Every year for the past 19 years WLS listeners have dropped more than a million letters into mail boxes... addressed to their old friend—WLS. In 1948 these loyal listeners sent 1,053,341 pieces of mail to their family station! Twenty million letters in 19 years addressed to one station! Here's tangible evidence that WLS moves people to act... generates response—in short, that WLS Gets Results!

A Clear Channel Station

890 Kilocycles, 50,000 Watts, American Affiliate. Represented by John Blair and Company.
FOUND!

The Missing Link

KMED - NBC

WHY KMED?

1 KMED is located in Medford, Oregon, the central city of the famous Rogue River Valley, hub of business activity for southern Oregon and three Northern California counties—vacation land and sportsman’s paradise. KMED has an effective coverage area with a population of 350,000 people, with an effective buying income of $271,000,000 derived from lumbering, dairying, beef ranching, fruits and nuts.

2 Bank deposits in Medford banks on December 15, 1948, totaled $35,209,000, attesting to the economic security of the wage earners and farmers. Eighty-five per cent of the farms in this area are operated by the owners. Jackson County payrolls for the second quarter of 1948 totaled $7,024,802.64, a gain of $1,037,795.90 over the same period in 1947.

3 OPPORTUNITIES are legion for the time buyer on KMED—the only 5,000-watt regional station in Oregon outside of Portland.

4—the only NBC station between Sacramento and Portland—the pioneer station with more than 22 years of service to southern Oregon and northern California.

KMED Links THE WEST COAST with THE PACIFIC NORTHWEST

5,000 WATTS DAY 1,000 WATTS NIGHT

K M E D

Lifts the NBC Parade of Stars over the mountain ranges between San Francisco and Portland.

K M E D

Pushes these network shows, together with outstanding local and regional programs, into dozens of thriving, bustling communities surrounding the famous Rogue River Valley, in southern Oregon and northern California.

K M E D

With the outstanding NBC shows as company, will enable your message to reach a large, consistent listening audience, when carried by its new high-powered signal.
How to buy MASS AUDIENCE for
MASS SELLING in New England

Direct approach through Yankee home-town stations — the stations local merchants use regularly and successfully — is the way to obtain complete, more intensive coverage of this great mass market.

The greater effectiveness of this direct, smashing local impact over hit-or-miss coverage from a distance is not debatable. You are bound to make more progress and faster progress and more easily consolidate your gains with Yankee.

With 24 Yankee home-town stations you can carry your campaign to all New England at one time — reaching more people everywhere.

For more thoroughly co-ordinated selling and merchandising, more penetrating coverage in every city zone and suburban shopping center, choose New England’s mass medium — The Yankee Network.

Acceptance is THE YANKEE NETWORK’S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
Closed Circuit

"TELEVISION has ended the era of the stuffed shirt." That quote, under Washington's unwritten journalistic code, cannot be attributed to its author. But if his identity were revealed, it would have repercussions up and down historic Pennsylvania Avenue.

FIBBER McGEE & Molly (Jim and Marion Jordan) have been approached by CBS. Their attorney, Loyd Wright, refuses to confirm or deny they are considering switch from NBC. Mr. Wright is also Jack Benny's counsel.

SUCCESSFUL use of radio by AFL unions in last national elections will be reflected in increased tempo of labor's use of radio in ensuing months. High level pow-wow of union heads with newly-elected pro-labor Senators held in Washington last week was counseled by Morris Novik, who headed AFL radio and appears slated for radio directorship, if he wants it. Novik "local cut-in technique" was credited in no small measure for election upset in getting out local pro-Truman labor vote.

FCC HAS DECIDED to call hearing starting Feb. 28 on three-way rivalry for $1,925,000 acquisition of Louisville Courier-Journal and Times-Whas Louisville and associated AM and FM properties. Crosley Broadcasting bought stations, subject to FCC approval; Fort Industry Co. and Bob Hope each matched Crosley's bid under AVCO Rule. Because hearing may take several days and Commissioners' workload is heavy, tentative plans are to designate examiner to hold hearing.

NBC NEGOTIATING with U. S. Steel in attempt to entice the advertiser's Theatre Guild of the Air from ABC, where it is heard Sundays, 9-10:30 p.m. Bdido, New York, agency for U. S. Steel, asserts no decision made.

FEB. 20 is moving day in Fresno, Calif. KARM, old-line CBS affiliate, moves to ABC as KFRE, nation's newest 50,000-watt, shifts from ABC to CBS.

SUMMER HIATUS will be taken by Philco Playhouse sponsored by Philco Corp., through Hutchins Adv., New York, on NBC-TV Sundays 9-10 p.m., beginning perhaps as early as March. Decision whether show will return in fall to be made in June, when company annually sets radio and television schedules.

PORTENTS of greater turn-over in larger station properties seen in calls from investment houses seeking appraisals of stations in larger markets, based on network affiliations, gross receipts, net income and other factors unfamiliar to ordinary banking circles.

TOP-LEVEL talks between IATSE and IBEW to settle television jurisdiction now current. IATSE President Dick Walsh and IBEW President B. W. Tracy in consultation, with report (Continued on page 82)

Upcoming


Jan. 27: ABC Southwestern, Middle and Central States Districts Affiliates meeting, Ambassador East Hotel, Chicago.

Jan. 28: Anti-Clear Channel Broadcasters meeting, Palmer House, Chicago.

(Other Upcomings on page 54)

Business Briefly


'NORA DRAKE' OFF NBC – Toni Co., Chicago, announced Friday that This Is Nora Drake, formerly on both CBS and NBC, will be heard exclusively on CBS at 2:30 p.m. (EST). Strip was carried on both networks experimentally during past eight months.


WILM NAMES BOLLING – WILM Wilmington, Del., names Bolling Co., New York, as national representatives effective immediately.

MARCH OF DIMES OPENING

OPENING of March of Dimes collection week will start with special broadcast tonight (Monday), 9:30-10 p.m. on ABC, featuring Don Ameche, Jimmy Durante, Nelson Eddy, Dinah Shore, Robert Armbruster orchestra and others. Show to be produced by Phil Cohan and written by Glen Wheaton.

Coy Foresees TV Thaw by April or May

FCC hopes to unfreeze processing of TV by April or early May, Wayne Coy, FCC Chairman, told CBS Television Clinic in New York Friday afternoon. He said Commission hopes it can provide for utilization of ultra-high band before end of year, with many applicants shifting from present band to UHF.

Chairman said UHF band offers hope many applicants can start construction this year, especially in cities where no provision has been made for stations in the present band. He indicated manufacturers can build sets capable of giving good reception on both bands.

Coy Foresees TV Thaw by April or May

(Continued from page 82)

BROADCASTING • Telecasting
Brookings County is part of SOUTH DAKOTA
So is BIG AGGIE

BILL HENDRICKS and his family got $1,000 in merchandise and the thrill of their lives on October 14 when 6,000 persons jammed Brookings' Pioneer Park to honor them as South Dakota winners in the WNAX 5-state Farmstead Improvement Program.

WNAX presented the award—Governor Mickelson spoke—4-H boys scrambled for prize calves—The State College Military Band played—A free barbecue was served—and the WNAX Barn Dance Gang staged a 90-minute show to wind up the day's festivities.

Yes, Big Aggie is part of South Dakota just as she is part of Iowa, Minnesota, Nebraska and North Dakota where 1,043 families from 203 counties are participating in WNAX's 3-year campaign to encourage improved farm living conditions. Here's another example of how WNAX continues—serving the Midwest Farmer!
In Indianapolis
CAST THEIR SHADOWS BEFORE

In the Spring, events of the future will start coming to WFBM's big area by television!

- Already the antenna has a standing reservation for an altitude penthouse atop the Merchants Bank Building, the tallest building in Indianapolis. Equipment has been delivered — the needed steel is on the way.

No wonder WFBM, Indiana's oldest radio station, is blushing with pioneering pride. We're naturally proud to be first again — first in Indiana with Television!

So — if you're after eyes, as well as ears, to keep those sales coming — look to WFBM-TV for another famous first. And, as always, WFBM will continue to be first in promotion, first in merchandising and first in performance.

First IN INDIANA ANY WAY YOU JUDGE!

BASIC AFFILIATE: Columbia Broadcasting System
Represented Nationally by The Katz Agency

Associated with: WFDF Flint — WOOD Grand Rapids — WEOA Evansville
KFH is TOPS in the Wichita market. This fact is verified by every study of radio listening habits conducted in this area. There are definite reasons for this listener preference and advertisers with a radio message for the Wichita market will do well to consider the KFH audience — it's TOPS by every standard.
HERE'S WHY farm market advertisers select KOMA...because KOMA is the only station which completely dominates the rich Oklahoma farm market during the farm market periods—5 to 7 a.m. and 12 noon to 1 p.m.

And this is but a glimpse of our success, for KOMA, with its 50,000 watt primary coverage, attracts 60% of all the Oklahoma market.

For complete details, write to us at KOMA, or contact your nearest Avery Knodel office.

J. J. Bernard
General Manager

Robert Jacoby promoted to vice president of John W. Shaw agency, Chicago. Formerly with Fiduciary Trust Co., New York. Mr. Jacoby assumes added responsibility for personnel administration, and will continue as agency treasurer.

Dale Armstrong, formerly vice president in charge of public relations for Trans World Airlines, joins Poole, Cone & Belding International as European public relations director. He will headquarter in agency's London office.

Donald F. Trehkelsen appointed radio director of Minneapolis office of Erwin, Wasey & Co.


Jack Skolnick, art director, and Donald R. Shaw, account supervisor, elected vice presidents of Pedlar & Ryan, New York.


Brice Disque Jr., formerly manager of radio department of Compton Adv., New York, joins Marshak & Pratt also New York, in a contact and writing capacity.

Milton N. Pierson and Henry A. Sanderson, formerly with Behel & Waidis & Briggs agency, Chicago, have organized a creative service for advertisers and agencies. Pierson & Sanderson Inc., Chicago. Mr. Pierson is secretary—treasurer, and Mr. Sanderson is president. Office is at 642 N. Dearborn St.


Martin Fritz, formerly with J. Walter Thomson Co., Chicago, joins Buchen Co., same city, as director of media.


Lee Randon, formerly television producer in Buffalo, N.Y., joined Rauhrauf & Ryan Inc., Chicago, as commercial writer.

Jerome L. Isaacs, New York attorney, appointed vice president and member of plans board of Robert W. Orr & Assocs. Harvey Cushman, formerly with Dalberty, Chif- ford & Shenfield, joins agency as art director, and Joseph Divine, formerly with Pedlar & Ryan, joins research department. All are New York agencies.

Bob Stubbe joins Jordan Co., Los Angeles, as radio director.

Ben Wilkinson, who formerly operated his own agency, Ben Wilkinson Ltd, elected managing director of McCann-Erickson Adv., Ltd., London, effective Feb. 1. Mr. Wilkinson's principal accounts from his own agency will be handled effective Feb. 1 by McCann-Erickson, and about 20 members of his present staff will join McCann-Erickson on that date.

Earl Eklund joins Frank Wright National Co., Los Angeles, as account executive. Mr. Eklund was formerly with Los Angeles Community Chest.

Paul Smith Adv, New York, announces change in agency's name to Smith, Smalley & Tester Inc. No change in management or capital structure involved.

Jim Resor, radio timebuyer at McCann-Erickson, New York, is the father of a girl, Robin Perry.

William D. Walsh joins production staff of John C. Dowd Inc., Boston. Eugenia Smoot joins agency's copy department, and Isabel Carolan, member of production staff, promoted to traffic manager.
IT’S A DURNED EASY CROP TO MARKET!

The next best thing to growing dollar bills themselves is to have lots of wonderful cash crops!

Our Red River Valley farmers have plenty of them-corn, wheat, barley, hogs and poultry. The result? Well, according to a recent Department of Commerce report, North Dakota had the highest per capita income of any agricultural state in the country; was topped only by Nevada and New York among all 48 states!

We’re proud of the fact that now, as for the past 26 years, our Valley farmers rate WDAY their favorite station by about 5-to-1. Ask us or Free & Peters for more information.
Your *retailers* may blanket the area...*but*

Is your advertising reaching as many people as your retailers? Does your advertising penetrate every county as effectively as your retail dealer organization? Have *most* of your retailers' customers heard your advertising message before they...
does your advertising?

enter the stores?...Here are three maps of the Washington area. Which map shows the intensity of coverage which most closely matches that of your own retail organization? Which medium supports all of your retailers in the area best?

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

New York ............. WNBC
Chicago ................. WMAQ
Cleveland .............. WTAM
Washington ............ WRC
San Francisco .......... KNBC
Denver ................ KOA
Schenectady .......... WGY

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

SPOT SALES

NEW YORK - CHICAGO - HOLLYWOOD - CLEVELAND - WASHINGTON - BOSTON - SAN FRANCISCO - DENVER
Feature of the Week

A SETTLEMENT of timebuyers is being created by WPTR Albany in a promotion stunt which is beginning to assume the proportions of a five-ring circus—with just everybody wanting to get in on the act.

Strictly as a promotion stunt WPTR began giving away grants of land to timebuyers. Accompanying each grant went a certificate making the timebuyer a "Patron of the Week."

According to Len Asch, vice president and general manager of WPTR, the idea has caught on and many important industry figures have been seeking membership and hunks of land. A number of "Honorary Patrons," figures not members of the timebuyers' magic circle, will be created, he said. Meanwhile, bona fide "Patrons of the Week" will be chartered each week for a year and for perhaps a longer time.

The land, deeded in fractional acre parcels, is situated in patroon country, 12 miles southwest of Albany in the Helderberg Mountains. Timebuyers who have not yet sought out their parcel will be com-

Bill Wilson (l) of Rambeau Co., WPTR representative, presents a certificate to Charles M. Wilda, timebuyer of N. W. Ayer & Son, making Mr. Wilda a "Patron of the Week."

...orted to know that their land goes back to the Devonian period, considerably more than 2,500,000 years before radio.

It may be further comfort, too, that the land is honeycombed with

(Continued on page 76)

On All Accounts

I T WAS the desire to revolutionize the motion picture industry that first led Albert E. Kaye to California.

And, although he "revolutionized" that industry only to the extent of carrying cables at Samuel Goldwyn Studios for $28 a week, the trip was well worth it. For he found his way into another industry called radio and now answers to the title of vice president in charge of West Coast radio for Benton & Bowles, with headquarters in Hollywood.

Now producer of NBC's Burns and Allen Show and supervisor of production of ABC's Round-Up Hour, CBS Family Hour of Stars and NBC's Life of Riley, the amiable Mr. Kaye feels that his job is the best to be had in this field.

Entrance into radio came in 1937 when he assisted L. K. Sidney, now vice president at Metro-Goldwyn-Mayer, on production of Maxwell House Coffee Good News show.

When the package was taken over by Benton & Bowles in 1940, Al went along with it as producer, and has remained with the agency ever since. In the following years he produced several shows including the Fannie Brice Show, Frank Morgan Show and Glamour Manor.

Born in 1898 in Pittsburgh, Al's formal education didn't indicate a later leap into radio, either, having won degrees in pharmacy and electrical engineering. The former degree, which now keeps him away from medicines of all kinds 'cause he "knows what's in them," was awarded him from Pittsburgh College of Pharmacy in 1920; the latter from Carnegie Tech in 1924.

During his electrical engineering school days he directed several musicals, supplanting the lighting for them. In this time, through purchases and acquisitions of lighting equipment for the performances, he accumulated about $20,000 in equipment.

Following his graduation from Carnegie in 1924 he directed a show for the Pittsburgh electrical company in the Aldine Theatre using all his lighting equipment. Shortly after the performance he departed for Rochester, N. Y., before settling down to an $18 a week job with Westinghouse there, leaving all his equipment in the theatre.

About this time L. K. Sidney went to Pittsburgh to take over the Aldine Theatre for Loew's, noticed all the fancy lighting Al had left, grew curious about the operator of

(Continued on page 76)
Announcing...

THE APPOINTMENT OF
GEORGE P. HOLLINGBERY CO.
national representative for

KUTA

570 KC. 5000 WATTS -- SALT LAKE CITY
AND THE ENTIRE
ROCKY MOUNTAIN
BROADCASTING GROUP

Complete Coverage
ONE CONTRACT - ONE CONTACT

ROCKY MOUNTAIN BROADCASTING SYSTEM

29 South State Street
Salt Lake City, Utah

January 24, 1949 • Page 13
Advertisers Score with WFBL

"I wish to compliment WFBL on the fine cooperation which we receive from their merchandising department. It surely has stimulated our sales in the Central New York area."

John Murphy, Div. Sales Mgr., C. F. Mueller Macaroni Co.

and here's why-

**SHARE OF AUDIENCE**

WFBL offers you the biggest and best share of audience. Here’s the record —

**C. E. HOOPER—TOP 20 STATIONS IN THE U.S.A.**

<table>
<thead>
<tr>
<th>Mornings</th>
<th>11th</th>
<th>9th</th>
<th>7th</th>
<th>8th</th>
<th>11th</th>
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<tr>
<td>Afternoons</td>
<td>13th</td>
<td>11th</td>
<td>8th</td>
<td>5th</td>
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**AND IN SYRACUSE—**

May through October — 1st Mornings and Afternoons

**SUPERIOR PROGRAMMING**

With 26 years of broadcasting experience, we at WFBL know the likes and dislikes of Central New York listeners . . . design our programs to attract loyal, faithful listeners. A full staff orchestra, soloists, veteran newsmen, a Farm Service Director and many other WFBL personalities contribute to the daily listening pleasure of the WFBL audience. WFBL personalities have traveled 4,000 miles to appear before audiences totaling more than 40,000 throughout Central New York during the past two years.

**MERCHANDISING AND PROMOTION**

Designed to help you sell your merchandise, WFBL’s Promotion Department uses every means to promote your program and your product. Newspaper ads, car cards, displays, direct mail, Drug and Grocery merchandising papers . . . all are used effectively to sell merchandise for WFBL advertisers.

**TOP FACILITIES**

WFBL is proud of its new modern studios, Central New York’s finest, most modern radio facilities. Available to all community civic and fraternal groups, these modern studios are used daily by one or more groups. Area sales managers find the studios ideal for their sales meetings.

Ask FREE & PETERS about Current availabilities on WFBL • WFBL-FM BASIC CBS IN SYRACUSE . . . THE NO. 1 STATION

Richard E. Tribaut, Inc., New York (wallpaper manufacturer), appoints Jack & Co., New York, to handle extensive radio and television campaign. Placed to date are three participations per week on The Fitzgeralds on WNY, five per week on the Louises Morgan program on WNAC Boston, and series of one minute film announcements on WBEN-TV Buffalo and WBZ-TV Boston. This is company’s first venture in television.


Leo J. Meyberg Co., San Francisco (distributor, RCA Victor TV receivers), appoints Honig-Cooper Co., same city, to handle introductory campaign in Bay area. Heaviest share of budget slated for KPIX (TV) San Francisco.

Alumaroll of Detroit Inc. appoints Shutran Mahlin Adv., Detroit, to handle advertising and merchandising for Alumaroll home and commercial awnings, and Weathershield canopies. Radio and television will be used.

Nat Paterson Motors Inc. Ozone Park, L. I., N. Y. (DeSoto and Plymouth dealers), appoints Moss Assoc., New York, to handle advertising. Radio and television will be used.


Mountain View Nurseries, McMinnville, Tenn., studying response to its Mountain Time, aired Jan. 10 and 15 from 8:45 to 9:00 p.m. on WENR (ABC) Chicago. Additional radio will be used if initial venture warrants. Agency: Louis A. Smith Co., Chicago.

ZIPLOC Co., New Jersey, Jersey City (manufacturer of strap watches), is inaugurating special television promotion campaign. Campaign will also use direct mail selling in key television cities. Tests in New York, already proved successful, will be extended shortly to other market areas. Agency: Moss Adv., Inc., New York.

A. E. Staley Mfg. Co., Decatur, Ill. (starch products), appoints Rathrauff & Ryan, Chicago, to handle advertising for its Cameo starch. Radio is being contemplated and media schedules are expected to be completed within two weeks.


Goodall Fabrics, New York, will offer cooperative television advertising campaign to all its retail accounts.

**Network Accounts . . .**


Williamson Candy Co., Chicago (Oh Henry candy bars), renews sponsorship for fourth year of True Detective Mysteries, Sundays, 4–5:00 p.m. EST on MBS. Agency: Aubrey, Moore & Wallace, Chicago.

Wilco Co., Los Angeles (Clearex cleanser), Feb. 28 starts 26 week sponsorship of three-quarter-hourly weekly of Ladies First on full Don Lee Network, Mon. Wed., Fri. (Full program time daily 11:00-11:30 a.m. PST; last quarter hour sustaining). Agency: Elwood J. Robinson Adv., Los Angeles. Grove Laboratories, St. Louis (cold tablets), sponsors first-quarter-hour of program Tues. and Thurs.

**Adpeople . . .**

William V. Shaftner appointed advertising and public relations director of White Eagle Dam, Guild, Lodi, Calif. He formerly held similar post with Pacific American Steamship Assn., San Francisco. Guild uses radio and television.

Ralston H. Coffin, for past year with the Nabisco Group of National Biscuit Co., New York, in merchandising capacity at McCann-Erickson, appointed account manager for crackers, cookies and dog food.

John Whitehead appointed advertising manager of Shrirra’s Ltd., Toronto. For past year he has been advertising assistant to H. T. Fleming, vice president in charge of advertising.
High-powered WCAU-TV (equivalent of 50,000 watts) puts your high-powered product demonstrator right into the same room with thousands of prospective customers in this television-minded city with the 2nd largest TV market*. CBS affiliate.

*100,000 sets.
The RCA 10-KW AM transmitter, Type BTA-10F, is identical in size and appearance to the BTA-5F you see here. Over 125 transmitters of this series now in operation.

*The RCA 10-KW AM transmitter, Type BTA-10F, is identical in size and appearance to the BTA-5F you see here. Over 125 transmitters of this series now in operation.*

(Photo courtesy of Radio Station KOOL, Phoenix, Arizona)
**with 10-kilowatt insurance**

**BTA-5F.** The one 5-KW AM Transmitter that insures easy increase to 10 KW at any time! Power changeover is simple...inexpensive...quick. Because it was planned that way.

When you install the BTA-5F Transmitter for 5-KW operation there is just one tube in the power amplifier stage (left-hand cubicle in view below). But note the additional tube socket already mounted in place. To increase power to 10 KW, you need only buy the simple modification kit (described in box at right). With the parts contained in this kit...and the few simple circuit changes required, changeover can be made "overnight." It's easy...it's inexpensive. You need lose no air time.

Naturally, you can also buy this transmitter originally for 10-KW operation (specified as Type BTA-10F). Both models—the BTA-5F for 5-KW operation, and the BTA-10F for 10-KW operation...have the same sleek, well-finished, business-like appearance shown by KOOL's installation on the opposite page. Both models have the true unified front...an exclusive feature of RCA high-power AM transmitters. This front is a front section separate from the compartment enclosures. It greatly facilitates flush-mounting...and improves appearance of the installation by several times.

And careful planning like this goes right on through. For instance, this transmitter is equipped with one of the most complete centralized control systems ever designed for any transmitter...with all the necessary controls, circuit breakers and relays needed for fully automatic operation or step-by-step manual operation. It has push-button motor-tuning for its high-power stages...and instantaneous power control reduction. It can be furnished with matching cabinet end-extensions for housing antenna phasing, monitoring, test and audio equipment. These extensions have front sections that become an integral part of the overall unified front—another exclusive RCA feature of great importance in station appearance. And note this too: the 5-KW BTA-5F uses only 24 tubes (6 different tube types); the 10-KW BTA-10F uses only 27 tubes (6 different types).

Here, we believe, is the finest streamlined station installation ever engineered for standard-band broadcasting...with all basic circuits proved in more than 125 transmitters of this series now operating throughout the world. Get the details from your RCA Broadcast Sales Engineer, or write Department 19AD.

**This simple kit (MI-7267-A) takes the BTA-5F to 10 KW...inexpensively and without one change in station layout.**
- One blower
- Two filament transformers
- One 10-KW modulation transformer
- One reactor
- All necessary hardware

**THE 5-KW BTA-5F (open view).** Sweet and simple...with everything up front where you can reach it.
'...Don't Dare Miss'

EDITOR, BROADCASTING:
Here's to wish you a good 1949 and continued success with one of the trade magazines we don't dare miss reading.

Linnea Nelson
J. Walter Thompson Co.
New York

* * *

Promote Our Own
EDITOR, BROADCASTING:
Congratulations to the broadcasting industry in finally getting wise to producing an all-radio promotion to compete with the promotions of the printed media.

Within the last week, I have heard on various stations no less than six mystery and crime programs glorifying the press in general and reporters in particular. I have noticed the only space devoted in newspapers to the radio industry and radio programs is news concerning disappointments in quiz programs, the present capital gains question, errors in radio news reporting, etc. In other words, only information uncomplimentary to our industry.

If the industry plans an all-radio promotion let's quit the free all-newspaper promotion on our mystery and crime programs glorifying newspaper reporters in particular and newspapers in general. We, as salesmen, are selling advertisers time by day and the industry is selling newspapers by night. Please give us poor time peddlers a break.

Lloyd D. Loera
Commercial Manager:
KGLO, KGLO-FM,
Mason City, Iowa

* * *

'Most Informative'
EDITOR, BROADCASTING:
Our company has been receiving BROADCASTING for quite a while and it always passes my desk (incidentally, I read every issue from cover to cover). I would also like to congratulate you on the past two or three issues. I have found your book one of the most informative pieces of literature that has crossed my desk in a long, long while. Please keep it up.

Stanley M. Abrams
Sales Promotion Manager
Emerson Radio & Phonograph Corp.
New York

* * *

Want Balto. Recognition
EDITOR, BROADCASTING:
The writer read with a great deal of interest your story on the Baltimore Radio Market in the Jan. 17th issue. It was informative as well as a complimentary story to many radio stations and agencies. But why all the free publicity for a few agencies and then a mere listing for a number at the end and a complete omission of even a listing of some agencies such as ours? Of course, we are not in the Joe Katz class but we are and have been placing radio advertising for a half dozen companies, not only in Baltimore but in a six-state area, for quite a few years.

In the television field, we had the first live show on WMAR for twelve weeks, now ended. On Jan. 23 we began a three-sponsor participation guest show on WMAR built around a Ziv Production show Yesterday's News. The sponsors are Mangels, a large bread) (King syrup), Hauswald's Bakery (bread), Will's Dairy. It is contracted for 26 weeks. The agency principal in charge of production is Marc E. Smith.

We always enjoy reading your publication. We are not mad or even hurt that we should be left out of such a wonderful story as the Baltimore one. But we would like to be included when next your publicity beam is directed this way.

H. W. Buddemeier
H. W. Buddemeier Co.
Baltimore, Md.

Ununified Unity
AN ALL but bloody battle must have ensued over a letter of thanks directed to Dwight Cooke, chairman-m.c. of CBS separately produced terrestrial television People's Platform programs. Mr. Cooke, who cooperated with four important national organizations on Columbia's Cross-Section, U. S. A., which resumed Jan. 8, received a hearty letter of thanks from the highly diversified groups. Letter arrived on plain white paper. The organizations—National Assn. of Manufacturers, United States Chamber of Commerce, American Federation of Labor and Congress of Industrial Organizations.

In Buffalo
COLUMBIA AND
WGR ARE THE BIG NAMES FOR 1949

In Buffalo
COLUMBIA AND
WGR ARE THE BIG NAMES FOR 1949

In Buffalo
COLUMBIA AND
WGR ARE THE BIG NAMES FOR 1949

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

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

*Leo J. ("Fitz") Fitzpatrick and J. R. ("Bud") Loonberry

Broadcasting Corporation
RAND BUILDING, BUFFALO 3, N. Y.
Buffalo's Columbia Network Station
National Representatives: Tare & Peters, Inc.

Page 18 • January 24, 1949

BROADCASTING • Telecasting
You can't cover California's **Bonanza Beeline** without on-the-spot radio

Skating on water is a cinch compared to trying to cover this market with outside radio. Because the Bonanza Beeline — California's rich central valleys plus western Nevada — is an independent market ... well inland and remote from coastal influence. And Beeliners just naturally prefer their own local stations.

So to radio-sell this 3 1/2 Billion Dollar market — where annual retail sales exceed those of Indiana — you need on-the-spot radio. You need the five BEELINE stations.

Each of these stations is located right in a major Beeline city. And each is a strong local favorite. For example, a recent Hooper showed KFBK Sacramento leading all competition, with an audience share of 23.7 for total rated time periods. And now that it's 50,000 watts, KFBK delivers solid coverage of the whole 21-county Sacramento Trading Area!

*Sales Management's 1958 Copyrighted Survey*

**McClatchy Broadcasting Company**

<table>
<thead>
<tr>
<th>Station</th>
<th>Power</th>
<th>Frequency</th>
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</thead>
<tbody>
<tr>
<td>KFBK</td>
<td>50,000 watts</td>
<td>1530 kc.</td>
</tr>
<tr>
<td>KOH</td>
<td>1000 watts</td>
<td>630 kc.</td>
</tr>
<tr>
<td>KERN</td>
<td>1000 watts</td>
<td>1410 kc.</td>
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<td>KWG</td>
<td>250 watts</td>
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<td>KMJ</td>
<td>5000 watts</td>
<td>580 kc.</td>
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WPTF

NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE AND NORTH CAROLINA'S NUMBER 1 SALESMAN IS...

50,000 WATTS 680 KC NBC AFFILIATE

RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE
RADIO'S NET: $402 MILLION

1948 Up 7.7% Over 1947

By ROBERT LUCE

RADIO'S NET REVENUES passed the $400 million mark in 1948, according to estimates published in the 15th Annual BROADCASTING YEARBOOK, now in the mails to subscribers. Representing an annual dollar gain of more than $25 million, the index shows a 7.7% increase over 1947, reaching an estimated total of $402,826,000.

Total net time sales were divided as follows:

- 40.5% local time sales
- 33.1% network time sales
- 24.7% spot sales
- 1.7% regional network sales

Local time sales, which exceeded network time sales for the first time in 1947, continued to do so in 1948 gaining 10.5% in volume during the year. Spot sales showed an 8.6% gain from 1947, increasing the dollar total by about $8 million. Network sales, which gained only .8% in 1947, increased by about $6 million to show a gain of 4.6%.

These are the principal conclusions of the 15th Annual Business Index, which is based upon an extensive sampling of all types of radio stations throughout the United States.

The 1948 gain of 7.7% is not as impressive as the 1947 gain of 12%—but measures up favorably to the 1945 and 1946 increases. In 1947, net time sales increased an even $40 million.

Since 1941, radio's net revenues have doubled, and the radio industry has taken on a tremendous physical growth. The outstanding characteristic of the postwar radio revenue picture is the tremendous increase in local time sales. In 1941, local sales were half as large as network revenues from time sales—eight years later, local sales exceed network sales by about $30 million dollars (see Table 1, page 50).

Spot business has also continued its steady growth in 1948. It has doubled since 1941 in dollar volume, and has increased by one-third since the end of the war.

Network time sales have gained, but less rapidly, since 1945. The gain in 1947 was .8%. The gain of 4.6% is the greatest of the post-war years for the networks, though it does not approach the record wartime gains of 21.0% and 22.5% in 1943 and 1944.

Regional networks showed another decline in 1948—following a pattern established in 1946—when the decline was 5.1%. This year's decrease is estimated to be $400,000. The total decline in revenues in this category is nearly $2 million since 1946.

State of the Industry

These figures show a continued healthiness in the overall radio revenue picture. There is little reason to be sure, however, such a sensation of revenue gains were made in any category—but in each case, the gains are sufficient to cause satisfaction with radio's 1948 sales performance.

