SATURDAY? why, that's a day, too! (but what a day for radio advertisers!)

SATURDAY AFTERNOON — on WOR, we mean — is a dollar-doubling delight for advertisers and their agents. It's a sales safety deposit box that hasn't been touched.

Why? Here's why...

a. GREATEST AFTERNOON AUDIENCE — More people listen to their radios on Saturday afternoon between 1:30 and 5:00 PM than during any weekday afternoon. And they listen to WOR. (The sports season doesn't enter this picture; we mean, Saturdays between December and March.)

b. MORE MEN LISTEN ON SATURDAY — 170% more men — that's ⅓rd of the total audience — listen to the radio on Saturday afternoon.

c. AS MANY WOMEN LISTEN, TOO — Just as many women listen on Saturday afternoon as listen during any other weekday afternoon. Women, in fact, comprise 52% of the total audience.

d. NIGHT-TIME AUDIENCE AT DAYTIME COST — This means, very briefly, that a WOR advertiser has a magnificent opportunity to reach a night-time audience at daytime cost.

Gentlemen, and ladies, may we suggest that you contact...

SATURDAY AFTERNOON is coming!

TWO GREAT TELEVISION STATIONS —
WOR-TV, NEW YORK... CHANNEL 9... WOIC, WASHINGTON, D. C.

WOR — that power-full station at 1440 Broadway, in New York

mutual
Where else in America?

Not the north—not the south! Not the busy industrial east nor the farm-rich middle west can really mirror our land in all its varied aspects. But there is one area, embracing parts of all these places, which does. It's WLW-Land—a true cross section of the country.

Where else in America could you hope to find so perfect a proving ground for new products and new ideas?

In WLW's Merchandise-Able Area are 330 counties comprising parts of seven states. Nearly 14 million people live here. Some are wealthy, some are poor. Some live in great cities, some in tiny villages. Some work in factories, some own farms. When you know how these people will react to your product, your package, your selling appeal—you'll have a good idea how consumers everywhere will respond.

And you CAN know through WLW, for this great radio station covers the area as a network covers the nation. It dominates most cities but not every city. It reaches most farms but not every farm. You'll face this same condition elsewhere throughout the country, no matter what medium or combination of media you choose. But by using WLW first, you can learn the answers in advance.

WLW is particularly well equipped to help you get the answers. Besides one of the nation's largest and most loyal listening audiences, WLW offers facilities not equalled by any other station. It can help you study the market—get distribution—win dealer cooperation. It can help you learn what consumers really think about your product—your price—your package. With manpower to do the job, and a "know-how" peculiar to its territory, The Nation's Station stands ready to serve you in the proving ground for America!
IN IOWA, RADIOS
WAKE UP THE ROOSTERS!

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.
Closed Circuit

IF YOU'RE wondering what has happened to FCC final ruling on legality of give-aways, you might as well forget them until after New Year's; FCC is loaded down with other more pressing matters and individual commissioners haven't yet made up their minds whether or not FCC has jurisdiction.

NAVY's project to utilize substantial portion of UHF band earmarked for upstairs TV [which now may be nipped] envisions also use of color (BROADCASTING, Nov. 22). Both FCC and Navy still are noncommittal but military's designs on UHF are well-established.

STATE DEPT. may dig into Peron-activated campaign against Goare Mestre and other Cuban broadcasters. NAB board made request for investigation of Peron-financed time purchases on some island stations.

RIVALRY between TV networks and stations and newspaper companies reared during meetings on Presidential Inaugural coverage. Re-

(Continued on page 91)

Upcoming


(Other Upcoming, page 6)

Bulletin


Business Briefly

SHOW GOING NATIONAL • National Biscuit Co. planning transcontinental broadcasting on MBS three half hours weekly of Straight Arrow program currently heard on regional Don Lee Network. Agency, McCann-Erickson, Hollywood.

NLRB SEE S NO VIOLATION IN AFM TRANSCRIPTION BAN

NATIONAL Labor Relations Board notified AFM Friday it had failed to find cause of action in complaints brought several months ago by transcription companies charging union with violating Taft-Hartley Act in its record and transcription ban.

Charles T. Douds, director of New York Labor Board, told James C. Petrillo, AFM president, "It does not appear that there is sufficient evidence to warrant the conclusion at this time that the recording ban . . . has as its purpose the accomplishment of any of the unlawful objects prohibited by . . . National Labor Relations Act as amended."

Standard Radio Transmission Service and Lang-Worth Feature Programs asked NLRB investigation last May.

Folsom and Wilson Are Given RCA Promotions

FRANK M. FOLSOM, RCA executive vice president in charge of Victor Division, elected president of Radio Corp. of America Friday on recommendation of Brig. Gen. David Sarnoff who relinquishes presidency but retains chair-

ship of board and continues as chief ex-

ecutive officer as well as chairman of NBC board and of RCA Communications Inc.

At same time RCA directors elected John G. Wilson, vice president and general manager of RCA Victor, successor to Mr. Folsom as executive vice president.

Gen. Sarnoff held both presidency and board chairmanship since retirement in 1947 of late Gen. James G. Harbord.

Mr. Folsom assumes presidency Jan. 1 and will headquarter in New York. He joined RCA as director and vice president in charge of Victor Jan. 1, 1944 after 30 years in merchan-


In July 1940 he entered government on National Defense Advisory Commission as Assistant Coordinator of Purchases. In 1941 he was named special assistant to Under Secr-

etary of Navy and Chief of Procurement. He also was Chairman of Procurement Policy Board of War Production Board.

Mr. Wilson, who will continue to headquarter in Camden, joined RCA as administrator of accounts and finance for Victor Division in June 1944 and year later was elected operating vice president and in 1947 became vice president and general manager.

Page 4 • December 6, 1948
Here in the prosperous corn-and-wheat belt, Mid-America's grocery bill last year was well over a billion dollars. In Kansas City alone, the average KCMO listener-buyer spent $793 in food stores for her family.

Naturally, most of this food spending is done by women . . . and Mid-America women listen to KCMO . . . because they like KCMO's daytime schedule of woman-interest programs. Careful attention to woman-appeal programming means your food product advertising on KCMO gets an extra chance to increase your share of the Mid-America grocery bill.

To sell Mid-America's women . . . center your selling on KCMO.

**50,000 WATTS DAYTIME—Non-Directional**

**10,000 WATTS NIGHT—810 kc.**

National Representative: JOHN E. PEARSON COMPANY

* data from 1947 Sales Management Survey of Buying Power

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**A Timebuyer's Guide to**

**KCMO's Mid-America**

**MID-AMERICA FACTS**

Population: 5,435,091

Area: 213 counties inside 50,000 watt measured ½ millivolt area. Mail response from 466 counties (shaded on map) in six states, plus 22 other states not tabulated.

Population Distribution: Farm, 48%; city, suburban, and small town, 52%.

Net Average Income: $3334 per family.*

Net Average Income Per Family in Nine Major Cities: $5606.*

Food Sales—9 Major Cities: $446,273,000.*

Total Mid-America Food Sales: $1,182,227,000.*

**KCMO** and KCFM...94.9 Megacycles

**KANSAS CITY, MISSOURI**

Basic ABC for Mid-America

---

**One Does It in Mid-America!**

ONE station • ONE set of call letters • ONE rate card • ONE spot on the dial
THE EXECUTIVES
HAIR TONIC*

Now—you could call WHHM the radio
executives station.

For what executive doesn’t enjoy seeing results come in thru a program or spot
campaign. And WHHM does bring in results.

WHHM makes time buying easier in the Memphis Market.

No wonder more and more radio executives are choosing the station that . . .

DELIVERS MORE LISTENERS
PER DOLLAR
IN MEMPHIS

WHHM

Music, News, Sports 24 hours Daily
Memphis, Tennessee

Patt McDonald, manager FORJOE & CO., representatives

Member
Association of
Independent
Metropolitan Stations

*Kreml uses this topper

Page 6 • December 6, 1948
Your business is different? Good! Your product needs special program-treatment to stimulate sales? Fine! You want more volume in the Philadelphia market-area? Excellent! Let's get together. We have what you're looking for.

At KYW, we specialize in program building. We have the writers, directors, producers, and announcers to fashion a program that will suit your product, your sales policies, and your customers... particularly your customers.

You'd like to see proof? You'd like to hear samples? Just say the word to NBC Spot Sales.

KYW
Philadelphia's 50,000 Watt NBC Affiliate

WESTINGHOUSE RADIO STATIONS Inc
WBZ - WBZA - KDKA - WOWO - KEX - KYW - WBZ-TV
National Representatives, NBC Spot Sales—Except for KEX
For KEX, Free & Peters
You can put your confidence in—

GENERAL ELECTRIC
BROADCAST STATION EQUIPMENT FOR FM—AM—TV
TRANSMITTERS ★ ANTENNAS ★ AUDIO FACILITIES
PERFORMANCE ENGINEERED AT G-E ELECTRONICS PARK—THE NEW
WORLD CENTER FOR PROGRESS THROUGH ELECTRONICS

GENERAL ELECTRIC
ELECTRONICS PARK, SYRACUSE, N. Y.
TO KEEP PACE with television broadcasters' ever increasing demand for intercity network facilities, American Telephone & Telegraph Co. has announced that its facilities will triple within the next two years.

During this period 21 cities will be added to the present 13 linked by the company's facilities. When the construction program is completed there will be over 10,000 miles of video network channels in operation by AT&T.

One of the biggest steps in the expansion of network telecasting will take place January 12 when AT&T will link its East Coast and Midwest facilities. At that time network programming over AT&T coaxial cables or radio relay facilities is expected to reach an area with a total population of over 11.5 million families.

Two other cities, connected to networks by privately operated relays—Schenectady and New Haven—raising the total number of families in metropolitan areas to be served by interconnected television stations after Jan. 12 to approximately 12.5 million.

Five TV Channels

By the end of 1950 additions along present Bell System video networks will increase facilities so that a total of five television channels will be in service between New York and Boston; between New York and Washington; Philadelphia and Cleveland; Cleveland and Chicago, and Detroit and Toledo.

This addition of channels will make television network programming on more of a par with that of the AM networks. Instead of sharing time, it is probable that each network will have exclusive use of one channel.

Although some of the channels in these cables will be devoted to telephone service, the majority will go to television. The largest new area scheduled to be linked with present Bell System intercity network facilities lies south of Toledo, Ohio. Under the present expansion program it is planned to install three channels between Toledo and Cincinnati, via Dayton.

A new circuit also will be installed between Dayton and Columbus and three video channels will be available in that link. In another circuit, to be installed by AT&T from Dayton, two channels will be available to Louisville. This line will go by way of Indianapolis. Present plans do not include interconnecting this Midwest network with facilities on the West Coast.

However, there two television channels are to be placed in service between Los Angeles and San Francisco.

Commercial Factor

The provision of facilities for transcontinental video service will depend on the future development of the television industry to a point where it will require such facilities on a commercial basis. When such a stage of development is reached, it is probable that coast-to-coast television service will be available.

Coaxial cable equipped for long distance telephone service is expected to extend across the country from New York to Los Angeles in the spring of 1949. Television service would be carried from the East as far as St. Louis. It is also expected, if there is a demand for service, that extensions from the present network will include a new channel from Boston to Providence, R. I., and from New York to New Haven. Service from Philadelphia to Wilmington is also contemplated as well as a channel from Buffalo to Rochester, N. Y., and from Milwaukee to Madison, Wis.

At present New York, Boston, Philadelphia, Baltimore, Washington and Richmond are in the East Coast interconnected facilities of AT&T. In the Midwest the cities are: Chicago, Cleveland, Toledo, Detroit, St. Louis, Buffalo, and Milwaukee.

A new cable between Philadelphia and Pittsburgh will be put into telephone service Nov. 4 and is expected to be ready for television service around the first of the year when terminal facilities are installed.

East-Midwest Link

Work is proceeding as scheduled on the Pittsburgh-Cleveland cable, which will be the connecting link between the East and Midwest.

Since there is no television station on the air in Pittsburgh it is not included in the AT&T service list. However, Allen B. DuMont Labs expects to have WDTV (TV) on the air in that city before the two networks are connected, which would add Pittsburgh to the list of cities in the AT&T roster.

Additional cities lying along the path of main video channels scheduled by AT&T are expected to receive service if requested. These locations include: Hartford, Conn.; Reading, York, Harrisburg, Johnstown, and Erie, Pa.; Akron and Youngstown, Ohio, and Ft. Wayne, Ind.

Both coaxial telephone cable and radio relay facilities are used in the transmission of intercity television programs. A majority of the facilities to be placed in service within the next two years are expected to be through the use of micro-wave relays.

The longest relay system will run between Boston and Milwau-

kee, by way of New York and Chicago.

Use of the new facilities presumably will be provided on the basis of rates for present facilities. At present the whole question of rates and intercity television interconnection policy is tied up in FCC hearings.

The Commission has ruled that it will pass first on the interconnected facilities before AT&T submits its plans. It will decide whether the network video rates for the company and Western Union are reasonable and lawful ( Broadcasting, Oct. 26).

Under the present AT&T policy the company will not connect its own intercity facilities to those of others in other areas where it has no facilities of its own.

