripts of an interview granted in Paris by H. E. Pietro Quaroni, Italian Ambassador to France, to M. Paolo Ultia of the Italian Division of the French Radio. WOV aired the interview on Jan. 1.

**NEW AM STATION**

**Improvements Granted 3**

NEW DAYTIME standard station for Georgetown, Del., was granted last Monday by FCC to Rollins Broadcasting Inc. and improved facilities were awarded by the Commission to three existing AM outlets.

Rollins Broadcasting, locally owned, was given a construction permit for 1 kW daytime on 500 kc, directional. Estimated cost of $34,127 was cited.

KSCO Santa Cruz, Calif., licensed to Radio Santa Cruz, was granted CP to switch from 1 kw day to 1080 kc to 500 w night, 1 kw day, fulltime on that frequency. Directional antenna at night was specified.

WGJX Richmond, Va., licensed to Radio Virginia Inc., was granted switch from frequency 740 kc to 950 kc on condition it accepted any interference which might occur from granting facility changes to WGBG Greensboro, N. C., and WINC Winchester, Va. WGJX is authorized to operate daytime with 1 kw.

KOLT Scottsbluff, Neb., operated by Hillard Co., was granted increase in daytime power from 1 kw to 5 kw, using directional array both day and night. KOLT would continue with 1 kw night on its assigned frequency, 1320 kc. Ownership of Rollins Broadcasting includes the following: John W. Rollins, Lewes, Del., auto dealer, president and 29½% owner; his wife, Katharine E. Rollins, treasurer 4%; Orville Wayne Rollins, general manager of Rollins Bros. Summer Resort, Tunnel Hill, Ga., vice president 33½%; Jack C. Gerard, Royalton, Md., secretary 14½%; Rollins Motors Inc., Princess Anne, Md., 33½%.

**PHILCO PROMOTES**

Seven in Engineering

Palmier M. Craig has been appointed director of engineering, electronics division of the engineering department of Philco Corp., Philadelphia. With Philco for 15 years, Mr. Craig was named chief engineer of the company's radio division in 1946.

David B. Smith, vice president in charge of research and engineering, also announced the appointment of six chief engineers responsible for major product development in this division. They are: Sterling C. Spilman, television receiver development; Luke E. Closson, home radio development; Arthur V. Nichol, auto radio development; Dr. James F. Koeheer, design of specialized government and industrial electronics equipment; Bertram P. Haines, mechanical engineering development for the electronics division; W. Linton Getz, development of television and radio cabinets.

**Church TV Center**

A TELEVISION center is being opened by the First Presbyterian Church, New York City, in the hope of keeping youngsters out of Greenwich Village bars and grills. With approval of the church's pastor, Rev. Clarence Rogers, the parents' class of the church school bought the TV receiver. At the formal opening of the center Jan. 29, door charges will be assessed to help pay for the television set. A spokesman for the church said: "We hope it will inspire a pattern for many communities."
**SCHOOL GUIDE**

List Radio-TV Courses

A DIRECTORY of College Courses in Radio and Television for 1948-49 has been published by the Federal Radio Education Committee in cooperation with the Federal Security Agency's Office of Education. It will soon be ready for distribution.

The information is intended for use as a guide for students in locating institutions which are most likely to meet their needs.

While no attempt is made to credit or approve the work of any institution, an effort is made to give a fair picture of the extent of radio and television training in each one, the introduction points out. Directory shows a range of courses in proportion to the size of each teaching staff and the amount of equipment available for laboratory purposes.

The directory, prepared by Gertrude G. Broderick, the Office's executive secretary and radio education specialist, is based on data submitted by college and universities which appear on the list of accredited institutions in the annual Educational Directory—Higher Education, issued by the Office of Education.

**SPORTS AWARDS**

**Network Directors Name**

AWARDS to outstanding athletes and the naming of the "Athlete of the Year" will be the feature of a special MBS broadcast Jan. 19, 10:10-10:30 p.m. Bill Slater, Mutual commentator, will be m.c. Sport magazine is making the awards.

Board of selectors, making final choices, is headed by Grantland Rice, Boston Herald columnist and MBS commentator. Others included on the board are the network sports directors, Harry Wismer (ABC), Walter (Red) Barber (CBS), Paul Jones (MBS), and Bill Stern (NBC).

The "Athlete of the Year" award will go to Lou Boudreau, player-manager of the 1948 World Series champion Cleveland Indians.

**Production**

**MBS**

**10,000 WATTS IN KANSAS CITY**

**KFRE**

FRESNO'S FIFTY

More than a million people, over a billion dollars in retail sales, that's the big, lucrative Central California market you'll cover on KFRE come February, 1949.

In '49 it's 50

for Central California

January 17, 1949 • Page 71


**HELP WANTED**

**Managerial**

Assistant manager for local network station, medium sized town in Calif-ORNIA. Excellent opportunity for man who can deliver all-round radio man, accept on sales. Answering position today. Box 809, BROADCASTING.