Despite some signs of approaching downturn in business generally, the time has not yet come when radio's major sources of revenue have declined—or given indication of doing so. There is some indication of a slower growth than the average for the past decade. Unless there is an actual decrease in spot, network or local business, however, such a moderation in the rate of increase is nothing to cause alarm.

The opinion of those in the radio (Continued on page 58)

BING TO CBS

Near Million for 25% of Crosby

BING CROSBY, around whom ABC built its powerful Wednesday evening lineup, last week joined the parade to CBS.

In an announcement issued in Hollywood, where its board chairman, William S. Paley, had gone to conduct final negotiations with Mr. Crosby, CBS said it had acquired the crooner's services for both radio and television.

In addition to an employment contract with Mr. Crosby, which presumably will run for the seven-year maximum period permitted under the California statutes, CBS also is understood to have acquired approximately 25% of the stock in Crosby Enterprises Inc., which holds the star's personal service contracts for motion pictures, radio and other services, as well as other entertainment package operations.

While there was no disclosure as to the amount of CBS' outlay to consummate the Crosby transaction, it is believed the acquisition probably in the area of $7,500 a week—for his personal services. Such factors as program rating and financial sponsorship, it is believed, will have a bearing on the Crosby compensation for the contract's duration.

While it is logically presumed that Philco will continue sponsorship of the Crosby show over CBS, the negotiations were not completed last week. A number of other prospective sponsors, according to reports, have also talked with CBS. Likewise it is not certain that the switch to CBS will have to await expiration of the present Philco contract. If Philco continues sponsorship, it was thought possible that the program might shift prior to next fall.

Whether the Crosby program (Continued on page 54)
P&G SUBSIDIARY

To Handle Radio, Video

PROCTER & GAMBLE, New York, announced last week the formation of a wholly owned subsidiary to take over radio, television and motion picture activities for the company.

P & G has filed articles of incorporation with the Secretary of State of Ohio for the subsidiary which will have a capitalization of $1,000,000 and be known as Procter & Gamble Productions Inc. The subsidiary will take over radio-TV-movie activities previously handled by employees in P & G's advertising department.

The new company will not cause any change in relationship with P & G's advertising agencies, an official of P & G tolled BROADCASTING.

Video Activity

"The growth and complexity of our radio activities and plans for television make the formation of this subsidiary advisable," a P & G announcement said. "It is believed that the radio, television and motion picture needs of the Procter & Gamble Co. will be served more effectively by the new company operating as a separate entity.

The new company will continue to work directly with the advertising agencies and independent producers in conducting the business of buying and producing radio and television programs and motion pictures," the announcement added.

Officers and directors of the subsidiary have not yet been designated.

Butcher Promoted

JESSE BUTCHER, recently named program director of KMPC Los Angeles, has been appointed assistant manager in charge of broadcasting operations, Frank E. Mullen, president of the G. A. Richards stations (WJR Detroit, WGR Cleveland, KMPC), announced last week. Under Mr. Butcher's supervision will be the activities of the program department, including news and special events, sports, continuity acceptance, traffic and production; announcing staff; music library; orchestra and talent, and promotion and publicity department.

Bonafide on TV

BONAFIDE MILLS, New York (linoleum, roofing), will sponsor the video comedy program Stop Me If You've Heard This One on NBC's TV network, Friday, 9-9:30 p.m., starting Jan. 28. Leon Janney will act as moderator with Mae Questel, Cal Tlnney and Benny Rubin as joke tellers. R. Leon Co., New York, is the agency.

Penni to Walker

ROYAL E. PENNY, former Atlanta office head of Raymerr Co., New York station representative, will head the Atlanta branch office of the Walker Co., New York representative, as of Feb. 1. Mr. Penny, who has also been closely allied with CBS station relations in the south and southwest, having at one time been sales manager of WBT Charlotte, N. C., will replace Earl Harper. Mr. Harper has resigned to manage WNOR Norfolk, Va., a new fulltime independent station.

ULLMAN FIRM

Transcription Company Formed in Buffalo

FORMATION of the Richard H. Ullman Inc., new transcription firm to succeed Robert P. Mendelson Productions, Buffalo, N. Y., was announced last week. The Ullman firm will take over and continue to handle Barbershop Harmonies and Joe McCarthy specials, transcribed program series developed by Mendelson. Singing commercial activities of the Mendelson firm also will be continued and expanded.

Richard H. Ullman, who has been with WGR Buffalo and WKRW Buffalo for over 18 years, is president of the new company, and Robert P. Mendelson is a vice president. Marvin A. Kempner, formerly with Louis G. Cowan Inc., has joined Ullman as a vice president. Additional officers and directors are: Bernard Street, president, of a chain of music stores; Edward H. Kavinoky, Buffalo attorney; Fred L. Lounsbury; John A. Bacon, former general manager of WKRW and now eastern sales manager of Outdoor Life magazine, and Eugene K. Kirshenstein.

BMB BALLOTS

To Be Mailed on March 1

"ON TUESDAY, March 1, the first BMB ballots will go in the mail—and you can depend on that," Dr. Kenneth Baker, NAB director of research who is currently on loan to BMB, told BROADCASTING Thursday.

The 650,000 ballots have already been printed, Dr. Baker said. More than 100,000 of the labels have been addressed and that work is proceeding on schedule. The collection of names of families to whom the ballots will go was begun in November and is now in its final stages.

The premiums are ordered and delivery will commence this week. This year's premium is a letter opener with a magnifying glass at the end. Some coasters, premiums for the first BMB nationwide survey in 1946, will also be used this time.

Generally, preparations for the March mailing are going ahead in good shape, Dr. Baker reported, and barring a major catastrophe such as a rail road strike which might disrupt an orderly delivery of the ballots across the country, the second nationwide study of station and network audiences will proceed as planned.

Asked about the subscription situation, Dr. Baker said that there has been "no flood of cancellations" in recent days, but "the normalebb and flow of additions, cancellations and reinstatements."

FRANCIS NAMED

KGO-ABC Sales Head

VINCENT A. FRANCIS, ABC network sales representative in San Francisco, has been named sales manager of ABC, KGO and KTV that city. He succeeds Kirk Torney, who resigned to form his own TV sales company in San Carlos, Calif. (BROADCASTING, Jan. 10).

Mr. Francis joined the KGO local and ABC spot sales department in February 1947. He was named network sales representative the following September.

Prior to World War II, Mr. Francis was with Music Corp. of America, San Francisco. Following war service he joined KGO's production staff in 1944. Later he worked as a salesman for KPO (now KNBC), then became manager of Radio Central. He left Radio Central to join the KGO-ABC sales staff.

His promotion to sales manager was announced by Gayle V. Grubb, KGO general manager, at a going-away party the station gave for Mr. Torney.

Ripley for Motorola

MOTOROLA INC., Chicago, will sponsor Robert Ripley in a believe-it-or-not video show to originate at NBC New York and to be telecast on both East and Midwest TV circuits. First show will be telecast in the East Feb. 15, 9:30-10 p.m. (EST), and a telecasttransmission will be transmitted to the Midwest hookup at a later date. Fifty-two week contract was placed by Gourfain-Cobb Agency, Chicago.

Radio Too Potent

STORY of a sponsor who cancelled his contract, not because of dissatisfaction, but because it boasted his sales too much, comes from WRMS Ware, Mass. Milton J. Gula, owner of Gula's Market, Palmer, Mass., which had been sponsoring a 15-minute show once weekly on WRMS, wrote the station management... Since we have been advertising on WRMS our business has grown to such proportions it is impossible to handle it with the size of our plant. Since it is not feasible for us to enlarge at the present time, it is necessary that we discontinue our broadcasting for the time being.
CBS ‘IAMS’ REVEALED

Measurement Device Shown IRE

Dr. GOLDMARK
headquarters on Madison Ave., New York. At CBS headquarters, the coded information is then translated into a value and recorded on a Leeds and Northrup coder, using a paper tape similar to that of a teletype machine. The record thus produced shows the percentage of sets in use and tuned to a particular station at a given time in the form of a graph.

‘De Luxe’ System Planned

The system illustrated Wednesday night is capable of recording 60,000 separate bits of information every 2¾ minutes. Dr. Goldmark said a so-called “de luxe” system is also in the laboratory, capable of recording 180,000 different bits of information every minute.

Actually, the system demonstrated was set up to record 60 different bits of information for 1,000 different homes. The impulse, continuing for 2½ minutes duration, “triggers” the transceiver. The transceiver is synchronized with an information plan set forth on a clock divided into the 60 information segments. Twenty segments on the clock are reserved for AM, 20 for FM and 20 for TV sets.

Final Count

As the segment on the clock is reached which indicates the number of all AM sets tuned in, motors in the transceivers reach the same point and are activated if the accompanying sets are tuned in. As the hand on the clock moves to the next station, say station WCBS, the transceivers’ motors also reach the same point and the transceivers are activated by sets turned on that time, thus giving the count for sets tuned to WCBS. Similar results are given for other segment around the clock, which are designated by either other stations, geographic areas or economic levels.

The “de luxe” system permits the recording of information for 1,000 radio homes categorized into three interconnected geographic groups. The more simple system demonstrated permitted categorization into only two groups.

Voting Device

A subsidiary device, made a part of the above system, is a push-button affair to permit the listener to vote “yes” or “no” at a given time. This vote, too, is recorded at a given time around the clock. A light flashes on the little push-button in the box in the listener’s home when he is asked to vote. The value of this method of indicating preference, however, is discounted by many CBS officials, but in view of the difference of opinion on it, it was built into the system so that it could be used if thought valuable.

Dr. Goldmark was in charge of developing the system by John W. Christensen, Andrew Bark, John T. Wilner, and Al Goldberg, all members of his department. All were present at the demonstration and Messrs. Christensen and Bark aided in explaining and demonstrating the system.

COY DEFENDS

FCC Against Censorship Charges

IN A STAUNCH DEFENSE of FCC against charges of censorship, Chairman Wayne Coy last week restated his belief in “reasonableness and overall fairness” as the test of a station’s operation in the public interest.

FCC has handed down decisions which “do indeed restrict the licensee’s freedom,” he declared in a speech prepared for delivery Saturday night at a Yale Law Journal banquet at New Haven, Conn. “They restrict his freedom to be unfair,” he added.

Making a major public reply to critics’ long-standing charges that FCC imposes censorship on licensees, Mr. Coy declared:

“If freedom of radio means that a licensee is entitled to do as he pleases without regard to the interests of the general public, then it may reasonably be contended that restraints on that freedom constitute acts of censorship. If, however, the freedom of radio means that radio should be available as a medium of freedom of expression for the general public, then it is obvious enough that restraints on the licensees which are designed to insure the preservation of that freedom are not acts of censorship.”

In its criticism of FCC’s so-called “Scotti decision,” the media’s next move, the House Select Committee to Investigate the FCC “never did come to grips with the fundamental question of what is the nature of the freedom to be preserved in radio and who is to enjoy that freedom,” Mr. Coy asserted.

He noted that the Select Committee found faults with the Commission’s ruling that a broadcaster may not bar an atheist solely because he thinks such a broadcast would not be in the public interest.

(Continued on page 55)
Radio, Video Coverage Unprecedented

By JOHN OSBON

WITH THE added impetus of television's eyes and ears supplementing aural radio, the 41st Presidential Inauguration last Thursday was carried first-hand to more viewers and listeners than on any previous occasion in the nation's history.

To assist TV, AM, FM, assorted devices were utilized. NBC used a plane for aural commentary; CBS had a helicopter, and also employed walkie-talkies. Serving as an adjunct to television were syndicated newscast cameramen, on the shooting line to record events for client video stations across the country. And shortwave broadcasts were beamed overseas by State Dept.'s "Voice of America," the British Broadcasting Corp. and French Broadcasting System. Independent stations also took an active part.

Sets Record

On the Presidential Stand alone, 30 separate feeds from microphone equipment set an all-time record for pickups, according to Keith Williams, NBC field supervisor. And personnel-wise NBC estimated it used more staff members (260 in all) for the Inauguration than for any previous Washington event. More than half were from New York.

Inaugural pool telecasts did not identify any network by name, only commentators, merely informing televiewers the spectacle was carried "through the combined facilities of the television industry." Notwithstanding its initial inaugural effort, televiewers and industry observers felt TV had handled itself commendably (see separate story page 63).

Even the veterans leaned on television's broad shoulders. H. V. Kaltenborn, NBC, used a video monitor to coordinate his own AM broadcasts. Scanning the screen, he would call for NBC aural pickups at selected points. Mr. Kaltenborn spoke from WRC-NBC studios.

Schneider Supervises

Pooled telecast operations, with a budget of $25,000 on the side were under the supervision of Adolph Schneider, NBC-TV's news and special events director, who coordinated the efforts of the industry through network feeds from various locations. Mr. Schneider watched five main video receivers in quarters at the Chesapeake & Potomac Telephone Co. and focused the attention of an estimated 10 million televisioners. William Garden, also of NBC, assisted him in actual TV field direction, while Charles Christensen directed Hill action.

Five camera positions were located at the Capitol (NBC), Treasury Dept. (DuMont), Post Office Blvd. (CBS), and the Esso Bldg. (WMAL-TV-ABC) and the White House off Lafayette Park (ABC-New York). Each had previously drawn straws for positions. Three main cameras for each vantage point comprised TV coverage. NBC used one camera on the Presidential platform, at Mr. Truman's back looking out over the multitude, and two facing the platform. The former caught the oath-taking ceremony, peering down at an angle at the bible under the President's hand. Control booths were beneath the Capitol steps.

Grauer Doubles

Ben Grauer, NBC's ace TV commentator, divided his chores between Capitol commentary and later a running account (from the master control center) of the parade for which he supplied audio for TV pickups at different centers. At the Capitol he was aided by John Cameron Swazey and Robert McCormick.

Other TV announcing duties were handled by Douglas Edwards and Ken Evans (for WOIC-TV-CBS), Bob Wolf, Clarke Thornton and Bill Gold (DuMont), Charles Edwards and Gordon Fraser, (Esso Bldg.) and Jackson Weaver and Jack Beall, (White House). For ABC-TV's two camera centers, Bryson Rash, WMAL-Washington special events director, doubled between locations.

Wednesday's Gala, with its interviews and comments on entertainment acts, was handled by CBS' Mr. Edwards starting at 9 p.m. and running through midnight. Mr. Edwards interviewed guests including FCC Commissioner Frieda Hennoch, Talent array consisted of radio stars Lum 'n' Abner, Edgar Bergen and Charlie McCarthy. Jane Froman, Lionel Hampton's orchestra, and a host of others. Program emanated from Washington's National Guard Armory.

Uses Gala Film

New York's Paramount Theater used video transcriptions of Wednesday night's gala festivities and showed them on its screen from 10:20 to 10:45. Recordings were made up until 10 p.m., with intervening time spent in editing the Paramount video transcriptions. Thursday's Inaugural from 12 noon to 12:30 p.m. was shown in the theatre as it occurred without editing. Same held true for Thursday night's Inaugural Ball. Paramount films were to be flown to KTLA Los Angeles and WBKB Chicago for use a day after each of the films was made.

The television pool, under Mr. Schneider's direction, also had the assistance of Michael Rishkind.
McCall, Van DeVries, and Liam Morris, prospective organizations: those initial Inauguration visitors. Figures reported indicate that it was learned that NBC -TV no cancellations. DuMont assigned to WRC -NBC, followed by Washington network's Gallant, ABC; Gordon Aronsky, ABC, like NBC, and Elmer Davis, dean of ABC commentators. As the production of Ironing out kinks in Inaugural radio and TV coverage plans, ABC -TV journalists and commentators gathered in WMAL newsroom for informal group chat. (L to r) Jack Henry, WMAL; H. R. Boughke, ABC; Charles Edwards, WMAL; John Edwards, ABC; Gordon Fraser, ABC; William Nicol, Taylor Grant, ABC; Bryson Rash, WMAL-ABC Washington special events director; Jack Beurl, ABC; Earl Godwin, ABC-WMAL; Harold Stepler, WMAL; Lee Dayton, WMAL; Ted Malone, ABC; Martin Agansky, ABC; Tris Coffin, ABC, and Elmer Davis, dean of ABC commentators.

FOLLOWING a meeting called for purposes of ironing out kinks in Inaugural radio and TV coverage plans, ABC-WMAL Washington news analysts and commentators gather in WMAL newsroom for informal group chat. (L to r) Jack Henry, WMAL; H. R. Boughke, ABC; Charles Edwards, WMAL; John Edwards, ABC; Gordon Fraser, ABC; William Nicol, Taylor Grant, ABC; Bryson Rash, WMAL-ABC Washington special events director; Jack Beurl, ABC; Earl Godwin, ABC-WMAL; Harold Stepler, WMAL; Lee Dayton, WMAL; Ted Malone, ABC; Martin Agansky, ABC; Tris Coffin, ABC, and Elmer Davis, dean of ABC commentators.

Rebates for Inauguration

REBATES for time and talent, resulting from cancellations of regular programs due to radio and television Inaugural coverage, cost the major networks upwards of $75,000, it was learned last week.

Figures reported by the networks:

**NBC - AM** — $13,000 in time; $5,000 in talent; NBC -TV no cancellations.

**CBS - AM** — $11,000 in time; $3,500 in talent; CBS -TV no cancellations.

**ABC - AM** — $12,750 time; ABC -TV some listed.

**DuMont -TV** — From $10,-

**MBS - AM** — $6,000 in time.

**NBC units**

NBC put three mobile and 12 permanent vantage points to good advantage, using in addition a special car, station wagon and a P-34 Army plane. Jack Roney handled description from the air. Bob Trout did commentaries from the Capitol steps and Inauguration Stand. Others on the Hill were John Batchelder, A. Gillis, W. W. Chaplin, Dick Harkness and Don Cooper. Morgan Beatty, Ken Banghart, K. Ludlow, Mary Margaret McBride, Hollis Wright, Ned Brooks, Ray Henle, Frank Hargholtzer, David Brinkley, Ralph Beren and K. V. Kellemorn round out NBC's aural battery. The network maintained two mobile units.

Bryson Rash, who also appeared on video, was ABC's inaugural Presidential announcer, assisted at the Capitol by John Edwards, Tris Coffin, Lee Dayton, and Ted Malone, who roved the crowd. At other points were H. R. Boughk, Pauline Frederick, Taylor Grant, Martin Agansky, Harold Stepler and Earl Godwin. Network's station wagon was manned by George Hicks. ABC, like NBC, also had microphones atop the Washington Monument and Capitol Dome, and at some 12 other locations.

Thursday night Mr. Rash and Miss Frederick collaborated on a special show from 11:30 to 12 midnight. Network also carried part of the Presidential Ball, and featured live pickups by John Edwards on his 11:15 p.m. news program.

ABC radio personnel numbered nearly 35. A dozen engineers from its New York headquarters were assigned to Inaugural events, as were some 15 producers and announcers, and other staff members. Network activities were headed by Thomas Velotta, vice president in charge of news and special events.

Mutual assigned more than 40 personalities, with Abe Schchter, network vice president of news and special events, in charge of coordinating MBS coverage. Sitting at WOL-MBS' master control board, he maintained contact with all staff members involved. Hollis Seavey and Art Feldman, of the Washington bureau, assisted in direction of overall inaugural coverage.

Featured were such Mutual commentators as Al Warner, Fulton Lewis jr., Bill Henry, Bill Slater, Joe McCaffrey, Doug Mitchell, Cedric Foster, Bob Hurleigh, Henry LaCossitt, William Hillman, and Fred Fiske—stationed at 12 vantage points along the parade route stretching from the Capitol to the White House. Steve McCormick, MBS' Presidential announcer.
PER INQUIRY deal to end all per life out of the broadcasting business and bumper crop of P.I. propositions.

The deal includes "RADIO-OFF, " the requisite amount of orders called for." A little reciprocity might be a good idea in P. I. 1, judging by correspondence between October 24 and 25, 1948, and WCNH Quincy, Fla. Octa-Gane enclosed a packet of unstamped post cards promoting its Game Air Flow Needles for card-

BROADCASTING magazine offer merchandise advertised on your program, "as a time-project for your station. " Attached to the firm's letter is a coupon, which says, "Please -Bancolix Date-at-and-Money Banks at 25.20 per dozen, less 5% 10 days, net 30, f.o. N. Y., packed four dozen to carton in assorted colors , include "mate. " An advertisement in the New York Times by Bancolix showing the bank advertised at $3.49 by Macy's.

S. Beattie, 1909 Eye St. NW, Washington, D. C., submits an offer for a client, Worthington Products, Inc., to use a drivers' safety kit. Mr. Beattie remarks, "Radio time costs you nothing, and all you need is to have this script read occasionally between programs. Nothing for you to do except run the spot announcement, help your listeners, and make some real money for (Continued on page 44)."

CONCLUSION of the fall political campaign which included only two days of November, dropped network political billings from an October peak of $23,978 to $14,000. Reference evidence of the billing of the four nationwide networks for the month fell nearly $1 million below the October total.

November network gross was $17,393,875. In October the gross was $18,326,006. Figures were compiled by Publishers Information Bureau and released last week to BROADCASTING.

For the Co. accounts, food advertising headed the list of network business categories by a wide margin, roughly $1 million and some 50% ahead of toiletries, which ranked second. Soaps, drugs and tobacco, radio advertising for cigarettes, cigars, pipes and lighters was down some $50,000. On the plus side, travel and resort advertising jumped from $96,829 in October to $128,970 in November, a gain of about 38%.

Toiletries Drop

Toiletries advertising, on the other hand, in November dropped about a quarter of a million dollars from its October total network billings and advertising for cigarettes, cigars, pipes and lighters was down some $50,000. On the plus side, travel and resort advertising jumped from $96,829 in October to $128,970 in November, a gain of about 38%.

Class
1. Agriculture & farming $129,339
2. Apparel, footwear & accessories 132,266
3. Automotive, automotive accessories & equipment 1,069,459
4. Aviation, aviation accessories & equipment 79,608
5. Building materials, equipment & fixtures 101,430
6. Confectionery & soft drinks 387,845
7. Consumer Services 274,459
8. Drug & optical 1,829,668
9. Entertainment & amusement 4,094,284
10. Food & soft drinks 510,594
11. Gasoline, lubricants & other fuels 94,609
12. Household equipment & supplies 734,029
13. Household furnishings 159,957
14. Industrial materials 322,328
15. Jewelry, optical goods & cameras 174,421
16. Meat, meat products & equipment, stationary & writing supplies 140,000
17. Medical supplies & equipment 99,594
18. Miscellaneous 124,611
19. Retail stores & shops 1,884,338
20. Smoking materials 1,336,801
22. Transportation, travel & resorts 128,576
23. Miscellaneous 227,594

TOTAL $17,393,875

BROADCASTING Telecasting
ZCMI CAMPAIGN

WHEN Brigham Young kissed his wives goodbye on the morning of March 1, 1846, and set out to open Salt Lake City America's first department store, radio was only dreamed of by a few "mad" scientists. Morceoni had not been born. Little then did Mr. Young envision Zio's Co-operative Mercantile Institution of today. The store, largest mercantile establishment in the Intermountain West, conducted one of the most extensive retail radio sales campaigns in the country. At the annual convention of the National Retail Dry Goods Assoc. in New York last week, ZCMI was awarded three prizes for retail radio programming, and an NAB "special commendation for the best overall job of radio programming by a retail store."

Making its appeal to three listener groups, ZCMI's two-year-old programming has been consistently successful. Sell-outs directly traceable to radio are a reality. A couple's wedding announcements often reach as high as 14, said to be the highest Hooper any symphony has hit in the West.

The symphony programs, produced and announced by KSL staffers, cost $4,000 monthly. Tying in with the program, the civics-minded store sells low-cost tickets for the broadcasts to help support the symphony.

The campus crowd in the Salt Lake City vicinity, is devoted to Campus Variety, a breezy, mostly "behind the scenes" program featuring interviews with college and junior college students, and records. Produced by Edward E. Kasch of the David Evans Advertising Co., Salt Lake City, program sells pajamas, slacks, cock jackets and such merchandise in a pleasantly confidential "Tell ya what I'm gonna do" manner.

Campus Varities, at a cost of only $800 monthly, was scheduled on KUCA Salt Lake City, an ABC affiliate, because its directional signal is strongest along the campus belt. It reaches such points as Ogden and Provo and into Idaho. The program is heard Mon.-Fri., 10:05-10:30 p.m.

Most successful and most extensively promoted of the ZCMI programs is that which is beamed to moppets. The Story Princess, heard Mon.-Fri., 5:55-6:15 p.m., on KSL, is the core of intense store-wide promotion. Much ringing of cash registers throughout the store is directly traceable to the princess' magic wand.

Conceived and produced by Alene Dalton (Mrs. Ross Dalton in private life), who has a degree in child psychology and abhors blood-and-thunder fare for small fry, the series features such childhood favorites as Little Red Hen and Snow White. Wooring children of ages 4 to 10, the princess, who is Miss Dalton herself, trickles her fingers with many related pies outside of the broadcast itself.

One highly successful offspring of the program is the TRT-DK5 Club (translation... think kind thoughts—do kind deeds), open to youngsters writing letter descriptions of private altruistic deeds. Some 7,000 diplomas, impressively signed and sealed, have been issued. About 8,000 more were requested by youngsters forgetting to indicate their address.

The club's mailing lists are used for many promotional purposes. Each month the Story Princess gives a birthday party for club members observing birthdays within the month. An hour's program in the store, with cake, candles, balloons and entertainment, insures that 600 pairs of little ears will be glued to 600 radios for another year.

PARTIES PAY OFF

The little ears are connected with clamping tongues, no doubt, for the parties pay off. Using a new doll, or other toy as bait, the store sends parents follow-up letters announcing that their offspring has requested such item while at the party. Thousand Story Princess dolls, one such special delivered in less than four weeks, and more than 500 others could have been sold as a direct result of such special plugs, store spokesmen agree.

Sparkle Plente dolls, carried exclusively by ZCMI in the area, sold out in two hours after description by the Story Princess on her broadcast. They are a must, store spokesmen say. Authors of several books for children, appeared at a Mother's Day gift shop, assisting youngsters in buying for mums, and sold over $2,000 worth of gifts in one afternoon.

Not limited to the Salt Lake City area, the youngsters come from miles around to Story Princess parties. Nine states—California, Arizona, Montana, Colorado, Nebraska, Utah, Idaho, Wyoming and Nevada, have been represented by the small fry in one afternoon. Miss Dalton also runs a Story Princess party service, whereby she plans parties and shops for games, favors, and souvenirs for parents. Such services, to which "she personally attends, are free on condition that props be purchased at the store."

The show's popularity, not to mention its sales pull, is reflected in its 8.8 Hooping, said to be the highest for any Salt Lake City area program for the Monday-to-Friday schedules between 1 and 6 p.m. The program costs some $14,000 to produce. Only one commercial announcement is made during each program, and that is aimed directly at the youngsters. Clothing, as well as toys and books, is spotlighted with such approaches as "Why not tell your mother to get this yummy coat for big sister?"

The program's success, from the store's standpoint as well as from an audience viewpoint, is reflected in reports that CBS has expressed interest in putting it on the network, while the store is reluctant to lose it.

Back of this intensified radio promotion is the store's vice pres- (Continued on page 59)

GATHERED in the trophy room of Ted Deoley's Dallas ranch house were radio, newspaper and city personalities and their wives. (L to r): Mayor James Temple of Dallas (which operates municipal station WRN); Martin B. Campbell, WFAA general manager; Joss Sweeton, Henderson County sheriff; Mrs. Campbell; George F. Booth, Winchester, Mass. Telegram-Gazette (WTAG); and Joseph Jessup, wife of the Dallas News assistant business manager.

AFTER SESSIONS of Associated Press directors' centennial meeting held in Corpus Christi, Tex., Jan. 4-6, leading newspaper publishers with radio station affiliations were guests of Ted Deoley, president of Dallas Morning News (WFAA). Mr. Deoley, first vice president of AP, picked up a group of the executives by plane in Corpus Christi and flew them to Dallas. Standing on steps of nearly completed $6 million News building: (L to r) Col. Robert R. McCormick, Chicago Tribune (WGN); Mr. Deoley; George F. Booth, Worcester, Mass. Telegram-Gazette (WTAG); Arthur Hays Sulzberger, New York Times (WQXR); Josh L. Morne, Rocky Mount, N. C. Telegram (WCCE); Edward H. Butler, Buffalo News (WBEN); Leonard K. Nicholson, New Orleans Times-Picayune (WTPS); E. Palmer Hoyt, Denver Post; Paul Bellamy, Cleveland Plain Dealer (WHK); Roy A. Roberts, Kansas City Star (WDAF), and Buell Hunter, Woon socket, R. I. Col. Also a guest, but not shown, was J. R. Knowland, Oakland, Calif., Tribune (KXN).
FIVE Baltimore stations face Baltimore Criminal Court Wednesday morning on contempt charges from the 30 stations growing out of the city’s Rule 904, known as the “Baltimore Gag.” Presiding will be Judge John B. Gray, patrolman, Seventh Maryland Judicial Circuit. According to opinion in legal circles, four of the stations likely will be heard by the court Wednesday. They are WBAL, WJZ, WYID and WCBS. WBAL, the first station cited, has raised a number of procedural issues which may bring postponement of the station’s hearing.

Prosecutors for the States Attorney’s office will be Anselm Sadario and Harold Grady, assistants. Brief as almanus curiae was filed last week by the American Newspaper Publishers Assn. NAB announced it would file a brief at the time of the hearing.

Expected to Appeal

Should an unfavorable ruling be handed down by Judge Gray, at least one of the stations, WBAL, is expected to appeal to the Maryland Court of Appeals, and then to the U. S. Supreme Court, if necessary.

ANPA contends in its brief that the court’s Rule 904 is probably the most “stringent rule of censorship of the press and control of the dissemination of vast information concerning crime” ever laid down in the United States.

The ANPA declares the rule in effect “subjects every newspaper and every broadcaster within the jurisdiction of the court to punishment unless in advance of publication approval of the matter published in advance of the station’s broadcast. It not only restrains publication of matters actually before the court but publication of matters that have not reached the court.”

Eloquently arguing the rights of broadcasters, ANPA told the court its contempt rule, known as the “reasonable tendency test,” was rejected “once and for all” by the U. S. Supreme Court in favor of the “clear and present danger” test. The Supreme Court’s decision was issued in 1941 and the antiquated Rule 904, based on old English common law, was found to violate the First and Fourteenth Amendments to the Constitution.

Contempt Abuses Revived

After reviewing the history of contempt abuses by courts in this country, the ANPA argued the Baltimore court “has continued to enforce its Rule 904 which is based upon a misconception of the power of a court to punish for contempt by publication and which has had the effect of placing editors and new broadcasters under court censorship.”

Continuing, ANPA said application of the rule “herein turns the pages of history back to those days in the mother country when publishers, writers and editors were punished for good conduct bonds and forced to submit their copy to censors for official approval before publication.

This is “repugnant to our Constitutional guarantees,” said ANPA, notwithstanding the fact that the Supreme Court has laid down the rule to govern all courts, including itself, in determining what constitutes contempt by publication. “The Supreme Court has held that no publication of news or editorial comment may be punished as a contempt unless the publication amounts to ‘a clear and present danger to a fair administration of justice’,” ANPA argued.

Involves Murder Case

The Baltimore stations and a radio newsmen were cited for broadcasting news about a man arrested for two murders, and in advance of the trial. They carried face-officially made public because officials who had obtained a confession from the prisoner, later classified guilty. Recently the court held it had jurisdiction over WYID, located in suburban Essex outside the city limits, because its signal crossed the city lines [Broadcasting, Jan. 17].

Case in Court Wed.