When the coaxial cables were first installed by AT&T, the company provided intercity channels on an experimental basis, without charge. Last May 1 the company placed the service on a commercial basis and filed its rates with the Commission.

Channel Costs

Under these rates a television channel between two cities costs the broadcaster $55 a month per airline mile for eight consecutive hours each day, and $2 per month per television reception formulation (channel). For occasional or part time service the rate is $1 per airline mile for the first hour of use and one quarter of this rate for each additional consecutive 15 minutes.

For use of terminal equipment there is a charge of $500 a month for getting stations to the television network for eight consecutive hours daily. For stations which require only occasional service, the charge is $200 per month, plus $10 per hour for time.

Under the rates which are now in use pending a final FCC decision, a special schedule of rates applies in the event that two or more stations share the available intercity channels.

This schedule provides a charge of $25 per airline mile per month for four hours of service daily and a connection charge of $350. If desired, the four hours may be accumulated by 15-minute intervals, which may or may not be consecutive.

The regular rates for sound and 'audio' broadcasting apply for a separate sound channel needed for the complete television program.

As the web of coaxial cable spreads across the country and micro wave relay towers spring up, the networks are going all out to develop new program techniques. These two factors are making rapid strides to bring network telecasting to the nation.
WHIO-TV promotes TELEVISION

in Dayton, Ohio and the Miami Valley

- When ten Dayton, Ohio, television set distributors held a show in November in The Dayton Power and Light Company lobby, WHIO-TV had its mobile unit and cameras on hand pre-selling TELEVISION to thousands of interested prospective television set owners living in Dayton and the Miami Valley. We're building programs now. We'll be on the air soon. Watch for our opening announcement.
ON THE WASHINGTON SCREEN

For Variety - WMAL-TV is FIRST

WMAL-TV displays its lobby by way of simulated television receivers and the "on-luce" process the local shows that are top variety entertainment in Washington. Ruth Crane's "Modern Woman" show, "The Dick Mansfield Show," "On Wings of Thought," with the noted mentalist Robert L. Friend, combined with "Club Seven" and other outstanding network shows makes WMAL-TV an undisputed leader.

For Sports - WMAL-TV is FIRST

WMAL-TV is a station that offers sports programming, including coverage of local events and possibly national sports shows.

Agencies

FRANK DOWD, formerly with Young & Rubicam, New York, and WILLIAM D. MAGNESS, previously with Gannett-Stahne & Co., New York, join Doherty, Clifford & Shenfield, same city, as assistant account executives.

ROBERT W. READER joins Dubin Adv., Pittsburgh, as account executive.

DAVID N. JONES, former advertising manager for Coca-Cola Corp., New York, joins Grant Adv., same city, as a vice president and account executive. He will handle Coca-Cola export account.

RALPH D. KANNA joins Julian Gross Adv., Hartford, Conn., as vice president in charge of radio and television. He was formerly manager of WONS Hartford and has also been with ABC, WOBT Rhinelander, Wis., and WMMW and WMMF WMER, Conn.


CLYDE E. RAPP joins Campbell-Mithun, Chicago, in an executive capacity. He will handle the F. W. Fitch Co. account. Mr. Rapp was formerly with J. Walter Thompson Co., New York.

Mr. Kanna

PALMER A. BRINK appointed vice president and general manager of Morris & Cain, Los Angeles. Mr. Brink has been with agency as production manager since its inception a year ago. Assisting him is SCOTT HUNT. ROBERT CAIN takes over as promotion director and account executive. Other appointments include CLARK ROSS as talent director; DICK ALLEN as account executive. Agency plans to expand present offices at 1211 N. Highland Ave. after first of January to include art department and additional production unit.


RAYMOND PERRY, former head of his own Los Angeles agency, and L. SCOTT, former account executive with McCarty Co., that city, form Perry-Scott Inc. Offices at 1006 W. 6th St., Los Angeles. Phone: Dunkerque 8-5119.

LOCKWOOD-SHACKELFORD Adv., Los Angeles radio department, moves from its Hollywood office to agency's Los Angeles headquarters at 2001 Beverly Blvd.

PAUL R. JORDAN purchases interest of former co-partner JOHN LO BUONO in Jordan & Lo Buono, Los Angeles, with agency name being changed to The Jordan Co. Mr. Lo Buono remains with firm as account executive.

GLASSER-GAILEY, Los Angeles, moved to new offices at 301 S. Harvard St. Phone is Flitroy 2141.

BEULAH ZACHARY resigns as executive producer at WSBK (TV) Chicago to join J. Walter Thompson Co., same city, as producer of Kukla, Fran and Ollie show, which is being aired over NBC's midwestern TV network.

SAMUEL D. FUSON, vice president of Kudner Agency, New York, appointed chairman of public information committee for Red Cross 1949 fund of greater New York.

JACK KERR, former advertising director of Kerr Class Co., Los Angeles, joins Raymond R. Morgan Co., Hollywood, as account executive.

THOMAS L. GREEN re joins J. Walter Thompson Co., New York, as a copy group head. He was originally a member of agency's copy department 12 years ago.


JOHN C. STROUSE, former account executive with Young & Rubicam, New York, joins Doherty, Clifford & Shenfield, same city, in same capacity.

JOHN HANSEN, manager of Los Angeles office of Knollin Adv., transferred to agency's San Francisco office as art director. RICHARD K. MILLISON replaces him as manager of Los Angeles office.

HAL WOLFF and NORMA RATNER join Adolphe Wenland & Assoc., Hollywood, as account executives. Mr. Wolff was formerly with NBC Hollywood, continuity acceptance department; Miss Ratner was former assistant to Albert Lewin, MGM executive producer.

(Continued on page 60)

BROADCASTING • Telecasting
New Business

Retail Florists Assn. of Colorado switches from predominately newspaper schedule to 59 quarter hours on KFEL Denver with transcribed Singin' Sam show. Agency: Ball & Davidson, Denver.

Conklin Pen Co., Chicago, appoints H. M. Gross agency, same city, to handle advertising. Radio will be used.

Stanley Drug Products, Portland, Ore. (Crystaline Liniment), appointed Heims & Holzman, same city, to handle advertising. Radio will be used.


General Electric Supply Corp., Los Angeles (Hotpoint dealer), Nov. 29, started sponsorship of half-hour transcribed Breakfast in Hollywood on KFML San Diego. Other western stations may be used. Agency: Ross, Gardner & White, Los Angeles.


Kerr Glass Co., Los Angeles, appoints Dan B. Miner Co., same city, to handle advertising. Radio will be used.

Phil Kalech Sales Corp., Chicago, appoints David S. Hillman Inc., Los Angeles and New York, to handle advertising for Korvo. Radio will be used.


General Appliance Co., Oakland, Calif., through Ad Fried Adv., same city, is negotiating for half-hour television program, featuring Don Santo's Television Tryouts scheduled for early next year. TV station has not been decided upon.

Chicago, Rock Island and Pacific Railroad, Chicago, appoints The Caples Co., same city, to handle advertising. Radio will be used.

Morey Mercantile Co., Denver (wholesale distributor of Solitaire Foods), appoints Ball & Davidson, same city, to handle increased radio advertising campaign. Appointment effective Jan. 1, 1948.

American Stores, Philadelphia (food retailer), sponsoring new show, Modern Living—American Plan, on WCAU-TV Philadelphia. Show is aired Tuesdays and Thursdays, 3-3:30 p.m. Food stores also sponsor across-the-board Asco Rings Your Bell from 10:15-10:30 a.m. on WCAU-TV.

E & B Brewing Co., Detroit, appoints W. B. Doner & Co., that city, to handle advertising. Radio will be used.

WTMJ-TV Milwaukee announces three new TV sponsors. They are: Consolidated Apparel Inc. (Rosenbergs), placed by Gustav Marx agency, Milwaukee; P. J. Kaufman Co. (Studebaker and used cars), no agency; and Pioneer Scientific Corp. (polaroid sheets for TV sets), placed by Cayton Inc., New York. All firms are in Milwaukee, and all are advertising for first time on WTMJ-TV.

North Eastern Supply Co., Ipswich, Mass. (farm equipment and supplies), appoints Peck Adv., New York, to handle advertising. Radio will be used, with possible addition of Boston to its present WJZ New York farm program co-sponsorship.

Network Accounts

Julius Kayser & Co., New York, effective last Thursday (Dec. 2), dropped its television series, Girl of the Week, Thursdays, 7:45-7:50 p.m. on NBC-TV network because of few cities that have channels available. New advertising plans do not currently include radio or TV.

Advertising

Ray Cormier resigns as general manager and account executive of Hunter Adv., Los Angeles, to become sales promotion head of Central Chevrolet Co., same city.

Broadcasting * Telecating

Adam J. Young Jr.

22 East 40th Street * New York, N.Y.

Radio & Television Representatives

New York * Chicago * Los Angeles * San Francisco

December 6, 1948 * Page 13
EDITOR, Broadcasting: Mr. Foote has passed along to me the copy of your new monthly feature, the "Telecasting Showsheet." It is a very novel idea and certainly makes the most handy reference sheet I have seen to date... I'll look forward to receiving it each month.

Roger Pryor
Director of Television
Foote, Cune & Belding
New York

To the Point
EDITOR, Broadcasting: Telecasting Showsheet. Would like to receive it every month.

Charles R. Denny
Executive Vice President
NBC
New York

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

SURE, some Chicago stations can be heard in South Bend... but the audience LISTENS to WSBT!

There's a whale of a big difference between "reaching" a market and covering it! Some Chicago stations send a signal into South Bend—but the audience listens to WSBT. No other station—Chicago, local, or elsewhere—even comes close in Share of Audience. Hooper proves it.

To WBLK—Looking Up
EDITOR, Broadcasting: Being an engineer at NBC's affiliate in Clarksburg [W. Va.], WBLK (350 watt plug) and a current subscriber to your on the beam mag., BROADCASTING, I wonder if you'd be interested in the enclosed shots of my "home" during working hours. Is it a spider web, jail bars, a painter's ladder, a bird, Superman, etc., etc. No siree! It's a

Up the "ladder." shot looking directly up our 239 foot antenna (shunt fed, boys)... Even if you don't print it, your mag is still tops even for engineers.

Dave Frankel
Engineer
WBLK Clarksburg, W. Va.

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On Radio Schools
EDITOR, Broadcasting: This is to advise that certain statements made in an article on the Kentucky Broadcasters Assn. meeting in your Nov. 22 issue regarding radio training at the U. of Kentucky were incorrect, misleading and incomplete. Criticism of radio courses was not directed primarily at the U. of Kentucky but at schools of radio in general.

Further this criticism was not of the radio courses offered as such but rather of the fact that the courses trained students for broader operation than the 250 w stations need.

The Kentucky Broadcasters Assn. passed a resolution in November 1947 approving the U. of Kentucky curriculum which was then but one year old. We know that you will want to correct the slur on our radio department which we feel was not intended by the Kentucky Broadcasters Assn.

L. Robinson
Acting Head
WBKY
U. of Kentucky
Lexington

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TV Effectiveness
EDITOR, Broadcasting: . . . I believe that I have at last found a measure of the effec-

(Continued on page 76)
Blue Earth County is part of MINNESOTA
So is BIG AGGIE

Miss America, 2,500 4-H club youngsters and their parents, civic officials and agricultural leaders joined WNAX in Mankato, November 6, to honor the Ben Ludtke family, Minnesota winners in the WNAX 5-state Farmstead Improvement Program.

Blue Earth County is proud of the Good Thunder, Minnesota farm family that won WNAX's $1000.00 merchandise award over entries from 52 Minnesota counties.

WNAX is proud, too—proud of all 1,043 families participating in this WNAX-inspired 3-year improvement program; proud of its newest contribution to—serving the Midwest Farmer!

Top left: Robert R. Tincher, WNAX General Manager, presents $1000.00 award to Mr. and Mrs. B. C. Ludtke. Bottom left: BeBe Shopp, Miss America of 1948, expresses appreciation at being made honorary 4-H member by Leonard Harkness, Blue Earth County Agent. Top right: The capacity audience applauded loudly the WNAX Missouri Valley Barn Dance broadcast from Mankato's Armory.

570 KC
5,000 WATTS

Represented by The Katz Agency.
From 250 watts to 1 KW in one easy step

Use the BTA-250L as your 250-watt Transmitter now...

Type BTA-250L includes all of the latest developments in low-power AM broadcast transmitters. It provides economical, reliable, high-fidelity operation and is completely self-contained. The BTA-250L includes a harmonic filter and antenna matching circuit built right into the final stage. No trouble here with dust in the tuning circuits—because this transmitter uses no air capacitors.

READY TO SHIP—America's favorite 250-watt AM transmitter, type BTA-250L

With operating features as familiar to broadcast engineers as station calls, RCA 250-watt AM transmitters—more than 300 of them—have been making friends with station men since 1940.
America's Model Television Station

WTMJ-TV

Reports on one year of programming

LOCAL PROGRAMMING

WTMJ-TV has built its programming on the premise that local and national spot programs were as important as network programs. As a result, many of the most popular WTMJ-TV programs originate in the television studios of Milwaukee's Radio City. They include...

THE GRENADIERs

Milwaukee's most popular radio program, skillfully adapted to television, occupies the Wednesday night 8:00 to 9:00 P.M. slot. Complete with a 16-piece orchestra, vocalists, and comedy. It captures the Milwaukee television audience with a format built to the City's tastes. Participating sponsorship.