Regional network station in large metropolitan city in central states needs sales manager for station manager sales manager position. Box 78, BROADCASTING.

Wanted: Manager with proven sales background. Radio Fm station. Box 828, BROADCASTING.

Wanted: Commercial manager for independent station. Must be experienced in market. Family man preferred. A real opportunity for right man. Address Box 819, BROADCASTING.

**Announcers**

Wanted: Experienced announcer. Salary commensurate with experience. Married. Box 795, BROADCASTING.

Immediate opening for combination announcer-engineer, 95 watt day, 300 watt night. Includes disc and qualifications to WFLF, Fayetteville, North Carolina.

Experienced announcer with first class experience wants to join station in South, Far Western. Box 603, BROADCASTING.

**Salesmen**

Salesmen—Two young, alert salesmen wanted by best station on Virginia, $70 weekly raise against 15% commission. Must have experience. Write or wire Box 788, BROADCASTING.

Wanted: Sales manager-salesman. FM experience preferred, large southern city. A chance to make a career with the right man. Box 830, BROADCASTING.

Wanted: Commercial manager for independent station. Must be experienced in market. Family man preferred. A real opportunity for right man. Address Box 819, BROADCASTING.

**Progressive radio station in southern market seeks sales manager assistant. Write Box 717, BROADCASTING.

Need Mazak salesman for northwest Virginia territory. City or half million. High royalty on sales. Experience. Box 727, BROADCASTING.

Experienced salesman of record for rich Pacific Coast market. Salary commensurate with ability. Preferred. Box 603, BROADCASTING.

Salesman—Opportunity to write two to four thousand monthly at 15%. $60 draw guaranteed for 60 days to experience mature man minimum age 30, preferably with automotive in large Michigan market. Box 685, BROADCASTING.

**Technical**

Radio salesman who can be our sales manager. Experienced radio salesman with good reputation in his territory. Box 849, BROADCASTING.

Sales manager who can be our sales manager. Excellent opportunity for a good man to handle all aspects of a medium size network. Box 685, BROADCASTING.

Wanted—An experienced Salesman to handle national accounts. Must be able to travel. Excellent opportunity for man who can deliver. Reply Box 781, BROADCASTING.

Exceptional sales opportunities for experienced salesman. Latest model 25 watt station, soon to increase power to 150. Also a fine new 25 watt station. California. Must be able to sell on cost and enjoy a good commission. Salary and commission. For applies write Joseph R. Pfe, Commercial Manager, WPIT, Hotel Don Ewey, Albany, N. Y.

**HELP WANTED (Cont'd)**

Announcer wanted. Must have first class experience for new Fm station in the Midwest. Box 783, BROADCASTING.

Radio station—Well known station needs second engineer. 8-12 years experience, $150 and benefits. Box 784, BROADCASTING.

**Situations Wanted**

Managerial

Six years experience in all phases including managerial and sales. Inter- ested in coast to coast position. Box 792, BROADCASTING.

Wanted: Successful free lance account executive of agency. In ten months programmed $125,000 in sales. Many credits and valuable customer list. The right man needs this position. Box 786, BROADCASTING.

Salesman

Sales executive—Radio and television. Experience in selling shows, networks. Active in station operations. Interested in the West Coast. Write Box 756, BROADCASTING.

Available immediately skilled salesmen for Iron Gate stations. Experience in announcing and newscasts. More than 2 years experience. From Automotive to 5 kw affiliate, programming, producing, sales, advertising and management. Send complete information and references, disc and qualifications to Box 732, BROADCASTING.

Built two stations, got them licked. Agreeable and reliable. I know how to sell. One of your best—尝试 write to all your contacts. We are sure this salesman knows how to sell any quality station in the West. Your letter will show this. Box 852, BROADCASTING.

Wanted: Topnotch announcer—Eight years radio experience, excellent position. Worked at a small station. 28 years married, ex- perience in all phases of radio. This position available. Write Box 817, BROADCASTING.

Wanted: Executive producer and special events man. Must have full knowledge of good pro- ducing and on-air talent. Cordial, Euro- pean city. Good starting salary. Write Box 821, BROADCASTING.

Situations Wanted (Cont'd)

Wanted: Topnotch announcer. Currently employed. Two years experience in independent or network operation. Excellent voice. Many credits. Send references, disc and qualifications to Box 785, BROADCASTING.
Situations Wanted (Cont'd)

Veteran employed sportscaster desires change. Can edit, produce, an- nounce, field sportscast, metropolitan area. Call Tom Unger, High Hooper, 230 W. 57th St., New York City. Prop owner, young, single.

Experienced woman announcer, pres- ents feature show, 18 years experience. Desires position in Los Angeles area. Box 817, BROADCASTING.

Engineer— desires to work with a small station. Desires Chicago, St. Louis, Minneapolis. Box 789, BROADCASTING.

Good newscaster— Available on fort- night's notice. Desires hotel or small station. Good knowledge of western states and Pacific. Box 790, BROADCASTING. Broadcast engineer, married, veteran, desires job in either the east or west. Box 837, BROADCASTING.