SPONSORSHIP of three nighttime and two daytime network programs played a big part in boosting the Philip Morris Co.’s sales to record levels in 1948, Seymour Elitz, firm’s assistant advertising manager in charge of radio and television, told annual sales meeting in New York this month. Philip Morris cigarettes are promoted over more stations weekly than any other single brand product, he said.

VOD WINNERS

Four Student Essays Chosen

FOUR boys, whose spoken essays were chosen from 250,000 high school entries, will be awarded college scholarships and a week in Washington as sectional winners in the second annual Voice of Democracy contest.

The boys were chosen from girls who were chosen winners in the first contest test a year ago.

Selections were announced over the weekend by the committee of judges selected by NAB, Radio Mfrs. Assn. and U. S. Junior Chamber of Commerce. Awards will be presented by Attorney General Tom C. Clark at a luncheon to be held Feb. 23 in Washington.

Winners are:

Richard Caves, Bath High School, Everett, Ohio; Charles Kuralt, Central High School, Charlotte, N. C.; George Morgan Jr., Hutchison High School, Hutchins, Kan.; Kerron Johnson, Wilson High School, St. Paul.

NAB member stations participating in the contest, a feature of National Radio Week, in the home communities of the national winners were WAKR and WHKK Akron; WAYS, WBT, WGV and WOGA stations, Cleveland; WKBW Buffalo; WMIN and KSTP Minneapolis-St. Paul.

The competing students wrote and voiced broadcast scripts on the topic, “Speak for Democracy,” the U. S. Junior Chamber and Federal Security Agency, again endorsed the competition. Eliminations were held in individual schools last November, moving into community competitions. Junior Chamber officials named local panels of judges. State winners were named by judges on the basis of transcriptions made from the original educational entry. Regional winners were named at the national convention of the U. S. Junior Chamber. National winners were announced last week.

Sitting on the board of judges that heard the state winners were Margaret Culkin Bannning, author; Attorney General Clark; Dr. Harry Emerson Fosdick, pastor emeritus of Riverside Church, New York; Mrs. Ovetta Culp Hobby, vice-president of the Houston Post, operating KPRC; Eric Johnston, president of Motion Picture Assn. of America; Frances Perkins, Civil Service Commissioner; Glenn E. Snow, Dixie Junior College, St. George, Utah, retiring president of National Educational Assn.; James Stewart, actor.

Richards Coordinates

The student competitive were essayed after hearing a series of background scripts voiced by Mr. Stewart; Justin Miller, NAB president; Maj. Gen. Luther Miller, Army Chief of Chaplains; Paul Bagwell, Junior Chamber president; Dr. Jerry W. Studebaker, former U. S. Commissioner of Education.

Coordinating the contest was Robert K. Richards, NAB director of public relations and publications, chairman of the joint VOD committee. Other committee members are James Dawson and Ben Miller, NAB; Robert H. Richards, Junior Chamber; James D. Crest, RMA; Dr. Kelly Smith, Office of Education.

The week in Washington will include a visit with President Truman, visits to Congress, sight-seeing, network broadcasts and telecasts, and other major events. The awards luncheon will be held at the Statler Hotel, Washington.

Winners of state contests, as well as community winners, will be given certificates and in many cases have received radio sets. The Junior Chamber handled details of local and state competitions.

Some 20,000 students entered the 1947 VOD contest. The four girls who won sectional eliminations were given scholarships and trips to Washington a year ago.
Legislation

Legislation looking toward inclusion of a housing census in the 1950 decennial census was set in motion last week with introduction of a bill (H. Res. 175) by Rep. John E. Fogarty (D-R.I.).

The population count in 1950 already has been authorized but the Taft bill passed at the last session was subject to change in housing and facilities, died in the House.

In the 1940 census, the radio receiving set question was included in the housing census. Only chance for a radio question in 1950 lies in passage of the Fogarty bill or a similar measure. Should legislation be enacted to authorize the housing count the Census Bureau would decide whether radio is to be included.

President Truman proposed a $15,600,000 grant in the 1950 fiscal year for a house count but passage of legislation is necessary before the money can be appropriated.

Text of the Fogarty bill follows:

"We, the undersigned, citizens of the state, the district of Columbia, Hawaii, American Samoa, Guam, and the outlying areas of the United States, being also citizens of Alaska, in the year 1956 and thereafter desire to secure a decennial census of the United States.

"Now, therefore, be it resolved that the Congress of the United States shall be requested to provide in the next decennial census an inquiry designed to extend the virgin and decennial censuses to Alaska."

"The inquiry is so designed to collect such supplementary statistics (either in advance of or after taking of such census) as are necessary to the completion thereof..."

On the Capitol Hill scene last week Congress gas the President, Vice President and Speaker of the House pay raises.

The measure approved by the House and Senate originally contained pay raises by heads and assistant heads, but was amended to expedite its passage. The pay raises for high government officials, such as the FCC and FTC Commissioners, are now contained in separate bills before the Congress.

President Truman last week asked Congress to give him permanent authority to reorganize any executive agency, subject to the approval of both the House and Senate. The temporary powers for reorganization, granted the President under a 1945 statute, expired last April 1.

Follows Recommendations

The Chief Executive's request was in line with recommendations of the Hoover Commission currently preparing plans for streamlining the executive branch of the government. No agency would be exempt from provisions of such a measure.

Shortly after Mr. Truman's message was delivered to Congress, Sen. John L. McClellan (D-Ark.) introduced a bill to carry out the President's recommendations in sponsorship of the bill (S-526) were Sens. James O. Eastland (D-Miss.), Joseph R. McCarthy (R-Wis.), Clyde R. Hoey (D-N.C.), and Herbert R. O'Conor (D-Md.). It was referred to the Senate Executive Expenditures Committee, of which Sen. McClellan is chairman.

A pay raise of $650 annually for all federal employees was recommended in a bill (S-559) introduced Jan. 18 by Sena. Olin D. Johnston (D-S.C.), William Langer (R-N.D.), Herbert R. O'Conor (D-Md.), and Raymond E. Baldwin (R-Conn.). The measure was referred to the Senate Post Office and Civil Service Committee.

Sec. of Commerce Charles Sawyer, in a letter transmitted to Congress Jan. 17, proposed a bill to provide for the dissemination of technological, scientific, and engineering information to American business and industry.

A measure (S-453) was introduced by Sen. Edwin C. Johnson (D-Col.), to authorize the establishment of ten positions in the professional and scientific service in the Department of Commerce. Salaries of $10,000 to $15,000 would be provided for the positions proposed for research and development functions relating to the national defense. The Senate Commerce Committee, headed by Sen. Johnson, has been assigned the bill.

Walter Bill

Rep. Francis E. Walter (D-Pa.) introduced a bill to provide legislation to prevent disclosures of information concerning the cryptographic systems and the communication activities of the United States. His bill (HR-1283) was referred to the Judiciary Committee.

A companion bill on crypography was introduced in the Senate by Sen. Millard E. Tydings (D-Md.). This measure (S-277) was referred to the Senate Armed Services Committee.

The companion measures were recommended by Defense Secretary James Forrestal in a letter to Speaker of the House Sam Rayburn. This recommendation aroused suspicions that security safeguards might prove to be a checken on newsmen and result in unwarranted prosecutions [Broadcasting, Jan. 10].

Rep. Emmanuel Cellar (D-N.Y.), who heads the House Judiciary Committee, indicated that the bill would bear close scrutiny. He indicated such measures sometimes contain jokers which might result in unjust penalties against newsmen.

The military has explained that the legislation it would need in any way control the free dissemination of information.

Atlass seeks KLAC Los Angeles

Ralph L. Atlass, president and general manager of WIND Chicago, and Benjamin F. Lindheimer, as well as the former head of the Illinois Commerce Commission, are "negotiating" for the purchase of KLAC Los Angeles, Mr. Atlass disclosed Thursday.

He said reports from the West Coast that he was interested in buying the 5 kw station for in excess of $400,000 are "substantially correct."

"Like it in California and hope to live there some day," he said in reply to a question whether he intended to transfer all of his interests to the West Coast.

Mr. Atlass is chief owner of WLO Minneapolis and has a heavy interest in WKTY La Crosse, Wis., where his chain is being discussed with Warner Brothers. He revealed Thursday that negotiations are underway for the La Crosse Tribune to purchase WKTY. William Burgess, publisher of the Tribune, told Broadcasting that conversations relative to purchase of the station were held as recently as last week.

Mr. Atlass said the Los Angeles deal is being discussed with Warner Brothers. The motion picture firm's purchase of KLAC and KLAC-TV and KYA San Francisco from Mrs. Dorothy Thackrey has been held up by newsmen. Warner Brothers already own KFWB Los Angeles.

Mr. Atlass, partner in the proposed Los Angeles venture, is one of Chicago's biggest potential addenda in the world of social, political, and sports figures. A close friend of Illinois' late Gov. Henry Horner, Mr. Lindheimer was the chairman of the Illinois Commerce Commission for three years.

He has been an active member of the Chicago Board of Trade for 10 years, is executive director of the Arlington and Washington Park race tracks, and chairman of the executive committee of the All-America Professional Football Conference.

He owns the Los Angeles Dons football team, nearly all of Chicago's Washington Park and is chief owner of Arlington Park. He said negotiations in Los Angeles are with Col. Nathan Levinson, representing Warners.

The WIND president is a brother of Mr. Atlass, vice president of CBS in charge of the Central Division and general manager of WBBM Chicago. The Atlas brothers developed WBBM, WIND and WBBN, and own four Chicago stations, selling WBBM to CBS and WJJD to Marshall Field.

Broadcasting • Telecasting

INTRODUCING its new line of "wide screen" television models at a New York luncheon last Wednesday, Philco Corp., Philadelphia, disclosed them to be last year's models in this year's dress.

Utilizing tubes the same sizes as those used last year in the same models, Philco has masked the tubes so as to display their maximum face limits. Picture size has not increased, although there is an illusion of larger pictures. The screen sizes have increased from 22 to 61 square inches on Model 1150, which sells for $349.50, and from 72 to 90 square inches on Model 1450, at a $430.50 list. These are eye-level consoles, with 10" and 12" tubes, respectively.

The new table model, number 702, offering a "7" tube, sells at $395.60 while the "wide screen" principle is used on two 8-way combinations with 10 and 12-inch tubes selling for $659.50 and $695.50. These are eye-level consoles, dual tone arm phonographs, and of course the 61 and 90 square inch viewing screens, respectively.

New Models

Shown by Philco in N. Y.

SET to be used by NBC’s Quiz Kids program when show goes on network television from WHBQ Chicago Jan. 23 is studied by (l to r) Paul McCluer, NBC Central Division sales manager; Jeff Wade of Wade Advertising, Chicago, agency for Miles Labs., and Ben Wampler, scenic designer of the NBC-TV department in Chicago, who created the schoolroom set. Blackboards will appear behind the children’s desks and Quizmaster Joe Kelley’s seat.
MULTIPLE OWNERSHIP

FCC May Adopt Rules Despite Objections

By RUFUS CRATER

FCC APPEARED disposed to adopt its proposed new multiple-ownership rules—but perhaps with modifications—despite virtually unanimous opposition directed against them in oral argument last week.

Industry's objections, heard by the Commission in a three-hour en banc session on Monday morning, focused on a proposal for changes to unqualified denial of FCC's right to issue such rules in any form. Observers felt FCC might now adopt some of the terms of the proposed regulations but would not abandon them.

The proposed rules [BROADCASTING, Aug. 25, 1948] would impose a seven-day waiting period on multiple ownership in AM, continue the present six and five-station limits in FM and TV, respectively, and also, for each of the vice presidents in charge of the number of stations in which a stockholder might have minority interests.

The Proposal's Formula

The number of allowable controlling interests is determined, under the proposal, by the number of minority interests, and vice versa. In AM, the range would extend from no minority holdings if 11 stations are controlled by 14 minorities if no station is controlled; in FM, from six controlled stations with no minority interests to one station with no minority station; in TV, from five controlled stations with no minorities to 10 minorities and none controlled.

Reactions to the attacks on the proposed rule were Duke M. Patrick, Washington attorney representing the paramount Pictures television interests; Joseph H. Ream, executive vice president of CBS; Paul A. O'Bryan, attorney for the Fort Industry Co. stations; Thomas N. Dowd, counsel for WIND Chicago; James A. McKenna Jr., representing four stations and applicants, and Gustav B. Magriff, vice president and general counsel for FCC.

FCC Chairman Wayne Coy presided. Other Commissioners present were Paul A. Walker, Rosel H. Hyde, Robert F. Jones, and Frieda B. Hennock. Participating as Commission counsel were Benedict P. Cottone, general counsel; Harry M. Plochin, assistant general counsel, and Paul Dobin, attorney.

Lacks Authority

Opening the arguments, Mr. Patrick told the Commission not only that it lacked authority to issue such rules but, aside from that, their issuance would be of questionable wisdom in television's present formative stage.

It is difficult at any time to say that an individual station of a given number of television stations, or parts of such stations, will constitute a monopoly irrespective of questions of average and locational," he declared. "We submit that it is impossible at this time." Referring to Paramount's ownership of 20% of Allen B. DuMont

est within a specific period of time, he pointed out.

On behalf of CBS, which owns 7 AM stations and 45% of another, Mr. Ream asked that the FM and TV limits be raised from seven to 10, that the FM limit be increased to the same number, and that ownership of more than eight might be allowed under his plan upon a clear showing that it would be in the public interest. He urged that no definite limitation be placed on TV ownership now, in view of the channel shortage and general uncertainty as to the number of stations in the future.

Mr. Ream centered his argument on networks' need for owned stations to help support other broadcasting operations. The financial stability of any broadcasting organization depends upon the profitability of the owned stations, he declared, asserting that any rule restricting station ownership will threaten the stability of networks.

Because of the high operational expenses, he emphasized, television stations in particular will depend largely upon networks for programming, thereby making strong networks more than ever essential.

CBS Revenues in 1947

Mr. Ream said that the 1947 revenues of all CBS operations (except recording company) totaled $49,115,515, while profit before federal taxes amounted to $7,177,197. The margin of profit, he said, was 29.8% for CBS-owned stations and 7.1% for the network operation.

Under questioning from the bench, he said he didn't see how competition would be restricted if Mr. X, who happens to own a certain number of stations, comes in and competes with the stations already in a city." To further ques-

ARK. ASSOCIATION

Zimmerman Heads New Group

FORMATION of the Arkansas Broadcasters Assn. has been announced by its new president, G. E. Zimmerman, KARK Little Rock. A certificate of incorporation has been issued to ABA.

Other officers are Sam W. Anderson, KFFA Helena, vice president, and Al Godwin, KFPW Fort Smith, secretary-treasurer.

Named as directors are Bob Choate, KWFQ Hot Springs; Leon Sessoms, KELD-BI Dorado; John J. Woytenka, KTTC Hot Springs; David Crockett, KAMD Camden; Harold Sudbury, KLCN Blytheville, and Ted Rand, KDRS Paragould.

Formation of the association is designed to promote cooperation among its members; to promote and develop the art of broadcast-

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BROADCASTING • Teletasking
60.2% of Iowa women and 57.9% of Iowa men listen to the radio before 8 a.m. on weekday mornings!

Source: The 1948 Iowa Radio Audience Survey *

Before 7 a.m., an impressive 35.6% of the women in Iowa, and 37.1% of the men, tune in their radios. Even before 6:30 a.m., 16.4% of the women and 18.7% of the men are up—and listening!

This Iowa habit of early-rising and early-listening is only one of many interesting facts discussed in the Iowa Radio Audience Survey’s Eleventh Annual Study. All the facts confirm the Survey’s policy of keeping standard information up-to-date and of “bringing to light new information not previously gathered.”

Send for your complimentary copy of this vital Survey today. Ask us or Free & Peters.

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

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

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

WHO
+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.,
National Representatives
Radio Differs from Print

"RADIO differs to a considerable degree from magazines and newspapers in terms of products and services advertised," Ralph Conboy Jr., managing editor of Journal of Marketing, and Robert M. Williams, both of the U. of California, state in an article in the January issue of Harvard Business Review.

Titled "Radio as an Advertising Medium," the article reports on an analysis of advertising on four Los Angeles network affiliates and four independent stations, in four Los Angeles newspapers and three national weekly magazines.

In addition to radio’s differences from the printed advertising media, the researchers also found differences between the network and the non-affiliated stations "which indicate that some degree of specialization prevails within the radio field itself. No doubt some of these differences result primarily from the relatively lower cost of advertising on independent stations in situations where there is a local. There is some indication that individual stations are in a position to specialize in advertising certain types of products because of differences in types of listeners which are related in turn to differences in types of programs."

Concluding that "it is impossible at this time to present a definite explanation of the strong points and limitations of radio as an advertising medium," the authors do draw certain hypotheses which they say "may throw some light on the problem." These hypotheses are:

1. Radio is a medium which lends itself to emotional appeals. The quality of seeming to speak personally to the listener is very helpful in this connection, particularly in the sale of certain types of products such as drugs.

2. Because the medium of radio is one to which a large number of listeners are tuned, radio is limited in its effective use of price advertising, which is necessary in the sale of some goods. Thus, in such a use radio has only complementary possibilities:

3. Radio perhaps more than most other media needs a true manufacturer’s name to tie to, whereas labels are either lacking or unimportant in some lines.

4. Radio is not equipped to publicize effectively goods requiring the use of appeals to the visual sense, such as the long sweeping lines of an automobile.

5. Because of its complete reliance on momentary sense impressions, radio is not adapted to describing the technical aspects of products such as the advantage of a motor car powered by an engine in the rear. But it may be used in some instances indirectly, as to awaken interest in viewing showrooms where such a car can be examined personally.

6. Women make up the large bulk of the radio audience. Consequently, those products on which women exert the largest purchasing influence are most effectively advertised through this medium—foods, drugs, cosmetics and tailoring.

7. Radio seems to be utilized by advertisers who do a great deal of advertising of all sorts. Note, for example, that the nine industries which ranked highest in advertising expense as a percentage of net sales in 1940 (according to FTC) are foods, drugs, cosmetics and tailoring.

8. Because of descriptive and other limitations radio is somewhat handicapped when used for retail advertising. Hence those firms promoting products like furniture, which are publicized largely if not entirely at the retail level do not have much opportunity to use this medium.

9. Radio advertising lends itself particularly to publicizing repeating sales, which are publicized largely if not entirely at the retail level; these are often used to offset some disadvantage in the use of this medium.

8 Buy ‘Tello-Test’

PIONEER telephone quiz show, ‘Tello-Test’, was sold last week to CLKW Detroit, KCRG Cedar Rapids, Iowa, WMPS Memphis, KUTA Salt Lake City, KWWL Waterloo, Iowa, WTPH Port Huron, Mich., WASA Havre de Grace, Md., and WRRN Warren, Ohio, according to Radio Features Inc., Chicago, producers of show.

Anti-Clear Group

Corporation Form Adopted; Committees Named

DISCLOSURE that in excess of 100 stations have joined in an anti-clear channel movement, which appears to assure the minimum budget of $10,000, was made last week by Ed Craney, managing director of Pacific Northwest Broadcasters, in calling an organization meeting Jan. 28 at the Palmer House in Chicago [CLOSED CIRCUIT JAN. 17].

Simultaneously, Mr. Craney revealed that Sen. Edwin C. Johnson (D-Col.) new chairman of the Senate Interstate & Foreign Commerce Committee, will fly to Chicago to address the luncheon. Sen. Johnson has introduced his bill of last session which would limit AM stations to a maximum of 50,000 watts and would not preclude duplication of clear channels.

Mr. Craney announced that 112 replies had been received to his letter of last month seeking support for an organization of independent broadcasters. The total one-hour rate of these stations is in excess of $10,000—the figure set by Mr. Craney as the minimum for establishment of a Washington office, with a paid director.

Invited to the Jan. 28 session, in addition to independent broadcasters, were members of the former Regional Broadcasters Committee and anti-power advocates who participated in or wrote letters favoring the Johnson Bill at the last session of Congress.

Mr. Craney said there were not enough stations in the old Regional Broadcasters Committee to “keep up the fight.”

“We are faced with the problem of both necessary funds for a revitalized organization and with active support by members who will inform their Congressmen and Senators of exactly what the ‘big boys’ want to do with American radio.

“We are going to have to maintain an active office in Washington. We need a paid director who will keep us posted and will get out and make a fight in our interest. Unless the membership drives, the organization should work on no other problem than clear channels in AM and possibly stratovision in TV. You and I do not want Government ownership of radio in the USA. Our best guarantee is to keep it in many hands. 20 Super Power Stations means concentration and then Government ownership.”

Fee is $10

The registration fee for the Chicago meeting will be $10, including luncheon. Mr. Craney advised that “only those affiliated with stations not owned by a network or by a Class 1A station will be admitted” to the closed sessions.

Mr. Craney said that Walter J. Dam, WMJ Milwaukee, had arranged for the meeting rooms at the Palmer House. The session will begin at 10 a.m. He pointed out also that John Sheppard 3d, former chairman of the Regional Committees, “is 100% out of the broadcasting business” and will not attend the Chicago meeting.

Anti-Clear Group

Chicago Meeting Jan. 28

WarSR

NATIONAL Assn. of Radio Station Representatives formally adopted the corporation form at a special members meeting in New York Jan. 19, when by-laws previously passed by the directors were approved. Directors of the new corporation are the four officers: Adam J. Young Jr., vice president; F. Edward Spencer, secretary; and Lewis H. Avery, treasurer. In addition, H. Preston Peters, Eugene Katz and Edward Petry were also made directors.

The NAB code was once more enunciated by the association. Members also adopted the resolution disapproving of giveaway shows involving free advertising for non-sponsor donors of prizes.

Adopt Resolutions

Resolutions adopted included also approval of NAB actions, a sales managers executive committee designated for free use of station facilities for commercial advantages and elimination of efforts to buy time on a per inquiry basis. Mr. Headley announced the ap
Always good for a laugh!

This is a “bread and butter” shot for a professional photographer. Newspapers and magazines always buy them... because they’re always good for a laugh.

We know another item that’s always good for a laugh.

That’s the coverage figures some high-wattage stations get out.

According to some we’ve seen, only two-headed idiots listen to any station but theirs!

What a joke!

What an expensive joke for buyers who fall for it!

We don’t claim everybody in Baltimore listens to W-I-T-H all the time.

But we do claim this: W-I-T-H delivers more listeners-per-dollar than any other station in town!

It costs you less... to sell more... on W-I-T-H! W-I-T-H is the big independent with the BIG audience!

So if you’re looking for low-cost sales in the nation’s 6th largest market, get in touch with your Headley-Reed man today.
long term gains
or
short term gains
HOW TO MEASURE A NETWORK

As radio has grown, so have the techniques of measuring a network's advertising efficiency...

And with each refinement of survey technique, NBC's No. 1 position in radio becomes more impressive:

More total audience—a weekly total of 3,700,000 more radio families in the evening than any other network, 2,900,000 more in the daytime. BMB—Adj ust e d to Date

More average audience—On a national basis, the average sponsored evening program on NBC attracts a 44% larger audience than on any other network. In the daytime, NBC's audience advantage is 22%. U S Ho operatings

More popular programs—In spite of numerous program shifts throughout the years, NBC continues to have the largest number of the most popular programs on the air. The present score—15 of the first 25. Programm Ho operatings—December 15-21

More advertising dollars—Advertisers in 1948 spent over seven million dollars more for facilities on NBC than on any other network. Based on FIB

More advertising efficiency—Using both time and talent costs, NBC delivers 11% more homes per dollar than any other network in the daytime and 10% more in the evening. U S Ho operatings

Such are the proportions of...

NBC...America's No.1 Network

The National Broadcasting Company—a service of Radio Corporation of America
TV, 'A GOING BUSINESS

HARD facts of television's future were discussed Friday at the opening of the three-day television clinic held by CBS in New York on the theme, "Television Is a Going Business as 1949 Begins."

Before the registration lists were closed, approximately 250 executives from stations around the country and from Canada, Puerto Rico, the Philippines, Alaska and Hawaii were expected to attend.

The clinic is the second held by the network. The first, conducted in March 1948, was regarded as so successful that it was decided to hold the second one and extend it over a three-day period.

Concern for the future of television said J. L. Volkenberg, vice president and director of television operations, arises not from any alarming or unhealthy crisis, but because of its tremendous expansion. He said the clinic would demonstrate, safest and most economical way of spreading costs. He cited as examples the CBS Bob Howard program, requiring a crew of 20 in TV, could be produced for AM broadcast with three people, and the Ford Theatre which requires 40 people in TV but only 16 in AM broadcasts.

'New Money'

Several national advertisers are showing willingness to raise "new money" for television ventures, according to David Sutton, CBS-television sales manager. This money, he emphasized, would not come out of any present advertising appropriation.

"In one case," said Mr. Sutton, "the client has informed its agency that it will be willing to meet 3/4 of its television billings with such outside funds."

He asserted this gives reassurance that leading advertisers are not thinking of television as a substitute for present and satisfactory advertising media, but are thinking of it as a direct selling medium and are charging up its costs to such other budgets as sales or demonstration.

He also pointed out that the record of the last ten months indicates that impressive amounts are being invested in television on the local level. He said 84 out of TV's 257 advertisers last April were retail outlets. As of Jan. 1, there are 183% more—238 retail outlets using television locally, he said. Retailers are the largest single group of television advertisers today, he concluded.

Charles Underhill, CBS-TV director of programs, stressed that the job of television programming is "to raise the sights of video's viewers."

He said TV should do this by presenting inspirational material, educational subject matter, drama, comedy, music, news and sports. Programming trends and objectives, he said, are becoming clearer because of competition among networks and stations and responses from listeners.

"But they are far from crystal clear," he added, "and no one yet can afford to predict in detail the shape and end-result of television."

Concerning daytime programming, Mr. Underhill said that although it has been the target of much discussion, it has developed in an atmosphere of theory and experimentation with very few indisputable facts to guide it.

"There is yet little known about listening habits to indicate when the daytime audience is most disposed to watch television," he said. "And very little experience to indicate what the daytime audience would most likely to see at what times."

Service appeals, he went on, will be important in daytime television.

"But where we are asking women to watch as well as listen, we wonder if we shouldn't give them a satisfactory reason for watching and a satisfactory result in terms of self-improvement. And yet, at the same time, to be realistic about it, we know that there is no substitute for the attraction of an appeal that is primarily entertainment. Therefore we are feeling our way in both directions and gauging the response as best we can as a guide to future development."

Will Abide by Style

Although CBS is concerned with daytime programming, nevertheless emphasized that at present CBS television will stand or fall on the character of its nighttime programming.

"It's still only the beginning," Mr. Underhill concluded. "Ahead of us are so many exciting developments—bigger stages, better lighting, many more programs, the best in musical comedy, review, ballet, drama, and the best in talent, talent which eventually will come to television as the Mecca beyond even Hollywood where an artist can achieve pre-eminence among audiences of millions."

E. K. Jett, vice president of the Baltimore Sun Papers in charge of radio and TV, speaking on films for TV, reported that WMAR-TV Baltimore had processed more than 160 miles of 16mm film for local programming in little more than one year. This included ten commercial shows weekly and more than 25 commercial spot announcements made for sponsors. WMAR cameramen are at present shooting 1000 feet a day.

He stated that regular theatre motion pictures can be made into good television fare if care and taste is used in programming. To make certain rental films meet the station's standards, however, they are reviewed for story or program content before purchase. Then they are viewed over a closed circuit to test the plays.

Mr. Jett set forth several characteristics of a good rental film. Sound tracks must be good and should be previewed over a closed circuit. Pictures with numerous long shots or panoramic shots are not good for television's small screen. He recommended advocating the choice close-ups or medium shots.

He asserted a film department is indispensable in rounding out a television station's operations. He also cited television as a good-will builder by covering all kinds of community affairs. He concluded by summarizing WMAR-TV's time on the air, showing its commercial programs totaled 26.10% of its time, or 16 hours and 49 minutes.

G. Bennett Larson, television director of WCAU-TV Philadelphia, advised TV executives to engage talent experienced in the fields in which they will appear—before the cameras and then "don't waste too much time rehearsing them or you will kill their act."

"Get people who know what they are doing in the beginning," he counseled. "Show them what to do in the matter of where to stand, what camera they are to look at and you have a show."

Actual operations in the new CBS television studios were observed by the visitors. The schedule also included study of rete telecasts of WCBS-TV, operations at WPIX New York, WCAU-TV Philadelphia and WMAR-TV Baltimore.
“TELEVISION will destroy the motion picture industry as we know it today,” Louis de Rochemont predicted at the Screen Directors Guild Fourth Annual Convention banquet held at Longhamps Restaurant, New York. Mr. de Rochemont is executive producer of RD-DR (Readers Digest-de Rochemont) Corp., and Louis de Rochemont Assoc., both New York. The former company owns all film rights to Readers Digest stories, many of which the producer has adapted for screen. Mr. de Rochemont further predicted that RD-DR television will produce for a mass Hollywood-to-New York migration by movie making firms. “In the place of the Hollywood we have known,” he said, “is my opinion that the motion picture industry will be rebuilt on a healthier and sounder basis.”

Urging the screen directors to turn to educational films for the mass market of television, he told them that “most of the people in this room will benefit greatly by the revolution being caused by television. The vast market that is being opened has expanded, have lower budget film; bringing good pictures to the public that heretofore have had only limited distribution.”

Mr. de Rochemont, co-founder of the “March of Time” and producer of such films as “The House on 92nd Street,” “The Fighting Lady,” an Academy Award winner, and “Boomerang,” has just completed an integrated series of 36 educational films on world geography titled “The Earth and Its Peoples.” RD-DR Corp. has scheduled its controversial “Lost Boundaries” for early spring production on the East Coast, using, with three exceptions, eastern personnel exclusively.

At the guild’s business meeting the following officers were elected for the coming year: Jack Glenn, senior director of “March of Time”; chairman; Willard Van Dyke, Affiliated Film Producers Inc., vice president; Leslie Rush, Leslie Rush Productions, vice president; Lloyd Durant, RKO Pathe, recording secretary; Leo Selzer, World Today Inc., corresponding secretary; Herbert Kerkow, Herbert Kerkow Inc., treasurer.

**TELEVISION will pull advertising away from newspapers, it was reported at the New York State Publishers Assn. annual convention recently by the organization’s modern developments committee. The committee is headed by Ernest L. Owen, editor and publisher of the Syracuse Post-Standard.

The entire report dealt with television’s impact on the growth of set circulation, stating that the ownership graph jumped from 7,000 two years ago to one million today.

On the threat of television to newspaper advertising, the report stated:

“The one great advantage that newspapers have enjoyed over radio is the newspaper’s ability to illustrate the advertising product. Television eliminates this to a great extent, except in color printing which will probably continue to be exclusive to the newspapers and magazines for some time to come.”

“Most advertising experts agree that television will attract considerable national advertising that has been going to both newspapers and radio stations.”

“The famous Chinese proverb—‘One picture equals 5000 words’—is applicable in gauging the relative value of television versus radio advertising.”

The report was interpreted as a reflection of a state of mind that before the association Aug. 30, 1948, by Arthur Hays Sulzberger, publisher of the New York Times, who said: “Every new advertising medium has additional advertising expenditures. In other words, it enlarges the advertising dollar.”

One part of the report, however, gave some reassurance to publishers. This was a dictum that television will not adversely affect newspaper circulation but “probably stimulate reader interest.” The point was not elaborated.

The report noted that television has reached “the experimental stages” and programming is a showing “remarkable improvement.” Principal factor now regarding the medium’s growth, it was said, was the lack of cable and relay stations for network connections.

It dealt with the financial side of teletcasting and concluded on the score that there are “no profits yet in television.”

At the present time,” the report stated, “it costs a pretty penny to pioneer in television. In the first place, it costs approximately $400,000 to build a teletasking station. But this is not the real bad news. You can very easily lose $50,000 and up per year on operations. However, in spite of the inevitability of heavy losses, there is no case on record of an owner of a television station offering his plant and liabilities for sale.”