"PLAY 'EM OR PAY 'EM"

This 15-minute Friday night musicale feature challenges the television audience to submit song titles which cannot be played by the Radio City Quirettes. This heavy mail pull program is under participating sponsorship.

VIDEO VARIETIES

Top mid-western talent is featured on this Sunday night 7:30 to 8:00 P.M. feature, one of Milwaukee's favorite television programs. Participating sponsorship.

T.V. TRYOUTS

The proved pulling power of amateur programs is combined with skillful production to make top flight television entertainment out of this Saturday night 7:30 to 7:45 feature. Participating sponsorship.

OTHER LOCAL FAVORITE PROGRAMS

The same skill and production facilities that have built WTMJ TV participating programs are also available to national and spot advertisers for the presentation of programs ideally suited to individual needs.

QUALITY OF PICTURE

WTMJ-TV is a complete RCA Victor installation.

Because studio remote and transmission facilities are designed for one another, WTMJ-TV is transmitting a picture that results in quality reproductions of programs and commercials.

The WTMJ-TV dial position on Channel 3 assures good reception with any standard type antenna.

Advertising and television men have called WTMJ-TV, "America's Model Television Station," because of:

1. The rapid growth of successful local programming.
2. High quality of picture transmission.
3. Fast climbing set sales in the one station Milwaukee Market.
4. The long list of successful television advertisers using WTMJ-TV.

On December 3, 1948, WTMJ-TV completed a full year of television service to the rich Milwaukee market. Examine for a moment the record that has made WTMJ-TV one of America's most successful, fast growing television stations.

Sales of television sets in the Milwaukee area have exceeded even the most optimistic predictions. As of November 1, there were over 9,000 sets in Milwaukee and total installations are expected to exceed 12,000 units by January 1. Combined with the high listenership in the Milwaukee area, this means an audience of in excess of 100,000, or 10% of Greater Milwaukee's total population for most evening programs. Little wonder then that television has grown far beyond the experimental stage in Milwaukee and is now recognized as an effective, economical hard-hitting sales medium.

Over two-thirds of the sixty national, spot and local sponsors who have tried WTMJ-TV today remain as successful television advertisers. All three of Milwaukee's leading department stores have been on WTMJ-TV since its inception and all have dramatic success stories using the station. Local and network advertisers selling everything from automobiles to food products are obtaining results from WTMJ-TV. With the bulk of installations being in middle income homes, WTMJ-TV is delivering a valuable and growing list of reception homes to its advertisers.

NETWORK AFFILIATIONS

WTMJ-TV is affiliated with NBC, CBS and ABC. As the link between the mid-west and eastern network cores, the facilities of WTMJ-TV will be available to the users of these three networks.

WORTH REMEMBERING

When making your plans for television, remember this... WTMJ-TV, Wisconsin's only television station delivers a large receptive audience to the network, spot and local advertiser.

WTMJ-TV

THE MILWAUKEE JOURNAL TELEVISION STATION

Affiliated with NBC, CBS and ABC

National Representative Edward Petry & Company, Inc.
Feature of the Week

BELIEVING that truth may be stranger than fiction, KONO San Antonio, Tex., decided that real criminals make a better show than those out of a script. To prove this point the station produces a half-hour, public service show on Sunday night with tape recorded, on-the-spot interviews and descriptions of crimes.

Each Saturday night an engineer, Rocky Rhodes, a photographer, R. J. Smith, and Jack Shoemaker, public service director of the station, load their equipment into a specially equipped police car. In this they answer all police calls which they feel may prove of interest, and many which are not so fruitful.

The equipment consists of a tape recorder, two twelve volt batteries, a rotary converter, seventy-five feet of mike cable and two microphones.

The car, which is furnished by the police department complete with driver, is equipped with red lights and a siren. However it has no police identification and is plain in color to keep from scaring off prospects for the program.

The KONO staffers leave police headquarters at about 7:30 on Saturday night and attempt to record approximately an hour of material. This is edited into the half-hour show by George Ing, KONO chief engineer.

The crew answers all police radio

(Continued on page 84)

10-Year-Old 'Ham'

THE PARENTS of 10-year-old Jane Bieberman are mighty proud of an achievement which isn't reflected in the fifth-grader's report card. When FCC issued the call letters W3OVV to identify her amateur station at Baldwyn, Pa., Miss Bieberman gained the distinction of being the youngest licensed radio operator in the world, according to the American Radio Relay League.

A petite brunette whose clipped curls match her new look, Jane was born in Columbus, O. After multiple moves to keep up with her father's real estate business, the family settled in Chicago. At Sullivan High School she combined "bloomer girl activities"—volley and basketball—with contrasting interests like sewing and dancing.

After graduation, she worked as a secretary at the Bell & Howell camera manufacturing plant, Chicago, and then moved to Needham, Louis & Brorby. In 1942, she was transferred to National Bank of Commerce, Chicago, where she has worked as a bookkeeper in the general records department.

When she and her husband moved to Needham, Louis & Brorby as secretary to Max D. Anwyl, secretary-treasurer. That was seven years ago, and Jane hasn't budged since, although she has been promoted from figure work in Mr. Anwyl's office to account work under vice president and media director Otto R. Stadelman.

After two months as his secretary, she was given five visual accounts for which she bought space: Macwhyte Co., Kenosha, Wis. (wire rope); Rand McNally & Co., Chicago (maps); John Marshall Law School, Chicago; A. C. Becker and Co., Chicago (investments and securities), and the dairy and poultry products of Swift & Co., Chicago.

When the agency took on more

(Continued on page 84)

On All Accounts

BEATING a path from maid's room to pantry in Marshall Field's former apartment in Chicago's Field Bldg. is daily routine for Jane McKendry, timekeeper at Needham, Louis & Brorby.

Early this year the agency, outgrowing its spacious quarters on the 20th, 37th, 38th and 39th floors, expanded into Mr. Field's 10-room apartment on the 44th floor. Mrs. Maurice H. Needham, wife of the president, redecorated the elaborate mansion, converting pantry shelves into bookshelves, a maid's room into Miss McKendry's studio office, and a lavish powder room into secretarial space.

A believer in career-plus-marriage, Jane was wed in early September to George Jacobsmeyer, assistant credit manager at Chicago's American National Bank. On their honeymoon, Jane was surprised her husband survived, for during their month-long trip she (1) collided with George while bicycling on Mackinac Island, knocking him to the ground, and (2) shared his ear instead of a perch while learning to fish. George, still defying the whims of fate, now is teaching Jane—at a safe distance—to shoot a rifle.

JANE

A petite brunette whose clipped curls match her new look, Jane was born in Columbus, O. After multiple moves to keep up with her father's real estate business, the family settled in Chicago. At Sullivan High School she combined "bloomer girl activities"—volley and basketball—with contrasting interests like sewing and dancing.

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When the agency took on more

(Continued on page 84)
AM transmitter can be stepped up to 1 KW

...simply

WITH this 250-watt AM transmitter you can go to 500 or 1000 watts...simply by adding on an RCA 1-kw r-f power amplifier. Your BTA-250L then becomes your driver. Not a penny of your original transmitter investment is lost...because in this conversion there are no power tubes to discard or obsolete equipment left on your hands.

How quick and easy is it to convert? You can make the change to higher power between "sign-off" and "sign-on"!

This is one reason why the BTA-250L is a "natural" for stations planning a future power increase...or replacement of old equipment.

And there are many other reasons, too. Here is a transmitter that is "bushed" for quiet operation—uses no fans, blowers, or noisy a-c contact controls. It is designed with all controls and switches grouped on one central panel—and within handy reach. It provides an accurate means for logging...because it uses precision-type vernier tuning indicators. And all meters are located at eye-level for convenience of the operator.

For complete information about the BTA-250L...and how you can add an RCA 1-kw power amplifier to it inexpensively...call your RCA Broadcast Sales Engineer. Or write Dept. 19LA, RCA Engineering Products, Camden, New Jersey.

...add on this 1-kw Power Amplifier type BTA-1L for high power later

Completely self-contained, this business-like r-f power amplifier makes it practical to go to 500 or 1000 watts—using a BTA-250L as the driver. The center section houses the power equipment. The right section houses the modulator and r-f power amplifier. Ample space makes it easy to reach all components. Type BTA-1L features fewer r-f stages and simpler operations—your assurance of maximum on-air time.
South Florida is about to launch one of the biggest tourist seasons in its history. Thousands of new hotel rooms, hundreds of new apartment units and private homes have been built this year and are ready now to accommodate Greater Miami's ever-increasing number of tourists and seasonal residents, who last year spent an estimated $100,000,000 in this year-round resort capital.

Yes, Greater Miami is still America's No. 1 tourist attraction. But—as all surveys and indices point out—it's a great year-round market as well. Most advertisers agree, you can bank on results in the Greater Miami market. And the most effective way to get them—at lowest cost per listener*—is WQAM, Miami's First Station, whose clear signal stands out in Greater Miami and delivers an important bonus audience in 15 additional counties of Miami's trading area.

* Ask the John Blair man.

Miami's First Station

WQAM

WQAM - FM

A. B. C. IN MIAMI

THE MIAMI HERALD STATION

★ OWEN F. URIDGE, General Manager

★ JOHN BLAIR & CO., National Representatives

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BROADCASTING • Telecasting
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**EXPLANATORY NOTES**

*LICENSING IN FOLLOWING ORDER: SPONSOR NAME OF SHOW, NAME OF STATIONS, NUMBER OF SPONSORS, NUMBER OF STATIONS, DATE OF WEEK, DAYS OF WEEK, MINS. OR MINUTES, AMOUNTS, MBS, NBC, TELECASTING.*

**ABC**

*BROADCASTING FOR THE WEEK OF NOVEMBER 5, 1956 - NOVEMBER 11, 1956.*

**CBS**

*BROADCASTING FOR THE WEEK OF NOVEMBER 5, 1956 - NOVEMBER 11, 1956.*

**MBS**

*BROADCASTING FOR THE WEEK OF NOVEMBER 5, 1956 - NOVEMBER 11, 1956.*

**NBC**

*BROADCASTING FOR THE WEEK OF NOVEMBER 5, 1956 - NOVEMBER 11, 1956.*
Sure he can.
But Mr. Claus does it only once a year for his clients, whereas CBS helps lift the sales curves of its advertisers week in and week out the year round*—by delivering from 8 to 57% more listeners per dollar invested than any other network in radio.

*For details, write CBS, New York.

CBS—where 99 million people gather every week!
Yeah, but can he lift a sales curve?
By ED JAMES

TOOTS SHOR'S celebrated eatery was the arena scene last Wednesday of a distinctive if somewhat anti-climatic gathering at which it was announced that CBS was going into the sports promoting game.

The news, which had been told before [Broadcating, Oct. 25], was less enlivening than the com-
LEVER POST

CREATION of a new position, that of vice president in charge of affiliated companies, and the appointment of Robert F. Elder to the post were announced last week by Charles Luckman, president of Lever Bros., Cambridge, Mass.

Mr. Elder, present vice president in charge of consumer research, will assume his new duties on Dec. 15.

"During the past two years," said Mr. Luckman, "Lever has acquired so many new companies and new products that it now becomes necessary to have one top executive devote his entire time and effort to these operations."

Mr. Luckman said that the long service of Mr. Elder, backed by his diversified experience, fits him ideally for the new post. "He has worked for some time with our affiliated companies and is thoroughly familiar with their operations, plans and opportunities," Mr. Luckman said.

Affiliated Companies

Lever Bros. affiliated companies are: Harriet Hubbard Ayer, New York; the John F. Jelké Co., Chicago; Pepsodent Division, Chicago, and the Philippine Refining Corp., New York.

The Ayer and Jelké concerns, manufacturers of cosmetics and margarine respectively, were acquired by Lever Bros. within the past 18 months.

Mr. Elder joined Lever Bros. in 1937 as director of market research. He was formerly professor of marketing at Massachusetts Institute of Technology. In 1944 he was appointed assistant to the president and two years later was named vice president of consumer research.

Graduated cum laude from Harvard, he began his business career as research chemist for the organization which controlled the technicolor process for motion pictures.

Spending several years in research and production on technicolor, he later pioneered in the development of stereoscopic motion pictures.

Joined Brown Co.

In 1927 Mr. Elder became market analyst for the Brown Co., New England pulp and paper concern, where he developed a synthetic shoe material that came into general usage.

For the best paper "Reducing the Cost of Distribution," the following year, Mr. Elder won the Alvin Simonds award, granted in a nation-wide competition. This distinction led to an invitation from MIT to become its professor of marketing.

Throughout his MIT association, from 1929 to 1937, Mr. Elder acted as consultant for many industrial organizations, mostly in radio research, a field in which he achieved national prominence.

ABC SALE

TWENTIETH CENTURY-FOX's effort to buy the American Broadcasting Co. failed last week when Edward J. Noble, chairman of the ABC board and 53% stockholder, turned down the film company's last offer, a reported gross figure in excess of $20 million.

"Negotiations have been terminated," a terse statement from ABC announced.

A Twentieth Century-Fox spokesman confirmed the collapse of the negotiations, but added that the representatives of the two companies had parted "on friendly terms." Whether conversations would be resumed at a later date could not be ascertained, but this was thought possible after a cooling off period.