Good writer, single. Experienced writer, experienced newscast- ner seeks position with large west coast station. Box 795, BROADCASTING.

Mail pull and hillbilly group MC available. Ten years experience. Best refer- ence, Mr. Smith. Phone 910, BROAD- CASTING.

Baseball announcer, Wire and live. Veteran, single, experienced. Would consider other offers. Box 798, BROADCASTING.

Top calibre hillbilly disc jockey and all round top announcer. Mail and phone references gladly furnished anywhere for right price. Family man, 30, sober, dependable. Eight years experience. Box 799, BROADCASTING.

Two announcers anxious to prove ability with small station. Professionally trained. APRA experience. Some stations might be interested in either one as well as writer-director team. Box 800, BROADCASTING.

Experienced announcer, single, good worker, wants position southern station. Box 797, BROADCASTING.

Situations Wanted (Cont'd)

Experienced announcer, baseball announcer handling professional baseball play-by-play. Sing- le, college graduate, 1949, Cush- ing or # Spring. Box 712, BROAD- CASTING.

Sportscaster—Fully experienced all play-by-play, baseball, football, basket- ball, hockey, etc., in large progressive center with top following. Produces and does commentary work in baseball season. Base pay, talent disci- plined. Eight years experience. Box 715, BROADCASTING.

Combination announcer-engineer, ac- cepting announcing, first class phone, B.S. Radio Engineering, Michigan, 1947. Desires three years announcing, six months' operating. Specialties: sports, color, weather. Young single. Will travel, but prefer midwestern cities. Box 743, BROADCASTING.


Announcer—2 years experience in all phases of broadcasting, professional. Veteran, married. East preferred. Box 789, BROADCASTING.

Experienced newscaster wants position with progressive station near Chicago. Presently employed. Good knowledge, correlation and delivery of popular and newsy type of programs. Can operate own control. Former work: Louisville. Box 802, BROAD- CASTING.

Sportscaster—Build a large sports fol- lowing with a proven sportscaster. Ac- cepting offers. Start your sportscasting career. Make your nightly sports re- ports popular. Excellent opportunity. B. E. 2-5994 NYC, or write Box 780, BROAD- CASTING.


Announcer, young, single veteran. Ex- perienced in news and remote work. Photo and disc on request. Box 747, BROAD- CASTING.

Newsmender, fully experienced. Mature, sober, veteran. Seven years news background, Professional in all respects. Seeking permanency and good working conditions. RESUME, Hotel Cur- tis, Cincinnati, Ohio.

Announcer, sports, all phases, 1 year experience play-by-play, all sports. Professional in all respects. Young, successful, Disc jockey, good voice. Vicinity Disc all others. Ed Silver, 4920 Ditmars Blvd., Chicago, Illinois.

Experienced woman announcer, op- erator, writer would like foreign radio opportunity. Hawaii, Europe and points east or west. Box 788, BROAD-CASTING.

Good newscaster—Available on fort- night's notice. Desires notable opportunity. Some experience with newscast- ing. Discography and good unlisted references readily furnished. Box 803, BROAD-CASTING.

Radio announcer, six months experience with Columbia College Radio, 24, 181 E. 57th St., Chicago. Fax 4-1628.

Announcer, young, hard working. Nine months experience, bilingual. Desires openings in either English or French. Will work. Box 814, BROAD-CASTING.

Chief engineer, presently employed, desires change to progressive metropolitan area station. Desires AM-FM combination position, in either news or music. Experience includes all phases AM-FM, Desires job in city or near city, east. All offers considered and an- swered. Box 796, BROAD-CASTING.

Constructing? Chief engineer with ten years background. Been through it around. Desires position west. Box 815, BROAD-CASTING.

Engineer position west. By first phone very soon. Desires position in either constructing, but graduate good technical education to learn. Box 837, BROAD-CASTING.


Engineer, 1st class, experienced, studio and remote experience with 250 Watt station. Located in the midwest. Desires announcing in midwest station. Can handle personnel. Box 781, BROAD-CASTING.

Production-Programming, others

If a fellow needs a gal who can write conduct all types of programs, an- swers, phone scripts, etc. Experienced, enthusiastic, available. Box 787, BROAD-CASTING.

Engineer, age 22, single. Transmitter, studio and remote experience with 250 Watt station in the midwest. Desires announcing in midwest station. Has call for any station. Box 791, BROAD-CASTING.

Radio personality that has attracted large followings in the midwest and east. This personality, has been endorsed by famous names in network radio. Desires position larger station. Play-by-play sports. control position. Desires location east or west. Box 786, BROAD-CASTING.

BS Television Engineering. First class ticket. Three years experience in high power transmitters. Trained in operation and maintenance of RCA image orthicon equipment and microwave techniques. Desires position in broadcast or television station in large city. Write or wire Stan Kotel, 476 Fort Washington Ave., New York, N. Y.