The report ended with the statement: “Some time in the future, there will be profit in operating a television station.”

**TV Ups Sales**

In the spot was a triple window curtain averaging $10 a pair.

Idea of the promotion video test sprung from the fact that the Shir-Back curtain sold very well in small towns, where personal demonstrations were used. It had never been particularly successful in large advertising spots, because its merits could not be demonstrated effectively in

(Continued on page 48)
SPONSORED VIDEO airtime in December remained about equal to November, with a sharp drop in remote sports broadcasts. Other forms of sponsored broadcasts increased, but sports fell from 61% to 45% of all sponsored time. These figures are from the Rorbaugh Report on Television Advertising for the first week in December 1948.

With the end of the football season, video turned to boxing, wrestling and basketball, but sponsorship of these sports is not yet as frequent as football sponsorship. Total number of sponsored remote sports broadcasts dropped from 203 hours and 35 minutes in November to 168 hours and 17 minutes in December.

The report for December covers a total of 41 TV stations in 23 markets. Variety shows, especially popular on television, increased to about 12.3% of all video sponsored time. A majority of these programs are network shows. The total hours of variety programs are estimated at 55. In November, variety programming occupied 28 hours of broadcast time, or 6.7% of the total.

All types of commercial announcements increased considerably in the month. Approximately 31 hours of announcements were sponsored during the week of December 5-11. This is just about double the amount of announcements sponsored in the first week in November, and 7.3% of all sponsored time (See Table II).

Dramatic programs increased slightly in December to reach a total of about 50 hours. Again, most of this type of programming was network-originated.

News broadcasts showed another steady gain—from a total of 20 hours and 34 minutes in November to 32 hours and 12 minutes in December. News broadcasts now occupy about 7.4% of all sponsored video time.

For the first time, Broadcasting has made a further breakdown of the type of program presentation used in current television operations. Sports remote programming is, of course, the most frequent form of program presentation, as 59.7% of all TV programming is produced this way (See Table III).

The next most popular form of broadcast is the live-studio presentation, which accounts for 31.4% of all TV time. Film programming and live and film combination accounts for another 27% of programming—while the use of slides, alone or in combination with live or film presentations, makes up the rest of video's programming.

Detailed breakdowns of these figures can be found in Tables I and III.

Sports, variety, drama and news programs were the most popular forms of sponsored programs in December, in that order. Variety programming moved from fourth spot up to second and dramatic and news programs dropped one place as a result.

Announcements were fifth in total time sponsored, jumping one place above last month's spot. Children's programs dropped to seventh place compared to fifth on the November report. Quiz increased considerably to take eighth spot, compared to last month's position near the bottom in twelfth spot.

These comparisons are shown in Table IV.

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**TABLE I**

<table>
<thead>
<tr>
<th>Variety Type &amp; Production Method</th>
<th>Hours of Total Time</th>
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</thead>
<tbody>
<tr>
<td>Live &amp; Film</td>
<td>31.4%</td>
</tr>
<tr>
<td>Live &amp; Slide</td>
<td>11.9%</td>
</tr>
<tr>
<td>Slides</td>
<td>3.5%</td>
</tr>
<tr>
<td>Film</td>
<td>2.8%</td>
</tr>
<tr>
<td>Variety</td>
<td>1.4%</td>
</tr>
<tr>
<td>News</td>
<td>6.7%</td>
</tr>
<tr>
<td>Sports</td>
<td>25.7%</td>
</tr>
<tr>
<td>Sports Remotes</td>
<td>28.7%</td>
</tr>
<tr>
<td>Remote</td>
<td>54.3%</td>
</tr>
<tr>
<td>Total</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

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**TABLE IV**

<table>
<thead>
<tr>
<th>Rank of Video Programs (Commercial) per Broadcast Hour</th>
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</thead>
<tbody>
<tr>
<td>1. Audience Participation</td>
</tr>
<tr>
<td>2. Children's</td>
</tr>
<tr>
<td>3. Discussion</td>
</tr>
<tr>
<td>4. Education</td>
</tr>
<tr>
<td>5. Film</td>
</tr>
<tr>
<td>6. Household Hints</td>
</tr>
<tr>
<td>7. Musical</td>
</tr>
<tr>
<td>8. Audience Participation</td>
</tr>
<tr>
<td>9. Children's</td>
</tr>
<tr>
<td>10. Discussion</td>
</tr>
<tr>
<td>11. Education</td>
</tr>
<tr>
<td>12. Film</td>
</tr>
<tr>
<td>13. Household Hints</td>
</tr>
<tr>
<td>14. Musical</td>
</tr>
<tr>
<td>15. News</td>
</tr>
<tr>
<td>16. Sports</td>
</tr>
<tr>
<td>17. Special Events</td>
</tr>
<tr>
<td>18. Audience Participation</td>
</tr>
</tbody>
</table>

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**JUKE BOX TELEVISION**

*Shown in Chicago by Solotone, Videograph*

THREE-WAY juke box, offering six minutes of television, AM programming or phonograph music for a nickel, was introduced last week formally at the Coin Machine Institute in Chicago by the Solotone Corp., Los Angeles. The device is manufactured by Halli-crafters Co., Chicago.

From the television viewpoint, the mechanism is designed to profit tavern and restaurant owners by keeping patrons seated and therefore not so preoccupied that they forget drinking and eating. It also is said to eliminate "footers." Customers may switch off the AM or TV audio (not the TV picture) when they dislike certain programs and use only the records.

Equipment to be installed includes one or more large television receivers, with a screen size similar to that now popular in public places, and small coin boxes along the bar or food counter, at two or three-seat intervals, and in booths.

The coin box switch enables listeners and viewers to have their choice of 10 records, four AM shows or four TV shows. Maximum number of broadcasting channels provided is four. Screens are marked with the corresponding channel number. The new system "corrects problems which other TV systems have created in commercial locations," according to H. F. Dennison, inventor of the device, vice president of Solotone and president of Dennison Sales Co., national sales representative for the firm. Installation and operation are free to the businessman, as distribution is conducted on a percentage basis, Mr. Dennison explained. Solotone TV installations have been made in New Orleans, Minneapolis and Dallas.

Second TV innovation at the Institute was a device developed by the Videograph Corp., New York, and manufactured by Emerson Radio. Seven feet, two inches high, it paddles 50 phonograph records and TV shows on a 122-square-inch screen for 5, 10 and 25¢. At the rate of $4 for three minutes, it costs patrons $1 per hour for such entertainment.

Differing from the Solotone, the Videograph is controlled by the management rather than patrons to selection of records or TV. The video section, however, can be put on a free-play basis if the owners choose. Both audio and video are centered in one machine, as contrasted with Solotone's two receivers. Equipment may be purchased either outright or rented from a distributor, according to Vice President Videograph president. Installations have been made in all parts of the country, he reports.
In Maryland it’s WMAR-TV for Public Service

ON CHRISTMAS EVE, WMAR-TV telecast the services from historic St. Paul’s Church in Baltimore, Maryland. This impressive program was fed by WMAR-TV to the Columbia Broadcasting System television network.

The following editorial concerning the telecast was printed in the church publication, Parish Notes, following the program. It is reprinted here with the permission of the Rev. Harry Lee Doll, rector of the church.

THE TELECAST

The whole Parish is certainly most grateful to the staff of WMAR for the opportunity of televising the Midnite Service on Christmas Eve. Those who were present at the service were conscious only of the cameras as they came in, and of the light on the Chancel. They could not know of the painstaking work which the men on the staff had done in order that the complicated arrangements for television should not intrude in the service. The reports that have come to us tell of excellent reception of a dignified and exceedingly reverent service.

The idea of televising the Communion Service was a little startling at first thought. After all, television is a brand new method of communication. We are most conscious, perhaps, that every corner barroom and tavern has its television, and there was the immediate thought of the incongruity of the Communion Service in an irreverent atmosphere. At the same time there comes the immediate thought that Christ Himself if He were here in the flesh would go everywhere that man congregated, seeking His own. So it is hoped that in many barrooms and taverns the service at St. Paul’s was seen and heard.

One Vestryman summed it up conclusively to my mind when he said, “What is the use of our spending so much money on this Friday night broadcast of ‘Great Scenes from Great Plays’ trying to reach the unchurched people of the land if we are going to pass up this opportunity of showing them what we have?”

We can never know what good this service did. It is too intangible a thing. We only know that it was offered to God for His use.
OF the 18 new Senators these 17 appeared on two programs of the CBS-WTOP Washington Capital Cloakroom program. They are (l to r) Robert Kerr (D-Okl.), Russell Long (D-La.), Bert Miller (D-Idaho), Margaret Chase Smith (R-Me.), McVilie Broughton (D-N.C.), Allen Faire Jr. (D-Del.), Andrew Schoepke (R-Kan.), Karl Mundt (R-S. Dak.), Lyndon Johnson (D-Tex.), Lester Hunt (D-Wyo.), Clinton Anderson (D-N. M.), Virgil Chapman (D-Ky.), Guy Gillette (D-Iowa), Robert Hendrickson (R-N. J.), Estes Kefauver (D-Tenn.), Hubert Humphrey (D-Minn.) and Paul Douglas (D-Ill.). Sen. Kerr is affiliated with the ownership of WEEK Peoria, Ill., and Mrs. Lyndon Johnson owns KTBC Austin.

JOHN OUTLER JR. (r), WSB-TV Atlanta gen. mgr., and Lou Wells, Atlanta branch mgr. of Foremost Dairies, get a laugh out of Woody Willow (l), sponsored by dairy on WSB-TV.

ATTENDING opening of WDTV Pittsburgh are Dr. Allen B. DuMont (seated center) and (standing, l to r) David L. Lawrence, mayor of Pittsburgh, and Donald Stewart, gen. mgr. of station. Seated rear: Mrs. Stewart and Mrs. DuMont. Seated front: Mrs. Lawrence and Yvonne DuMont.

JOHNNY Desmond (center), star of new Mutual show, joins in a laugh with A. R. Nathan (l), advertising v.p. of Ranson Art Metal Works, sponsor, and Jack Wyatt, Cecil Presbrey radio director.

HUGH A. L. HALFF (l), pres. and gen. mgr. of WOAI San Antonio, joins Army brass in welcoming Bob Hope (center) and Doris Day (l) when Mr. Hope brought his company to San Antonio for service show at Lackland Air Base.

AT salute by NBC to Chicago’s Radio Management Club marking start of East-Midwest TV programming were (l to r) Paul McCluer, NBC Central Div. sales mgr.; Evelyn Knight, singer; Lanny Ross, star of Swift Show, and Vernon Beatty, Swift & Co. adv. dir.


ATTENDANCE by Chicago’s Radio Management Club marking start of East-Midwest TV programming were (l to r) Paul McCluer, NBC Central Div. sales mgr.; Evelyn Knight, singer; Lanny Ross, star of Swift Show, and Vernon Beatty, Swift & Co. adv. dir.

DURING annual sales meet held in New York by Philip Morris & Co., David Lyon, Cecil & Presbrey account executive, summarizes main copy points stressed on tobacco firm’s—Queen for a Day and Kate Smith Sings.
Like Jack's beanstalk . . .

Television towers can grow sky-high overnight, but it takes more than just a tower to make a television station foremost in its community. WWJ-TV, now in its third year of operation, is a firmly established leader in the Detroit market. It has taken full advantage of its two-year "headstart" to stake its claim on the lion's share of desirable local television features. And, through its NBC Television Network facilities, WWJ-TV has stretched its "seeing power" beyond the horizons to bring Detroiters an even greater diversity of entertainment features. Unquestionably, WWJ-TV is the one best television "buy" TODAY, in the multi-billion dollar Detroit market.
EVERYONE wants to win customers and influence people. But we know, and you know, that the background for winning new friends is first to understand them in terms of their varying local or regional ways of life—and then to act accordingly in all your contacts.

Bull's-Eye Radio (National Spot) is the only kind of radio that permits you thus to influence people, because it's the only kind of radio that lets you decide how, when, where and to whom your sales message is to be broadcast, and what it is to say in each different market.

Since 1932, we of Free & Peters have specialized in spot radio, and believe us, we know how influential it can be when properly used. We'd welcome the chance to help start this more influential radio working for you in any of the markets listed at the left. What facts do you want?
Four Hundred Million

BEHIND that figure, representing radio's net time sales for 1948, there's a big question mark. It's another high water mark—this $460 million in net time sales is $20 million higher than the preceding year. But is it high enough to override the 30% increase in all-station population, and the skyrocketed operating costs which all but spilled over the dikes in 1948?

The high station birth-rate resulted, as expected, in more rigorous competition within the broadcast medium itself. In no few cases did it mean the life-or-death struggle to retain a station. But those same forces of competition have taken their toll, with nearly 200 construction permits turned back to the FCC—the major portion in FM, caught as it was in some areas, between the spectacles of TV and the more intense competition among AM stations.

Intramural competition within the radio media, however, is not the whole story. Newspapers report a 15% gain in ad lineage, or double radio's rise. Newspapers set their sights for the radio dollar and spent hundreds of thousands in putting it over, with no holds barred.

Radio's task is, first to keep revenues high in 1949, and at the same time to widen the gap between expenses and intake. This is the year to do it. But to do it means shirt-sleeve selling, backed up by formidable promotion.

Radio has staked out every page of its history. Tell it and sell it.

And remember that prophetic little headline:

You Can't Turn Off
74,000,000 Radios

Chesapeake Gag

THE basic rights of all mass media hang in the balance this week as five stations face a Baltimore judge on contempt charges.

The stations stand accused because they broadcast news reports about a defendant while his case was pending in court. An archaic common law principle which had its antecedents in the days of Lord Calvert, and long ago rejected by the Supreme Court, has been invoked by Maryland judges who would shackle radio with the same gag that has all but disappeared from the press.

Now the Criminal Court of Baltimore comes up with the quaint contention that it can hall before its bench a station outside the city limits merely because the station's signals cross the city lines.

Carrying that doctrine a little farther—40 miles farther—the court might even cite for contempt stations in Washington because they, too, broadcast similar news stories about the same defendant. The stories were based on official statements by duly appointed police officials to whom the defendant confessed two sex murders. And what about the Washington, Philadelphia and New York newspapers that circulate in Baltimore? They, too, carried the stories as did many other publications.

It is unfortunate that the court's zeal to protect the rights of a prisoner to a fair trial has led it into juridical fields far beyond its depth, completely ignoring the progress of jurisprudence and the progress of society.

The public's right to be informed is a right guaranteed by the Constitution; the Supreme Court has recognized that right in discounting the old English contempt doctrine.

We wonder whether the Baltimore jurists know that veils no longer are worn by Turkish women; that the stocks that are not now used by the Pilgrims...

(Continued on page 44)

Our Respects to—

NEIL HOSLER McELROY

BACK at Harvard in 1905, a stock line concerned the young white collar worker who went into the boss' office for a raise, only to be told: "Young man, I'll keep you in mind. I want you to know there'll always be a future in our organization for a man of your caliber."

There is no evidence that Neil Hosler McElroy, who attended Harvard, ever bent an ear to such ego-soothing words. In any event, his is a success story which began in 1925 when he received his Harvard degree (A.B.) and joined Procter & Gamble, Cincinnati. He progressed through sales and advertising positions of increasing responsibility, in this country and abroad.

His career mapped out, Mr. McElroy never left P & G. Today, he takes his place as one of the nation's youngest industrial executives alongside Charles Luckman, of Lever Bros. As P & G president Mr. McElroy heads a company which enjoys annual sales of roughly $700 million. He was elevated to this top-rung position from vice president and general manager last October.

In this amiable, vigorous soap-and-suds magnate, radio has a friendly advocate. His two basic beliefs may be said to illustrate the company's philosophy: Good programming and effective commercials. Mr. McElroy feels P & G commercials have commanded the respect, attention and belief of the listener.

Mr. McElroy once told a meeting of NBC officials: "A goods hawk on a public square may get a large group of listeners, but unless his manner and what he says evoke belief in his honesty, he will sell very few of his listeners. Radio programming must be honest, straightforward entertainment. Responsible advertisers have realized this since the beginning of their use of the medium. Despite the attacks on programming, my belief is that radio programming in general, and certainly network programming, has developed with a great majority of listeners a belief that radio is a market place where business firms of integrity and honor offer their wares.

The P & G president honestly feels that, despite any criticism directed against radio, its effectiveness as an advertising medium is important far beyond what the advertiser, P & G included, may spend to use it. He has been concerned in recent years about this criticism and the lack of organized industry effort, until recently, "to initiate a long-range program to build the public's belief and understanding in the contribution of radio to the living of Ameri-

LET'S KEEP the record straight Department: President Truman now holds a life-membership card, gold no less, in the American Federation of Musicians, James C. Petrillo, president. President Petrillo also gave President Truman a silver plaque proclaiming the latter's virtuosity as a champion of peace as well as of the piano. AP had a float in the inaugural parade, with "James C. Petrillo, president" emblazoned in stude-horse type. James C. Petrillo, president, also had music arrangements for the inaugural. Could the President sing? James C. Petrillo, president, who hurled defiance at another President a scant few years ago; who told the military establishment it couldn't use his musicians in "subversive" programs, and who gave labor its blackest eye of the war era?

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Respects
(Continued from page 44)
ican people."

Neil McElroy's beginning at Procter & Gamble was in 1919. He started as a junior clerk in the company's advertising department, and four years later (in 1929) became manager of its personnel department, a post he held for 11 years.

In 1940 Mr. McElroy was named manager of P & G's advertising and promotion. Elected vice president in charge of those activities in 1943, he simultaneously made a member of the firm's board of directors. He was re-elected to second P & G president last year, Mr. McElroy served for two years as vice president and general manager, assisting Richard R. Deppe, then P & G president. Last October Mr. McElroy replaced Mr. Deppe, who became chairman of the board.

Other Activities
Like many of his contemporaries in the upper business strata, Mr. McElroy manages to keep busy with extra-curricular activities, especially those dealing with civic and cultural life. He is a member and former president of Cincinnati's Citizens Planning Assn., and of the city's Summer Operas Assn. Other affiliations include membership on the board of directors, Cincinnati branch of the Federal Reserve Bank of Cleveland; board of directors, Cincinnati Chamber of Commerce; board of trustees, Cincinnati Institute of Fine Arts, and board of trustees, Musical Festival Assn.

From 1943 to 1946 he was a member of the board of the Cincinnati American Red Cross chapter. He is also one of the trustees for Hillside School.

His club associations are numerous: Commonwealth, Commercial, Queen City, University Bankers', Cincinnati Country Club; and New York City's Metropolitan Club.

Mr. McElroy married Mary Ca-

SCBA NAMES WHITMIRE
Hicks is Vice President

R. T. (BEVO) WHITMIRE, manager of WFBC Greenville, S. C., Jan. 14 was named president of the South Carolina Broadcasters Assn.

Elections marked the end of the two-day SCBA meeting in Columbia's Hotel Faye Hampton and Forest Lake Country Club [BROADCASTING, Jan. 17]. Retiring president is G. Richard Shafo, general manager of WIS Columbia.

On Gammons' Staff

PATRICIA JANE ELLSWORTH, daughter of Rep. Harris Ellsworth (R-Ore.), has been appointed secretory to Earl Gammons, CBS Washington vice president. She assumed her duties Jan. 4, Miss Ellsworth majored in radio and advertising while attending the U. of Oregon. Her father, a member of the Gammons Broadcasting Committee, is owner of KRRN-111, Eureka, Ore.

On TV Taproom Bill

THE QUESTION of requiring taproom operators to take out amusement permits for the operation of TV sets in bars came up in the Pennsylvania State Senate Jan. 17 when Sen. O. J. Tallman (R-Lehigh) introduced a bill to extend television as a form of amusement. Sen. A. H. Letzer (R-Clearfield), however, proposed strengthening the present law by providing for coin-operated amusement devices.

NBC PROMOTES

Five in N. Y. Stations

PROMOTION of five executives of NBC's three New York stations, KNBC, WCBS and WNBC (TV), was announced last week.

Donald A. Norman, former sales manager of the three stations, was named assistant manager; John C. Warren, former account executive, became sales manager; Harvey Gannon, former account executive, was appointed service and promotion manager; Harry Schaffer, newly created post; Murry Harris, former publicity director, was promoted to director of advertising and promotion, and Schuyler G. Chapin, former field promotion supervisor, became publicity director. Mr. Harris replaced Charles Vail, who resigned as director of advertising and promotion a fortnight ago.

Mr. Norman joined NBC in 1943. He was an account executive in the network's national spot sales department, and manager of spot sales for the Western Division.

The NBC AM, FM and TV station operations in New York were recently integrated administratively.

BCC Yearbook

THE British Broadcasting Corp. Yearbook for 1949 has been published, filled with photos of 1948 programs (over 100 pages) contains 15 leading articles and 16 personality sketches of best known BBC speakers and artists. The chapters deal with production and program problems. A full list of BBC officials, advisory council members, and BBC offices is given, as well as a financial report on the BBC. The book ends March 31, 1948. In the reference section at the back of the book is a complete listing of all BBC services and departments along with functions and aims of each.

SPEELE NAMED

KNBC Program Manager

PAUL SPEELE, radio columnist for the San Francisco Chronicle, has been named program manager of KNBC and NBC San Francisco. The appointment was announced by John W. Elwood, KNBC general manager, and Larry Fanning, managing editor of the Chronicle. Mr. Speele replaces Harry Busch, who will be transferred to Hollywood as production manager of the NBC Western Division. The appointments became effective Feb. 1.

Mr. Speele joined the Chronicle staff as a dramatic critic in 1938. Mr. Speele joined the Air Corps in 1942 and served over three years. He began his radio column in 1946. Throughout his newspaper work Mr. Speele has worked as an enter-tainer and is a widely known master of ceremonies in the area.
WHERE COMPETITION IS KEENEST...

BLAW-KNOX TOWERS DOMINATE THE AIRWAYS

That "still, small voice in the wilderness" hasn't a chance around Pittsburgh. To be heard above the electronic babble it must come out loud, strong and clear.

Receivers tuned to the stations shown here find clear, sharp signals broadcast via Blaw-Knox Antenna Towers... Radio engineers know you can "hear the difference."

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg., Pittsburgh, Pa.
RURAL TV

By BILL PENCE

Pence & Co. Advertising
Johnson City, Tenn.

RURAL-television broadcasting with metropolitan service presents a scattered audience, but an audience more valuable to the advertiser because televisioners are located from around-the-corner movie theaters, bowling pins, sports arenas, etc.

Rural viewers have a more difficult, recreational, and entertainment problem than those in the city who can call a taxi to the front door and speed quickly over smooth-surfaced streets to their destination. Therefore, I feel television will make up the profit in rural markets, filling needs as it does.

Region Underestimated

Evaluation of the southeastern market for more than two and one-half years for possible television activity has led to my conclusion that the potential is as fair as advertising and economic potential, is concerned.

I shudder at the thought that the broadcast industry could freeze the rural markets, holding them solid for advertising and propose that radio income from these excluded areas finance television expansion in metropolitan areas. Such inequality in video development would be unforgivable.

Set selling, servicing, programming content and transmitting standards for rural areas will require methods peculiar to such scattered populations.

Although Johnson City, Tenn., for instance, has a city population of less than 32,000, there is more than one site within the city zone which would afford coverage of at least 200,000 people within 36 miles. Nearby are cities like points which would permit transmitter coverage of more than 1,500,000 population within an estimated 90-mile radius.

The peculiar decentralization of population holds true for many sections of the southeastern states.

However, we both understand that only where unusual mountain terrain permit extended range television signals to include sufficient set owners to justify a rural service would such television operation be feasible.

Aids Needed

Increased power and highly-effective antenna radiation would be a requisite, and allowance made for additional capital cost and operation of such facilities from possible remote transmitter location. Moun-

Wm. Pence

tain-top FM station owners will confirm this.

However, there are favorable market factors and potential advertising returns to be considered as well as such desirable television income will accumulate as other highways in these rural markets as elsewhere.

Comparison of buying power between centers of the nation shows sharp differences between income ratio and effective purchasing strength. The southeastern ruralite, in many cases, lives on his own soil, off his own soil, and in addition may have an industrial part-time job providing extra cash income. With home-grown food in his pantry and his rent a negligible item, I contend he has basic advantages over the city dweller worried with apartment problems, high rentals and costly groceries.

Therefore, it seems to me many of our rural markets are just as valuable as comparable populations inside city limits.

Rural Sections Ignored

The metropolitan centers are flooded with spot buys by having television service while rural areas have been ignored apparently because of the supposition that greater numbers of people make more desirable television markets. Due to concentration of set manufacture, video experimentation, and program production in the Eastern centers, this pattern for past procedure had sufficient foundation.

Take a look, however, at the control position of the New York City outlets even this early in TV's commercialization. Right now the NYC stations are beating the bands out trying to capture Hooper's in competition with downtown streets television. This mature rivalry distorts the television investment situation, and screeches off capital really needed for the medium.

It is now time to bring rural television into quick focus, so that program distribution via network devices can begin to balance the investment being made at network headquarters and other originating centers, and program benefits can then be felt by all of us.

FM PERMITS

Two Non-Commercial Issued

CONSTRUCTION permits were granted by FCC last week for new noncommercial Class B FM station at Northfield, Minn., and for new noncommercial, educational low-power station in Miami, Fla. Also, two non-commercial FM stations were issued to KWHO Brownwood, Tex. (Class B), and WARL-FM Arlington, Va. (Class A), in lieu of previously held conditional grants.

The new Class B CP was awarded St. Olaf College, licensee of WCAL Northfield. Facilities are channel 201 (105.1 mc) with effective radiated power of 49 kw and antenna height above average terrain of 340 ft. Estimated cost is $42,025.

New Albany School System received low-power educational facilities of Channel 201 (88.1 mc) with 2 kw effective radiated power. Estimated cost is $2,513. FCC said this was first such grant to public school system although several already have been made to colleges.

Revisions in its FM allocation plan were announced by FCC. Commission replaced Channel 239 (95.7 mc) with 266 (105.1 mc) at Minneapolis, replaced 236 with 266 (95.7 mc) at Rochester, Minn., and replaced 251 (98.1 mc) with 239 at Northfield.

CPs awarded in lieu of conditional grants cover following facilities: KWHO Brownwood, Class B Channel 201 (105.9 mc), ERP 2.9 kw, antenna 250 ft.; WARL-FM Arlington, Va. Class A Channel 201 (105.5 mc), ERP 600 w., antenna 300 ft.

Following were granted CPs in lieu of previous conditions: WMCN-FM Henderson, N. C., to change power from 8.5 kw to 9.5 kw; WCMC-FM Westminster, S.C., to change power from 2 kw to 2.5 kw; WLOW-FM Norfolk, Va., to change frequency from Channel 281 (106.3 mc) to Channel 235 (98.9 mc).

APPLICATION for new experimental high band (UHF) television station was filed last week with FCC by Philco Corp., owner of commercial TV station WPTZ Philadelphia.

Philo stated in its request that it wished to study the general problems of transmission, propagation and reception on the high band and asked permission to operate in the band 580-600. Visual and audio power of 3 kw is requested.

Firm said it wished to use A5 emission on 589.25 mc with a modulating frequency of 5 mc and A4 emission on 598.75 mc with modulating frequency of 15 mc. TV transmission would be AM and aural transmission would be FM, the application said.

Cameo

(Continued from page 87)

the available mass media. "Television," explained Bernard Rosenberg, vice president of Cameo Cur-
tains, "has solved that problem completely."

In Other Markets

In fact, the Philadelphia experiment has been so successful that Cameo is expanding its television advertising budget and is planning to place programs in other major cities. Working on a cooperative basis with retail stores, the firm is setting up programs beginning in February to stimulate spring business.

Macy's in New York is already working in cooperation with Cameo Curtains and has advertised on the Fitzgerald program several times on WJZ-TV New York. Results, the company reported, were comparable to those achieved in Phila-
delphia.

Programs are also planned by the Sloan Agency for other stores in Atlanta, Boston, Cleveland, Chi-
cago, Detroit, Pittsburgh, Los An-
geles, Baltimore and St. Louis. Pos-
sibilities for programs are being investigated in Salt Lake City, St. Paul, Richmond, New Haven, Akron, Fort Worth, Syracuse and other key cities as video stations open.

...}

Shot of newly wed couple admiring new Cameo Shirt-back curtains provided basis for spot announce-
ment.

Page 48 • January 24, 1949

UHF TELEVISION

Philo Asks Experimental

BROADCASTING • Telecasting
Coal's Public Relations Program Begins with Belief...

in the Critical Judgment of the People

We want people to be well informed about the coal industry—to have an accurate idea about its problems, its policies and achievements, and how they affect each person in the nation.

And to help people understand how the coal industry views its responsibilities, our efforts are openly and authoritatively sponsored. We do not engage in anonymous activity—for we have faith and belief in the critical judgment of the people.

We want people to realize the importance and significance of a free, productive and progressive coal industry—both to the nation and to themselves.

We also want them to know about the technological progress in coal production, preparation and utilization. We want them to know what the coal industry is doing to give them more heat and more energy per pound of coal—in their homes and their factories.

But most of all we want them to know about the modern coal mine and the modern coal miner. How much safer, easier and less demanding on a man's strength the work of mining has become. What kind of man the miner is. And how he and his family live.

Much has been written and said about the coal industry and its problems that is true; and much, too, that is untrue—or only half true. But because we trust the critical judgment of the people, we know the importance of telling our story vividly, factually, in complete detail.

And this faith in the people's response to clear, open statement determines plainly how we should and do go about it:

We tell our story by advertising it—in important places. We use full pages in key magazines—and in striking pictures and easy-to-understand words we take the people to our mines.

We offer our story as one of great interest—to newspaper and magazine editors. By preparing feature articles for these media, or by assisting their people to come and see for themselves, we make known the increasingly newsworthy facts about coal.

We "tell" our story in person—through a comprehensive speakers bureau, able to call on the industry's complete array of managerial and technical talent for appearances before all types of civic luncheon groups and clubs.

We supply answers—to any question about coal, its production, use, and personnel, through our research and statistical department, which annually publishes a complete factual data book on coal.

We cater to the curiosity of youth—by advertising regularly to teachers the aids and literature by which we hope to keep coal a lively, fascinating topic in the minds of alert young Americans.
DENY WRTB PLEA
Hearing Ordered to Start

PETITION of Raytheon Mfg. Co. for reconsideration and grant without hearing of its application for additional time to construct television station WRTB Waltham, Mass., was denied last week by FCC and hearing was ordered to commence Feb. 2 before Examiner Hugh B. Hutchison.

At the same time the Commission denied petitions of New England Theatres Inc., Boston television applicant, which asked that the Raytheon request for extension of construction deadline be consolidated in the Boston television hearing. (Comr. Robert F. Jones dissented from the Commission majority and voted to consolidate the request with the new applications proceeding.)

The hearing on the time extension request of Raytheon was ordered by the Commission about a year ago.

There are pending two applications for consent to purchase WRTB. The initial application, that of CBS, was filed in November of last year and a competitive bid, filed under AVCO procedure, has been made by Meredith Engineering Co., subsidiary of Meredith Pub. Co., Denver [BROADCASTING, Jan. 17].

An Excerpt from a letter to Cleveland's Chief Station

KRONHEIMS
Between January 15th and November 15th, 1948, as the result of mail or phone requests from our customer-listeners, we have distributed 75,000 of the question and answer leaflets offered on our WJW radio program.

BIL O'NEIL, President

WJW
BASIC
ABC Network
CLEVELAND
1000 Watts
REPRESENTED NATIONALLY BY HEADLEY-REECE COMPANY

FCC Asked to Okay Sale To Banks, 'Post'

FORMAL applications were filed last week for FCC consent to sale by the Washington Post of WINX Washington to William A. Banks, owner of WHAT-AM-FM Philadelphia, and for sale of WINX-FM to WTOP Inc., new owner of WTOP Washington [CLOSED CIRCUIT, Jan. 17].