The ABC statement indirectly quoted Mr. Noble as saying that the offer by the film company, while substantial, was not acceptable to ABC. No ABC official would comment further.

Asked whether negotiations for the sale of the network to any other prospective buyer were under way, Mr. Noble, a highly placed ABC executive reiterated the "no comment" which was given generally to all questions.

Neither the network nor the film company would comment officially as to the report, from a competent source, that the last offer had been between $20 and $25 million. The ABC statement said only that whatever was offered was not enough.

The negotiations between the two companies were on the highest level, because Mr. Noble and Spyros Skouras, president of Twentieth Century-Fox [BROADCASTING Nov. 29].

It was understood that Mr. Skouras had opened the negotiations by approaching Mr. Noble with an offer. Twentieth Century-Fox is the second major film company to express an interest in acquiring ABC within the past year. Tentative discussions of a sale were had several months ago with Warner Bros.

The refusal of the ABC executive to comment on the question regarding the possibility of purchase by another buyer following the collapse of the Fox discussions prompted speculation that the chance still existed for a deal with Warner Bros.

Mr. Noble bought ABC as a skeleton network from RCA for $3 million but acquired with the package accounts receivable totaling $1.4 million making the actual cost to him only $6.6 million.

The network has expanded rapidly under his ownership in physical structure and business. Last year it earned a net profit of $1,520,756.

Kameny Appointed

GLYCOL Co., New York (Glycol vaporizer) has appointed Seymour Kameny, formerly professor of research chemistry at Columbia University, to head their research department.

A graduate of the University of Minnesota, Mr. Kameny was appointed by the Lypho Laboratories to the chairmanship of a new research division.

STOP THE INSURANCE!

FRED ALLEN has cancelled the $5,000 surety bond he posted against losses incurred by any listener who could prove he was deprived of a giveaway program prize because he was tuned to Mr. Allen. The NBC comedian announced on his show Sunday, Nov. 28, that he had dropped the insurance because in the eight weeks of its existence he had received no legitimate claims.

BATES CHANGE

Effective Nov. 30 the corporation of Ted Bates Inc., New York, was dissolved and a partnership formed to do business under the name of Ted Bates & Co.


All former vice presidents of the firm except Mr. Bates who was president and treasurer, Evelyn T. Bates, is a limited partner.

Originally formed in 1940 the agency was originally formed as a corporation on Dec. 1, 1940. Its current billing is said to be more than $20 million.


Mr. Bates

CONTINENTAL PRODUCTS, Inc.

30 Main St., New York 7

Ted Bates

President

Mr. Elder

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SPOT PROBE

By RUFUS CRATER

WILL THE FCC assume jurisdiction over the white-hot question of networks' rights to serve affiliates as spot advertising representatives? That appeared to be the major immediate question last Friday as the Commission completed the first week of exploring the subject.

After five days of hard-fought sessions the hearing was adjourned late Friday afternoon to Jan. 30. At least two more days are expected to be needed to complete testimony. But there was some belief that the magnitude of the problem would discourage efforts to resolve it immediately.

Virtually the same problem is raised in a complaint pending before the Justice Dept.'s Anti-Trust Division, and some observers felt FCC might decide this is the more appropriate vehicle for settling the issue. It was pointed out, however, that the Justice Dept. is withholding action pending outcome of the FCC proceeding.

The case originated on petition of the National Assn. of Radio Station Representatives charging that the networks, through their representation of affiliates in the sale of national spot advertising, are violating the Commission's Network Regulations on network operation and stations' non-network rates [BROADCASTING, July 26].

If the practices do not violate the Network Regulations they at least are contrary to the spirit of these rules and to the public interest, NARSR contends. The complaint to the Justice Dept. also was filed by NARSR.

Fly and Rosenman

The hearing pitted two erstwhile New Deal stalwarts against each other: Former FCC Chairman James Lawrence Fly as counsel for NARSR, and Samuel I. Rosenman, former New York State Supreme Court judge and later special counsel for Presidents Roosevelt and Truman, as attorney for CBS. They tangled frequently in hot and acrimonious legal disputes.

In addition to their owned stations, CBS represents WAPI Birmingham, WBT Charlotte, WRVA Richmond, WCAU Philadelphia, and KSL Salt Lake City. NBC represents WGY Schenectady and five Westinghouse stations whose representation moves to Free & Peters on Jan. 1. ABC represents WMAL Washington. The five Westinghouse stations are WOWO Fort Wayne, WBBZ Boston, WZBS Springfield, KYW Philadelphia, and KDKA Pittsburgh.

A HEARING that may decide the fate of network organizations' activities in the national spot advertising representation field commanded the attention of independent representative firms, networks, station operators, and the FCC last week. The hearing, unfinished after five days of testimony and heated dispute among counsel, was recessed to Jan. 3.

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Network Representation Rights Argued


It appeared obvious, however, that the fears of network domination were not aroused by the networks' AM representation alone, but particularly by the development of television and network interest in that field.

Mr. Fly made clear that NARSR's charges do not include Mutual, and other spokesmen seemed virtually to exclude the DuMont Television Network.

CBS, the only network which offered testimony in the first phase of the proceeding, was supported by witnesses from affiliates which CBS Radio Sales—its national spot advertising organization—represents.

Responding to NARSR charges CBS has pushed spot sales more vigorously than NARSR members, and that it would be against public interest to tell stations they cannot choose the representative of their choice.

NARSR argued that with the increase in the number of stations in large markets the networks have greater "coercive" powers, that the intent of the Network Regulations is being violated, and that it is illegal for stations to sign contracts which limit their ability to compete for national spot business. Networks "hold" over affiliates is greater in television than in AM, NARSR maintained.

The hearing was before Comrs. Paul A. Walker, who presided; Rosel H. Hyde, E. M. Webster, Robert F. Jones, and Frieda B. Henneck.

The Commission has several courses. It can refuse jurisdiction. It can take jurisdiction and find the NARSR charges either warranted or unwarranted. If it finds there have been violations of the Network Regulations further hearings will be necessary before disciplinary action may be taken against the stations involved. If it finds no violations but concludes that the practices are against public interest, separate rule-making proceedings will be required.

Other Participants

In addition to Mr. Fly and William C. Flitts for NARSR and Judge Rosenman and Richard Salant for CBS, participating counsel included: General Counsel Benedict P. Cottone for FCC; William R. Purdue and Thomas E. Ervin for NBC; Joseph A. McDonald and Andrew G. Haley for ABC; Thad H. Brown Jr. for DuMont; Paul D. P. Spearman for Edward Petry & Co., a member of NARSR; W. Theodore Pierson for WCAU; Glen A. Wilkin-son for KSL; Ben S. Fisher for

(Continued on page 22)

HOOVER COMMISSION

'Voice' May Change

"THE FCC will roll along the way it always did," an authoritative source at the Hoover commission told BROADCASTING Thursday. What happens to the "Voice of America" is another and more disturbing matter.

The commission, formally known as the Commission on Organization of the Executive Branch of the Government, is nearing the end of its long study of U. S. agencies, and will submit its first report to Congress Jan. 13. Right now its members are studying mountain-high stacks of reports and recommendations submitted by 24 task forces, some of which have been working more than a year.

At stake in the effort to draw up a new operational pattern for the cumbersome maze of federal departments and commissions is the fate of several agencies affecting the broadcasting and advertising industries.

'Voice' to Change

The FCC and Federal Trade Commission, as independent regulatory agencies reporting to Congress, are not likely to be absorbed by any new agencies, according to word at the Hoover commission.

The State Dept., however, is slated for drastic changes which will affect the "Voice of America." This is the trend of present Hoover commission thinking. Some internal changes in the

FCC's method of operating are suggested in a report to the task force under whose wing FCC comes [BROADCASTING, Nov. 1]. As in all such reports, efficiency and economy are the goal. These reports are secret, but leaks have occurred in a number of cases.

The Hoover commission points out that task force reports are in no way final, but merely are recommendations to the full commission. In turn the commission will reach its own decisions, and then submit them to Congress. Finally, the whole matter will be worked over by Congress.

At point in the long-range project FCC is due for a business- (Continued on page 74)
Spot Probe

(Continued from page 21)

WRVA; Duke M. Patrick for WAPI; E. D. Johnston for WBT.

Highlights of the sessions included:

MONDAY

H. Preston Peters, president of Free & Peters and chairman of NARSR's executive committee, emphasized that national spot and network advertising are "highly competitive" and therefore cannot be properly handled by the same entity.

He cited alleged instances to support his contention that a network which represents affiliates for national spot sales exerts an influence on the affiliates' operations far beyond the field of spot sales itself.

Mr. Peters emphasized the importance of the representative's role as adviser on virtually all phases of client-stations' affairs. "When networks function as representatives," he said, "their influence on non-network station matters is increased."

Mr. Peters noted that the volume of national spot advertising grew from $13.8 million in 1934 to an estimated $99 million in 1948. In 1946, the last year for which exact figures are available, the 24 NARSR members handled $81.4 million, or 62.1% of the year's total. The 24 members, he said, represent 988 AM stations, or about half of the total in operation.

The 29 stations represented by the three networks, he testified, are less than 3% of the AM stations of

1946 but accounted for 52% of the non-network national spot business. By taking on the representation of "12 or 15" large stations in large markets, he said, the networks "could control in excess of 50% of non-network national income."

If network control over spot reaches 40 or 50% of the total, he asserted, "national spot will then cease to provide a separate, self-sufficient and competitive approach by the station to the advertiser."

Affiliates, he said, get more net income from spot sales than from network time sales.

Testimony 'Hearsay'

In reply to opposing attorney's frequent protests that much of Mr. Peters' testimony was "hearsay," Mr. Fly repeatedly insisted that NARSR is not seeking to "penalize" either networks or stations. NARSR's objective, he said, is to help FCC establish policies for regulation of this field.

Mr. Peters presented minutes of a meeting of the ABC Station Planning & Advisory Committee, secured from ABC by subpoena in which ABC President Mark Woods was quoted as telling the committee that "either the network is the most important thing in your shop, or it isn't."

Mr. McDonald, as ABC counsel, said he didn't question the general accuracy of the minutes but that he thought the full report showed ABC is trying to improve its service through cooperation with its affiliates.

Detailing alleged examples of the "pressures" felt by affiliates, Mr. Peters said in one case KHQ Spokane accepted three quarter-hours of sponsorship representing $2,925 per year of net income in place of eight quarter-hours of national spot advertising which would have meant $14,877 net income per year.

On cross-examination NBC counsel brought out that KHQ did not have a "firm order" for the eight quarter-hours at the time the contract was signed. KHQ President R. O. Dunning sent a telegram to this effect and it appeared likely that he would be summoned for personal testimony when the Commission refused to admit the telegram on grounds that its sender was not available for cross-examination. Mr. Spearman questioned how Mr. Dunning was "influenced" to send the telegram.

Eugene Katz, executive vice president of The Katz Agency and NARSR executive committee man, testifying primarily on television aspects, charged that network representation organizations have an even greater control over TV operations than in AM. The same network rules apply in both AM and TV, he said. But since television stations operate fewer hours, he said, the nine hours which networks may option amount to 66 to nearly 100% of the broadcast day.

Mr. Katz said NBC's contracts permit the network "effectively to control periods in station time in addition to the time already under option."

Explanates Rates

He claimed that under NBC-WNBT (TV) New York's previous rate card a spot advertiser would have to pay at least $950 for a one-hour film show ($750 transmit- ter rate, plus $200 program facilities charge). But, he said, the same time for the same film show on an affiliate with the same rate card would cost the advertiser only $750 if purchased on a "network basis." The $200 program facilities charge, he explained, would not be applicable to a network time purchase.

Yet, he said, the affiliate would net "less than $225" from the sale of this hour on a network basis, "whereas the spot sale of the same one-hour film show would net the station approximately $573.41."

Mr. Katz told the Commission that all of the networks are "en- devoring to sign contracts for network affiliation with stations in cities where there are no facilities for network operation and hence where the 'network' programming would consist entirely of recorded (film) shows."

Therefore, he said, the networks "are in effect placing spot business

(Continued on page 70)
Radio Increases Sales

By MARIE FORD
IS RADIO a successful advertising medium for shoe retailers? Well, when the Fairtrace Shoe Store, Washington, D. C., first went on the air over WOL Washington with Walter Comp-to with the series "Nevada," a week at 6:30 p.m., the sponsor had some doubt about the direct sales returns that could be anticipated. That doubt was quickly dissipated. A check showed that the mention was made of a sale of off-size women's sport shoes (sizes 2½ to 5), and the next day, as a direct result of that single announcement, over 300 pairs of shoes were sold.

In Portsmouth, Ohio, the Fairtrace Shoe Store, located out of the main business district, broadcast five spot announcements over a three-day period on WFA Y Portsmouth. Within a week after the first announcement was aired, Fairtrace have full credit to radio for selling over 500 pairs of shoes.

As far back as 1940 the Arenz Shoe Co. Winona, Minn., made use of the broadcast medium. At that time its man-on-the-street program was almost its sole means of advertising a summer shoe sale. The store showed a 30% sales increase over the same month and with more than six years on the air the program still produces results.