Chief engineer BS EE, Assume full re- sponsibility for engineering depart- ment and studio building. Box 792, BROAD-CASTING.

Chief engineer, HE, man extensive experience in design and operation of all phases of broadcast and commu- nication engineering. Can organize and install new station, any size or type. Prefer 5 to 50 kw operation or chain of stations, but any class wel- comed provided it is a progressive, well-equipped station. Best references. I have over 20 years of engineering experience. I have worked for CP etc, if necessary. Please telephone 250-5600 and request interview. Estimate of present and/or content- tion of additional investment can be made. Box 815, BROAD-CASTING.

Engineer, first phone, married veteran, needs position in large, progressive, electronic experience, 20 months broadcasting, location in southwest. Box 787, BROAD-CASTING.

Chief engineer, presently employed, de- sires change to progressive metropolitan area. Desires AM-FM combination position, in either news or music. Experience includes all phases AM-FM, Desires job in city or near city, east. All offers considered and an- swered. Box 796, BROAD-CASTING.

Chief engineer, desiring to work with exciting station in the west. Desires position with large station. Desires location either southern or northern coast. Box 816, BROAD-CASTING.

Engineer, first phone, experienced com- mercial radio, offers himself at rea- sonable rate. Will travel. Box 817, BROAD-CASTING.

Engineer desires transmitter operating job. no bad habits. Experienced, reli- able. Box 818, BROAD-CASTING.

(Continued on next page)
Wanted

Salesmen

For OPENING FOR RADIO TIME SALESMAN IN MAJOR SOUTHERN MARKET

WANTS TRAVELING TIME SALESMAN and Sales ability and initiative to

provide radio times sales in competitive market. Must have at least three years

success in radio advertising. Excellent opportunity and earning for the person

who can qualify. Personal history, presence, ability to produce sales and other

qualifications. Confidential. For full details reply. Box 252, BROADCASTING.

WANTED

A Station Relations Representative

To travel extensively throughout the United States for leading

New York transcription firm. This gentleman who owns his own business, likes

radio and music conscious. Your salary is regular and is not based on commission

and will be determined mainly by your road your expense account will be

guaranteed. There is an immediate opening for the right gentleman and we'd like him to

submit a complete letter of application with salary desired.

BOX 838, BROADCASTING.

W. ROBERT McANDREWES, promotion manager, Hollywood office, Yeung & Rubican, has been appointed Hollywood contact for Los Angeles Chamber of Commerce "Business Outlook for 1949" conference at Ambassador Hotel, that city, Jan. 30.

FOR SALE

LOCAL NETWORK STATION

Small north-midwest town. No competition. Excellent on-air personality, in-constant. Complete new plant. Licensed for 1,000 watts, C.B. $100,000. Low ratio price to profit. Principal only.

BOX 835, BROADCASTING.

School

THE SCHOOL OF RADIO TECHNOLOGY

HOLLYWOOD - CHICAGO

America's Largest School Devoted Exclusively to Radio & Television Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals. Modern facilities.

Send for free booklet B. Approved for O. I. Training.

NEW YORK 20, N. Y.: RADIO CITY, B. & O. Bldg.

CHICAGO 4, ILL.: 228 S. Wells Street, Hollywood 10, Calif. 6976 Malvern Avenue

FOR SALE

Construction Permit, low frequency, 1000 watts, daytime, located in east. All construction about 95% complete. All equipment on hand. University operation and transmis-

sion located in one building on country estate, beautifully landscaped. Ultra modern school offices in city. Purchase price equity only. Excellent possibilities.

BOX 836, BROADCASTING.
LATE LISTENING
The Pulse Reports on N. Y.

RADIO listening increases at midnight over the previous hour and listening at home accounts for 89.5% of all post-midnight tunes-in, according to a special survey conducted for WNEW New York by The Pulse Inc., in November 1948, in ten counties in Metropolitan New York.

Pulse studies showed that 39.3% of homes listen to the radio after midnight once a week. The Millman's Matinee with Art Ford on WNEW drew top preference. In a single week 66% of all homes and 55% of once-a-week listeners heard the show at least one time weekly.

Sets-in-use at midnight were 16.3 for the period. The Pulse reported. For the hour before, the average was 12.0, falling to 7.4 at 11:45 p.m. and then bouncing back after the midnight hour. Sets-in-use figures for other post-midnight hours: 12 a.m., 5.7; 1-2 a.m., 1.9; 3-4 a.m., 0.8; 4-5 a.m., 0.7; and 5-6 a.m., 0.5.

The post-midnight audience, the survey showed, averaged 176 listeners in 100 average listening homes. Most such listeners are young, 25.5% being under 40. The largest age group is between 30-39, comprising 36.5% of the listeners. The 20-29 year group comprises 22.8% of the audience while the 40-49 category makes up 20.8% in contrast with the usual predominance of women in radio audiences, more than half—56.7%—of the post-midnight listeners are men.

The survey was made by home interviews of 2,000 radio families at the dinner hour.