Price for WINX, acquired by the Post in 1944 for $500,000, was given as $130,000 in the application. Price for WINX-FM to WTOP Inc., owned 55% by the Post and 45% by CBS, was given as $160,000. This includes real estate at the Arlington, Va., transmitter site.

Filed concurrently with the transfer applications was a petition for waiver of the Commission's AVCO rule requiring a 60-day waiting period so that competitive bids could be filed to match the offers of the proposed purchasers. In alternative, the petition requested that the Post be allowed to take over operation of WTOP and that CBS be allowed to take over operation of KQW San Francisco as sole owner.

The transactions were approved by the Commission last October on condition that the Post dispose of WINX [BROADCASTING, Oct. 26, 1946]. The Post paid $855,470 cash for the 65% holding in WTOP, 50 kw outlet on 1500 kc. CBS, already 45% owner of KQW, bought remaining 55% for $425,000 plus from Ralph R., Mott Q. and Doro- thy M. Brunton. WINX is assessed $200 kw on 1340 kc and has two 250 w boosters in Washington area.

WINX-AM are licensed to WINX Broadcasting Co., owned by Eugene Meyer & Co., a joint membership of Eugene and Agnes E. Meyer. The family owns the Post.

The WINX transfer application stated that the Banks will receive a loan of $100,000 at 4½% from the Fidelity-Philadelphia Trust Co. and that he has cash on hand in excess of $30,000. Mr. Banks reported that his net worth as of Dec. 31, 1948, was $147,835.14, including book value stock interest in WHAT of $73,987.57.

Mr. Banks stated that his World Communications operation is directed "particularly to significant minority groups residing in its service area" and that "assignees will explore the possibility of a public service standpoint, of designing a specialized program service" for WINX. The largest minority group in the Capital is Negro.

Mr. Banks said there is no intention of replacing present personnel with new people at WINX and only such changes will be made "as may be necessary to effectuate certain economies in operation." Mr. Banks estimated he could operate WINX at a monthly cost of $14,000 and he expected a monthly revenue of $19,000.

Reports Assets

WINX Broadcasting Co. reported that as of Nov. 30, 1948, it had total assets of $306,868, including current assets of $60,839 and total broadcast investments of $245,426. Current liabilities and accruals on this date were reported as $29,924. Notes and accounts payable to affiliated companies (broadcast) were totaled as $791,398. Capital stock issued was given as $51,799 and "unappropriated earned surplus (deficit)" of $485,851 was reported.

In the petition for waiver of AVCO for WINX it was pointed out that the station was publicly known to be required by FCC as early as four months before the October approval to the WTOP sale. The petition pointed out that at the time of dissemination of the WTOP action, public accounts have been carried in local newspapers and in the trade press.

"Because of the extensive publicity given during this protracted period of time that Station WINX was available for sale, it is believed that the basic purposes of the ACTO procedure already have been served," the petition said. It continued, "The prolonged transitional period already has adversely af-

STATION SALES

KVAI KMAE KIWW File

SALE of KVAI Amarillo, Tex., for about $88,000 by Lonnie J. and V. M. Preston and Alice Howenstone to R. G. Hughes is reported in application tendered for filing last week for FCC approval. Applications also have been filed for consent to sale of interests in KMAE San Francisco, Tex., and KIWW San Antonio.

In the KVAI sale, Mr. Hughes, owner of 270,625 shares (41.69%), becomes 100% owner (66 2/3 shares) through purchase of holdings of three of his associates: L. J. Preston and Alice Howenstone, 167.75 shares each, and V. M. Preston, 30.876 shares. The sellers indicated they wish to devote their attention to KASA Elk City and KWOZ Clinton, in which they are part owners. Mr. Hughes is owner of KHUZ Borger, Tex.

Consideration in the KVAI deal is $90,000 cash plus assumption of obligations not to exceed $88,000. Clyde K. Bowman retains 13 shares in KVAI. Station is assigned 1 kw on 940 kc.

In the KMAE transaction, consent is sought to acquisition of control of McKinney Air Enterprises, licensee, by George W. Smith Jr. Now 25% owner and general manager, Mr. Smith proposes to buy the 25% interest of Clay E. Thompson for $5,770 and the 25% interest of Noll E. Thompson for $7,270. KMAE is assigned 500 w daytime on 1600 kc.

The KIWW transaction involves sale by Joe Olveras, 55% owner, of 15% interest for $4,000 to Manuel Leal, station general manager and presently 25% owner. R. R. Frederick retains 20% holding. KIWW is assigned 250 w fulltime on 1240 kc.

IN HONOR of opening of East-Midwest coaxial cable, the St. Louis Post Dispatch, licensee of KSD-TV, published the first-known of television news and information.
Microgroove long-playing recordings are here to stay. This means that every broadcast station and recording studio must have quality equipment, especially for microgroove reproduction.

The new Presto type 153 reproducers include two separate Pickering diamond stylus heads for microgroove or regular recording, an exceptionally fine arm, and a 4-position compensating network.

Durability of equipment, fine performance, and economical first cost make these Presto reproducers ideal for microgroove and also for lateral standard recordings.

Write today for full specifications on the Presto 153M for microgroove recordings and 153R for regular recordings. Your nearest Presto distributor can show you the equipment.

FOR HIGHEST FIDELITY...IT'S PRESTO DISCS

Microgroove, even more than regular recording, demands a perfect disc. The answer is Presto. For sixteen years ago, Presto made the first lacquer-coated discs... and today Presto discs are first in quality.

Presto
Recording Corporation
Paramus, New Jersey

Mailing Address: P. O. Box 500, Hackensack, N. J.

In Canada: Walter P. Downs, LTD., Dominion Sq. Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS
AM GRANTS

Ownership Details Given

FOLLOWING is ownership of new standard stations, authorized by FCC forthnight ago and details of which have not been reported [BROADCASTING, Jan. 17]. All were granted Jan. 10.

PRESTONBURG, Ky—Kentucky Mountain Broadcasting Co. 960 kc, 1 kw, daytime; estimated cost $15,713. Partnership; Charles W. Scruggs, owner-publisher New Brunswick Herald, 46% Claude W. Scruggs, advertising manager of the Herald, 30%, Franklin T. Wilkins, commercial manager, KBBD Brownwood, Tex., 20%. A. W. Stewart, chief engineer of KBBD, 20%.

Norwalk, Conn.—New Continental Broadcasting Co., 1420 kc, 1 kw, daytime; estimated cost $28,573. Partnership; Charles W. Scruggs, owner-publisher, New Brunswick Herald, 46%, Claude W. Scruggs, advertising manager of the Herald, 30%, Franklin T. Wilkins, commercial manager, KBBW Brownwood, Tex., 20%. A. W. Stewart, chief engineer of KBBD, 20%.


SCBA Plans

PLANS for expanded activities of the Southern California Broadcasters Association in 1949 have been asked of the board of directors by William I. Beaton, sales director, and general manager of KKKK Pasadena. Mr. Beaton has asked his predecessor, Mr. Mr. M. Pierce, NBC western station relations manager, to be named a director to fill the unexpired term of Lee Wynn, manager of KGER Long Beach, resigned. Arlette Bartley, has been appointed secretary of SCBA, replacing Ethel Bell Mack, also resigned.

WALID ANNOUNCES

Announcer to Get $103.10

WCFL, Chicago Federation of Labor station, has completed negotiations with the American Federation of Radio Artists to increase wages of staff announcers from $91.85 to $101.10 weekly. AFRA reopened contract talks with both WCFL and WJJD recently when their power was increased to kw. Minimum base pay for announcers, retroactive to Nov. 1, will be increased again May 1 to $114.35. "Comparable" pay hikes have been provided also for actors, singers and freelance announcers, AFRA reports.

Two of three arbitrations were resolved recently through the Chicago local of AFRA, the first case presented since 1943. In the first, Joe Wilson of ABC, who resigned to do sports work at WBKB (TV) Chicago, was awarded two weeks accumulated vacation pay, the full amount of the claim. The second case, between Ed Pretiens and Feature Productions, was settled by mutual agreement with payment of $400 to Mr. Pretiens as settlement of a sum due him because of an unexpired agreement.

The American Arbitration Assn. is still considering the first case, that of AFRA and Rush Hughes against Ollan Advertising Agency.

RWG CONTRACT

First Draft Expected Soon

FIRST DRAFT of a contract for voice-over service between Radio Writers Guild and agencies, package producers and sponsors will be completed within ten days, according to Austin M. Fisher, management representative.

Mr. Fisher made the statement after his return from the West Coast, where two series of meetings were held to formulate contract language. Both sides orally agreed to the main substance of a contract in December and the industry side undertook the responsibility of making the first draft [BROADCASTING, Dec. 20].

In Hollywood, attorneys and representatives of the various industry segments concerned with the contract met with Mr. Fisher while simultaneous sessions of management and the RWG were held on provisions relating to moving picture rights of radio scripts. Both series of meetings were said to be completed satisfactorily.

Next step will be the submission of the first draft to representatives of the Guild and management. Main provisions relate to retention of script at 10% over print. Writers and to fee minimums.

MILESTONES

FIRST anniversary celebration of WMD Atlantic City was marked by a cake-cutting ceremony on the boardwalk in front of Convention Hall. Congratulations were exchanged between David H. Freedman (r), representing the station owners, and General Manager E. E. Kohn.

AMERICAN Forum of the Air celebrated its 21st anniversary on Jan. 18. The birthday program originated from Washington, and Rep. Emanuel Celler (D-N.Y.), who was the moderator, Ted Granick's first forum broadcast, 21 years ago, was guest speaker. WOIC (TV) Washington televised the event, which was heard on MBS at 10 p.m.

Subject of the forum was "Should the Un-American Activities Committee Be Abolished?"

George F. Chatterton, Harry M. Tax, George F. Finley and Sadie Lazarus all observed 30 years of service with Federal Adv., New York, at a luncheon Jan. 10 in their honor. Gold watches and engraved scrolls honoring the occasion were presented to each by Gordon E. Hyde, agency's president.

Marguerite McEvoy is celebrating her 20th anniversary with WTAG and WTAG-FM Worcester, Mass., commercial department.

William S. Pirie Jr., national sales director of Baltimoric, celebrated his 20th anniversary in radio sales work on Jan. 7. Mr. Pirie has been with WFBF for 17 of those 20 years.
IMPressive... how KDAL's imp makes "big time" in just 13 weeks...

Does BROADCASTING reach and impress buyers of time? I. F. I., agency for KDAL, surveyed 300 national agencies. When the returns were tallied, one out of four identified "Otto Mattick," the KDAL imp—and decorated him with a recognition rating of 25.4%.

IMPressive—"Otto" had run only 13 weeks in BROADCASTING

IMPressive—"Otto" had run exclusively in BROADCASTING

MORAL: Any budget in BROADCASTING brings "Otto Mattick" results. Get the facts fast.

Any budget in BROADCASTING brings "Otto Mattick" results.

BROADCASTING • Telecasting

THE NEWSWEEKLY OF RADIO AND TELEVISION
**A LANG-WORTH “MIKE MYSTERY”**

**The Case of the Shivering Corpse**

The woman lay crumpled in the snow in an alleyway between two buildings. Although it was bitter cold, she wore no coat, and the only objects near her lifeless body were one of her shoes, the laces still neatly tied, and her hat, which looked as fresh and new as though she had bought it only moments before.

The young Irish policeman, who had discovered the body, scratched his head. “I’d say it’s a case of hit-and-run driving,” he said to Homilde Lieutenant Evans, “only there’s no tire tracks. Maybe some hoodlum black-jacked her and took off with her coat and purse. What do you think?”

Lieutenant Evans said, “No. This is suicide. Three clues prove that beyond a doubt.”

“And what may they be?” asked the cop.

(Solution below)

“Mike Mystery” is a feature of a 15-minute transcriptioned music and mystery show available 5 times weekly for national, regional, or local sponsorship on LANG-Worth affiliated stations. For full information, contact your station or its representative.

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

**103 W 57TH ST. NEW YORK 19, N. Y.**

**THE SOLUTION**

“A suspect bearing a striking resemblance to Mike Mystery introduced himself as Mike Mystery last night.”

The man then introduced himself as Mike Mystery. The resemblance was striking.

P. L.-Icide

**Continued from page 86**

youself out of slack time.” The station keeps 50 cents out of each $1 order.

Syd Simons, 540 N. Michigan Ave., Chicago, make-up artist, offered to forward information about a P. I. plan covering its face cream.

Strang & Prosser Adv. Agency, Smith Tower, Seattle, has a client that offers 25 cents per inquiry for an “unusually attractive gimmick.” The mail follow-up material has been submitted to both the Post Office and the Federal Trade Commission, according to Joseph Maguire, agency president.

Wenco Dental Products, Box 8825, Hollywood, invites inquiries on a “legitimate” P. I. deal for a product backed up by a long-time newspaper and magazine campaign,” according to William Reed, sales manager.

**Upcoming**


Jan. 31-Feb. 4: American Institute of Electrical Engineers annual winter general meeting, Hotel Statler, New York.

Feb. 3: ABC Mountain and Pacific Advertising Convention, St. Frank's Hotel, San Francisco.

Feb. 5: Broadcast Pioneers Annual dinner, Hotel Statler, Washington, D.C.


Feb. 14-15: NAB Board of Directors meeting, Roosevelt Hotel, New Orleans.


March 5-5: Annual Radio Conference of the National Association of Electrical Engineers. New York.

March 10-11: American Women Broadcasters Convention, Drake Hotel, Chicago.


April 7-15: National Conference on NBC, NBC's National Convention, Chicago.

May 5-6: Institute for Education by Radio, Detroit State U., Columbus, Ohio.

May 26-June 1: Advertising Federation of America 45th Annual Convention, Houston, Tex.

**AMA Panel on TV**

AN ALL-STAR panel will attempt to answer television's problems at tomorrow's luncheon meeting of the American Marketing Assn. at the Hotel Commodore, New York. Paul Slagle, president, Paramount Pictures; Joseph Moran, vice president, Young & Rubicam; C. E. Hooper, president, C. E. Hooper Inc.; H. M. Beville Jr., NBC director of research; Leo Hendel, director of radio research, Metro-Goldwyn-Mayer; E. C. Sindlinger, president, Sindlinger & Co.; Allen Elzadeck, advertising manager, Jello Div., General Foods Corp.; Fred Cox, NBC video producer-director, and Ted Cott, vice president, WABC, New York, comprise the panel. Jay Josten, reporter of Mr. District Attorney, will act as moderator and quizmaster.

**MEMO TO ETHEL WEIDER, Biow Company:**

WCKY's WALTZ TIME program, Saturday, afternoon 1 to 2, leads all stations with an average rating of 6.8%. Reach a family audience Saturday afternoon on WCKY.

*(Pulse Nov.-Dec. 1948)*

**50,000 WATTS OF SELLING POWER**

**ON THE AIR EVERYWHERE 24 HOURS A DAY**

**BROADCASTING** • **Telecasting**

**L.B. Wilson**

**WCKY**

**CINCINNATI**

**50,000 WATTS OF SELLING POWER**

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**BROADCASTING** • **Telecasting**

**L.B. Wilson**

**WCKY**

**CINCINNATI**
Coy Defends
(Continued from page 28)

Yet, he pointed out, the Committee itself permitted three admitted atheists to testify during the hearing, presumably because they believed that fairness required it to do so.

"But despite this Committee's own conduct motivated by that sense of fairness, they were unable to perceive that the Commission has said no more than that the same principle of fairness must be equally applicable to the radio if the preservation of radio as a means of free expression is to be achieved," he said.

Cities Scott Case

The FCC chief characterized the Scott case as "the acid test of our conviction that free speech over the radio should be fully maintained." It was a test which the Commission passed and the Select Committee failed, he asserted.

He recognized that broadcasters cannot allot time to all who ask for it, but they may not exercise discretion on the sole basis of their own beliefs, he said, adding:

The fact that all persons may not have an opportunity to speak over the radio whenever they desire to do so does not of itself mean that they are deprived of freedom of speech. "Who does the fact that a licensee is not free to operate his station safely for his own interest on the basis of his own beliefs and prejudices mean that he is deprived of freedom of speech?"

But the maintenance of radio as a medium of freedom of speech does preclude any absolute policy by a licensee or anyone else barring a subject within the scope of the guaranty of the freedom of speech on the ground that it is an unpopular subject.

While the licensee must look to the interests and desires of the community he serves, he cannot bar views on particular subjects because the subjects are unpopular. "For certainly the prevailing views and desires of the community cannot be made the measure of freedom of speech when they destroy that freedom in the very situations where it has most significance."

Traces History

He traced the history of the Communications Act, notable court cases and Commission decisions in support of his claim that FCC is insuring freedom of speech, not restricting it.

"...The Committee has consistently held that the licensee is under a duty to make affirmative efforts to serve the needs and interests of his community," Chairman Coy said, citing the "WHKC Decision" which held that a broadcaster may make reasonable provision for discussion of public controversial issues.

"...This duty, the Commission has consistently held, is a continuing duty to make affirmative efforts to serve the needs and interests of the community," Chairman Coy said, citing the "WHKC Decision" which held that a broadcaster may make reasonable provision for discussion of public controversial issues.

Delayed Reception

SOUND may travel fast, but sometimes the time between transmission and reception may be a matter of days—and may involve miles of watery expanse. Such was the experience of Richard Rendell, ABC-WMAI Washington, newsman, who returned to the U.S. from a European junket Jan. 5. Mr. Rendell left the States Dec. 3 to accompany the Navy as an accredited ABC correspondent. In Athens he short-waved a question-and-answer broadcast to ABC in New York. On Jan. 9 Mr. Rendell was in the Capital's National Press Club when he heard himself on ABC's Foreign Reporter. The network had recorded his voice that day.

John C. Turner

JOHN C. TURNER, 50, NBC singer and pianist, died suddenly Wednesday morning in his Denver home after a brain hemorrhage. He had been a staff member at KOA since 1944. Born in Hamil- bal, Mo., Mr. Turner began his radio career in 1922. He joined NBC in 1933. Survivors include his wife, Marie Anna, two sons, Robert, 26, and Jackie, 19, and a daughter, Donna Marie, 17.

Coy in Boston

FCC CHAIRMAN Wayne Coy is scheduled to be in Boston Tuesday where he will address a joint luncheon session of the Boston Radio Executives Club and Boston Advertising Club.

Penelope Simmons

Mrs. Simmons buys time for such famous accounts as American Safety Razor, Coffee Advertising Council, Durkee Famous Foods, Dixon Ticonderoga Pencils, Lever Bros., John F. Trommer, etc. The William G. Rambeau rep today presented Mrs. Simmons with a Patroon membership scroll and the deed to a tract of land in the heart of the Patroon country.

Penelope Simmons, Time Buyer, Federal Advertising Agency, Inc.

 PATROON — Aristocratic Landholder of the Hudson Valley

*Only WPTR boasts all these great regional favorites: Miller & Pope, The Sportsmen; Marty Ross, bobby soxer's idol; Howard (Uncle Pete) Maschmeier, whose stories are carried in school classrooms; Frank D'Armond, sophistication at the Steinway; Beth Lee, with recipes as tempting as her Kentucky drawl; and many more.

Winz

10,000 Watts of Power Night and Day

Patroon Broadcasting Co., Albany, N. Y. • • • Represented by Rambeau
DELETIONS

SEVEN FM outlets and one AM station were granted cancellation of their authorizations last week by FCC. All were applied for by the applicants.

FM deletions for 1949 to date now total 12 construction permits and one cancelled grant. The AM deletion, for WFAR Quincy, Ill., owned by Illmo Broadcasting Corp., was effective Dec. 31, 1948. There have been no other AM cancellations to date this year.

For all of 1948 there were 130 FM deletions (licenses, CPs, and GAs). In 1947 there were 31. In 1946 there were 83 AM stations cancelled (4 licenses, 49 CPs).

WFAR deletion was made as a result of FCC approval to Illmo Broadcasting's purchase of one-third interest in WQEM Quincy from Quincy Broadcasting Co. [BROADCASTING, Dec. 13, 1948].

WKAL-FM Rome, N. Y., owned by Copper City Broadcasting Corp., was dropped after "extensive surveys in area" which showed "little or no public interest in FM service," FCC reported. Commission said WKAL indicated it is "considering" whether to devote entire interest to television station. WKAL has not yet applied for TV.

WREC-FM Memphis, Tenn., owned by Hoyt B. Wooten under the firm name of WREC Broadcasting Co., was effective with extension of completion date or deletion without prejudice since plans to combine FM and TV operations are developed as a result of the video freeze.

KNRA Okmulgee, Okla., owned by Donald W. Reynolds, was granted deletion. According to FCC, Mr. Reynolds "decided not to construct at this time." Likewise WIRE-FM Indianapolis was cancelled as "applicant has decided not to construct at this time." WIRE is owned by Indianapolis Broadcasting Inc.

KVRO Brownsville, Tex., owned by Brownsville Herald Co., Pub. Co., and KVMR Midland, Tex., owned by Valley Evening Monitor Inc., were dropped "after careful consideration of numerous factors involved in an FM broadcast operation," FCC said. Withdrawal requests were signed by Leo E. Owens, president of both firms.

WNYE Nashville, Tenn., owned by Nashville Radio Corp., was withdrawn as the firm "does not desire to engage in an FM operation at this time," Commission said.

Meanwhile, FCC also has granted deletion of WCYB-FM Bristol, Va. Action was inadvertently omitted from the report in BROADCASTING, Jan. 17, page 53. Commission said "applicant is convinced that attempt to operate an FM station in the community upon the basis of those standards under which its present AM operation is conducted would be impossible." Appalachian Broadcasting Co. owner, believes "it is wisest to devote all time and resources to AM.

ABC HOLLYWOOD

Promotes Nelson, Hullinger

NORMAN NELSON, assistant sales promotion manager of ABC Hollywood, has become director of broadcast promotion, according to Jack O'Mara, Western Division promotion manager.

Mr. Hullinger, now trade news editor in the Hollywood publicity operation, will become assistant sales promotion manager on Feb. 1. Mr. Nelson's duties will be concerned with use of radio to promote radio in the KECA and ABC Pacific areas.

WBAP-TV Fort Worth, Tex., has shifted to new six-day weekly schedule, off air on Wednesday instead of Tuesday.

ZENITH'S WEFM

Denied FCC Authorization

ZENITH RADIO Corp. last week was denied authorization by FCC for continued operation of its lowband FM outlet, WEFM Chicago. Firm sought renewal of "privilege" accorded FM's inventor, Prof. Edwin H. Armstrong, and his experimental low band outlet, WZXM Alpine, N. J.

Despite the FCC order terminating all low band FM broadcasting effective Dec. 31, 1948, Prof. Armstrong is continuing operation of WZXM under a stay order issued by the U. S. Court of Appeals for the District of Columbia. The court order was issued upon Prof. Armstrong's appeal that both he and FM would be done "irreparable injury" by the Commission ruling [BROADCASTING, Jan. 10].

Explaining it has not authorized WZXM or any other station to operate in contravention of its ruling, the Commission indicated the court order suspends the FCC decision for WZXM until WZXM settles by litigation. The FCC letter to Zenith stated:

We have your telegram of Jan. 7, stating that you understand that an order of the United States Court of Appeals for the District of Columbia has been issued in the case of Development Frequency, Modulation Broadcast Station WZXM, Alpine, N. J., permitting the station's continued operation on 44.1 mce pending determina- tion of Major Armstrong's appeal from the Commission's order of Dec. 31, 1948, stopping FM broadcasting on the band 44 mc to 50 mc. You request that the above decision be suspended to frequency modulation Station WREX, Fremont, Neb., and that it be authorized to continue operation on 44 mc for the period that "WZXM is permitted to continue operation, the operation to take place in accordance with the terms of the last license issued to WZXM, which runs to March 1, 1949, except as terminated by Commission (sic) recent order."

"Please be advised that the Commission has not authorized Station WZXM, Alpine, N. J., denied an FCC station license to operate in contravention of its Decree and Order issued Dec. 31, 1948, and reaffirmed in its Memorandum Opinion of Feb. 14, 1949, terminating FM broadcasting on the band 44 mc to 50 mc, December 31, 1948. This Decree and Order remains in force and applies to that band except as it may be suspended by operation of law. The Commission remains in actual pending litigation. The above decision of the Court of Appeals for the District of Columbia was issued in connection with the pending appeal filed by Major Arm- strong."

FARMERS

Prefer WIBW because we've served their interests for 25 years. WIBW is the farm station for Kansas and adjoining states.

FIRST 15 PROGRAM HOOPERATINGS

Based on Jan. 15, 1949, Report

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of States</th>
<th>Spender &amp; Agency</th>
<th>YEAR AGO</th>
<th>Hooper Hooper + or -</th>
<th>Pos.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walter Winchell</td>
<td>259</td>
<td>Andrews Jarrico (Qr.)</td>
<td>97.5</td>
<td>4.4 + 5.3</td>
<td>7</td>
</tr>
<tr>
<td>Jack Benny</td>
<td>167</td>
<td>American Tobacco (BBD)</td>
<td>27.6</td>
<td>6.5 - 1.1</td>
<td>3</td>
</tr>
<tr>
<td>Edna Turner</td>
<td>149</td>
<td>Halper Bros. (Qr.)</td>
<td>28.7</td>
<td>2.7 0.9</td>
<td>3</td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly</td>
<td>166</td>
<td>S. J. Chasno Co. (NLB)</td>
<td>25.2</td>
<td>26.2 -1.4</td>
<td>2</td>
</tr>
<tr>
<td>My Friend Irma</td>
<td>163</td>
<td>Paramount Div.--Lever Bros. (RCB)</td>
<td>22.7 23.4</td>
<td>0.7 0.8</td>
<td>10</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>156</td>
<td>Lewis Bros. (Qr.)</td>
<td>16.7</td>
<td>1.4 + 5.3</td>
<td>6</td>
</tr>
<tr>
<td>Duffie's Tavern</td>
<td>149</td>
<td>Paramount Div.--Lever Bros. (RCB)</td>
<td>22.7 23.4</td>
<td>0.7 0.8</td>
<td>10</td>
</tr>
<tr>
<td>Mr. District Attorney</td>
<td>149</td>
<td>Halper Bros. (Qr.)</td>
<td>28.7</td>
<td>2.7 0.9</td>
<td>3</td>
</tr>
<tr>
<td>Andy 'n' Andy</td>
<td>140</td>
<td>Lipton Div.--Lever Bros. (Y&amp;R)</td>
<td>18.8</td>
<td>16.4 + 0.4</td>
<td>16</td>
</tr>
<tr>
<td>Griffith's Talk</td>
<td>150</td>
<td>People Are Funny (Qr.)</td>
<td>15.8</td>
<td>3.5 + 2.6</td>
<td>24</td>
</tr>
<tr>
<td>Top Hoppy</td>
<td>173</td>
<td>Average of Sponsored Periods (8-65-90-21.4)</td>
<td>17.3</td>
<td>17.3 0.0</td>
<td>1</td>
</tr>
</tbody>
</table>

* Includes second broadcast

TOP TEN DAYTIME HOOPERATINGS

Based on Jan. 15, 1949, Report

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of States</th>
<th>Spender &amp; Agency</th>
<th>YEAR AGO</th>
<th>Hooper Hooper + or -</th>
<th>Pos.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mrs Perkins (CBS)</td>
<td>98</td>
<td>Franter &amp; Gamble (D-F)</td>
<td>92.4</td>
<td>7.7 + 1.4</td>
<td>2</td>
</tr>
<tr>
<td>When a Girl Marries</td>
<td>77</td>
<td>General Foods Sales (BAM)</td>
<td>87.3</td>
<td>7.6 + 0.6</td>
<td>6</td>
</tr>
<tr>
<td>Porfie Faces Life</td>
<td>89</td>
<td>General Foods Sales (BAM and FCGB)</td>
<td>87.6</td>
<td>7.6 + 0.1</td>
<td>6</td>
</tr>
<tr>
<td>Our Gal, Sunday</td>
<td>84</td>
<td>Whitehall Pharmaceutical (D-F)</td>
<td>76.4</td>
<td>4.7 + 0.2</td>
<td>14</td>
</tr>
<tr>
<td>Young Widower Brown</td>
<td>144</td>
<td>Sterling Drug (D-F)</td>
<td>74.5</td>
<td>5.4 - 0.3</td>
<td>13</td>
</tr>
<tr>
<td>Rockin' Wife</td>
<td>144</td>
<td>Sterling Drug (D-F)</td>
<td>73.5</td>
<td>5.5 - 0.3</td>
<td>13</td>
</tr>
<tr>
<td>Lawyez Jones</td>
<td>83</td>
<td>Sterling Drug (D-F)</td>
<td>72.7</td>
<td>5.7 - 0.3</td>
<td>13</td>
</tr>
<tr>
<td>Just Plain Bill</td>
<td>58</td>
<td>Sterling Drug (D-F)</td>
<td>71.9</td>
<td>6.0 - 1.1</td>
<td>16</td>
</tr>
<tr>
<td>Rosamone</td>
<td>60</td>
<td>Whitehall Pharmaceutical (D-F)</td>
<td>71.0</td>
<td>6.0 - 1.0</td>
<td>16</td>
</tr>
<tr>
<td>Arthur Godfrey</td>
<td>72.32</td>
<td>Philco Corp. (Hutchins)</td>
<td>60.0</td>
<td>7.5 - 0.6</td>
<td>16</td>
</tr>
</tbody>
</table>

* Includes second broadcast
1260 KC

Grants to WERC and Civic; WLEU Denial Proposed

MOVING to end the long-standing 1260 kc rivalry between the two stations, FCC proposed last week to put WERC Erie, Pa., on that regional channel with 5 kw day and 1 kw night (directionalized), and to deny WLEU Erie's application for the same facilities.

At the same time the Commission proposed to grant Civic Broadcasters Inc.'s application for a new Cleveland station on 1260 kc with 5 kw fulltime (directionalized).

The proposed decision also found "serious doubts" whether WLEU's stockholders or directors have participated in station affairs to the degree "required in the station's license."

But FCC said it would not be proper in this proceeding to pass upon "whether willfulness or improper motives prompted the filing of statements containing false information regarding the attention to the affairs of the station which has been given by the president [Leo J. Omelian Sr.] and/or [the] board of directors, or whether, in a legal sense, there has been a relinquishment of the responsibilities placed upon its stockholders in the license granted for the operation of the WLEU facilities."

Separate Proceeding

A separate proceeding would be necessary to consider such questions, FCC said.

The case dates back several years, hearings having started in January 1946. WLEU had applied for 1260 kc with 5 kw day and 1 kw night in lieu of its present 1450 kc with 250 w. This raised questions of possible interference with WERC, on 1230 kc with 250 w.

Subsequently, FCC granted WLEU's petition for an order directing WERC to show cause why WERC shouldn't operate on WLEU's 1450 assignment. Then it added another issue, on petition of WERC, to determine whether WERC should operate on 1260 kc. Thus it became a fight for 1260 kc, with 1460 kc to go to the loser. Meanwhile, Civic Broadcasters had come into the competition through its application for 1260 kc at Cleveland.

The proposed decision to favor WERC over WLEU was based on a comparison of the degrees of integration of ownership and station management as reflected by the two operations. The Commission said WLEU apparently is actually operated, and to a greater extent its policies determined and carried out, by a general manager [V. Hamilton Weir] who owns no stock in the corporate licensee."

FCC continued:

The Commission recognizes that, for the most part, corporations may function only through their agents, but in dealing with the corporate licensees of radio broadcast stations, it is expected that definite policies will be laid down by the board of directors for the guidance of the agents who are engaged directly in the management and operation of the radio stations involved; that all of the members of the board of directors will be informed continuously of changes in conditions which may affect the operation of the stations in comparison with the stations with which they are compared.