When H. J. Justin & Son, Fort Worth, Tex., took on sponsorship of a Sunday afternoon program on KGKO Fort Worth, it checked listener interest in its products at the same time it merchandised its product. Listeners were offered a white plastic replica of a Justin Cowboy Boot to be worn as a tie clip or lapel pin, and listeners exhausted an order for 6,000 of the miniature boots. Without question merchandising effort of this kind was perfectly responsible for the increased boot and shoe sales, and it certainly contributed to dealer good will.

Mary Jane Experience

In Philadelphia, Pa., the Mary Jane Stores gave whole-hearted promotional and merchandising support to its Mary Jane Jamboree, a half-hour series, for teen-agers broadcast over W PEN Philadelphia. Purely promotional in effect were the newspaper advertisements in behalf of the series. Window displays were put up for each series, and shoe catalogs featuring winter shoes were distributed. As well as notices for school bulletin boards, merchandising effort included gift shoe certificates to each high school graduate, as well as shoe certificates for winners in the audience participation events.

Children's programs in particular lend themselves to merchandising effort. When Karl's Shoe Stores offered free master detective pistols to listeners to its Dick Tracy series over KECA Los Angeles, it found just how effective such offers are in stimulating store traffic. The firm had planned 500 pistols for each of its 65 Los Angeles stores, and after three brief announcements alternate days, practically every store had exhausted its supply. As a conservative estimate, 27,500 people visited Karl's Shoe Stores as a result of the three announcements.

To maintain a constant flow of store traffic, the Junior Booterie, Nashville, Tenn., organized a Red Goose Club in connection with its WSIX Nashville program for children. Each child received a membership card, a pin and a pencil, as well as a comic book. Since there was a new comic book each month, listeners to the weekly radio program continued to return to the store.

When Hanover Shoe Stores took on sponsorship of scholastic basketball, using the facilities of WIBG Philadelphia and W AAT Newark, it offered listeners forecasts and one advance newspaper advertisement, and on various times of the day. As a result Condon's reported one of the best shoe business in its history, and the back of each forecast sheet was also plugged in the radio commercial.

A basic consideration is the purpose of the campaign. With that determined the retailer knows the audience group to which its message can be most effectively directed. Once this problem is settled, the other elements that sales increase over the same month and with more than six years on the air the program still produces results.

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PARTY HARMONY

WITH THEIR discordant labor relations on key at least temporarily, U. S. President Truman and AFM President Petrillo will again strive for harmony—this time as the featured duet at Inaugural ceremonies in Washington on Jan. 20. The music cue will appear once again on the Washington scene, this time as music master for Mr. Truman's Inaugural ceremonies.

Mr. Petrillo, general chairman of the 1949 Inaugural Committee, announced Nov. 28 that Mr. Petrillo has been appointed music chairman of the National Participation Committee for the Inaugural.

Capital observers construed the inaugural appointment as a reward to the AFM dictator for his outspoken support of the Truman candidacy. The Washington appearance will by no means he a new one for the doughty little union ruler. Twice in the last two years he has been under klieg lights in Capitol Hill committee rooms, with movie, TV and still cameras capturing his dramatic gestures as he vowed entrenched legislators with wisecracking garrases.

Possibly Petrillo's outstanding Washington triumph but one which Truman advisers seem to have forgotten was his flat spinning of the late President Roosevelt's plea that he place the nation's welfare in wartime above his dictatorial desires. During the war he forbade participation of his musicians in countless patriotic celebrations and similar events, incurring the cautious wrath of high military officials.

For years he blocked broadcasts of programs by student-amateur and military bands and had insisted that stations hire musicians in excess of those they needed. His demands also stalled progress in the FM and television fields.

A concert, under the auspices of the AFM, will be held at Washington's National Guard Armory the night of Jan. 19. Featured artists and ensembles of the music world and top-flight entertainers of radio, stage and screen will be presented in a show which is expected to run continuously for three hours or more.

The committee believes it can present the show in three hours through the alternate use of two stages in a continuous presentation.

A Presidential box, flanked by other distinguished guests' boxes, will occupy a portion of the armory gallery.

Mr. Petrillo sounded the first note of the overture after the election when he wired President Truman his offer to "make your Inauguration a day of harmony in music as it will most certainly be in our nation's history."

With no announced discussion on union scale, a factor which has always before figured prominently in Petrillo negotiations, the Committee accepted the bid and suggested the AFM sponsor the evening show. The music dictator then started the verse:

"The affection of our Federation members for a fellow musician and...

A Duet.......

Will Petrillo Sound Note for Truman?

"Of course," Mr. Hildreth added, "we are making suitable arrangements to provide this added coverage, since this enables Washington to be the host to the millions of Americans who will visit our Inaugural, not in person but through the radio, press, newsmagazine and television coverage of the event."

Meanwhile, plans for coverage were taking shape in Washington as committee officials met with representatives of aural and TV networks and local stations.

Kenneth Fry, committee radio director on loan from the Democratic National Committee, indicated last Thursday that plans are progressing well and several meetings on coverage have been held.

Mr. Fry had previously announced that television networks would provide coverage of the parade and ceremonies at the White House through a pooled arrangement [Broadcasting, Nov. 29]. He is currently assembling material on the expected timing of various events to enable the industry to adjust its programming accordingly.

MWG CONTRACT

Negotiations Resume Today

NEGOTIATIONS between the Radio Writers Guild and agencies, package producers and sponsors are to be resumed today (Dec. 6) in New York after a recess called Nov. 18 to permit representatives to the parlays a chance to go home for the Thanksgiving holidays.

Announcement of the resumption of talks was made in a joint statement by Roy Langham, national executive secretary of theRWG, and Austin M. Fisher, spokesman for the agency and sponsor group.

It was also announced that negotiations held on the West Coast between the RWG's western region and independent program producers would be merged in the New York meeting.

MUSIC FOR TV

TELEVISION is assured of ASCAP music at least until March 1, 1949. Action of the ASCAP board, meeting in New York on Tuesday, terminated the present grant licenses for video use of ASCAP music as of Dec. 31, 1948, but allowed for a two-month period for negotiations of a contract with the television broadcasters.

If a contract is completed in that time its terms are to be retroactive to Jan. 1. If no agreement is reached on suitable payment for the video musical rights, ASCAP will make no charges for music used on television during January and February.

ASCAP will be ready to begin negotiation for the video rights as soon as it has secured the control of these rights, it is expected to account for 80% of the society's annual revenue. The writers members have already passed this mark and that goal for publisher members is expected to be reached this month.

With the imminence of the Christmas holiday season, however, it is doubtful that negotiations will start before the first of the year.

The day following its board meeting, ASCAP sent letters to all television broadcasters notifying them of the termination of the current license period on the end of the year and of the two-month grace period.

Streibert Statement

The same day, Dec. 1, Theodore C. Streibert, president of WOR New York and chairman of the NAB music advisory committee, sent the following statement to all members of the committee:

"ASCAP has just mailed notice to all television licensees canceling its existing gratuitous license effective 30 days after receipt. Copy is enclosed.

"You will notice that provision is made for a negotiating period of 60 days after Jan. 1, 1949, with terms to be retroactive to Jan. 1, 1949. If no agreement is reached by the end of the 60 day period, it will be considered that the stations were licensed during the period on a gratuitous basis.

"Your television subcommittee has been kept fully informed of the ASCAP television situation and has been providing ASCAP with information to help formulate a basis for television licensees.

"Robert P. Myers, chairman of the subcommittee, will undertake to explore and formulate the uses of music in television to be included in the license agreements.

"After the basis of ASCAP's proposed license has been clarified a meeting of the full committee will be called to receive any and all of the above proposals and discuss the situation.

"It does not now appear probable that such a meeting will be held before the first of the year."

March 1 New ASCAP Deadline

DID AFM President James Caesar Petrillo, who will arrange the musical program for pro-inaugural ceremonies, have in mind...
CITY TAX THREAT

By J. FRANK BEATTY
NATION-WIDE attempt by cities and towns to slap local taxes on radio stations was started last week.

Use of a subterfuge to evade constitution principles was suggested Thursday at the 13th annual conference of the National Institute of Municipal Law Officers. The conference held a three-day meeting at the Mayflower Hotel, Washington.

The device by which municipalities hope to dodge court and constitutional principles is the assessment of a tax on generation of electro-magnetic waves over a microphone. It was suggested to the conference by T. J. Gentry, city attorney of Little Rock, Ark.

NAB will combat the municipal officers' threat, it was learned at association headquarters Friday. A. D. Willard Jr., executive vice president, told Broadcasting: "The theory advanced at the National Institute of Municipal Law Officers conference presents no new problem. It's simply another attempt by state and municipal officers to tax radio stations improperly. The NAB will, as it has in the past, employ every legitimate means to protect the broadcasters from any improper tax."

Launching of a tax campaign against radio by cities and towns had been foreseen by Don Petty, NAB general counsel, in addressing NAB district meetings last summer. He had termed it "one of the most important problems facing broadcasters." The NAB legal staff has prepared a brief for guidance to attorneys representing broadcasters in state and municipal tax cases.

This new city campaign is one of a series of state and city efforts to impose franchise and ground area taxes on radio despite its accepted interstate character. Broadcasters have not generally contested income or property taxes, but license and occupational levies by local governments on interstate business are generally held to be improper.

"In Gentry's technique, according to attorneys, is an attempt to separate a single function out of the "solid package deal" under which broadcasting is protected by an operation in interstate commerce.

Broadcasters are paying various forms of local taxes in some cities, according to NAB records, but the assessment takes the position they actually don't have to submit to these levies in most cases.

Basic court decision protecting broadcasting as an interstate commerce is the Fishers Blenda case decided by the U. S. Supreme Court. Under this ruling, the whole broadcasting operation is adjudged inseparable.

It is this point, attorneys noted, at which the newest subterfuge is aimed. The attempt, apparently, is to pluck the generation of electro-magnetic waves out of the whole broadcast operation and place a tax tag on it.

The principle is expected to meet station opposition, should cities follow custom and snap at any possible means of adding to their tax revenues. Even a nominal tax will be opposed, since a $1 a year levy, for example, could easily be multiplied a thousandfold once it became established.

A number of cases involving some at least in principle have been defeated in the courts. Federal courts in Florida and Kentucky and the Supreme Court of Georgia, records show, have followed the Fishers Blenda case.

NAB Fights New Dodge

To Curtail AM, Try TV

STERLING DRUG

STERLING DRUG, New York, during 1949 will curtail its use of radio because of the "high cost of that medium" but will experiment with television, James Hill Jr., chairman of the board of Sterling revealed.

Mr. Hill further said he believes television will eventually supplant radio. He also stated that at least $1 million of the shaven budget will go to newspaper space.

Beginning sometime next week Sterling will sponsor "Okay Mother" with Dennis James, five-times weekly on WABD, DuMont New York video station. Actual starting date has not been determined yet.

Currently Sterling's radio schedule will remain as is, according to an agency executive, but a radio cut may be realized after the television program has been on the air for three or four months.

Sterling now sponsors "Backstage Wife," five-times weekly on NBC; "Lori," five-times weekly on NBC; "Law and Order," five-times weekly on NBC; "Manhattan Merry-Go-Round," Sundays on NBC; "American Album of Familiar Music," Sundays on NBC; "Rosenbloom's Mystery Theatre," Tuesdays on CBS, "Mr. Chameleon," Wednesdays on CBS and "Bride and Groom" five half-hours weekly on ABC.

Dancer-Fitzgerald-Sample, New York, is the agency for Sterling Drug.

ASCAP Gets Stay

U. S. CIRCUIT COURT on Monday granted ASCAP a stay of execution of the District Court decision against it in the motion picture theater owner suit. [Broadcasting, July 19 et seq.] pending a decision on ASCAP's appeal. In an agreement with the motion picture theater owner plaintiffs, who did not oppose the extension, ASCAP stipulated that it will not sue any of the plaintiffs for infringement nor any motion picture producers who supply pictures to these theaters without requiring an ASCAP exhibition license.

ASCAP MOVES

COMMDR. T. A. M. CRAVEN, vice president of Cowles Broadcasting Co. and member of the FCC, has resigned effective Jan. 1 to become a partner in the Washington firm of Lohnes & Culver. Firm will become Craven, Lohnes & Culver.

An important figure in radio engineering and allocations policy since World War I, Commdr. Craven joined the FCC in 1944 as vice president in charge of eastern activities and of engineering. At that time he had completed a full seven-year term as FCC commissioner, preceded by several years as FCC chief engineer.

Lohnes & Culver was formed in June 1944 by George M. Lohnes and Ronald H. Culver. Both former-ly had been for a number of years with Jansky & Bailey, Washington consulting engineering firm.

LaVerne J. Poast, formerly closely consulting engineer in partnership with Worthington C. Lent, Washington, and also at one time with Jansky & Bailey, has been associated with Lohnes & Culver since April 1947 and will remain with the new firm.

Commdr. Craven has been associated with the engineering aspects of radio regulation from the beginning. He was loaned by the Navy to the Federal Radio Commission, FCC predecessor, in 1927. Prior to that, during his Navy career, he served on various governmental radio advisory committees and participated in national and international communications conferences. He resigned from active Navy duty in 1930 to enter private practice as consulting engineer.