KBUR-FM Ups Power
KBUR-FM Burlington, Iowa, on the air since last July, Channel 22 (92.9 mc.), was scheduled to begin operating with increased power, 53 kw, last Saturday. The station and its AM affiliate, KBUR, 250 w ABC outlet on 1490 kc, are owned and operated by the Burlington Broadcasting Co. Gerard B. McDermott is general manager.

Controlling Interest in Midwest Regional

Fulltime regional facility located in an excellent and growing midwest market will sell controlling interest to qualified individual or group capable of assuming management.

This is an outstanding opportunity to acquire a majority ownership at an unusually low price. Down payment as low as $25,000 to right party. Quick action necessary.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.

BROADCASTING • Telecasting

A PAYING PROPOSITION

GEORGE E. BLECHTA, Nielsen Radio Index, New York, account executive, has been elected a vice president. He has been with Nielsen Co. since 1936, and has been identified with the index operation in New York for six years. WILLIAM S. ABBRECK of the NRT eastern sales division has also been elected a vice president.

TERRY P. CUNNINGHAM has been appointed director of advertising and sales promotion for Sylvania Electric Products, New York. He will direct advertising and sales promotion for Lighting Fixture, Lamp, Radio Tube and Electronic Division and Wabash Corp., Sylvania subsidiaries.

Mr. Cunningham joined Sylvania in 1942.

W. C. JOHNSON has been appointed to fill new post of vice president in charge of sales at Admiral Corp., Chicago. He has served as general sales manager, Midwest regional sales manager and director of field activities since joining Admiral in 1944.


ROBERT E. MOE has been appointed division engineer for electronic receiving tube product line of General Electric Co.'s Tube Division, Syracuse, N. Y.

WARREN C. WRIGHT, former U. S. Navy publicist, has joined James J. McQuinn & Assoc., Chicago public relations firm, as account executive.

ROBERT BURTON, resident counsel and vice president in charge of publisher relations of Broadcast Music Inc., will be instructor of new course in copyright practices in spring term of New York City College School of Business.

MURRAY FEIL, associated with William Morris Agency, Beverly Hills, Calif., for past 16 years, resigned Jan. 16 to open his office in personal management in same area.

NORTH AMERICAN PHILIPS Co., New York, has distributed a brochure describing the history and activities of its work in manufacturing electronic equipment.

JOSEPH P. WIEBERG and WARREN GEBE, publicists, have opened public relations office at 52 Vanderbilt Ave., New York.

BROADWAY—EDISON TECHNICAL SCHOOL, Seattle, a unit of Seattle public school system, has inaugurated classes in radio and television speaking in cooperation with local radio stations.

WELK & POLZINE, personnel counseling service, has been formed by GENE WELK and POLZINE at 500 8th Ave., New York. Miss Polzine was formerly with Foote, Cone & Belding, New York. Mr. Welk was assistant to publisher of Time magazine.

Equipment

RADIO Corp. of America, Tube Dept., Harrison, N. J., has announced distribution of a "miniature crystal point adapter," which permits radio servicemen to make tube base tests on the tube side of radio chassis, without removal of chassis.

Television

HERBERT BAYARD SWOPE Jr., formerly chief remote director of CBS television, has formed his own television producing firm, with headquarters at 745 8th Ave., New York.

DUDLEY D. EARLE has been elected president in charge of sales and sales promotion of Television Features Inc., New York. PAUL MARQUIS has been appointed vice president in charge of production for the company.

ARNOLD MARQUIS, head of Arnold Marquis Productions, named dean of man at WABN-AM School of Radio & Television, Hollywood.

DAVID BIEVERS, radio producer, has joined live television department of Larry Finley Productions, Hollywood, as head of a production unit.

LEE GREEN, owner of Hollywood commercial photography studio, and publicity photographer for ABC Hollywood, has formed Caravan Productions Inc., to make commercial films for television. Offices will be at his present studio at 1109 E. Center Ave. Associated with him are DICK CUNRA, JAMES TERRY and WILLIAM TILLISCH.

Reed Chapman

REED CHAPMAN, 50, newscaster of CKWY Vancouver, died at Vancouver on Jan. 4, after suffering for a long time from arthritis. He had been in radio since 1935, prior to which he had had a career in Hollywood.

Send for Free Trial

THE NATIONAL RESEARCH BUREAU, INC.

Please send me without obligation Free Audition Plattor and low rates. On The "Greatest of the Great."

NAME

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CITY

STATE

STATION

January 17, 1949

Page 75
WHCU Ithaca, N. Y., has slated its third annual "Operation Polio" promotion for the March of Dimes, to begin on Jan. 26. On that day ambulant patients and a few alumni of the Ithaca Reconstruction Home take over WHCU and WHCU-FM for a full day of broadcasting. Some 30 patients at the home will take over the station from 7:30 a.m. to 6:15 p.m., and serve as its staff. These "staffers" will make no appeals for money on the air; they will perform just like professional radio people, demonstrating, by their efforts what those "marching dimes" can do toward reconstructing bodies twisted by polio.