Finally, the Commission states: "We do not propose to examine the broadest extent its policies determined and carried out, by a general manager [V. Hamilton Weir] who owns no stock in the corporate licensee."

In proposing to make final the show-cause order relating to a move of WERC to 1260 kc, FCC said it would do so on condition that WERC use the daytime directional and nighttime patterns proposed by WLEU.

Civic Broadcasters is headed and controlled by Frederick C. Wolf, owner of a transcription and recording business in Cleveland, who has 50% interest. Other stockholders: William H. Blavin, electrical engineer, 18%; Walberg L. Brown, music director for the Cleveland Division of NBC, and Edward J. Sklenicka, attorney, 5% each; Emil J. Jelinek, operator of a clothing store, 10%, and John R. Bennett, Air Force veteran, 2%.

NAME SEN. HOEY

To Head Probe Committee

THE SENATE Subcommittee on Investigations, which last summer looked into "Voice of America broadcasts," last Wednesday was officially placed under new management in the rescheduled 81st Congress.

Members of the Committee on Expenditures in Executive Departments, parent group, named Sen. Clyde R. Hoey (D-N.C.) chairman of the subcommittee, replacing Sen. Homer Ferguson (R-Mich.). The two holdover members are Sens. Herbert R. O'Connor (D-Md.) and James O. Eastland (D-Miss.).

New members are Sens. Karl E. Mundt (R-S.D.), Joseph R. McCarthy (R-Wis.), Margaret Chase Smith (R-Me.), and Russell B. Long (D-La.).
Radio's Net

(Continued from page 81)

business is that 1949 will be a more competitive year than its predecessor [BROADCASTING, Dec. 27, 1948, Year-End Roundup]. But few executives anticipate or plan for any net decline in radio revenues.

Television

The Business Index estimates TV sales to be about $7.5 million for 1948. There are now 880 advertisers in the television market—37 being network advertisers. There are no official figures for 1947—but last year, it was estimated that television business totalled about a half million dollars. The gain this year has been exceptional for an industry that is yet so young.

There are few persons who would venture to estimate the 1949 television time sale revenues. Certainly TV advertising has caught the imagination of the advertiser—but he may have been skeptical in the past.

Station Breakdowns

(See Table II)

Regional stations captured almost half of the total time-sales revenue in 1948. The remainder of the time sales revenue was split about 25% each for locals and clear channel stations.

This is about the same breakdown as 1947—with regionals gaining 2.6% in their share of total revenue—principally at the expense of the clear channel stations, which dropped about 2.4% in share of total broadcast revenues.

Regional stations received 48.2% of the total revenue from spot sales; clear channels 40.5%. In this case too, the increasing number of regional outlets gained a percentage from the clear channel stations. In 1947 the split was about 44% of spot business to each class of station.

Half the income from local sales was received by regional stations, while the local stations took 37%—the remainder going to the clear channel stations.

About 85% of the network business went to the clear channel and regional stations—38% and 47% respectively, and remaining 16% of the $35,545,000 total went to local stations.

Advertisers by Product

The big four network advertising groups—Drugs and Toilet Goods, Food and Food Beverages, Laundry Soaps and Household Supplies, and Tobacco—accounted for about 76% of all network advertising in 1948. Their relative positions were unchanged, as all four led the network advertising field in 1947.

The following table shows the top advertising group, with estimated dollar budget for 1948, and the per cent of total network advertising represented by that figure:

TOP SIX NETWORK ADVERTISERS

| Product Group | 1947 Total | % of Total
|---------------|------------|-------------|
| Drugs and Toilet Goods | $57.9 | 23.0%
| Foods and Food Beverages | 52.1 | 22.1%
| Laundry Soaps and Household Supplies | 19.7 | 8.2%
| Cigars, Cigarettes & Tobacco | 19.3 | 8.3%
| Household Furniture & Furnishings | 18.4 | 7.6%
| Confections & Soft Drinks | 7.2 | 3.0%

These figures are Business Index estimates, from Publishers Information Bureau reports.

Comparison with Other Media

Radio's overall 7.7% gain compares with an estimated 13.0% increase in newspaper advertising, according to Media Records reports. The 1948 increase for newspapers was about 3.3% below last year's increase. Magazine advertising in 100 national magazines and 11 farm papers increased about 4%, according to recent estimates.

The 15th Annual Business Index appears in the 1949 Yearbook Number with additional tables and graphs showing the course of radio's revenues since 1945.

MBS 'FORUM' Praised by Sen. Johnson

MILLIONS of Americans become better citizens through listening to Mutual's American Forum of the Air, Sen. Edwin C. Johnson (D-Colo.), chairman of the Senate Interstate and Foreign Commerce Committee, told program listeners last Tuesday.

Sen. Johnson's remarks were given on the occasion of the 21st anniversary of Theodore Griswold's coast-to-coast broadcast of the program from Washington, D. C.

"The American Forum," the senator said, "provides a unique stimulation to the people of the nation, bringing as it does the opinions and views of men in Government to every corner of the land. It is one of the best examples of democracy at work that we have..."

President Truman, too, had praised the program, Sen. Johnson said, and had expressed the view that "the radio industry can be proud of this pioneer in the field of public service programs."
Radio Helps Avert It
In Northwest

(Continued from page 27)
ident and general manager, Harold H. Bennett. His particular pet, however, is the symphony because of the store's policy to give strong support to cultural activity in the community.

Mr. Bennett attributes to the store's radio promotion the fact that, although Salt Lake City department store business in 1947 was behind that of 1947, Federal Reserve figures showed that ZCMI was way ahead.

Circuit Responsible

Responsible for the round of tie-in parties and letters that have evolved from The Story Princess programs is Geoffrey Circuit, ZCMI sales promotion manager, who stepped into the already going radio campaign about a year and a half ago. Mr. Circuit, interviewed by Broadcasting at the NRDGA convention in New York, wrote and produced shows at KSL before joining ZCMI, taught radio and advertising at Northwestern U., and at one time had his own ad agency in Chicago, where 60% of his business was in placing radio time. He believes that too much emphasis cannot be put on the importance of radio, and throws most of his energy and enthusiasm, of which he has much, behind that belief.

KPI Los Angeles has received radio committee of Los Angeles Tenth District California Congress of Parents and Teachers award for "radio station broadcasting greatest number of programs approved by the Congress." In addition KPI weekly Jump Jump of Holiday House was selected by group as "outstanding radio program series of interest to young children."

You, too, will hear good news

... when W TAR does your selling job
in the Norfolk Metropolitan Market

Look at both sides of your advertising dollar...

WTAR gives you 3.5 times as many weekday morning listeners as its nearest competitor . . . 3.2 times as many weekday afternoon listeners, 3.4 times as many, evenings . . . 2.3 times as many Sunday afternoon and Saturday daytime . . .

That's what the Hooper Station Listening Index, October-November '48 says for Norfolk—Portsmouth—Newport News, Va.

Check that kind of listenership and the cost per listener, against any audience delivery of any other station on your list.

You'll see why WTAR gets along so well with thrifty folks.

Let us tell you more about it.

NBC Affiliate 5,000 Watts Day and Night

Nationally Represented by Edward Petry & Co.
VIDEO SALESMANSHIP

Need Cited by Crosley V.F. at Chicago Meet

TELEVISION needs vigorous salesmanship like that which brought aural radio through the depression. Marshall N. Terry, vice president of Crosley Broadcasting Corp., told the Chicago Television Council Wednesday.

"In spite of its glamour, TV was born at an unfortunate time—during a fat period—and now we are scrambling to keep on that plateau," he said.

"Will we carry over into television the luxuries of days gone by, or will we really go to work like we did when we sold ourselves out of the depression?" he asked.

Mr. Terry, who directs Crosley's television activities, revealed that as a newspaper advertising salesman he met resistance because his paper couldn't "demonstrate" a product. As a broadcast salesman, he often was turned down because his station couldn't "show" a product, he related.

"Now, television can do both—but what are we doing about it?"

He inquired.

Most of Mr. Terry's remarks were in the form of thought-provoking questions. He frankly admitted "Crosley doesn't know the answers, either." Some samples cited by Mr. Terry are:

"Is our ambassadorship of television going through this point?"

"Have we given sufficient study to the problems of department stores?"

"Just what constitutes good TV programming?"

"Should our rates reflect the greater impact of television?"

"How are we to test results?"

He predicted that TV stations may find it necessary to establish sales departments to assist advertisers who have no agencies, as well as agencies themselves.

HOUSE GROUPS

Dealing With Radio Okeyed

THE House of Representatives last Monday approved majority and minority appointments to three committees which examine legislative measures affecting radio.


At the helm of this committee's Senate counterpart is Sen. Edwin C. Johnson (D-Colo.), whose appointment the Senate previously confirmed.

The addition of one more Democrat to the House Commerce Committee brings the total to 17 Democrats as compared to 11 GOP members.

New Democratic members of the committee are: Reps. Arthur J. Klein (N.Y.), Thomas B. Stanley (Va.), John C. Butler (Miss.), H. Eugene Cooper (Mo.), Joseph B. Crish (Pa.), Andrew J. Biever (W. Va.), John B. Johnstone (N.J.), Goddard Music (Okla.), Neel J. Linahan (III.) and Thomas P. Mahoney (N.Y.).


All GOP appointments to the committees present no surprises. They are, in the order of their seniority, Reps. Wayne W. Wolf (N.J.), Carl Hingharn (Calif.), Leonard W. Hall (N.J.), Joseph P. Costara (N.Y.), Wilson D. Gilleete (Pa.), Robert Heale (Me.), James F. Elsworth (Iowa), John W. Hessell (Md.), and John B. Bennett (Mich.).

Labor legislation is referred to the House Education and Labor Committee. The FCC's budget is examined by the House Committee on Expenditures in Executive Departments.

Composition of these committees during the 81st Congress will be as follows:


Republican members: Reps. Samuel K. McConnell (Jr. (Pa.), Ralph W. Gowan (N.Y.), Walter E. Brehm (Ohio), Carroll D. Keane (Pa.), Thurston Ballard Morton (Conn.), Harold H. Funt (N.Y.), Wint Smith (Calif.), Richard M. Nixon (Calif.) and Thomas H. Wingerd (Calif.).

Expenditures in Executive Departments, Democratic members: Rep. William L. Thompson (Ill.), chairman; Charles H. Holmstead (Calif.), Henderson Lanham (Ga.), Foster Hardy, Jr. (Va.), Frank M. Keating (Mo.), John W. McCormack (Mass.), Herbert C. Bonner (N.C.), George H. Dizard (Mich.), Walter B. Huber (Ohio), John A. Blatnick (Mich.), E. W. Wiss (D.), and Henry H. Wille (Calif.).

CONTINUING study of press association radio reports will be conducted by a committee set up last week by the National Assn. of Radio News Directors.

Co-chairmen of the committee are Sheldon Peterson, KLZ Denver, and Richard Oberlin, WHAS Louisville. Also named by NARND President Sig Mickelson, WCCO Minneapolis, were Ben Holmes, KOMA Oklahoma City; Ed Wallace, WTAM Cleveland; Wayne Kearl, KSL Salt Lake City.

One of the committee's first projects will be an analysis of a sample report for a week as provided by major wire services now serving radio. The NARND board last November authorized the committee, acting on the theory that station criticism of press association reports should be supported by facts.

'Most Important Project'

Mr. Mickelson told the new committee, "This is a project which is of the greatest importance to the entire radio news industry. We have been hearing a lot of comment on the work of the press associations—a lot of unfavorable criticism. But no one has ever been able, or at least no one has ever pointed out specifically to the press associations their weaknesses and methods for increasing their effectiveness."

"Important Project" suggested "a rather thorough analysis" for one week of press association material. "Such a preliminary survey should provide some interesting conclusions and some interesting suggestions for further study," he said.

Mr. Hawkins (r) presents the Gold Medal award to Dr. Zworykin. At left is Dr. Zworykin's daughter, Elaine V. Zworykin.

RCA'S ZWORYKIN

GETS POOR RICHARD AWARD

Dr. Vladimir Kosma Zworykin, vice president and technical consultant of the RCA laboratories division, Princeton, N. J., Jan. 17 received the 17th annual Gold Medal of Achievement award of Philadelphia's Poor Richard Club. The honor went to Dr. Zworykin for "his distinguished service in the field of electronic research and his outstanding contributions to the development of television."

Presentation was made by Harry L. Hawkins, club president, at the 44th annual dinner, held in the Bellevue-Stratford Hotel ballroom, in commemoration of the 243d anniversary of the birth of Benjamin Franklin, the club's patron saint. The evening was labeled by the club as a "Salute to Television."

Among guests in attendance were Frank M. Folsom, RCA president; Edgar Kobak, MBS president; Mark Woods, ABC president; Harry C. Kopf, NBC vice president; and Lawrence Lowman, CBS vice president. Milton Berle was m.c.

TBA REPLIES

TO DETROIT TV HOUSING PLAN

THE RIGHT to own a television set is as basic an American right as that to own any other personal property, according to Television Broadcasters Assn. Commenting on the refusal of Detroit's Housing Commission director to allow the installation of TV sets in the city's public housing projects [Broadcataing, Jan. 3], TBA has expressed the view that the director had exceeded any constitutional authority he might have.

However, TBA added that a landlord can forbid the erection of roof antennas as part of his property rights. It is understood that the Detroit action is based not on any city opposition to television but is merely one of a series of moves designed to discourage tenants from settling permanently in what was designed as a temporary answer to the city's wartime housing problem. The city has not forbidden TV sets in the permanent dwellings, it was reported.

At WAVE we don't try to pick, pluck or reach for Grape (Ky.)! Our State's got lots of towns like that—sweet, maybe, but so small that even bunched together, they don't make a mass market!

If it's easy pickings you really want in Kentucky, you'll cling to WAVE and the Louisville Trading Area. Here in the State's most important market, people have a much higher Effective Buying Income ($4069 per family vs. $2769 per family in the rest of the State!); hence are the best audience for your radio sales message. WAVE gives you this market—without putting the squeeze on you, or wasting our own juice, either!

What do you say; is it a date— without Grape?
Three panel sessions will take place Tuesday afternoon: (1) Sales and Management—personnel, sales program and production engineering; AM, newspaper and film company operations integrated in TV operations; (2) Program and Agencies—film sources, news features, short films, cartoons, rental practices, clearance rights, film news and special events (with setting up of individual departments); report from film conference committee on TV film standards; (3) Engineering—personnel, number needed, where to get, training; transmission and reception, maintenance problems, control room design and needs, studio organization.

The last day of the conference will begin with a morning session on program trends, including daytime shows, research (Hooper, Nielsen, The Pulse) and a television program demonstration. A representative from the motion picture industry will give his views on video at the luncheon meeting.

In the afternoon, speakers will appear on four panels: (1) Sales and Management (commercial programs)—studio, remote and film problems, and operation costs short cuts; (2) Program and Production Personnel (sustaining programs)—studio, remote and detailed lighting problems, personnel and music; (3) Agencies (studio problems)—production of commercial studio shows, remote programs, TV commercials and music; (4) Engineering—studio, remote, lighting and audio problems.

Among those who have accepted the council's invitation to speak are Mark Woods, president of ABC; James Young, consultant for J. Walker Thompson agency; Leo Burnett, head of the Chicago agency bearing his name, and Lee Cooley, TV director at McCann-Erickson, New York.

INTERCITY TV
AT&T Clarifies Policy

A CLARIFICATION of the American Telephone & Telegraph Co.'s controversial policy on interconnection of its intercity television facilities with those of other companies is offered in a staff changes filed with FCC on Jan. 14 [BROADCASTING, Jan. 17].

The present tariff provides that the company will not interconnect its facilities except in areas where no AT&T facilities are available. The new tariff, to become effective March 1, establishes two categories of facilities:

1. If the customer needs television network service for less than three months (for particular events, for example), and if AT&T has no facilities, then the inter-city channels of other companies may be linked with those of the telephone company for varying periods up to three months or until AT&T facilities become available. "This," AT&T said, "depends upon the particular circumstances involved."

2. If the customer needs television network service for more than three months and if the telephone company cannot extend its facilities to the location within 12 months, then the inter-city channels of other companies may be linked with the telephone company's for at least 30 months and for longer if AT&T does not have facilities by that time.

The whole subject of AT&T's interconnected policy is awaiting an FCC decision as part of the Commission's investigation of AT&T and Western Union TV network rates.

In both cases, AT&T authorities reported, "the tariff provisions stipulate reasonable notice from and to customers as well as the periods of interconnection."

The provision calling for allocation of intercity channels on a quarterly basis—where there aren't enough channels for all monthly service customers—should facilitate broadcasters' sale of network time to advertisers by assuring use of the channels for three months instead of the present 30 days, authorities said.

TAPE RECORDING

ABC Facilities Available

TAPE recording facilities of ABC are to be made available to the network's clients and advertising agencies, Lawrence Ruddell, director of recording, announced last week.

ABC announced that the following charges will include an original and a protection recording which may be used for broadcast, dubbing, editing and assembling. The tape remains ABC property.

If a disc is required for listening purposes simultaneously with the recording on tape, it may be ordered at regular disc commercial rates.

Length of Ampex recording time: 15 minutes $15 30 minutes $30 1 hour $25 (RATES for periods longer than one hour shall be at exempt prices to the studio hour rate. Tape must be recorded with protection copy.)

Supplemental service:
Editing and assembly (using one engineer and one machine): first hour or portion thereof $25 Any additional half hour or portion thereof $10 Re-recording (tape to tape, or tape to disc):

<table>
<thead>
<tr>
<th>Length</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>1/4 hour or less</td>
<td>$3</td>
</tr>
<tr>
<td>1/2 hour</td>
<td>$5</td>
</tr>
<tr>
<td>1 hour</td>
<td>$9</td>
</tr>
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(Rates for period longer than one hour shall be in exact proportion to the hour rate.)

Any additional half hour or portion thereof $10

ABC will extend this to a client who wants to keep his program on tape:

<table>
<thead>
<tr>
<th>Length</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 hour or less</td>
<td>$3</td>
</tr>
<tr>
<td>1/2 hour</td>
<td>$4</td>
</tr>
<tr>
<td>1 hour</td>
<td>$8</td>
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KQV
PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network - Natl. Reps. WEE & Co.

THUNDERFISH

What is Thunderfish? It's the Tri-State's Outstanding Weather Center! Ever wonder what the weather is like in thunderfish country? Well, now you can! Each day, Thunderfish brings you the latest in weather news, right from the source. Thunderfish is your one-stop-shop for all things related to the weather! Get ready to be amazed by Thunderfish's incredible accuracy and reliability. Thunderfish is the perfect weather companion for your daily commute, or even your daily routine. So why wait? Join Thunderfish now and be a part of the most powerful and informative weather network in the Tri-State area. Thunderfish is here to keep you informed and entertained with the latest in weather news and forecasts. Get ready to be blown away by Thunderfish's incredible weather coverage, right here, right now!
AMERICAN Federation of Musicians float honoring piano-playing President Truman caught the eye of music-minded Inauguration Day parade viewers. Three days before the inaugural ceremonies at the Capitol the President had received from James C. Petrillo, AFM president, a silver plaque making him an honorary life member of AFM and praising him as "champion of world peace." Float depicted a 30 x 11-ft. piano. A top it rode a 25-piece band.

INaugural Ceremonies

覆盖成功克服技术问题

电视赢得了它的最大胜利：在就职典礼的整个覆盖中，并且提供了大约20万观众的生动而富有表现力的描绘历史事件的资料。

与以往在就职典礼上出现的艺术家们和继续在就职典礼、游行和就职典礼宴会中出现的艺术家不同，电视产业将整个组织起来，以专家水平克服了不可避免的技术问题。\n
兴趣中心，当然，是在就职典礼在国会大厦和游行中，最大的就职典礼场景。所有的上演都是在11:50 a.m. 每个星期日，其他的电视台都把镜头放在主厅上，在整个过程中直接照射太阳。这导致了云彩的出现。也许瑞安说过那句"星条旗横幅"，一系列的蒙太奇显示了国旗和人群。在就职典礼、总统。首席法官温斯顿被盛大地装饰在画面的左上角。

在共同完成了电视的场面。把镜头放在国会大厦，华盛顿的法国广播系统，原有的描述性的短波广播在巴黎听众中流传。

(续下页)

Capital

(Continued from page 25) J. W. Broadcaster and WOL news editor, handled swearing-in ceremonies at the Inaugural stand. Vantage points commanded by the network: the rooftops of the Senate Office and FTC buildings, Raleigh Hotel, Treasury Bldg., and the official Presidential and White House Reviewing Stands. Technicians from WCBM Baltimore and WOR New York augmented the full WOL engineering staff under the direction of Harold Reed, WOL technical supervisor.

Mutual also afforded radio coverage, through special arrangement with the Pennsylvania Railroad, to listeners housed in Pullman cars outside Washington for lack of hotel space.

Full Inaugural FM coverage was afforded by Continental Network through WASH to approximately 45 stations, including such AM outlets as WNAN Annapolis and WGAY Silver Spring, Md. (Continental had offered its service at cost to any AM stations.)

Its chief announcer was Don Pryor, assisted by James McManus, Frank Harms, Al Becker, and Paul Green. Larry Carl, Continental program director, supervised master control operations.

FM coverage in Washington, other than duplication offered by WWDC-FM and WINX-FM, was given by WCFM. Station covered the Inaugural events in full, going on the air at 11 a.m., with Syd Byrnes, program director, and John Hanly, chief announcer, handling broadcasts. WCFM also tape-recorded the Gala and Inaugural Ball for presentation later.

State Dept’s “Voice of America,” undertaking its largest operation since acquiring new Washington studios, shortwaved to foreign countries 24 hours of broadcasting, seven-eighths of which consisted of Inaugural material, an official report.

The text was air in Russian, German and Spanish, while reports of the ceremonies, along with background material, were piped in full in 16 other languages.

The “Voice” crew was represented by David Penn, announcer; and Fred H. Turner, engineer, fed the commentaries. Other personnel included Sidney Berry, announcer; Jack Gaines, producer, and Art Kaufman, editorial side. Mobile unit consisted of Joseph Stitrick, special events director; Louis Ross, engineer, and Sam Felsinger.

Simultaneous broadcasts were channeled through VOA’s Washington Interior studios to New York, “Voice” headquarters, for relay by BBC and the American base at Munich. The Presidential Inaugural was channeled in its entirety.

Foreign coverage was not limited, however, to the “Voice.” The British Broadcasting Corporation scheduled a direct broadcast of ceremonies, its team consisting of Leonard Miall, Washington correspondent; Henry P. Straker, assistant program director, and Arthur S. E. Toby, chief engineer.

Through special facilities set up by MBS-WOL at the Inaugural Stand and the Washington Hotel, the French Broadcasting System originated special descriptive short-wave broadcasts to Parisian listeners.

(Continued on page 65)
Capital
(Continued from page 63)

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TV CARTOONS
Fairbanks Plans Series

FIRST large scale production of cartoon films designed for television has been announced by Jerry Fairbanks Productions. Plans call for 130 animated open-end five minute shorts.

Based upon a continuing story line, the series will be offered to television stations singly as well as local, regional and national advertisers.

At start series will consist of daily show for 26 weeks.

Animation for Crusader Rabbit, as the series will be known, is to be done by Television Arts Productions, Berkeley, Calif. The firm was recently organized by J. Troup Longard, San Francisco radio producer, and Alexander Anderson, former animator and story editor of Terrytoons. Films are to be completed at the Fairbanks studios where editing and voice dubbing, narration and scoring will be added.

Newly developed Teletoons animation technique, according to Mr. Fairbanks, eliminates many of the costly features of theatrical animation while retaining illusion of movement and life. To accomplish this, Mr. Fairbanks says that backgrounds are held to a minimum and closeups featured. This method cuts cost sharply, he feels.

VANCE TO N.Y.
To Head M-E TV Production

BILL VANCE, television director for McCann-Erickson, Chicago, will report to New York headquarters of the agency today as supervisors of TV production. He will produce the Swelt Show, starring Lanny Ross, and handle video spots for National Biscuit Co., he will broadcast before leaving Chicago.

Production on these accounts formerly was under the direction of Lee Cooley, McCann-Erickson TV director.

Ken Craig, Chicago radio director for the agency, will assume charge of television development for M-E in the Midwest.

TELEVISION ROBOT

Ticker-Tape news and commercials, with up-to-the-minute time and weather, flashed on the screen of WBKB Chicago Jan. 24 (Monday) when the Balaban & Katz station began using its new "Multiscope" commercially for the first time.

Philo Corp. will sponsor the period between 11 a.m. CST and 1:30 p.m. seven days weekly with the machine operating on the 40 hour schedule during regular test pattern time, according to John Balaban, director of the station. A third sponsor may buy the 9 to 11 a.m. period until baseball games begin in April, at which time a move back to the 9 o'clock starting time is anticipated.

Washinghouse and Magnavox are possibilities for second sponsorship spots.

The "Multiscope" is a projector-type mechanism designed to eliminate expensive production aids and to free other equipment and personnel. Entirely automatic, it requires services only of one projectionist and moves "all title work from the studio into the projection booth," Mr. Balaban said.

The "Multiscope" will project on the viewing screen the time in the upper left hand corner, the temperature and weather prediction in the upper right, the constant signature of the sponsor in the center and the multistatic ticker-tape news or sponsor's commercial in the bottom segment.

Specially selected background music is aired simultaneously, and two announcements for each sponsor—will give commercials and station breaks.

Terming the device "the answer to a television operator's prayer," Mr. Balaban said, "Multiscope can put any station close to a break-even point. It has brought WBKB so close to that point that we are probably closer to the profit side of the business than any station in the country."

The machine was installed Dec. 24 for experimentation during test pattern time. It was developed by Custom Television Productions, Chicago, from an idea originated by John H. Mitchell, WBKB general manager, and S. C. Quinlan, promotion manager. Custom Television, which holds all patent rights, was organized by three WBKB technicians, George Tressel, Elmer Goodman and Frank Tracey, who have made many commercial films.

A subsidiary, Sterling Television Sales, is expected to distribute the "Multiscope" to stations throughout the country. Two have been sold, Mr. Quinlan said, and another 40 "will probably be sold within a year."

"The machine is very economical, and eliminates necessity of large and expensive show cards," he added.

Time use of the machine counts as program time under the FCC regulations requiring a commercial station to operate 25 hours weekly, Mr. Mitchell explained.

DIRECT WIRE TV
To Be Used by Fox Firm

GEORGE FOX Co., Hollywood television film producer, will reportedly be the first to install Remington-Rand's newly perfected direct wire telecasting communication system.

Prime value of this system is that it permits producer-director and sponsor to see on the television receiver screens as they are being recorded by the multiple picture camera. In this way, present methods of waiting for film to be developed and viewed as rushes the next day are eliminated; also costly delays in processing, in which necessary by reshoots are avoided.
EXCEPT for a few top budget programs New York has nothing on Los Angeles, Klaus Landsberg, West Coast director of television for Paramount Television Productions (KTLA), advised the Hollywood Ad Club a fortnight ago.

Furthermore, he said, even with coaxial cable, quality of transmission suffers between such points as Washington and New York.

Kinescope was his answer and he went on to announce that Paramount's telephoto transcription unit became operative in Los Angeles Jan. 16. He felt that kinescoped programs were cheapest and without loss in quality provided 35mm film is used. He also commented upon the injudicious backing of programs to one another in the East which he termed inconsistent with the best principles of good showmanship.

Richard Goggins, West Coast television program head of ABC, spoke up for the all-demanding space requirements of television, insisting that television required three to five times more elbow room than radio. He pointed significantly to the acre site required by ABC for its Hollywood television operations.

Stresses Talent Needs

Hal Bock, NBC western television head, stressed the need for new talent in the face of limited budgets. From a station standpoint he emphasized importance of awareness of the advertisers' problems and the money availability necessary to sound program operations.

Don Fedderson, vice president of KLAC-TV, warned advertising agencies to be alert to television. For, he pointed out, falling in this, an advertiser's client could be embarrassed by the activity of a competitor. Advertisers unknown to radio are already in television, he cautioned.

Haan Tyler, television head of KFI-TV, pointed out that any television station, network owned, affiliated or independent would actually continue "independent" for a long while to come because of the difference in time zones. By illustration he observed that 5 p.m. in New York may be effective there but successively less so if a live show were to go cross-country at that time.

Speaking of the position of KFI-TV as an independent station, he said that the station aims to syndicate its shows via kinescope as well as receiving same from other independent stations.

Harry Witt, acting general manager of KTTV, underlined the need for knowledgeable facts in the area of market measurement. He said that KTTV had already retained Facts Consolidated, West Coast research firm, to make such a study.

Carlton Winckler, program head of KTLA, warned advertisers that counsel of stations should be sought to the end of avoiding some of the errors that the stations themselves had earlier committed through ignorance.

**WEND-TV-'NEWS'

Plan Chicago Tie-in

WEND-TV Chicago, ABC's key Midwest video outlet, and the Chicago Daily News have effected a "cooperative working arrangement," it has been announced jointly by John H. Norton Jr., vice president in charge of the network's Central Division, and Louis L. Pryor, promotion director of the newspaper.

The two organizations will collaborate in "joint promotion and coverage of the various promotional and special events activities handled annually by both," said the announcement.

Among the annual promotion projects of the News are its track relays, spelling bees, a benefit football game and baseball activities for youngsters.

**USDA Film Tests

SOIL CONSERVATION Service has been cooperating with KOB-TV Albuquerque in the testing of U. S. Dept. of Agriculture films for TV. The Department's RFM newsletter quotes A. W. Jarrett, SCS visual man of Albuquerque, as finding that "a motion picture print which is made for projection is ideal for telecasting, but that light prints such as recommended are obviously washed out."

Mr. Jarrett said he expected to work on farm-type SCS programs, utilizing short lengths of movies surmounted with slides and either tape recorded or live interviews.
Charles G. O'Neill has been appointed sales manager of WJBE Newark, N. J. For past three years Mr. O'Neill has been staff assistant to L. W. Fettergarden, vice president of RCA's tube department. In addition to directing WJBE's selling organization, Mr. O'Neill will guide the station's advertising and promotion programs.

Carl Bodner, former promotion director and sales representative at WPAY Portland, Ohio, has been appointed commercial manager.

M. Allen Stoneking has joined sales staff of KELO Sioux Falls, S. D.

M. N. Babcock, sales manager of WBGS Miami, has been appointed radio director for the March of Dimes campaign in Dade County, Fl.

Dora C. Dodson has been appointed general manager of southern territory of Frojose & Co., New York. Mrs. Dodson will headquarter at company's new Atlanta, Ga., office.

Robert M. McGredy, formerly sales manager of WTOP Washington, has been appointed station manager of WDBJ Roanoke, Va., and sales manager of WDBJ and WXIA Atlanta.

J. E. Van Ness has been appointed general sales manager of the Wisconsin Network, composed of nine Wisconsin stations. Network headquarters are in Wisconsin Rapids and represents stations in Racine, Janesville, Beloit, Madison, Poyette, Sheboygan, Fond du Lac, Appleton, Green Bay and Wisconsin Rapids. Mr. Van Ness was formerly with KMA Shenandoh, Iowa.

Arthur M. Mortensen, formerly account executive for Intercontinental Network, has been appointed purchasing manager for KXN (Columbia Pacific Network).

WMGM Representation

WMGM New York, 50 kw Metro-Goldwyn-Mayer station, will handle New York business through its home sales office, while Radio Representatives Inc. will represent the station throughout the remainder of the eastern seaboard and the country, the station announced Wednesday. Reports last week said Radio Representatives would handle all national sales.