At the behest of President Roosevelt, he left this practice in 1935 to become chief engineer of FCC.

Presently member-at-large of the NAB board of directors, representing medium power stations, Commdr. Craven in 1946 was named to represent NAB at the technical conferences and negotiations to remain and revise the North American Regional Broadcasting Agreement (NARBA).

Graduated in 1913

Commdr. Craven graduated from the U. S. Naval Academy in the class of 1913.

Mr. Lohnes received his B.S. in electrical engineering from George Washington U. and Mr. Culver received the same degree from the U. of Michigan.

Gen. Luther L. Hill, executive vice president, Cowles Broadcasting Co. and general manager of Des Moines Register-Tribune, issued the following statement on December 6, 1948 • Page 27
Having rebuffed an attempt to scuttle the Mexico City High-Frequency Broadcasting Conference, delegations representing 58 nations are working toward a successful windup of proceedings by Feb. 1.

According to several conference sources, the Senate Commerce Committee, to which a bill has been referred, is expected to bring about postponement to March 15 of the Inter-American Telecommunications Conference, now scheduled to be held in the United States. Favored cities are New Orleans and San Francisco.

**CIVIL DEFENSE**

**Mellinger Named Director**

The director’s post of the Civil Defense Planning Office, which has been accepted by Aubrey H. Mellinger, former president of the Illinois Bell Telephone Co.’s Chicago area, Defense Secretary James Forrestal announced last Thursday.

Mr. Mellinger was offered the position during a visit with President Truman and Secretary of Defense. The plan recognized communications as its “nerve” system. Mr. Hopyel will return to his duties as president of Northwestern Bell Telephone Co.

**NIELSEN INDEX**

6 New Clients

Four advertisers and two agencies signed with the A. C. Nielsen Co., Chicago, last week for the new Nielsen rating index service. Toni, Armour & Co. and Hall Bros. have three-year agreements, with Toni getting additional features—extra-week ratings, television reports, special research and consumer index reports. Carter Products, on a two-year contract, will receive the non-network features and consumer index services.

The agencies are Biow Co., on a two-year basis, and Ward Wheelock Co., with a three-year agreement. The latter provides for extra-week ratings, non-network service, special research and the New York station area reports.

**FCC PROBE**

House Group Ponders Fate Of Investigation

The feasibility of continuing an active investigation of FCC policies, procedures and decisions before the advent of a restructured Commission was the subject of members of the House Select Committee to Investigate the FCC, at an executive session scheduled on the examination of the Commission’s controversial Blue Book, licensing practices and other committee matters, were also slated for discussion.

Opposition was expected to any proposal that public hearings be held in Puerto Rico. Rep. J. Percy Priest (D-Tenn.), slated to take the reins of the committee if it is perpetuated against his wishes in the 81st Congress, was expected to cast a dissenting vote on this matter [Broadcasting, Nov. 29].

**UNION MERGER**

Talent Group Discussed

**RELATIONSHIP of a new union, which may result from a merger of four talent unions, with the Screen Actors Guild will be the subject of negotiations in Hollywood some time this week.**

That was made known by George Heller, national executive secretary of the American Federation of Radio Artists, who is leaving New York for the West Coast to participate in the negotiations.

His union, Actors Equity, Chorus Equity and American Guild of Variety Artists are currently considering merging in one talent union [Broadcasting, Nov. 29].

It is expected that a partnership agreement will be worked out between SAG and any new union resulting from the merger. The articles of such a partnership agreement are to be the subject of the Hollywood discussions. To be worked out are the jurisdiction of the new group and SAG in television.
**AT&T RATES**

FORMAL ASSURANCE that a broadcaster who must construct his own interior relay facility will be permitted to continue its use "for a specific period of time" was promised by the telephone company last week. This would hold even if AT&T subsequently sets up its own service over the same routes.

In the final session of the first phase of FCC's investigation of AT&T and Western Union rates for television network service [.Broadcasting, Oct. 4, 11, Nov. 8], AT&T spokesmen said last Wednesday they intend to clarify their tariffs in this and other respects within a short time.

It is AT&T's policy—which was the subject of the first phase of the hearing—to refuse to interconnect its interior facilities with those of private companies except to serve areas where AT&T has no channels of its own.

This policy, to be passed upon by FCC before the probe into the actual rates is commenced, had led the Commission's attorneys to wonder if broadcasters might establish their own facilities and then find them useless if AT&T set up facilities over the same route shortly thereafter.

John T. Quisenberry, AT&T attorney, pointed out that company officials have "already indicated that the Bell companies would not construct merely to prevent a broadcaster from using its own facilities built because no Bell facilities were available."

To Continue Expanding

He reiterated that the telephone company "is planning to continue to extend its interiority network facilities generally to meet the requirements of the television industry as promptly as practicable."

But, he noted, cases may arise "where the company has no immediate plans for extending its video network" to particular communities.

"In this type of case," Mr. Quisenberry declared, "we plan to clarify the tariff so that a broadcaster, under these isolated circumstances, would have assurance that he could continue to serve and compete with ours for a specific period of time which, we believe, will be reasonable in view of all the circumstances."

He also pointed out that the company is working on a redefinition of the "intercity" relay rate concept so as to "make more uniform and generally enlarge the area within which local channels may be used."

Without enumerating, he said AT&T also is planning to clarify and make more specific the intent and purpose of other tariff provisions whose meanings have been questioned.

Meanwhile, testifying with respect to pictures submitted by Philco Corp. to support its claim that transmission via Philco's radio relay is better than by AT&T's coaxial cable [Broadcasting, Nov. 16], AT&T Transmission Engineer Frank A. Cowan said one picture reflected the need for a circuit adjustment which has since been made and that the other indicated effects from local interference that disappeared shortly afterward.

Mr. Cowan submitted a series of photographs designed to show progressive improvement in the quality of transmissions over the telephone company's cable.

Unless FCC reverses its decision to pass upon AT&T's interconnection policy before launching the investigation of the rates themselves, it appeared unlikely that the rate probe would get underway for several months.

**Case Before FCC**

**CBS CLINIC**

Rooms With TV Reserved

TO INSURE monitoring facilities to all CBS executives attending the network's three-day television clinic beginning Jan. 21, every Manhattan hotel room with video accommodations has been reserved for the session.

The measure was taken months in advance by Richard Romano, CBS-TV's administrative assistant. To date 140 television-equipped rooms have been reserved in the Roosevelt, New Yorker, New Weston and Taft hotels. Attendance at the clinic is expected to reach 250, with 115 reservations already in from 80 stations representing 35 states and Canada.

**ARMS SHOW'S TALENT**

Army Show's Talent

No Comment on Stars' 'Pink' Tendencies

The ARMS has "no comment" on the radio show for stars who purportedly have been affiliated with Communist front organizations.

A story widely published in Scripps-Howard and other papers had pointed out that three people in Theatre, U.S.A., used by the Army, were "among the most active supporters of Communist front causes in the entertainment industry."

Subsequently the story quoted a source as saying that "some kind of action will be taken."

Gen. Ralph S. Reichenstein, Newark, director of personnel procurement, from whose office an announcement was expected, last Tuesday declined comment.

**Points at Three**

The article pointed a finger at Alfred Drake, m.c., John Houseman, producer-director, and Howard Teichmann, writer-producer, of the show. Mr. Reichenstein was listed as an sponsor of the New York State Wallace Party and the article said he had been in such fronts as the Council of Americans, the Council on African Affairs and the Voice of Freedom Committee.

He has left the Army show for another role on the stage.

Mr. Houseman was said to have been in Friends of the Abraham Lincoln Brigade, the Hollywood Writers Mobilization, and the Theatre Arts Committee. Mr. Teichmann purportedly is active in the People's Radio Foundation, identified as subversive by the Attorney General, the paper said.

The show is purchased by the Army from an independent producer, who makes his own selection of cast and personnel, an Army source explained. It is heard Thursday, 7:30-8 p.m. on ABC.

**WOV TRANSFER**

WITHDRAWAL last week of General Broadcasting Corp.'s bid for the purchase of WOV New York left Victory Broadcasting Corp. as sole contender for the station.

FCC presumably could proceed at once to act on the proposed transfer to Victory. But it seemed unlikely to do so, pending outcome of its recently reactivated investigation of the radio operations of Arde Bulova, owner of both WOV and WNEW New York [Broadcasting, Sept. 6]. A decision on the Bulova probe may be forthcoming within a few weeks.

Victory Broadcasting Corp. is composed of Ralph Weil, general manager; Arnold B. Hartley, program director, and N. Joseph Leigh, New York industrialist. It filed a competitive bid for the station after General Broadcasting Corp. had signed a conditional sales contract with Mr. Bulova for $300,000 plus the price of 10% of WNEW's stock now owned by Richard E. O'Dea, who is also part owner of WOV [Broadcasting, March 15, May 24]. A formal contract for sale to Victory reportedly was in preparation last week.

Transfer of WOV would terminate the last of FCC's original duopoly cases. Mr. Bulova's previous efforts to sell the station have been balked by litigation.

Announcing General Broadcasting's withdrawal from the competition, Herman Bess, director of WLIB New York and president of General, said that since entering into the conditional sales contract General had changed its mind.

He said the bulk of the radio field has changed substantially, Mr. Bess said. "Furthermore, the time when this deal may be consummated is still indefinite. It is therefore deemed inadvisable, as a matter of business discretion, to enter into any further extensions of time."

**General Drops Purchase Bid**

Associated with Mr. Bess in General were Mr. O'Dea and Harry S. Reichenstein, Newark plastic manufacturer and that city's chief clerk.

It was understood that Mr. O'Dea also figured in the proposed deal between Victory and WOV. His 10% of the WNEW stock would be relinquished and in return he would get a total of 30% of the stock of WOF if purchased by Liberty. He now owns 20% of the common stock of WOF.

A AVCO Rule Disputed

The competing application for purchase of WOV was filed by Liberty under the AVCO rule, which, Victory principals believe, no longer applies.

Despite Mr. Bess' implication that business conditions had deteriorated, Mr. Weil coincidentally announced that in October WOV established a record high in both new and renewal sales. He did not reveal figures.

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BMB BALLOT

THE WHOLE PROBLEM of twilight time and the need to clarify the difference between “day” and “night” on BMB ballots was thrashed out Nov. 26 at a meeting of BMB’s research committee in New York.

In taking up the problem, the research committee acted on instructions from the board of directors of the BMB. The board, in its turn, had been given a request from its attention by the NAB [Broadcasting, Nov. 29]. Four members of the NAB technical committee and of the BMB board attended the research committee meeting as guests and participated in the discussions.

The research committee felt that the problem of nighttime audiences realized itself in two parts. (1) Making as certain as possible that the listener knows what the BMB ballot means by “day” and “night.” (2) Helping users of BMB reports understand the audience figures in the light of nighttime signal availability.

Ballet Rewarded

To aid the listener in appreciating the difference between “day” and “night” in the BMB ballots, the committee approved a rewarding of the ballot as recommended by the report forms subcommittee.

The rewarding is not being made public until field tests pre-testing the wording have been completed. It is known, however, that the new emphasis is on “light” rather than on “dark.”

Whereas previous wording emphasized before dark and after dark, present wording will tend to associate daytime with daylight. Under such an approach, pre-dawn listeners, when present, will not take place before daylight, will be classified as nighttime listening. At present for example, a farmer is apt to classify such listening as daytime.

To help users of BMB reports better understand significance of audience figures in light of twilight problems, an engineering advisory committee is being appointed. The research committee announced it is anxious to adopt any procedure which will agree upon the engineering advisory committee for helping advertisers, agencies and broadcasters to interpret the BMB findings in light of nighttime signal availability.

Not Yet Appointed

At press time, members of the engineering advisory committee had not yet been appointed.

The research committee itself felt that the influence of twilight listening on daytime and nighttime audiences could not, as a practical matter, be eliminated short of maintaining hundreds of thousands of sets in homes throughout a full year.

It was felt that seasonal differences in twilight and the difference between the effect of twilight and electronic twilight, which affects radio signals, makes it impractical to seek information on twilight listening as such.

Furthermore, it was pointed out, many stations have sizable audiences during the approximately three hours of electronic twilight, and to exclude them from BMB reports would do these stations an injustice.

Nevertheless, the committee agreed with the MB that the proper evaluation of BMB data calls for a distinction between areas in which a station’s nighttime audience reflects continuing listening until sign-off, and areas in which its nighttime audience is more likely to reflect only to preponderantly twilight listening due to the lack of a dependable signal later at night.

Since the listener cannot provide accurate information on his twilight listening, and since twilight audiences cannot be disregarded or discarded from a station’s audience, the research committee agreed that this problem could best be met by seeking to assure a better understanding of the significance of the BMB audience figures.

The committee also reviewed and approved the manner in which the number of radio families in every county of the United States and approximately 1,300 cities is being re-estimated in the light of revised Census Bureau figures and local information.

On the Nov. 1 recommendation of the technical subcommittee, all radio stations, including non-subscribers, have been asked to send BMB the station’s family information for 1948 which might help census determine the number of families in individual counties and cities. Consideration of this information is already in progress.

TBA TELEVISION CLINIC ADVANCE REGISTRATION


VIDE CLINIC

MORE than 100 television executives from all parts of the United States will attend the Television Clinic of the Television Broadcasters Assn., Wednesday at the Waldorf-Astoria, New York.