Are You Hungry?

RESTAURANT booklet is newest promotion piece of WCBS New York. Compiled from local restaurants recommended by Bill Leonard on his Restaurant of the Week feature on WCBS, the booklet classifies a selected list of 100 places to eat according to menu type, such as: American, French, Italian, Chinese, etc. Listings also include price information.

"The Berlin Story"

BRIGHTLY-COLORED maps of Germany, with four sectors heavily outlined, were mailed nationally by ABC as a prelude to its broadcast of The Berlin Story documentary Jan. 10. The 9-9 p.m. CST show stressed the role Germany had played in Russian-American relations first as the common enemy in World War II, and also as the subject of a Cold War. Robert Saudek, vice president, in sending the maps, requested recipients to refer to them as they listened to the program.

JUST for publicity, Don Bell of KRNT Des Moines, had to lie on the floor, covered with mail and receive a "goosey" kiss from a small puppy. Mail was the 7,200 entries in Mr. Bell's "Name-the-Puppy" contest. Winner got a $300 electric range, a copy of this photo—and the puppy.

WCHS

Charleston, W. Va.

HANLON'S PET

Duck Promotes WGN Shows

WHEN Jim Hanlon, public relations director of WGN Chicago, was a white duck at a church picnic last summer, little did he think that the pet might become a "personality" like Disney's Donald. Yet that is what Chicagoans are saying Dec. 29 after viewing "Sir Francis Drake" on the Little Burdy show on WGN-TV.

Sir Francis was pressed into service when Mr. Hanlon got the idea he might help promote the Harold Teen disc jockey program Swinging at the Sugar Bowl. In the show, a take-off of the Harold Teen comic strip, the man does the quacking for Sir Francis.

Gloria Workmaster, WGN publicity assistant, designed a complete outfit for Sir Francis, so Mr. Hanlon decided to send his duck around the country publicizing Swinging at the Sugar Bowl. Within a few days he was on a plane for Miami, where he was feted for several days. While there he found time to visit the beach in a striped jersey bathing suit. At a appearance on the Little Burdy show heralded his return to Chicago.

LORAN

Cross Conference Chairman

PRESIDENT TRUMAN has approved the appointment of John S. Cross, assistant chief, Telecommunications Division, Dept. of State, as chairman of the U. S. delegation to the Special Administrative Conference on Long Range Radio Navigation Aids (Loran). Martin A. Price, radio engineer, Federal Communications Commission, is also a member of the delegation.

The conference, which opens in Geneva (Jan. 17), will try to minimize interference from Loran transmissions to other services operating in same or adjacent frequency bands. International Telecommunications Union called the meeting at the request of countries interested in radio navigation suitable for the Northeast Atlantic area.

Eric Aylen

ERIC AYLEN, 43, manager of CJAT Trail, B. C., died on Dec. 27 from a heart attack. He started with CJAT in 1932, as an engineer. He is survived by his wife and one son.
FCC Actions

(Continued from page 68)

January 12 Applications 

ACCEPTED FOR FILING

Transfer of Control

WMEX Boston—Transfer of control of station to John E. Kelly, James A. Coughlin, George Kaplan, Fred Randazzo to John J. Tully.

Assignment of License

WMBG Laurens, S. C.—Relinquishment of control of station to John J. Tully.

Assignment of License

"WKIN Kiltanning, Pa.—Assignment of license from Julian Louis Lieberman to WKIN Inc.

Assignment of CP

KXTN Austin, Tex.—Assignment of CP from Thomas C. Schlink, individually and as trustee for Coleman Gay, James C. Alexander, R. D. Varnes, Miss L. E. Kitchens, Spencer J. Scott and Harry C. Harvey to KXTN Inc.

License Renewal

WPTZ Philadelphia—License renewal TV station.

TENDERED FOR FILING

Assignment of License

WSBD-AM-FM Henderson, Ky.—Assignment of license from Henderson Broadcasting Co., Inc. to S. L. Bagby d/b/a Henderson Body Co.

January 13 Decisions

BY THE COMMISSION

Transfer of Control

WRRN WMUR Portland, Me.—Assigns WRN and FMR licenses to WRN Resources Inc., licensee of WRN and permittee of FMR license, for outstanding stock by Nied & Stevens to Tribune Co. for $300,000.

January 13 Applications

ACCEPTED FOR FILING

AM—919 kw


Modification of License

KLTI Longview, Tex.—Modification of license to change main studio site from Longview Highway to 1425 22nd Street, Longview, Tex.

KNAX Salt Lake City—Mod. CP change frequency 100 kw 318.1 mc 108.3 mc, September 18, 1949.

License renewal applications were filed for following AM stations in 7 States: KZZM, Richfield, Minn.; WBTB Tallaha,B, Ala.

Refused to File

License renewal applications were filed for following AM stations February 7, 1949: KZLZ, Waukegan, Ill.; KZWW Fort Worth, Tex.; KIIB Miks, Miami, and WZED Fort Myers, Fla.