RTDG Ball

ANNUAL Radio and Television Directors Guild Ball was held on Jan. 21, at the Astor Hotel, New York. Phil Silvers, comedian and m.c. on the Arrow Show, was the m.c. for the evening. Among other entertainers appearing at the ball were Milton Berle, Henry Morgan and Morey Amsterdam.

WCHS

Charleston, W. Va.

KGLE-FM

Construction Starts Soon

CONSTRUCTION on KGLE-FM Grand Prairie, Tex., was slated to begin before the end of this month. Owner is Ansone B. Brundage, publisher of the semi-weekly Grand Prairie Taras. Studios will be located on the second floor of the Burleson-Garrett Bldg. in Grand Prairie, 14 miles west of downtown Dallas.

KGLE will operate on Channel 276 (105.1 Mc) with radiated power of 380 w.

Posner Show Starts

THE Big 'n' Little Club, new variety program for small fry, started over three ABC stations Saturday, Jan. 15, under sponsorship of Dr. A. Posner Shoes Inc., New York. Initial 20-week contract was with WABC New York, WPHI Philadelphia and WCOP Boston. Hirsch-Garfield, New York, is the Posner agency. At least 30 ABC stations will be added to the program's lineup during its first 16 weeks on the air.

NRDGA First

Program Heard on WARC

FIRST AWARD for programs entered in the General Family-Class Stores division of the National Retail Dry Goods Assn. radio program contest was given to a program on WARC Rochester, N. Y. NRDGA announced last week (Broadcasting, Jan. 17).

NRDGA previously announced that the award had gone to Sibley, Lindsay & Carr for its Sibley's Down Patrol on WHAM Rochester. This was in turn, according to NRDGA, the program being broadcast on WARC, managed by S. W. Townsend.

NAVY SHOW

Issuing New Duxpin Series

MARKING a harmonious climax to recent differences with AFRA over talent fees, the Navy is making available a new 13-program series of The Eddy Duxpin Show. During the first series, the union was reportedly seeking to collect a full scale payment for program talent in each city where more than one station carried the programs (Broadcasting, Nov. 16).

In announcing this new series, the Navy chief of public relations, Rear Admiral E. C. Ewen, said the programs were made possible through the cooperation and public spiritedness of such organizations as AFRA, AFPM, ASCAP and BMI.

The programs, produced by the Navy in the interest of officer procurement and Naval Reserve recruiting, will feature such vocalist as Jane Froman, Georgia Gibbs, Kay Armand, Eugenie Baird, Constance Bennett, Maxine Sullivan, Anika Ellis, Nan Wynn, Jane Pickens, Bea Wain, Yvette, Nancy Donovan and Janette Davis. The series will be available to start the first week in March.
Mason Recommends Changes

LOWELL B. MASON, acting chairman of the Federal Trade Commission, has renewed his previous proposals to Congress calling for an increase in commissioners’ compensation and presidential designation of the FTC chairman, a power now vested within the Commission body itself. His recommendations were included as minority proposals in FTC’s 34th annual report to Congress covering activities for the fiscal year ended June 30, 1948. Mr. Mason, now serving as temporary acting chairman, is expected to head the Commission during 1949 pending approval by other members under its own rules of rotation.

Comr. Mason urged Congress to specifically forbid the Commission to issue an order based on findings of “reasonable possibility” of injury to competition and to limit FTC proceedings on pricing to cases involving conspiracy. He also sought a broadening of the scope of appellate court review of Commission orders. Another recommendation, previously voiced by Comr. Mason in the 1947 annual report, would amend the agency’s organic act to provide for an executive director or administrator responsible to the Commission for administrative leadership.

To answer listeners questions about television, WOC-Davenport, Iowa, has inaugurated a new program, Cavalcade of Television. Purpose is to explain these questions about television which are uppermost in the minds of listeners, and to point out the fact that sound radio will be around for some time. Program brings out such facts as: TV sets in moderate price class, that most people will buy, carry no radios receiving equipment, and that most people will have a radio and a TV set. Complaints of radio dealers that people have delayed purchases of new radios because they feel they should wait for television, served as impetus for program.

TV—With Magazine Format

NEWEST PROGRAM of WLW (TV) Cincinnati, 49—the Magazine of Television, debuted Jan. 19. Rita Hackett is “editor,” chatting with personalities in or behind the news. A shift in scenery will take her to a “night club” for the music and entertainment portion of the show, plus brief interviews. Show opens with a picture of “49”—the Magazine of Television, with a table of contents listing each week’s program.

‘Inside Agriculture’

DEVOLOED to discussion of farm problems, WRFD Worthington, Ohio’s, new program, Inside Agriculture, brings listeners candid reports on various phases of agriculture. Each Saturday, WRFD brings in an expert on some phase of agriculture of particular interest, and following his talk presents a discussion period dealing with the issue or problem facing farmers. Guests from opposing sides of the question are invited to take part in the discussions.

To Further Religious Understanding

NEW RELIGIOUS program, The Church Hour, began on WMAB-TV Baltimore, Jan. 16. Every two weeks station will present Rev. John Sinnott Martin and guests from the Baltimore Catholic Diocese, who will discuss the subject of the week with the Catholic Church. Talks will be illustrated by use of charts and examples, and will endeavor to bring about clearer understanding of the Catholic religion.

Before the Legislature

WORKINGS of Utah Legislature are being brought to listeners by KDYL Salt Lake City, in a series of weekly quarter-hour programs, Your Legislature. Each week State Senator Newell Knight, moderator, has as his guests two Republicans and two Democrats, who discuss the issues before the legislature and bills which are being enacted. KDYL has installed special lines to pick up broadcasts from a committee room at the State Capitol.

FREDERICK P. LAFFEY, announcer, interviews Rev. Sister Emma Monard, superior of the Protec.tory of Mary Immaculate in Lawrence, Mass., during WLAW Lawrence’s broadcast from the home. The Protec.tory, founded 83 years ago under the Sisters of Charity of Montreal, cares for 145 children and 65 elderly women. Broadcast was part of WLAW’s This is Greater Lawrence series, sponsored by Pacific Mills, and designed to bring New England listeners to better understanding of their state.

They're Sold

TELEVIEWERS in Toledo, Ohio, don’t like criticisms of their favorite shows, and they believe in letting you know it when. One listener wrote to WSPD-TV Toledo’s The Mail Bag show and said he wasn’t sold on his Kukla, Fran and Ollie show, which originated from Chicago every night, his fellow listener wrote to the station with letters suggesting that he “sell his TV set and use the money for a ticket to Alaska.” WLAW reports that the postmaster telephoned the station and asked officials to do something, the mail was driving him crazy.

‘Psychologist’s Notebook’

SOME of the things that parents do and do not do for proper rearing of their children, and other pertinent psychological problems are being brought up for discussion on WABY Albany, N. Y.’s newest program, Psychologist’s Notebook. Each week prominent psychologists and citizens are brought together for the discussions.

Solving Speech Problems

IN ORDER to bring clearer understanding of the relationship between speech and personality, WITC (TV) Washington has started new series of programs devoted to the problems of speech, titled, Your Speech, a Personal, program features Richard R. Hutcheson, director of the District Speech Clinic. During each program Mr. Hutcheson will use charts, records and special devices used in speech correction for stressing his talks. And will thus enable listeners to recognize the relationship between speech and personality and to formulate individual programs for improvement of both.

FTC REPORT

BROADCASTING • Telecasting

LATEST RECORD HITS

new "DJ" couplings from RCA VICTOR

The Three Suns

Yay, You, You Are The One and Moonlight Romance

DJ-630

Dennis Day

Tarra To-La-tra Ta-La and Streets of Laredo (from the Paramount pic "Streets of Laredo")

DJ-631

Jack Lathrop

With The Drugstore Cowboys, and orchestra Don’t Hang Around and One Has My Name

DJ-632

Perry Como

Blue Room (from the M-G-M pic "Words & Music") and With A Song In My Heart

DJ-633

Remastered from the RCA Victor Records vaults.

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<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Notes</th>
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</table>
| JANSKY & BAILEY       | Executive Offices
National Press Building
1329 Wisconsin Ave., N. W.
Washington, D. C. 20005 |       | Member AFCCJ                      |
INTERNATIONAL BLDG.
Di. 1319
WASHINGTON, D. C.
PORTER BLDG.
LO. 8821
KANSAS CITY, MO. |       |                                |
| WARNER BLDG., PORTER Washington, D. C. | Executive Offices
1108 17th St., N. W. | 2203 |                                |
| A. D. RING & CO.      | 26 Years’ Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 3247
WASHINGTON 4, D. C. | Member AFCCJ                   |
| Craven, Lohnes & Culver | 4813 Bethesda Ave., Bethesda 14, Md. Oliver 8200 |       |                                |
| Worthington C. Lent Consulting Engineers | OFFICE & LABORATORIES
WALNUT BUILDING DISTRICT 3215
WASHINGTON 4, D. C. | Member AFCCJ                   |
| WELDON & CARR         | WASHINGTON, D. C.
1605 Connecticut Ave. MI. 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611 |       |                                |
| A. EARL CULLUM, JR. CONSULTING RADIO ENGINEERS | HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108 |       |                                |
| William E. Banns, Jr. & ASSOCIATES | 3738 Kanawha St., N. W.
ORDWAY 8077
Washington, D. C. |       |                                |
| PREISMAN & BISER      | AIH, FM, Televison
Allocation, Station Design
Management Training Associates
3208 16th St., N. W.
Washington 16, D. C. ADEams 7299 |       |                                |
| LYNNE C. SMEBY        | “Registered Professional Engineer”
830 13th St., N. W.
EX. 8073
Washington 5, D. C. |       |                                |
Washington 4, D. C. SANTA CRUZ, CALA |
Member AFCCJ                   |
| ROCHESTER & BAIREY    | SUITE 604, 1727 K ST., N. W.
National 6118
WASHINGTON 6, D. C. |       |                                |
| Dixie B. McKey & Assoc. | 1920 Jefferson Place, N. W.
Washington 6, D. C. REPUBLIC 7356 |       |                                |
| KEAR & KENNEDY        | 1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C. | Member AFCCJ                   |
| GILLES BROS.         | 1108 Lillian Way
Gladstone 6178
HOLLYWOOD, CALIFORNIA |       |                                |
| NATHAN WILLIAMS      | Allocation & Field Engineering
20 Algoma Blvd. Ph. Bloothawk 23
Oshkosh, Wisc. |       |                                |
| SILVAN BARCLAY        | SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. EE. 6646
Washington, D. C. |       |                                |
| McKey, Lohnes & Culver | 4813 Bethesda Ave., Bethesda 14, Md. Oliver 8200 |       |                                |
| WELDON & CARR         | WASHINGTON, D. C.
1605 Connecticut Ave. MI. 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611 |       |                                |
| A. EARL CULLUM, JR. CONSULTING RADIO ENGINEERS | HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108 |       |                                |
| William E. Banns, Jr. & ASSOCIATES | 3738 Kanawha St., N. W.
ORDWAY 8077
Washington, D. C. |       |                                |
| PREISMAN & BISER      | AIH, FM, Televison
Allocation, Station Design
Management Training Associates
3208 16th St., N. W.
Washington 16, D. C. ADEams 7299 |       |                                |
| LYNNE C. SMEBY        | “Registered Professional Engineer”
830 13th St., N. W.
EX. 8073
Washington 5, D. C. |       |                                |
Washington 4, D. C. SANTA CRUZ, CALA |
Member AFCCJ                   |
| ROCHESTER & BAIREY    | SUITE 604, 1727 K ST., N. W.
National 6118
WASHINGTON 6, D. C. | Member AFCCJ                   |
| Dixie B. McKey & Assoc. | 1920 Jefferson Place, N. W.
Washington 6, D. C. REPUBLIC 7356 |       |                                |
| KEAR & KENNEDY        | 1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C. | Member AFCCJ                   |
| GILLES BROS.         | 1108 Lillian Way
Gladstone 6178
HOLLYWOOD, CALIFORNIA |       |                                |
| NATHAN WILLIAMS      | Allocation & Field Engineering
20 Algoma Blvd. Ph. Bloothawk 23
Oshkosh, Wisc. |       |                                |
| SILVAN BARCLAY        | SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. EE. 6646
Washington, D. C. |       |                                |
| McKey, Lohnes & Culver | 4813 Bethesda Ave., Bethesda 14, Md. Oliver 8200 |       |                                |
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January 14 Decisions

DOCKET CASE ACTIONS

AM-1290 - Same.

Announced proposed decision looking toward grant of application to WJPA Washington, Pa., to deny application and to grant license for new FM station at Webster, N. Y., for new transmitter. To be announced in lieu of WBBR Radio, Inc.

AM-1450 - Same.

Announced proposed decision looking toward grant of application to WJPA Washington, Pa., to deny application and to grant license for new FM station at Webster, N. Y., for new transmitter. To be announced in lieu of WBBR Radio, Inc.

BY THE SECRETARY

Jan. 14

The Evening News Assn., Area Detroit.

Grant certificate of convenience.

KDAI Des Moines, Ia. - Same.

KDLT Des Moines, Ia. - Same.

KDFK Des Moines, Ia. - Same.

KDKD Des Moines, Ia. - Same.

KIAD Des Moines, Ia. - Same.

KIGL Des Moines, Ia. - Same.

KIIA Des Moines, Ia. - Same.

KIDU Des Moines, Ia. - Same.

KIDF Des Moines, Ia. - Same.

KIDN Des Moines, Ia. - Same.

KIDR Des Moines, Ia. - Same.

KIEN Des Moines, Ia. - Same.

KIFK Des Moines, Ia. - Same.

KIHJ Des Moines, Ia. - Same.

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KIYI Des Moines, Ia. - Same.

KJDF Des Moines, Ia. - Same.

KJFK Des Moines, Ia. - Same.

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KJXQ Des Moines, Ia. - Same.

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KJXY Des Moines, Ia. - Same.

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ANCHORSHIP executive at Gainesville, Fla., Edmund D. Covington Jr., Gainesville Broadcasting and Thomas F. McConnell, acting chief engineer of WHYN Gainesville and alum of WMGY, have been named by Mr. Taylor will be general and commercial manager; Whitney program director, and Mr. McConnell chief engineer. Taylor has subscribed for additional stock to give him 35% interest; Mescia, Cavanaugh and McConnell will then have 25% each.

1. Granted Whyn’s application to move from 1400 kc at 750 w to 1600 kc with 1 kw directional antenna and 1 kw non-directional antenna. Denied by Pynchon Broadcasting Corp., bid for the same frequency at Springfield, Mass. [BROADCASTING, July 19, 1948].

2. Granted D & K Broadcasting Co. application for a new station at Palo Alto using 1275 kc at 250 w, daytime only; denied Times-Star Publishing Co.’s request for the same channel at Alameda. [BROADCASTING, Aug. 26, 1948].

3. Granted Coastal Broadcasting Co.’s bid for 775 kc with 250 w at Alameda (when WLOF Orlando moves from 1210 to 950 kc); denied WBIR Winter Haven’s application for 1254 kc at 750 w in lieu of its present 1406 kc with 750 w [BROADCASTING, Sept. 2.]

In the Massachusetts case FCC gave the grant to the newspaper-identified Whyn (Telegraph) and denied the Commission policy of preferring non-newspaper applicants in competitive hearings. This departure from customary policy, FCC said, is justified by WHYN’s record.

Without assigning reasons, Chairman Wayne Coy disenterted from his colleagues and voted against Pynchon Broadcasting, a group of Springfield business and professional men headed by James E. Egan. Comrs. Paul A. Wilks and George E. Sterling did not participate in the decision.

The Palo Alto grant to D & K Broadcasting was authorized on a 3-to-2 vote. Chairman Coy and Comr. Freda B. Hennock voting for Abraham and Sara F. Kofman’s Times-Star Publishing Co. at Alameda. [BROADCASTING, Aug. 26, 1948].

H. Hyde and E. M. Webster formed the majority. Comrs. Sterling and Robert F. Jones did not vote.

Ownership of the new-station grantee companies:


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H. Hyde and E. M. Webster formed the majority. Comrs. Sterling and Robert F. Jones did not vote.

Ownership of the new-station grantee companies:

Help Wanted

Managerial

250 watt AM and 16,000 watt FM station has position open for local sales manager. Cathedral, Des Moines, Iowa. Write Box 248, BROADCASTING.

Sales manager wanted. Must be experienced in sales market to work with qualified, experienced salesmen. Salary: good. Write WBM, Brockton, Massachusetts.

Salesman position open for experienced salesman. Must have recent market experience. City of half million. Good salary. Write Box 810, BROADCASTING.

Sales manager wanted. Must have good record of sales and service accomplishments. A good salesman in a good but competitive market. Vacation, life insurance plans. Send resume to present employer. Enjoy new career. Send resume to: The Continental Embracemaker, 3850 W 55th St., Chicago 30, Ill. Box 650, BROADCASTING.

Radio salesman who can be our sales manager and who has a good record to show. Write Box 89, BROADCASTING.

Situations Wanted

Managerial

Wanted: First phone engineer, experienced or otherwise, willing to train for station breaks in afternoon and summers. Must have experience in radio equipment sales. Good city, $425.00 base, plus commission. Write Box 268;腦e, Louisiana.

Wanted immediately, good combination man for AM station in smallest market. Very good salary. Write Box 246, BROADCASTING.

Wanted—radio engineer who is also a business manager to operate new station and obtain management on percentage of earnings. Complete details, box 709, BROADCASTING. Write Box 713, BROADCASTING.


Wanted: Two engineers with best experiences and experience in studio and transmitter work. Opportunities for advancement. Box 311, Butler, Pennsylvania.

Production-Programming, others

Writer wanted by major northern California outlet. Desire person with experience in all phases of program writing and production. Must have enthusiasm for radio. Opportunities for advancement. Send full details to Box 811, BROADCASTING.

Writer, man or woman. NBC affiliate central California. Must turn out stories and investigations. Opportunity. Good man copy. Write Box 882. BROADCASTING.

Writers—men or women, legal residents of Virginia. Opportunity for salesmen in commercial radio. Willing to sell. Write Box 886, BROADCASTING.

Writers—men or women, legal residents of California. Opportunity for production. Willing to sell. Write Box 886, BROADCASTING.

Situations Wanted

Managerial

Wanted: Experienced salesmen—minimum 2 years’ experience. For top sales position with small, fast growing station. Good salary. Write Box 248, BROADCASTING.

Wanted—salesman. Must have one year sales experience in advertising or sales. Good earning opportunity. Write Box 250, BROADCASTING.

Technical

Southern California: Two hundred fifty watt station needs experienced technician. Must have experience in receiver or transmitter. Send full details to Box 856, BROADCASTING.

Technician engineer, KPFT, college station, Texas, 1 kilowatt. Contact Frank J. Sosolak, KPFT, 10,000, College Station, Texas. Box 856, BROADCASTING.

Chief engineer with construction experience for new AM station central Texas. Good pay, excellent opportunity with aggressive organization. Box 856, BROADCASTING.

Situations Wanted

Managerial

Attention Rocky Mountain station owners. General manager with broad experience in programming, sales, management looking for position of management. Reasonable salary. Willing to consider small market. Man preferably for position. Box 709, BROADCASTING.

First class station manager, now employed, with fourteen years experience in sales and programming. Desires a full time position with established commercial radio under his belt desires change to more sales and promotion. Box 906, BROADCASTING.

Manager—Thoroughly experienced in all departments. Successful 16 year network radio advertising agency. Dependable career man. Good references available. Call or write Box 892, BROADCASTING.

General manager—chief engineer combination available with 30 days notice. Excellent opportunity. Good present and future opportunities. Box 890, BROADCASTING.

Experienced engineer who has been selling for four years and now is looking for a position. Desire to work with sales manager who will take a job as sales manager and who will look for a position as sales manager in good market. Good references. Write Box 818, BROADCASTING.

Manager—Salesman—experienced in program selling and radio sales record. Highest references. Midway, Box 917, BROADCASTING.

Salesman, seeking affiliation with station having rural coverage. Have cast preferred. Box 878, BROADCASTING.

Manager—seeks station with established record. Excellent opportunity. Willing to consider small market. Write Box 92, BROADCASTING.

Wanted: Salesman. Willing to sell. Send full details plus references and photo. Box 851, BROADCASTING.

Wanted immediately, good, experienced salesman. Must be capable of doing complete job. Includes selling in person, WJOC, Jamestown, N. Y.

Wanted—Experienced combination man. Must have good report with smooth operator. Not afraid of work. Good pay and conditions. Write Box 853, BROADCASTING.

Wanted: Experience in managing small station in northwest Virginia. Send full details plus references and photo. Box 799, BROADCASTING.

Wanted: Opportunity to write two to four thousand words a week and guarantee for 36 weeks to experienced radio writer. Preferably with automobile, in large city market. Box 650, BROADCASTING.

Need Musk Xavier salesman for northwest territories. City of half million hours request mornings. Write Box 719, BROADCASTING.

Dominant station in excellent California market is looking for an experienced manager of high character. For interview contact KPTO, San Bernardino.
Situations Wanted (Cont’d)

Announcer—Over 3 radio years, record shows, news, references. Background, Midwestern. Available now. Box 880, BROADCASTING.

Experienced CBS affiliate announcer. Can mix, rewrite and record morning, noon, evening shows (Mooring), disc jockey shows and news. Will accept permanent position or freelance. Four years college and TV experience. Can use me, write or wire Fred Reese, 633 Clara Ave., St. Louis, Missouri.

Good newsdes and broadcaster desires job in west or northwest. Experience 27 years. Will travel. Has editor's degree, works well, is adaptable. Excellent voice, is a fine draftsman. Will travel. Box 876, BROADCASTING.

Newscaster—Ability to double as program director. Will accept permanent position or freelance. Seven years experience. Western California. Box 804, BROADCASTING.

Announcer—Now employed, four years experience, graduate University of North Carolina, married, pre-war English instructor, permanent position with future in mind. Will work any time. Box 828, BROADCASTING.

Announcer, young, married, state university graduate, presently employed in midwest CBS affiliate doing newscasting, disc jockey, and play-by-play. Desires change. Box 817, BROADCASTING.

Newscaster and announcer currently employed at 5000 watt eastern CBS affiliate in major metropolitan station. Excellent sales, research, data available. Four years experience. Available any time. Age factor not significant. Salary. Box 874, BROADCASTING.


Experienced radio personality in Nation’s Capital will report morning show in New York City station. Have no connection. Have heard it all. Not a Rootsman, not a Blackie. Unique style, slightly crazed. Has personal references from present employer who is away on 3 week trip. Box 840, BROADCASTING.

News advertise for experienced disc jockey-midwest city of one million. Familiar with all disc jockey manners. Non-smoker, non-drinker. $1000 minimum plus talent. Box 847, BROADCASTING.


Situations Wanted (Cont’d)

Ambitious newcomer desires position on news minded station. Will graduate from University of Iowa this year. Has two years experience on 5 kw station newscasting, rewrite, voice, diction. Norman Schrader, 14 N. Johnson, Iowa City, Iowa.

Experienced young announcer, presently employed, desires position with progressive station. References. Will travel. Box 831, BROADCASTING.

Announcer, 25, one year experience, 6000 watt station, looking for permanent position. Excellent voice, excellent diction. Will travel. Box 830, BROADCASTING.

Available—27 years old. Commerce and law education, 7 years announcing and program work. Excellent references. Will travel. Will accept any position under any conditions. Box 829, BROADCASTING.


Staff announcer experiences. Play-by-play, prefer east, medium. Box 838, BROADCASTING.

Announcer—3 years experience college and small stations. Married. Seeks position as news and commercial announcer at CBS affiliate in midwest. Excellent voice, excellent diction. Box 841, BROADCASTING.

Capable, experienced announcer. Four years university experience. Strong, clear, delivery, disc shows, acting, news and copywriting. Personable, pleasant, courteous. Excellent voice. Box 842, BROADCASTING.

Announcer—6 years experience. Can mix, rewrite and record morning, noon, evening shows (Mooring), disc jockey, news, commercials and special programs. Excellent references. Box 843, BROADCASTING.

Staff announcer, experienced all phases of radio. Will work anywhere for right position. Have disc. Box 845, St Paul, Roche-ester 5, New York.

Annoyance desires change. Box 809, BROADCASTING.

New York disc jockey seeking permanent position with big metropolitan station. Will relocate. Excellent references. Box 866, BROADCASTING.


Experienced radio personality in Nation’s Capital will report morning show in New York City station. Have no connection. Have heard it all. Not a Rootsman, not a Blackie. Unique style, slightly crazed. Has personal references from present employer who is away on 3 week trip. Box 840, BROADCASTING.

News advertise for experienced disc jockey-midwest city of one million. Familiar with all disc jockey manners. Non-smoker, non-drinker. $1000 minimum plus talent. Box 847, BROADCASTING.


Situations Wanted (Cont’d)

Announcer-producer, currently enjoys position in New England. There is no rush. Want privilege of working with the finest people in world during off time. Have handled many situations, find myself in all variety show areas. Excellent reference. Contacts. Will accept any position including radio tracks, sportscasting-play-by-play and studio work. Has fine football fits. Will record tailored recording in answer to letter in New York. Letter, box 904 opening. Box 904, BROADCASTING.


Chief announcer with first class phone voice, no drink. Desiring job, due to housing conditions. Married, good references. Box 903, BROADCASTING.

Announcer, excellent voice, well known in radio. Box 898, BROADCASTING.

Technical

Engineer—8 years all phases of radio, married, 1st class license. With permanent position established or 5 kw network affiliation. Reference. Box 899, BROADCASTING.

Thoroughly experienced engineer available soon for either chief’s job or oper- ating position. Box 899, BROADCASTING.

Broadcast engineer, married, veteran experience. Desires change to major network stations. AM-FM di- vision of major network. Box 910, BROADCASTING.

Engineer, first phase, 31 years ship experience. Now at work with University Graduate communication school. Ac- quires all phases of equipment and operation. Box 815, BROADCASTING.

Engineer—3 years professional experience desires change to progressive metropoli- tan stations. Two years professional engineering experience includes all phases AM, FM, operation and antenna installation, operation, and maintenance. Box 911, BROADCASTING.

1st phase, transmitter and console ex- perience. Has 3 years large city. Ages 24, have car. 3600 k. Desires position. Will travel. Box 796, BROADCASTING.

Chief engineer, 1RE man, extensive expe- rience. Specializing in supervision and operation of all phases of communications engineering. Can organize and direct all phases of communications. Experienced in all phases of radio, TV, and wire type. Prefer 5 to 80 kw operation or chain. Desires position in major city, but is equally comfortable in small city. Desires confidential interview. Box 912, BROADCASTING.

Situations Wanted (Cont’d)

Engineering experience desired. Desires change to progressive metropolitan stations. Desires position that includes both AM and FM. References include all phases of equipment and service. Box 813, BROADCASTING.


Engineer, phone, married, veteran. 24, four years radio and electronics experience, 30 months broadcasting. Desires bottom in business. Box 914, BROADCASTING.

Chief engineer. Desires position with established concern. Will accept additional work of any type. Write or wire John Blackwell, 608 Cleveland Ave. Cleveland, Ohio.

Chief engineer, twelve years experience in operation and installation. Last two years with AAF, desires to remain in New England. Box 813, BROADCASTING.

Engineer—first phone, no broadcast experience. 8 years ham, 2 years col- lege. Desires position in New York area. AAF, desire position in New England. Box 813, BROADCASTING.

(Continued on next page)
Program-Production, others

Program director — Experience, highly successful record, reputedly pleasing programming efforts. Must handle broadcast news, looking for a real opportunity for production and programming advancement. Can program for sales, build listening audience, supervise various news, remote, record shows, assign short, long copy. Must have 400+ watt transmitter experience. For aggressive play-by-play commentating team. Box 979, BROADCASTING.


"Darn," said the Duchess, "I want that 25 year old college graduate with BS in radio in charge of handling my public relations, and promotion (announcing) responsibilities. Must have ideas and experience in both newspaper and radio work — can't be beat." Box 879, BROADCASTING.

If you're play-by-playing those breaking baseball games, are a famous experienced sports editor, copywriter, know any news - your future looks like sportscasts. Box 324, BROADCASTING.

Programs 25, new employed regional station. Journalism graduate, experience in reporting, news writing,pag. Desires radio news job. Hardworking, able, can meet available two-week notice. Disc etc. on request. Box 883, BROADCASTING.

Sports, color and special events two-man team. Plenty experience and education. Our years of play-by-play conference athletics. All sports, any event can fill March 15. Box 842, BROADCASTING.

Hal Styles may solve your problem with a young man who has thoroughly-grounded for eight or more months by radio professionals in announcing of sportscasts and continuity writing. Will work any department, progressive station major market. Widely experienced station manager. Address letters to consider. Box 871, BROADCASTING.

No. 44BX, three-mikes RCA BRIO + BRIO, complete with two remotes, record and playback network programs. Now available for immediate delivery. Three 1000 kw complete transmitters, manufactured supervising. One Truscon 6000 ft. 3/4" coaxial line with fitting. One Truscon 500 ft. tower. Write Richard Wood, WIP, Buffalo, New York.


Free C320 tower lighting equipment including Crouse-Hinds metal head, complete with flasher, $375.00. WGCM, Gulfport, Mississippi.

Practically new portable 560 type Fairchild recording amplifier complete with equalizer. $553 type recorder with im- proved 548 PL pickup cart. One high fidelity dynamic Fairchild cutter complete with two 4-inch cans—one for amplifier and one for recorder. 20% off list price. Box 884, BROADCASTING.

For sale: RCA type WX-2A field intensity meter, perfect condition $500. New General Radio type 918A bridge $400. Two new RCA type 448BX miles overhead transmitters. Box 846, BROADCASTING.

For sale: RCA 4-C distortion meter $110. Radio Ltd. type 33W4. Phone for both. Box 853, BROADCASTING.

4 RCA 9AJX rack cabinets (almost identical) present S90 selling for $160). 809 each. WIT, Philadelphia.


Hexagonal model R9000 transmitter. RLM limiting amplifier, AMIO monitoring amplifier. RCH speech input console, RHIO audio interface, complete Presto model C2 portable re- corder with dust turning, limiting amplifier, playback, etc. Will sell for price equity only. All equipment used about one year and in excellent condition. Address Hilliard Broadcasting Company, Quincy, Illinois. Tele- phone Business, 322. Washington, D. C. Metropolitan 5022.

Western Electric 442-A-1, 1 kw transmitter used seven months, crated ready for move. $800.00. Also available for sale. Address offer to Evans, KNEW, Spokane, Washington.

FOR SALE


WANTED

Manager to operate a radio station and to locate $35,000.00, which will buy 10% of station's stock earning 6% dividends annually. Manager will receive 4% of earnings. Construction presently completed, dessert sampling, 541A, Bonaire, Florida. Interested? Write full particulars, news, expressions, etc. to consider. Box 380, BROADCASTING.

Manager to operate radio station and to locate $35,000.00, which will buy 10% of station's stock earning 6% dividends annually. Manager will receive 4% of earnings. Construction presently completed, dessert sampling, 541A, Bonaire, Florida. Interested? Write full particulars, news, expressions, etc. to consider. Box 380, BROADCASTING.

WANTED: Top 2-Man writing couple. College grade, 7 years 4A agency, radio, newspaper. We do copy, script, news, sports, promotion, announcing. For right offer we'll relocate anywhere. ABBE, 22-22 67Th St., Glendale, N. Y.

WANTED

Help Wanted

Assistant engineer, sports editor. Applicants must have at least one kw southwestern experience. Size of market 1,000,000. Indian Wells, California. Monthly salary will be decided. Address letters to consider. Box 902, BROADCASTING.

Program director-producer available. 3 years experience in radio, 4 years television experience. Last 4 years on NBC's famous cirec- latee program. Ability to handle radio or television station. Box 979, BROADCASTING.