Starting at 9:45 a.m., video stations in the New York area will radiate special programs to the clinic all day. At 12:30 p.m., a panel session devoted to station representation, sales policies and affiliation agreements will be held.

Participating in this discussion will be: George Moskowitz, CBS- TV New York; Klaus Landsberg, KTTL Hollywood; Doty Edourde, agency representative, and Eugene Katz, WRCA Westinghouse. Myron Kir of the Kudner Agency will deliver an illustrated talk on “Television Advertising Showmanship.”

At a luncheon meeting, Wayne Coy, FCC chairman, will outline what the Commission is doing to “defrost” the current “freeze” on new television stations.


To Show Film

Walter Damm, manager of WTJX-TV Milwaukee, will show a five-minute film demonstrating the operation of an animated cartoon device developed by and used successfully at WTJM-TV.

To insure that the clinic program will run on schedule, TBA Presi- dent Jack Poppele has rigged up an electric timing device which will begin to ring at the moment each speech is supposed to end. Device will continue to ring until the speaker stops talking.

SYNDICATE SERIES

Second Production Begins

SECOND of the Broadcasters Program Syndicate series, Monday Theater, has been launched by Bruce Eells & Associates, New York, under its “cooperative program syndication plan” [Broadcasting, Oct. 11].

Series, a one-week-half hour morning talk show, will be staged to adult rather than juvenile listenership, according to Mr. Eells, and will stress “realism and authentic writing.” Walter Elliott is the star. Production of the series begins in January with dates scheduled to reach the 141 syndicate member stations by the end of the year.

First series, first quarter-hour weekly From Inside Hollywood show, featuring Pat O’Brien will be ready Dec. 15. [Broadcasting, Nov. 14].
Teddy Bear or Panda?

Is this strange looking thing a real, live animal, or is it just a big teddy bear, made to amuse the kiddies? It's hard to tell from the picture. Let's get down to the facts. It is actually a living panda, taking a walk in the Bronx Zoo, New York City.

We like to print facts in our advertising. We believe that time buyers want facts about radio stations. So here are a few hard, cold facts about W·I·T·H in Baltimore:

W·I·T·H is the BIG independent station with the BIG audience.

W·I·T·H delivers more loyal listeners-per-dollar than any other station in town.

W·I·T·H covers 92.3% of all the radio homes in the Baltimore trading area.

On the basis of these facts, W·I·T·H deserves a place on your schedule. Get the full story from your Headley-Reed man today.
BEATS and EXCLUSIVES

... Dispatches that Radio remembers

The United Press pivots fast as news interests shift from continent to continent, from one big story to another. U. P. goes after the big breaks with energy and enterprise. It delivers the extras that your listeners remember.

For example, U. P.'s election coverage gave stations the competitive edge they all strive for. Here are a few other recent beats ... and exclusives ... by the service that constantly and successfully aims at more than the routine.
October 22—Decisive beat on the Federal Grand Jury's investigation of Representative J. Parnell Thomas on the kickback charges which led to his indictment.

October 25—More than 24 hours ahead with the news that China was preparing to withdraw from Manchuria.

October 27—Exclusive disclosure by Lt. Gen. Leslie R. Groves of Russia's efforts to get the secret of the atom bomb.

November 9—First by many hours with rent director Tighe Woods' plan for a tighter rent law by the new Congress.

November 14—Exclusive interview with Dr. Edward U. Condon, of the Bureau of Standards, former target of the committee on Un-American Activities, in which he upheld the committee's value and urged its continuance.

November 17—First report from inside beleaguered Suchow by an American news service correspondent since fighting began there, giving an eye-witness account of scenes in and around the city.

November 21—Admiral C. M. Cooke, Jr., wartime American Naval Chief of Staff, tells U. P. exclusively how control of the Western Pacific is passing to the Communists.

November 22—First with the news of King George's illness.

November 25—Clean-cut beat on settlement of the longshoremen's strike on the West Coast.

November 26—First again with word of Mme. Chiang Kai-Shek's plan to visit the U. S. to plead for help for China.

November 27—Exclusive with Chinese Premier Dr. Sun Fo's call for an outstanding American military figure, such as Gen. Douglas MacArthur, to come to China's rescue.

December 1—Generalissimo Chiang Kai-Shek's declaration, in conversation with a United Press correspondent, that China, despite its desperate plight, still can turn back the Reds with American aid. An exclusive story.

...By UNITED PRESS

The World's Best Coverage of the World's Biggest News
Dec. 11 is "T" Day in Memphis and the Mid-South!

With all the explosive power of the Atom Bomb, Television is making its debut in Memphis and Mid-South! Talk about a new medium with sales impact! This is it.

**A new medium in a new market**

For over a year, this event has been aggressively promoted among folks throughout this area. For more than five years, the people in Memphis and the Mid-South have been hearing about the wonders of Television; now it becomes a reality. WMCT, the first Television outlet in the Mid-South goes on the air this month. Yes, this will be the biggest day in Memphis since the inception of radio!

**What about sets?**

Are people buying television sets? You bet they are! The big question is: how can suppliers continue to meet the demand? Sets are being installed throughout this area right now. Hundreds of homes are already equipped to enjoy WMCT's first telecast.

**It's later than you think**

Maybe you haven't given too much serious thought to the tremendous sales impact of Television in a new market. Well, a lot of agency people and advertisers have, because our cream availabilities are going fast. You say the word, and we'll give you all the dope on what we have to offer.
ENGINEERING CONFERENCES

By LARRY CHRISTOPHER

FCC-INDUSTRY informal engineering conferences, held last week in Washington preparatory to revision of TV and FM standards and video allocations, resulted in:

- General agreement as to propagation factors which should be considered in redrafting technical standards for the very high frequency (VHF) broadcast services, i.e., effects of troposphere, terrain, antennas, etc.
- Much disagreement as to the methods by which these factors should be evaluated and then expressed in standards which would not be arbitrary in practical application.
- Formation of a committee which will meet during December to resolve the differences into concrete proposals for consideration in early January.
- Recommendation by RCA-NBC that FCC lift "promptly" its present freeze on processing of television applications, highlighting series of specific proposals put before the Commission before.

RCA-NBC indicated it believed on the whole that "the principles upon which the Commission has proceeded in making its television allocations sound, and that the Commission is now in a position to make an allocation of channels in the VHF band upon the basis of general adherence to those principles."

Among other recommendations advanced at the proceeding were proposals for "phase-synchronization" of the carrier frequencies of co-channel stations to permit closer spacing of TV stations; increased power for video outlets because of the generally expressed need for higher field strengths; use of directional antennas for TV transmission where practical, and careful review of the present FCC regulation concerning effective radiated power as it relates to antenna height.

Some of these suggestions, especially the last named, received multiple support. There appeared to be wide agreement that the signal level propagated to a distance by the troposphere is nearly independent of antenna height and that tropospheric interfering signals are primarily a function of power.

The engineering conferences, held Tuesday through Friday under the chairmanship of Edward W. Allen, chief of FCC's Technical Information Division, were three in number [Broadcasting, Oct. 18]. The first concerned VHF propagation standards in general while the second was devoted to VHF television broadcasting standards and the third to FM standards. The conferences overlapped with one another into a single general proceeding as various considerations concerned all three phases.

When the Commission subsequently scheduled the present engineering conferences it included the consideration of FM since it involves similar VHF properties. In preparation for the session, the Commission issued several technical compilations and studies. These included a summary of tropospheric propagation measurements and development of empirical VHF propagation charts, a study of log-normal distribution for application to tropospheric propagation, East Coast tropospheric and sporadic E field intensity measurements and a study of terrain effects [Broadcasting, Oct. 25].

This was followed during November with studies of effects of tropospheric interference on FM coverage and TV coverage. Observers indicated the latter study, if made a basis of allocations, would call for drastic reduction in channel availability [Broadcasting, Nov. 22]. All of these reports served as basis for the discussions of the engineering conferences and were supplemented by reports and studies submitted by industry participants.

More than a score of industry (Continued on page 65)

TELECASTING

A Magazine Within a Magazine

THE TELECASTING* bonnet which heads this page will be used in all future issues to segregate major news and features related to television. In the first three (or four) issues each month, the masthead will appear at this approximate position. Pages immediately following will be devoted to TV.

In the last issue of the month a special TELECASTING insert, with the familiar red cover, will be published—devoted entirely to TV news and features and to the TELECASTING SHOWSHEET, which has received wide and favorable advertiser-agency acceptance since its inauguration two months ago.

Thus, every issue of Broadcasting-Telecasting will have basic TV news set apart—a magazine within a magazine. This does not mean that TV news will not appear elsewhere in each issue. As always, news will be displayed on the basis of news value. A TV story that transcends all other news of the week may be the lead of the issue. News too late for the TELECASTING section or insert will be used elsewhere in that issue. At DEADLINE matter will appear on the late news pages just inside the front and back covers.

The Editors believe that this treatment—departmentalization, but with a degree of editorial flexibility—will make reading of Broadcasting-Telecasting easier. Readers' comment, as always, is invited.

*Registered U. S. Patent Office

BLAIR TV INC. To Represent Video Exclusively

BLAIR TV INC. is being formed under the laws of Delaware as "the first independent company to engage exclusively in the representation of television stations," John Blair of the radio station representative firm announced Monday in Chicago. William H. Weldon, Blair executive in New York who joined the firm shortly after it was founded in 1933, will be president of the new company.

"We have long recognized that sound broadcasting and television are basically competitive media," said Mr. Blair. "We feel a keen responsibility to the AM stations we represent to continue with our present personnel a sound and aggressive sales job with no diversion of interest.

"Similarly, we feel the same keen responsibility to television facilities, to provide them with a national sales staff of their own, which will represent them aggressively, again with no diversion of interest, but with the guidance and supervision of men who have been with our company for many years."

Present at an executive committee meeting in Chicago, when the decision to form the new unit was reached, were Richard D. Buckley, Gale Block Jr., and Lindsey H. Spight, of Blair's New York, Chicago, and San Francisco offices, respectively, as well as Mr. Blair and Mr. Weldon. The TV rep company is expected to begin formal operations Jan. 1.

Three of Blair's AM stations already have TV affiliates in operation, a fourth is scheduled to take the air this month, and four others have CPs. On the air are KTLS Los Angeles, Don Lee station which began video experiments 17 years ago; WTVR Richmond, Va.; and KDYL-TV Salt Lake City, which put on store demonstrations in 1939. WDSU-TV in New Orleans will inaugurate service Dec. 18. CPs are held by WOW Omaha; WJAX Jacksonville, Fla.; WBNS Columbus, Ohio; and KGDM Stockton, Calif.

Mr. WELDON
December 6, 1948 • Page 35
PAUL ADANTI (I), newly-appointed general manager of WHEN (TV) Syracuse, and W. C. Eddy, Television Assoc. head and TV consultant, examine GE transmitter for new Meredith-Syracuse TV Corp. outlet. Station launched two-hour program and test patterns Wednesday on interim basis pending FCC approval of 500-ft. tower. WHEN, operating on Channel 8 (180-186 mc), plans full-scale activity early next year. (See earlier story page 44).

WMCT(TV) OPENS First TV in Tenn. Starts Dec. 11

WMCT (TV) Memphis, the Commercial Appeal television station, will go on the air Saturday, Dec. 11. This is the first video station in Tennessee. Henry W. Slavick, WMCT general manager, has signed contracts with NBC (BROADCASTING, Nov. 22), CBS and DuMont. Station will operate six nights a week from 7 to 10 p.m., with the off night on Thursdays.

Formal opening will begin at 6:30 p.m. Saturday with a film tour of the entire facilities of the station. E. C. Frase, junior chief engineer, will conduct the tour.

Features of the opening night will be a visit from Santa Claus; a variety hour including cooking.

WPIX SHIFT

Pollak Succeeds Marlowe

JAMES S. POLLAK, film manager of WPIX (TV) New York, has been named acting program manager of the station, following the resignation of Harvey Marlowe from that post. Edward Stashoff, director of educational and religious programs, will assist Mr. Pollak.

Mr. Pollak attributed his resignation to finding it "impossible to work under conditions imposed upon him and to conflicting views as to what constitutes good programming." He decided to resign in what he felt to be the best interests of the organization, he said. Mr. Marlowe has not announced any specific future plans, but is contemplating the establishment of Harvey Marlowe Television Assoc., video program firm he headed before joining WPIX early this year.

SWANK VIDEO

Using Xmas Drive as Test

SWANK INC., New York, has signed its first television contracts.

"The television program," J. C. Bagann Sr., executive vice president of Swank, said, "is Swank's initial venture into this field, and is being made not only to decide the company's future plans for this medium, but as a definite merchandising effort for the concentrated Christmas selling season."

Contracts have been signed for one-minute film strips with WCBW WABD WJZ-TV WNBT New York, WCAU-TV WFIL-TV Philadelphia, WBAL-TV Baltimore and WTTG Washington. Approximately 13 spots will be used on each station starting Dec. 2 through Dec. 24.

The spots will feature Swank looped in and the Swank pin knob, each one shown in a stop-motion technique and a demonstration. Dress sets will be featured in the spots just before the holiday. The strips will also be offered to retailers throughout the country free of charge to be used locally by them.