Modification of License

WDUN-AM Gainesville, Ga.—Mod. new owners of Gainesville, Ga., to Fred W. Davis, Gainesville, Ga., for addition of one member.

WWMU-FM Manchester, N.H.—Same.

WCWM-FM Canton, Ohio—Same.

WAKR-FM Akron, Ohio—Same.

Mod. CP new noncommercial educational FM station to increase service area, no change in ownership, no change in CP condition of license.

FMR-3 Tulsa, Okla., Same.

WTOY Tacoma, Wash.—Same.

WKFM-FM Denver, Col.—CP new FM station to change ERP from 2 kw to 10 kw, 50 mc, and to be operated from 10 kw antenna, 1,790 ft.

WKJF Detroit—Mod. CP new FM station to change ERP from 8.7 kw to 10 kw.

Wharton—Am. new owners of FM station.

WDWS-FM Champaign, Ill.—License a cover CP new FM station.

BROADCASTING  Telecasting

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO JANUARY 12

Classification of stations

Class On Air Licensed CPs

AM Stations 1,818 1,865 265 159 280

FM Stations 58 7 116 41 38 142 181

TV Stations 2,073 2,367 1,500 1,279 276 312 181

TV PROGRAMMING

Springfield, III.—Sangamon Valley Television Corp., Channel 8 (180-186), ERP 21.1 kw, Channel 11 (380-386), ERP 21.1 kw, 95 ft. antenna; estimated cost $156,000, to Premiere Broadcasting Co., 1614 South Man¬ nes, Springfield, Ill., at cost $156,000, to Premiere Broadcasting Co., 1614 South Main St., Springfield, Ill., and by commo¬ nality with the privilege conferred, property owner, to Premiere Broadcasting Co., 1614 South Main St., Springfield, Ill., at cost $156,000, to Premiere Broadcasting Co., 1614 South Main St., Springfield, Ill., and by commonality with the privilege conferred, property owner, to Premiere Broadcasting Co., 1614 South Main St., Springfield, Ill., at cost $156,000, to Premiere Broadcasting Co., 1614 South Main St., Springfield, Ill., and by commonality with the privilege conferred.

Officers, stockholders and others hav¬ ing indirect interest in Sangamon Val¬ ley Television Inc. and Premiere Broad¬ casting, to be as follows: President—Mr. Keller, president; F. M. Lindsay Jr., vice-president and treasurer; Mr. H. B. Bartholomew, director; Mr. George W. Burrow, director; Mr. George W. B. Nowak, director; L. F. Gilmore, director.

WMOT-FM Nashville, Tenn.—License issued to WMOT-FM Inc., licensee of WMOT-FM to operate a radio station with an ERP of 6 kw at 92.3 mc, 100% ownership to First National Bank of Nashville, Tenn., at cost $12,550. Applicant is CP engineer at WMOT-FM.

FCC Actions

WGTO Chicago—Assignment of license from Young and Zebrowski to Chicago Tribune Co., at cost of $100,000.

January 14 Applications

ACCEPTED FOR FILING

AM—191 kw

Culman, Ala.—Voice of Culman.

FCC Actions

WGTO Concord, N.C.—Assignment of license from Wayne M. Nelson to Southern Communications Co., Inc.

WGTG Greenville, N.C.—Assignment of license from J. J. White to Greenville Broadcasting Co., Inc.

January 15 Applications

TOY 584 kw

Culman, Ala.—Voice of Culman.

FCC Actions

WGTO Covington, Ga.—Assignment of license from J. W. Travers to J. W. Travers.


January 16 Applications

ACCEPTED FOR FILING

AM—196 kw

WMUR Manchester, N.H.—Application for change in ownership of AM station.

WMUR-AM Manchester, N.H.—Same.

January 17 Applications

FCC Actions

WGTO Valdosta, Ga.—Renewal of license to WGTO Valdosta, Ga., for operation of television station.

January 18 Applications

FCC Actions

WKNO-AM Kingsport, Tenn.—Renewal of license.

WMIR-AM Chattanooga, Tenn.—Modification of license to change ERP from 3 kw to 5 kw; to increase ERP from 3 kw to 3 kw, 50 mc, and to change antenna height from 364 ft. to 370 ft. (150 kw).
At Deadline...

FREEZE EXEMPTS BOSTON CBS TV APPLICATION

EXISTENCE of current TV licensing freeze exemp
type CBS TV application and its bid for WRTB (TV) Waltham from require-
ments of FCC rule banning multiple applica-
tions, FCC said Friday.

Boston Metropolitan Television Co., another
Boston-owned group--Kentucky-based J. A.
Wilkinson; Paramount interests, represented
interests according to FCC's course
network's EXISTENCE fed

Mr. Ream. (Continued from page 4)

WE SEPARATION WOULD HURT SERVICE, SAYS AT&T

TELEPHONE users would suffer rather than gain if government's demand that AT&T sell
manufacturing subsidiary, Western Electric Co., is pushed through with was reaction of Leroy A. Wilson, AT&T's president, to

as a result of Federal Trade Commission's and Justice Dept. suit file
in Federal Court at Newark, N. J.