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PROPOSED GRANTS

FIRST standard stations for Lockport, N. Y., Levelland, Tex., Alexandria, Minn., and Beatrice, Neb., were anticipated by FCC in proposed decisions handed down last week.

The Commission also proposed to Odessa, Tex., to move from 1450 kc with 250 w to the 1230 kc, 250 w assignment vacated by KRCS Midland when it switched to 550 kc.

The four decisions proposed:

1. To grant Lockport Union-Sun & Journal its application for 1230 kc with 250 w at Lockport; deny those of Niagara Broadcasting & Great Lakes System Inc., seeking same facilities at Lockport.

2. To grant Herald Broadcasting Co.'s application for 1220 kc with 250 w at Levelland and 1450 kc with the same frequency at Odessa; deny competing 1220 kc applications of KBST Big Spring, Tex., KWEW, N.M., and two Amarillo new-application applicants Panhandle Broadcasting Corp. and Voice of Amarillo.

3. To grant Alexandria Broadcasting Corp.'s application for 1450 kc with 250 w at Alexandria, Minn.; deny that of Alexandria Radio Corp.

4. To grant Panhandle Broadcasting Corp.'s application for 1450 kc with 250 w at Levelland, and 1470 kc with 1500 w at Alexandria, Minn., to Move to the 1230 kc simulcasting station at Levelland. Having chosen Levelland for reasons of equitable distribution, FCC did not pass upon "discrepancies" it found in Panhandle Broadcasting's presentation.

TO COMMEMORATE opening of Washington's newest TV station, WOIC, the Washington Post included a separate section devoted to news of television and WOIC. Station took air Jan. 16.

Miscellaneous (Cont'd)

Are you interested in new accounts? Do you want quality and satisfied sales staff with co-sponsored features programs, etc?

Mutual Radio Features

-11 N. Allen St.
-19 N. Main St.
-Albany, N. Y.

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDED BY MORE THAN 300 STATIONS COAST TO COAST. can assist successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of present MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING

Southern

Fulltime profitable network outlet in ideal one station market.

$100,000.00

West Coast

Fulltime profitable independent in a major market.

$142,500.00

KARO (TV) ASKS STA

Has CP But No Channel

KARO (TV) Riverside, Calif., the station with a construction permit but no frequency, has requested special (temporary authorization to use Channel 6 (82-88 mc) as its auxiliary station in San Bernardino, Calif.

Station is owned by Broadcasting Corp. of America, licensee of KFRO Riverside, KROP Bakersfield, KREO Indio and KUCB Blythe, Calif. KARO (TV) received its CP in December 1946 for Channel 1 (434-440 mc). Since that channel has been reallocated to fixed and mobile services. In March 1949 the station filed for modification of its CP to request Channel 13 (210-216 mc), assigned to KLAC-TV Los Angeles. No hearing on the request has been set by the Commission.

KARO (TV) also seeks to move its main studio site to Los Angeles and to make Riverside the location of another auxiliary studio. In its request it stated that after the CP is granted it could begin operations on Channel 6 by 30 days after grant. The request was filed by P. W. Seward, Washington radio attorney.

Sale Tale

THE WHIRLING DERVISH had nothing on Marion, Ohio. Not the Shellhorn Music Store Turned to radio to sell drum major batons. Within 24 hours after the announcement on WMRN Marion, the store had reportedly sold over 200 of the batons. With a one-a-day schedule during the three weeks before Christmas, Gene Shellhorn, owner of the store, said he probably has all of his inventory in stock. Clark Dosier, WMRN commercial manager, denies having used one of the batons to close the announcement contract, but admits that "Mr. Shellhorn will be a regular advertiser in 1949."
MEMBERS of NABET at both NBC and ABC overwhelmingly voted for a union shop in an NLRB election, an accounting of nationwide ballots showed last week.

Engineers and technicians voted 473 for and 6 against the union shop. ABC engineers, technicians, transmission coordinators and communications operators voted 202 to 2 for the union shop.

The union will bargain for a union shop when it begins renewal negotiations with the two networks on contracts expiring May 1.

To make a union shop enforceable under the Taft-Hartley Law, an agreement must be made with the company. At present NABET has a modified closed shop, which the T-H law makes illegal. Should the T-H law be repealed, it is known that the union will again seek a closed shop.

Actual question voted on was: “Do you wish to authorize the union which is your present collective bargaining representative, to enter into an agreement with your employer, which requires membership in the union as a condition of your continued employment?”


Voting summary: NBC—593 eligible, 473 yes, 6 no, 83 challenged; ABC—270 eligible, 202 yes, 3 no, 28 challenged, 2 void.

WFIL TV, FM

New Tower, Transmitter

ROGER W. CLIPP, general manager of The Philadelphia Inquirer radio and television stations, announces new transmitter and antenna facilities, combining the latest broadcasting development, soon will be constructed by WFIL-TV and WFIL-FM in the Roxborough section of the city, 74 miles from the business district.

The tower and antenna, rising 916 feet above sea level, will enable both the video station and the frequency modulation station to serve a large populated area than is reached at the moment by either station.

The guyed steel tower will carry a five-section, super-turnstile television-FM antenna. By the increased elevation, WFIL-TV power will be increased for both its visual and aural output. Not only will the station’s range be increased, but also the intensity of its signal.

ABC, NBC Choose Union Shop

(Continued from page 18)
**WMFI'S PLAN**

**Stock Is Offered to Public**

PLAN to solicit extensive public Tenn. Class B outlet, is reported by station with FCC.

Fanny B. Wilson, permittee, proposes to assign WMFI's construction permit to WMFI Broadcasting Co., new firm incorporated and members of her family will be owners of the major portion of stock. Some voting stock and substantial portion of non-voting preferred stock is being offered for public sale.

Consideration for the assignment is cost of investment by Miss Wilson to date, $10,400, which is paid in stock to her two children of her brother, York L. Wilson. Mr. Wilson, Washington business consultant and holder of other FM interests, is president and treasurer of the new firm but holds no stock. Miss Wilson, vice president and secretary, is attorney in the claims division of Justice Dept., Washington.

WMFI was granted conditionally by FCC in June 1947 and a construction permit was issued in March 1948 which bore an expiration date of Nov. 24, 1948. Request for modification of permit, seeking extension of completion date to June 1, was filed Nov. 2 but no action has been taken by the Commission. The CP covers Channel 282 (104.3 mc) with effective radiated power of 16.3 kw.

According to a stock prospectus dated Dec. 1, 1948, attached to the application, the proceeds of the stock sale will be used “to complete the construction and for equipment of WMFI, to put the station on the air, and for general corporate expenses.”

WMFI Broadcasting Co. was incorporated in May 1948, the transfer application said. Firm has authorized $25,000 shares of Class A common stock, $2 par, and 175,000 shares Class B non-voting preferred stock, $2 par. Miss Wilson holds 2,700 shares of the Class A stock (10.77%) and has subscribed to an additional 5,300 shares Class A. York L. Wilson Jr. and Alexander Long Wilson, law student at U. of South Carolina, each is director of firm and owner of 40 shares support of WMFI (FM) Memphis, in transfer application filed by the firm.

The stock prospectus stated that 6,000 shares Class A and 100,000 shares Class B stock are being offered to the public at $2.67 per share. It said most of this offer is being handled by salesmen of the firm but some would be available through dealers. Selling cost is limited to 57c per share.

The prospectus further stated that “the offering is not underwritten” and because “these securities are believed to be exempt from registration, they have not been registered with the Securities and Exchange Commission.”

Estimated cost of construction of the station was given as $42,300 by the application and the estimated cost for first year of operation was cited as $4,500. First year’s expected revenue was given as $5,000. WMFI Broadcasting Co.’s existing capital was reported as $406.54 with new capital given at $10,000. Miss Wilson has extended credit to the firm in the amount of $35,000.

Uses Senate Report

It was pointed out in the prospectus that “radio broadcasting is now big business” and from its inception in 1922, radio has grown to “second place in dollar volume of expenditures by advertisers in recent years.” To explain the system and method of FM broadcasting, the prospectus quoted the April 10, 1946, report on “Small Business Opportunities in FM Broadcasting” by the Special Senate Committee to Study Problems of American Small Businesses [Broadcasting, April 15, 1946].

The prospectus quoted portions of this report which said that “statistics show also that the profits in the radio field are unusually high in proportion to cost of plant” and which offered as support percentage figures of profit and cost of plant. This data was from FCC for 1944 income in the industry.

Mr. Wilson’s other broadcast interests include two-thirds interests in Cincom Broadcasting Co., owner of WOYO (FM) Cincinnati, and Southern Broadcasters Inc., owners of WRUM (FM) Richmond and W-initialized Va. The latter has television application pending. Mr. Wilson also is 64% owner of Tropical Broadcasting Co., owner of WOYO and WFYE.

Class B conditional grants for WOYO and WFYE were issued in August 1947. No CPs have been issued. Class B conditional grant for WRUM was issued in February of that year. WRUM’s CP was granted in November 1947 and expired Aug. 4, 1948. Petition for reinstatement was filed Aug. 12 but no action has yet been taken by the Commission.

**Allied Arts**

**MABY DRAPER**

**Market New York Spell "Syracuse" with a "W"**

Marketing Men who know Central New York spell “Syracuse” with a “W”!

Like this—

**SYRACUSE** 370 kc 5000 watts

Headley-Reed, National Representatives

**NW Broadcasting • Telecasting**

**Broadcasting Affiliate in Central New York**

**KWET**

**THE TEXAS-OKLAHOMA STATION**

**KWET**

**IT'S A GREAT DAY on WLAV and WLAV-FM**

**GRAND RAPIDS**

**WLAV leads all stations in daytime share of audience in Michigan's second market.**

**ABCfor Grand Rapids**

**Power Plus Perfection**
B R I C K S T E N N

BROADCASTING • Telecasting

January 24, 1949

Page 78

AP ELECTS 42

Total Radio Membership 977

FORTY-TWO additional stations were elected to Associated Press, bringing the total radio membership to 977, at the recent winter meeting of the AP board at Corpus Christi, Texas, it was announced by Oliver Gramling, AP assistant general manager. Among those elected are the six McClatchy stations on the Pacific Coast, KSTP in Minneapolis-St. Paul, WHRC Birmingham and KUSN San Diego.

The list:

- KUSN San Diego
- WHRC Minneapolis-St. Paul
- KSTP Los Angeles
- KMPC Hollywood
- WJR Detroit

KEN GALEN, assistant director of radio and television in the Home Department, has been appointed executive assistant to the director.

ALGONQUIN, a winter destination for radio and television, has been added to the list of Associated Press radio and television stations.

John T. McGinn, national news editor, since June 1945, has been appointed ABC's director of news, and Paul Scheffels, manager for three years of the New York news room, has been named assistant to the vice president in charge of news and special events. Mr. Scheffels will continue his news management in addition to his new activities as assistant to Mr. Velotta.

Previous to his ABC association, Mr. McGinn was with NBC, the Hartford News Post and the Washington Daily News.

Mr. Scheffels, prior to joining ABC, was with United Press in New York for nine years.

EATON Elected

Head of Conn. AP Group

TOM EATON, news director of WTHH Hartford, Conn., was elected president of the Connecticut Association of Associated Press Broadcasters at its organizational meeting Jan. 12 in Hartford.

Michael Goode, WNHC New Haven, was elected vice president and Paul V. Cochrane, AP's Connecticut chief of bureau, secretary.

Others attending the meeting, held at the Hartford Club, included: Glover Delaney and Sereno R. Gammell, WTHT Hartford; Robert Maguire, WICC Bridgeport; Paul Morency, WTIC; John Deame and Jack Purington, WNOC Norwich, and Thomas Cunningham, AP, Boston.

Regrets at inability to attend were forwarded by William Elliott of WLZ Bridgeport, and Sol Grant, WBN New Haven.

ABC NEWS STAFF

Realigned Two Executive Posts

STREAMLINING operations of ABC's network news operations, Thomas Velotta, vice president in charge of news and special events, last week announced two executive realignments.

John T. McGinn, national news editor, since June 1945, has been appointed ABC's director of news, and Paul Scheffels, manager for three years of the New York news room, has been named assistant to the vice president in charge of news and special events. Mr. Scheffels will continue his news management in addition to his new activities as assistant to Mr. Velotta.

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Regrets at inability to attend were forwarded by William Elliott of WLZ Bridgeport, and Sol Grant, WBN New Haven.
Cross Country, TV Service Mulled

Mr. Crisler revealed.

No definite plans have been advanced for transit TV, but such a project has been discussed, Mr. Crisler said. He explained that technical problems on reception would preclude any immediate steps in television.

Plans of the Capital station, according to Ben Strouse, WVDC-FM general manager and a director of Transit Radio Inc., call for the start of installations Feb. 1 at the rate of three or four a day. Ultimately all of Capital’s 1,203 buses and 729 trolleys will be equipped.

Washington became the eighth metropolitan area to radioize its bus and trolley system. Regular broadcast service also began last week from WHUZ-FM Bradbury Heights, Md., to the Washington, Maryland and Annapolis Motor Lines.

Although transit FM is, itself, just a growing child, Transit Radio officials have already considered the potentialities of transit TV.

KFBK TO 50 kw

Using Special Transmitter

KFBK Sacramento, Calif., boosted its power early this month from 10 kw to 50 kw. The frequency remained the same—1580 kc. KFBK is owned by McClatchy Broadcasting Co. and is affiliated in ownership with The Sacramento Bee.

The new transmitter employs a basic type circuit developed by Henry Chirex of France, the out-phasing system of modulation. Negative feedback, a distortion reducing circuit, thoriated filament high power tubes and other American developments also have been incorporated. Two 660-foot Frankline towers are being used.

LIFT TV BAN

In Wilmington Projects

A ban on video sets in three housing developments under the Wilmington (Del.) Housing Authority was lifted last month. Matthew F. Judge, chairman of the six-man authority, said residents would now be allowed to have television sets provided the aerials were “on the ground and not in contact in any way with their dwellings.”

Last December the WIA ordered two tenants evicted because they had television sets. Although some members of the authority reportedly were opposed to the ban, the agency had instituted the action for three reasons: (1) Occupants of low-rent housing units presumed would not afford expensive video sets; (2) television aerials could damage dwellings, and (3) the aerials might fall off the roofs and injure passersby.

Video Supplement

TO PREVIEW the added television fare which became available to WBEN-TV Buffalo televiewers with the opening of the East-Midwest coaxial cable link, the Buffalo Evening News carried a special television section on Jan. 6. The 26-page section covered a variety of subjects, including program availabilities, selection and placement of a set, production of remote programs, engineering information, pictures of the station and a picture spread on the making of a TV tube. The station and newspaper are affiliated in ownership.

Video Awards Group

THREE Hollywood television groups, Television Producers’ Assn., Television Film Producers’ Assn., and Academy of Television Arts and Sciences have formed joint executive committee to support Academy’s first annual awards notes Jan. 25 in Hollywood. Committee includes Mal Boyd, TPA president; Hal Roach, TPFA head; and Charles Brown, Academy president.

ANNOUNCEMENT from the Capital (Broadcasting, Jan. 17).

Mr. Crisler declined to specify the additional cities in prospect. He intimated that in three major markets only the formality of contract—signing remained. Many others, he indicated, were approaching the pen-in-hand stage.

He explained that technical problems on reception would preclude any immediate steps in television.

Two cross-country buses has not been eliminated as a possibility. A twin-crystal set has been developed for use on buses running 100 miles distant. Mr. Crisler disclosed. Under this system bus sets would receive signals from the station at the departure point for about 5 miles and then another crystal would be used for reception of signals from the station at the destination.

Another device in which Transit Radio currently has an interest is a “riderrater,” being developed by the Doody surveying firm in St. Louis, Mo. to provide an actual count of riders on radio-equipped buses.

CCNY AWARDS

Trade Editors Are Judges

DR. JOHN GRAY PEATMAN, associate dean of City College of New York, and seven trade press editors will judge the fifth annual CCNY radio and television competition, the college announced last week.

Plaque and Certificate of Merit winners will be chosen by the committee, with radio entries in eight categories to be selected. Television awards will be made for the first time this year. Deadline for entries is Jan. 31.

The judges’ committee, in addition to Dr. Peatman, includes: Victor Dallaire, radio editor, Printers’ Ink; John H. Caldwell, assistant managing editor, Sales Management; Joe Koehler, editor, Sponsor; Lawrence M. Hughes, executive editor, Advertising Age; Frank Saunders, associate editor, Tide; Bruce Robertson, senior associate editor, Broadcasting; and Val Adams, associate editor, Radio Daily.

SOUND APPARATUS Co., New York, has announced production of a recording sound analyzer, models FR and FR-1. Analyzer records frequency analysis of a complex wave from 25 to 7,500 c. p. s. on a 4 inch wide calibrated scale. A permanent ink record is made on a frequently-calibrated longitudinal scale, which is calibrated linearly in equal 30, 40, 50, or 60 db divisions.

RCA Engineering Products Dept. Camden, N. J., has announced production of new simplex coaxial microwave relay receiver adjustments in same location with television transmitters. Receivers can be tuned, aligned and checked for proper sensitivity, and signal-to-noise ratio, with an ordinary test bench setup.

FIRST... WHERE THERE’S MOST!

WJDX NBC AFFILIATE IN JACKSON MISSISSIPPI

The sky’s the limit in Jackson, Mississippi! The value of building permits issued by the city during 1948 showed an increase of $5 million over 1947 figures, with over 1,900 new homes accounting for the majority of the new home valuation. Jackson is a healthy, growing market.

5000 - DAY 1000 - NIGHT

19 YEARS’ LEADERSHIP

Represented Nationally by the

George P. Hollingbery Co.

January 24, 1949 - Page 79
**WJLD, WINN**

**Appeal Grants to Competitors**

Appeals from FCC decisions have been argued before the U. S. Court of Appeals for District of Columbia by WJLD Bessemer, Ala., and WTNB Bothell, Wash., during the week in which court reheardings of Commission rulings which awarded facilities they sought to competitors.

WJLD appealed from FCC's grant of 850 kc to WTNB Birmingham, Ala., and the requests were for switch to that assignment from 250 w to 1490 kc. WJLD protested the Commission's grant of new station on 1080 kc, 1 kw, 5 kw day, 5 kw night, to Mid-America Broadcasting Co. at Louisville as WKLNO. WJLD had asked for switch to that assignment from 250 w to 1240 kc [BROADCASTING, Nov. 17, Oct. 27, 1947].

The arguments were heard before Judges Bennett Chapin Clark, E. Barrett Prettyman and James M. Proctor on Jan. 12-13. Franklyn C. Lane appeared as counsel for WJLD and as a public interest counsel. Obvious solution was children. So, Mr. Bennett loaded a KLZ truck with bananas and took them to the children at Saint Clara's orphanage. Bennett, children and Mr. Bennett all enjoyed the venture.

**Personnel**

BILLY YONAN has joined ABC's Central Division as sales promotion manager. Mr. Yonan replaces DEAN LINGER, who has joined WXYZ (ABC) Detroit as manager of promotion and publicity department.

SHERRILL TAYLOR, publicity director of KSL Salt Lake City, is the father of a boy, Mark. RICHARD H. GOURLEY, formerly with WCLE Clearwater, Fla., has joined WSPD and WSPT-TV Toledo, Ohio, as sales promotion and publicity department.

LEONARD G. ANDERSON, formerly sales manager of Arrowhead Network in Wisconsin and Minnesota, has joined WKBI La Crosse, Wis., as promotion manager. PHIL BALDWIN has been named promotion manager for CKNW New Westminster, B. C.

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**Appeal Grants to Competitors**

Appeals from FCC decisions have been argued before the U. S. Court of Appeals for District of Columbia by WJLD Bessemer, Ala., and WTNB Bothell, Wash., during the week in which court reheardings of Commission rulings which awarded facilities they sought to competitors.

WJLD appealed from FCC's grant of 850 kc to WTNB Birmingham, Ala., and the requests were for switch to that assignment from 250 w to 1490 kc. WJLD protested the Commission's grant of new station on 1080 kc, 1 kw, 5 kw day, 5 kw night, to Mid-America Broadcasting Co. at Louisville as WKLNO. WJLD had asked for switch to that assignment from 250 w to 1240 kc [BROADCASTING, Nov. 17, Oct. 27, 1947].

The arguments were heard before Judges Bennett Chapin Clark, E. Barrett Prettyman and James M. Proctor on Jan. 12-13. Franklyn C. Lane appeared as counsel for WJLD and as a public interest counsel. Obvious solution was children. So, Mr. Bennett loaded a KLZ truck with bananas and took them to the children at Saint Clara's orphanage. Bennett, children and Mr. Bennett all enjoyed the venture.

**Personnel**

BILLY YONAN has joined ABC's Central Division as sales promotion manager. Mr. Yonan replaces DEAN LINGER, who has joined WXYZ (ABC) Detroit as manager of promotion and publicity department.

SHERRILL TAYLOR, publicity director of KSL Salt Lake City, is the father of a boy, Mark. RICHARD H. GOURLEY, formerly with WCLE Clearwater, Fla., has joined WSPD and WSPT-TV Toledo, Ohio, as sales promotion and publicity department.

LEONARD G. ANDERSON, formerly sales manager of Arrowhead Network in Wisconsin and Minnesota, has joined WKBI La Crosse, Wis., as promotion manager. PHIL BALDWIN has been named promotion manager for CKNW New Westminster, B. C.
EXECUTIVES of three Chicago TV stations discussed television's potential at a video session Wednesday evening which was part of an evening instruction series sponsored by the broadcasting and advertising Club. Norman Lindquist, television director at Malcolm-Howard Agency, conducted the session.

Jonny Graf, program director at WKBK and former television and motion picture director for Donahue and Joseph L. Schenectady, is working on programming processes. He pointed out that a good video feature must "project to the audience, and must have real personalities."

The future of TV and advertising agencies is tied closely together, said George Garvey, sales manager of WGN-TV. He urged station men to get advertising people to "make a road" so one can "only get the feeling and scope of video first hand."

Jerry Vernon, coordinator of sales at a New York agency, revived the view that watchdogs, advertisers and agencies are delaying entrance into TV. "Perhaps it came too fast, or that some are reluctant to gamble on a new medium, but it is based on the fact that factors normally used to evaluate the possible success of a television program seldom "tell the whole story."

Mr. Lindquist, who organized the class and panel at the request of the CPAC, explained the types of video commercials, ranging from inexpensive television cards to elaborate and famous sound movies.

KBCR-FM San Francisco--Same.

WMAR Baltimore, Md.--Same.

WAGN New York, -Relinquishment of license.

WINS New York, -Same.

WBBM Chicago, -Same.

WABC New York, -Same.

WDEA Minneapolis, Minn.--Same.

WJZ Baltimore, Md.--Same.

WOR New York, -Same.

WJZ New York, -Same.

WFLW Cincinnati, Ohio.--Same.

WFLW Cincinnati, Ohio.--Same.
At Deadline...

STRESS VALUE, NOT PRICE IN COPY, KOBAK URGES

VALUE rather than price should be emphasized in copy, MBS President Edgar Kobak told Grand Rapids Advertising Club at dinner Friday. Speaking at conclusion of club’s first annual forum, he stressed that truth and good taste in advertising are more important than economy.

Advertising in 1949 must “calm the fears and uncertainty which people seem to have” about American way of life, Mr. Kobak said, continuing that “the advertiser who in the next year or two talks with truth in advertising is taking a big chance.” He explained that “the advertiser who neglects the highest professional standards, particularly in good taste, and is less than 100% honest, is flouting with failure.”

Mr. Kobak recommended three campaigns for advertisers in 1949: To reassure consumer about America’s economic outlook and way of life; to stress unity of its people despite factional battling, and to show “fears” and “sacrificing” of people’s living standards tend to retard economic stability.

ADVERTISING CAN SAVE BUSINESS, SAYS MORTIMER

ADVERTISING has undergone “sudden, bewildering change” in recent years, Charles G. Mortimer, Jr., vice president of General Foods Corp., declared in address delivered before Chicago Federated Advertising Club. “Our beloved younger is no longer a gangling kid, but a man. He has acquired responsibility. He can’t turn back,” said Mr. Mortimer, who is chairman of Advertising Council.

Forecasting rough time for business in 1949, he asserted that “if business is ever to start swimming for the life raft—now is the time to dive in.” He expressed hope that advertising industry may save day because “since Pearl Harbor it has been found capable of performing miracles. Advertising’s power in the realm of ideas has been revealed for all to see.”

RETAINS RADIO PROPERTIES

ALTHOUGH Mrs. Dorothy S. Thackrey has relinquished co-ownership and co-producer posts at New York Post Home News, she is continuing her activities in connection with her radio properties, WLIB New York, KLAC Los Angeles, and KVA San Francisco, her husband, Ted O. Thackrey told Broadcasting Friday. Mrs. Thackrey is sole owner of stations. Mr. Thackrey is now Post’s editor and publisher.

LOST COUGH

WMCA New York’s Men With a Cough lost its cough Friday night after American Federation of Radio Artists ruled cough is dramatic art and calls for actor at $6 to $12.50 scale. To point up treatment of tuberculosis subject on “Inside New York” series, station planned to have announcer inhale, exhale, then cough. This would be followed by announcement of tuberculosis program. But union held announcer could only read what was written beforehand, that cough couldn’t be written, and that actor would have to do job. Station eliminated cough, spokesman said, harrumphing.

DISTRICT 6 NAMES CARMAN TO ABC COMMITTEE

FRANK C. CARMAN, president of KUTA Salt Lake City, relected to represent District 6 on ABC’s Station Planning & Advisory Committee at dinner in Grove, Montana, and KFBC Cheyenne, elected alternate from Mountain District.

ABC executives headed by President Mark Williams and Executive Vice President Robert E. Kintner will convene Jan. 27 in Chicago at Ambassador East hotel with 150 representatives from ABC stations in Districts 2, 3, and 5 of Central, Middle and Southwestern states. It will be third in series of meetings held by network with affiliates.

Other ABC executives to attend Chicago meeting: Joseph A. McDonnell, vice president and general attorney; Ivor Kenway, vice president in charge of advertising, promotion and research; Ernest Lee Jahncke, vice president in charge of stations; Otto Brandt, national director of stations relations; James Connolly and William Davidson, station relations.

NAB CONVENTION BANQUET

ANNUAL industry banquet will be held Tuesday, April 12, closing day of two-day NAB Management Conference to be held April 11-12 at Stevens Hotel, Chicago. Registration scheduled Sunday, April 10. Details of convention to be arranged Feb. 3 by Convention Sites & Policy Committee, headed by Howard Lane, WJJD Chicago. Meetings to be held at NAB hotel, Washington. (Editor’s Note—NAB inadvertently announced convention date as April 9-11 in Jan. 24 NAB Reports, due to typographical error.)

UNIFORM TV FILM CONTRACT

MELVIN L. GOLD, National Television Film Council president, will present uniform TV film contract for consideration by Television Film Conference being held today (Jan. 24) at Baltimore Hotel, New York. If conference approves it, NTFC will send copies to all TV stations and film companies for ratification and adoption. One-day conference also will include station directors panel on film and a film business panel. One of luncheon speakers will be R. J. Rifkin of Ziv Television.

9 NEW BMB SUBSCRIBERS


FITZGIBBONS HEADS WXW

L. O. FITZGIBBONS, former commercial manager of WOC Davenport, Ia., named general manager of WXW and WXW-FM Indianapolis. Edward Lockwood becomes chief engineer. Mr. Lockwood is said to have been WXW that cough couldn’t be written, and that actor would have to do job. Station eliminated cough, spokesman said, harrumphing.

ANA FORMS GROUP FOR BMB RE-EVALUATION

TO STRENGTHEN advertiser assistance in projected re-evaluation of Broadcast Measurement and Research, several National Advertisers interested in formation of Radio Committee at meeting in Chicago. Action stemmed from BMB request that its three sponsoring organizations examine their research requirements and determine plan which could be best met by tripartite operations.

Imperative need “for reliable and uniform measurements both for television and AM” voiced by ANA Board Chairman W. W. Connolly of S. C. Johnson & Sons. Situation in radio today requires attention of such a new committee, he indicated, which is different from present Radio Council of National Advertisers dealing primarily with talent and labor relations.

MEXICO CONFERENCE MAY LAST INTO MARCH

PROSPECTS for completion of Mexico City International High-Frequency Broadcasting Conference by Feb. 1 goal considered slim, according to State Dept. and industry authorities. Their estimates range from mid-February to mid-March.

In effort to speed completion, conference has deferred consideration of all periphery subjects to Feb. 15. Complete plan for frequency allocations among nations, which was presented last week.

ENTER ‘GAG’ TRIAL

AMERICAN Civil Liberties Union and Civil Liberties Union of Maryland desire to intervene in “Baltimore Gag” trial to be held Wednes- day in Baltimore Criminal Court (early story page 28). Two groups object to Baltimore court rules restricting news about crime.

ANA ELECTS BOUCHER

KENNETH BOUCHER, advertising manager of Hawaiian Pineapple Co., San Francisco, elected to Asn. of National Advertisers board of directors.

Closed Circuit

(Continued from page 4)

that tentative formula has been reached where-by major types of maintenance and repair work will belong to IBEW; minor maintenance and operation of equipment to IATE. Members of either union would be interchanged as their types of work change. Formula follows that worked out by same unions in movie field.

IF SOME Congressional noses are out of radio joint, it can be ascribed to apparent disregard of protocol at Federal Communications Bar Asn. annual dinner Jan. 14. Senator Com- merce Committee Chairman Edwin C. Johnson (D-Col.), Ranking Minority Member Chas. W. Tobey, N. H., Ranking Democrat Ernest W. McFarland, Ariz., and Republican Clyde M. Reed, Kansas, heretofore haven’t been invited by association. Former Sen. Burton K. Wheeler did honors, as member of association. They sat in audience—not at head table.

PLAN NOW in works for top-ranking comedic to conduct 24-hour television show to aid major fund-raising campaign. Project would follow past plans by stations around-the-clock charity shows, aiming appeal at different groups during different segments of day and night.
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.
Central New England, sharing the nation's strongest concentration of radio sets, 
LISTENS LONG and INTENTLY to WTAG

B.M.B. Studies, Hooper Continuing Measurement Indexes and Benson & Benson Radio Diary Survey all provide conclusive proof of WTAG's dominant radio audience in Central New England. Massachusetts (the central portion of WTAG's market) with 98.9% leads the nation in radio set ownership — ahead of every state, the national average and that of the Northeast and New England.

Benson & Benson's Diary Survey of Worcester and 54 surrounding cities and towns, condensed here to quarter hours, gives WTAG the largest audience 81% of the total time. On news periods alone, WTAG actually attracts more than half of the entire listening audience, to make a one station audience out of a many station area.

When You Buy Time In New England, 
Buy An Audience

<table>
<thead>
<tr>
<th>ALL OTHERS</th>
<th>19 Quarter Hours</th>
<th>49 Quarter Hours</th>
<th>27 Quarter Hours</th>
<th>95 Quarter Hours</th>
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<tbody>
<tr>
<td>WTAG</td>
<td>143 Quarter Hours</td>
<td>119 Quarter Hours</td>
<td>141 Quarter Hours</td>
<td>403 Quarter Hours</td>
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<td></td>
<td>In the MORNING, WTAG is first in audience 143 quarter-hours out of 168, or 85% of the total time.</td>
<td>In the AFTERNOON, WTAG is first in audience 119 quarter-hours out of 168, or 71% of the total time.</td>
<td>In the EVENING, WTAG is first in audience 141 quarter-hours out of 168, or 84% of the total time.</td>
<td>For the ENTIRE WEEK, WTAG leads in audience 403 quarter-hours out of 458, or 88% of the total time.</td>
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WTAG WORCESTER 580 KC 5000 Watts

PAUL H. RAYMER CO. National Sales Representatives, Affiliated with the Worcester Telegram — Gazette