Government contends AT&T's control of
Western Electric constitutes a monopoly in this respect: WE manufactures equipment for
AT&T. AT&T, in turn, controls all Bell tele-
ome companies, which buy WE equipment.

Therefore, Justice Dept suit asserts, AT&T
also controls Bell companies' only source of supply.

Abundance of competition in manufac-
ture and sale of telephone equipment results in
higher telephone rates, government con-
tends.

Mr. Wilson countered with statement that
"telephone calls go through faster, people hear
each other better and service is more depend-
able" because of quality of Western Electric
equipment. He added: "It is, of course, in
the interest of everyone that telephone equip-
ment continue to be the best obtainable and
that they be bought at most favorable prices.
The Western Electric relationship makes these
objectives possible . . ."

Suit asked the courts to compel Bell System
..to divest itself of manufacturing equipment under
competitive bidding from three firms which
would be created out of Western Electric.

This would reduce prices for telephone equip-
ment, cut operating costs, said Bell and provide
basis for AT&T's actions according to Assistant
Attorney General Herbert A. Bergson, Justice
Dept. Antitrust Division head.

Mr. Bergson's superior, Attorney General
Edwin C. O'Casey, next seek to inter-
ference with AT&T except to divorcing it from
Western Electric. Efficiency of telephone serv-
ic would not be reduced, he asserted.

Closed Circuit

(Continued from page 4)

holder, was at Sea Island, Georgia, for ten-day
tour of southern waters, and nothing of that
would be done without Mr. Noble's presence.
[It was learned authoritatively that Spyros Skouras was not member of Sea Island
party.]

FORMAL papers for transfer of WINX Wash-
ington, Dulles Co., to the Department of
WHAT Phila., slated for filing with FCC
today (Jan. 17) after two months of prepara-
tion. AM independent transfers for $130,000
while FM adjuct is sold to newly-формed
WOTP Inc. for $160,000. WTOP Inc is owned
55% by Washington Post and 45% by CBS
Action paves way for final transfer of WTOP's
control from CBS to Post and for CBS acquisi-
tion of majority ownership of San Jose-San
San Francisco in which it heretofore has owned
45% [Broadcasting, July 12].

RCA LABS, Princeton, developing new ultra-
high frequency video transmitter emissions
which will be applied in re-

DIECION was given to the Federal govern-
ment, recording contract expected Wednesday
from Bureau of Federal Pres. For the
TRU Unoffical report is done &s is the

of at least 500 &s are not expected

of the city facilities
Bell System

ARES

4 AM, 2 FM OUTLETS AUTHORIZED BY FCC

FOUR NEW AM stations, fulltime facilities
for new stations in Dinuba, Calif., and two new
Class B FM stations authorized in FCC actions
Friday.

Three new AM stations authorized in non-hearing
grounds are (1) KEDQ Dinuba for switch from
timeana at AM 1490 kcr to 1 kcr
of daily daytime, 6.

FCC also made final its earlier proposals to (1)
grant application of KRDI Dinuba for switch from
data only on 1310 kcr to 1260 kcr to operate as
station there. FCC granted switch from 1 tow 1490 kcr to 1 kcr
of daytime, 6.

In another case FCC entered official denial of
application of P. L. Thornhill and D. R. Johnson, doing
business as Western Washington Broadcasting Co.,

Exclusions. FCC denied

was held by WACR and

paper. In addition, the

were also

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No crystal ball can answer the manufacturer's question, "Is my product what the people want?" No isolated, one-shot trial in an isolated city can really prove the strength of a selling appeal. But there is a way to learn the answers to these and many other questions:

It's a test in WLW-land...

an "Operation: Knowledge"

In WLW's merchandise-able area, you'll find a mirror of America. Here is not just one city; but many cities of many sizes. Here live not just farming folks and not just workers in the mines or mills; but people from every walk of life—with every type of income.

Here are nearly fourteen million persons, in parts of seven states—states of the north, the south, the east and middle west. Here is a true cross section of our mighty land.

And in this vast area is a radio station unique—a station which covers the area as a network covers the nation. WLW reaches millions of people every day; but it reaches more of them in some cities than others—just as a network does. It gives vast coverage but not complete coverage—no medium or combination of media can do that for the country.

The advertiser who uses WLW alone is in the same position in WLW-land as the advertiser who embarks on a nation-wide program is in the country as a whole. What works on WLW is pretty sure to be sound throughout the land.
Attention Time Buyers and Advertising Managers:

Talk about POWER AND RESULTS—one program pulled 17,129 letters at one o'clock in the morning. We would be glad to give you the particulars. Write to us.

THE GOODWILL STATION, INC., FISHER BLDG., DETROIT

G. A. RICHARDS, Chairman of the Board
FRANK E. MULEN, President
HARRY WISMER, Ass't to the President