Kuder Agency, New York, handles the Swank Inc. account.

WDSU-TV DEBUT

Buys Telenews-INS Show

WDSU-TV New Orleans has purchased the complete Telenews-INS newscast package of daily and weekly video newscasts for its Dec. 18 debut.

Direct negotiations between WDSU-TV and the Fitzgerald Advertising Agency, New Orleans, resulted in an offer of sponsorship for the complete package almost a month before the station bows.

The Hill Stores, New Orleans retail chain, will sponsor the weekly newscasts, while the daily film sponsorship will be by the Dixie Brewery Co., also New Orleans.

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New TV Production Firm Incorporates... 86
TV's Rapid Growth Cited by Cogswell, AVCO Executive... 88
WJZ

offers you ready-made audiences for your sales story with these popular programs of New York's first station

CO-OP PROGRAMS

You get the benefits of a big-time, coast-to-coast network show, yet you pay only the WJZ share of the total cost! The varied appeals of these shows give you almost pin-point selectivity.

PIANO PLAYHOUSE 12:30 pm Sunday—Sparkling piano music played by outstanding artists Cy Walter, Stan Freeman, Earl Wild and guest stars. Milton Cross, opera's distinguished commentator, emcees. Now in its fifth year, this brilliant show has a big and steady following.

MY FAVORITE STORY 3:30 pm Sunday—Ronald Colman is host and narrator, as well as star, in these dramatizations of literature's greatest stories, chosen as their favorites by famous folk of Hollywood. Mr. Colman has a supporting cast of outstanding screen and radio stars in this exciting, glamorous show.

BREAKFAST IN HOLLYWOOD 2:00 pm Monday—Friday—Almost 10,000,000 people, an audience built up in seven years on the air, are daily listeners to this fun-fest. Jovial 250-pound Jack McElroy is mc on a half-hour frolic. It's a program that assures your message a warm, friendly reception.

BAUKHAGE TALKING 1:00 pm Monday—Friday—Superb reporting skill, accuracy and listen-able delivery have won this distinguished commentator his loyal following. 60 per cent of his sponsors are in their second, third or fourth year—because they've found how well this program sells for them.

PARTICIPATING PROGRAMS

You can link your product with exciting names and glamorous places—yet the cost is surprisingly low. And these popular WJZ shows produce results for you!

LUNCHEON AT THE LATIN QUARTER 1:35 pm Monday—Friday—Maggi McNellis and Herb Sheldon pack 'em in at the Latin Quarter—and they pack a terrific sales punch, too. They have a sincerity that puts your product across to their live and listening audience in a solid, convincing way.

THE FITZGERALDS 8:15 am Monday—Saturday—Ed and Peggee originated a bright and spontaneous style that weaves effective selling messages into interesting conversation. Their audience is not only large and loyal—but, what's most important, listeners go out and buy what the Fitzgeralds recommend!

Call the ABC spot sales office nearest you for information about any or all of these stations:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Power</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>WJZ</td>
<td>New York</td>
<td>50,000</td>
<td>770 kc</td>
</tr>
<tr>
<td>WENR</td>
<td>Chicago</td>
<td>50,000</td>
<td>890 kc</td>
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<td>Detroit</td>
<td>5,000</td>
<td>1270 kc</td>
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<tr>
<td>WMAL</td>
<td>Washington</td>
<td>5,000</td>
<td>630 kc</td>
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</tbody>
</table>

ABC American Broadcasting Company
AT ABC premier of Otello (see story, page 46) were (l to r) Gordon Fraser, Mark Woods and Edward Noble, ABC; W. S. Rodgers, Texas Co., and Milton Cross, commentator. Left picture shows George Hicks (center, next to camera) and video camera set-up used during interviews with distinguished guests.

BROCHURE promoting Revere Camera’s sponsorship of ABC Jo Stafford Show is inspected by (l to r) Bob McKee, ABC sales; E. J. McGuckin, Revere; Sam Britkin, Revere; Philip Stewart, Roche, Williams & Cleary, and Walt Holohan, ABC.

RUBINOFF (center) is entertained by Les Biederman (r), Paul Bunyan Network president, during a visit to WTCM Traverse City, Mich. Joining in fun is R. E. Detwiler, WTCM manager.

EDGAR KOBAK (r), Mutual president, and Nelson Rockefeller, general chairman for 1949 Brotherhood Week, Feb. 20-27, discuss plans for its observance. Mr. Kobak is chairman of the radio committee.

CHICAGO promotion for Elgin Thanksgiving program is prepared by (l to r) Hal Rorke, J. Walter Thompson; A. M. Douglas, Elgin; Buff Cobb, actress; I. E. Showerman and Paul McCluer, NBC.

WILLIAM MILLARD (r), BBDO account executive, discusses spot radio campaign techniques with Bill Leonard during the This Is New York program on WCBS New York.

INSPECTING transmitters being built for ABC by GE are (l to r) E. H. Vogel, marketing manager, GE; C. A. Priest, manager of GE Transmitter Div.; Mark Woods, ABC president; and P. L. Chamberlain, Transmitter Div. sales manager.

Small Sample!

Hockey, Madison Square Garden... Television Chapel... Drawing Game with Rube Goldberg... Pixie Playtime... Comics on Parade... Record Rendezvous... Inquiring Photographer, Jimmy Jemail... Uncarnival... Telepix newsreel... Eddie Condon's Floor Show... Edgar's Teen Age School of Charm... Reel and Rifle... The Gloria Swanson Hour... Wrestling from Ridgewood Grove... Korda film, Things to Come, with Raymond Massey, Sir Cedric Hardwic... News on the Hour...

Small sample?... sure, but significant!... shows the wide range of WPIX remote pickups and studio presentations... variety enough to intrigue the interest of any viewer... and, not at all incidentally, any advertiser out to make more sales, more conversation among customers, build better business... in a new major market well worth the effort now—and from now on!

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

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

WITH 6 IMPORTANT FEATURES FOR YOUR CONVENIENCE in the SA-50 DUAL-CHANNEL CONSOLE

More features, more convenience, better construction,— these all add up to the best operation in your station.

Obtain the advantages of remote override, built-in cueing for network, remote and turntable channels. Learn how much smoother your operation will be with a VU meter in each program channel.

Important keys are color coded too. Identification is instant and keeps errors to a new minimum.

Find out why the SA-50 "Programaster" is "better than". Write or wire for complete information.

IN '49 IT'S THE GATES LINE

BROADCASTING • Telecasting
**NEW RATES**

**Effective at WTMJ-TV Jan. 1, WBZ-TV Now**

A NEW RATE card, increasing time and facilities charges, was placed in effect Dec. 1 by WBZ-TV Boston. WTMJ-TV Milwaukee also has announced a new rate card effective Jan. 1.

Under WBZ-TV's new card, live minutes to $350 for one hour [BROADCASTING, Nov. 29].

All film television now costs from $250 for one hour to $60 for five minutes. Film or slide announcements are sold for $50 for 20 seconds or one minute.

Rehearsal charges for live studio facilities are $50 for a half hour or any part thereof; for film facilities $15 for the same time.

Those who were WBZ-TV sponsors before Dec. 1 are being pro rata old rates until May 15, 1949, provided no lapse in schedule occurs.

Frequency discounts, based on a 12-month period, are: 20 times per year, 17½%; 30 times, 15%; 40 times, 14%; 50 times, 12½%; 60 times, 11½%; and 260, 20%. No discount is given for 22 times a year or less.

WBZ-TV, a basic affiliate of the NBC network, took the air last March 5 under station programming June 9. The station operates on Channel 4 (66 to 72 mc) with an effective radiated power of 14.3 kw visual and 7.13 kw audio.

C. Herbert Masse, the Westinghouse station's sales manager, also announced that WBZ-TV is now operating on a seven-day schedule from approximately 6 p.m. to 11 p.m. daily. Within those hours WBZ-TV is currently carrying each week approximately 13½ commercial hours via NBC and four and one-half hours of local commercial programming, not including announcements and chain breaks, Mr. Masse said.

**WTMJ-TV's Rates**

New hourly base rate for WTMJ-TV, which operates with 16.1 kw visual and 10.2 kw audio on Channel 4 (66 mc), is $300. Base charges for shorter periods are: 40 minutes, $240; 30 minutes, $180; 20 minutes, $150; 15 minutes, $120; 10 minutes, $100; five minutes, $75; one minute (live), $60; one minute (slide, film or card), $50; 20 seconds (slide, film or card only), $40.

The base charges are for the following periods: Mon.-Fri., 7-11 p.m., and Sat.-Sun., 12-11 p.m. Third-fourths of the base charges are granted to the advertisers.

**New Video High**

C. E. HOOPER Inc. reported last week that their Thanksgiving afternoon 22% of the total New York radio-television audience was tuned to television stations, a new listenership record for video. The special survey, conducted from 4 to 6 p.m., covered the usual random telephone homes and was not based on any distribution of television sets.
<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>Network</th>
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<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB</td>
<td>NBC</td>
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<td>Beaumont</td>
<td>KOB</td>
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<td>CBS</td>
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<td>Indianapolis</td>
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<td>Kansas City</td>
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<td>Terre Haute</td>
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**Television**

- **Baltimore**
  - WAAM
- **Fort Worth-Dallas**
  - WBAP-TV
- **Louisville**
  - WAVE-TV
- **Minneapolis-St. Paul**
  - WTCN-TV
- **New York**
  - WPIX
- **St. Louis**
  - KSD-TV
ASK your Sales Manager (or any client’s Sales Manager) “how things are going” and you’ll probably find that there are (1) some markets where everything is perfect, (2) some on which he is dubious, and (3) some about which he is frankly worried.

If he had extra sales-personnel available, he would undoubtedly spot it, with greatest care, in those markets where the greatest sales effort is most urgently needed.

Why isn’t it possible to do the same with radio? It is. That kind of radio is called “national spot.” It is sales-minded radio, the kind in which Free & Peters has specialized since 1932. If you’d like to discuss national spot for any of the markets listed at the left, you’ll find that we are sales-minded, too—for your sales.
Utah is not primarily a farm state, but you can't ignore $95,000,000. And that was approximately the net income of Utah farmers last year. This year will top that. It's a market worth cultivating.

Are you getting your "seeds" into this productive sales soil? A lot of market-wise advertisers are—with rural appeal programs over KDFL—Utah's popular station. And they're not forgetting the city market that's so easy to reach on KDFL, and also on television over KDFL-W6XIS. Ask for details.

KRSC-TV

Goes on Air With Fanfare
KRSC-TV went on the air Thanksgiving Day, "bringing television to Seattle," with the biggest fanfare the Puget Sound city had seen and heard in a long while.

Saturation of AM radio listeners with spot announcements began weeks ahead. Demonstration telecasts were put on for the Chamber of Commerce, the Advertising and Sales Club and other Seattle businessmen's organizations.

As the big day approached, both Seattle dailies ran increasing quantities of news copy, especially the Seattle Post-Intelligencer, morning Hearst paper which recently announced a "mutual assistance pact" with KRSC [BROADCASTING, Nov. 15].

On Nov. 24, both the Post-Intelligencer and the Seattle Times, the afternoon paper, ran special "Television Sections," containing pages of ads by department stores, music stores and other set dealers, as well as related industries. The special sections also included news, features and editorial copy.

The first telecast, Nov. 25, was a football game between West Seattle High School and the Wenatchee Panthers.

5-MINUTE TV PACKS

Called Better Buy Than 1-Minute Spot

PROPERLY tailored five-minute television packages yield bigger returns per dollar spent than one-minute video spots, according to William D'Acrey Cayton, president of Cayton Inc., New York advertising agency.

Calling the five-minute show "a terrific buy," he pointed out that such a time purchase can also be used as a substitute for spots, availabilities for which are scarce on networks.

He claims great success for his own agency's two five-minute network productions for E. L. Cour- nand Co., creator of the Walco Tele-vue-lens.

These shows each have the same title Greatest Fights of the Century. One features outstanding ring battles and is telecast over the NBC-TV network. The other features battles between animals and is seen over CBS-TV. Since start of the shows, Walco sales have mounted several times, said Mr. Cayton.

Planning Needs

Although the programs are produced on a relatively low budget—approximately $550 each for film, editing and narration costs—the same degree of agency planning goes into their production as for a 15-minute show, according to Mr. Cayton.

"From the standpoint of budget," he said, "this type of complete show, package and time, costs somewhat less than two one-minute announcements. Actual cost of five-minute network time is only about 30% more than the one-minute spot. This makes them a terrific buy from both a selling and merchandising viewpoint.

"Moreover there are few, if any, one-minute spots available. And, while 20-second station break commercials are useful for 'reminder' advertising, they don't allow enough time in which to do the educational, demonstration, and hard-selling job necessary to create sales for the Walco Tele-vue-lens, or any other appliance."

WHEN PROGRESS

Goal Is Christmas Start

CONSTRUCTION work on WHEN (TV) Syracuse is progressing faster than had been expected and the station now hopes to begin regular programming by Christmas. Announcement was made last week by E. T. Meredith, general manager of Meredith Publishing Co., whose subsidiary, Meredith Syracuse Television Corp., is WHEN permittee [BROADCASTING, Nov. 29].

Cloud Wampler, president of Carrier Corp., has been elected to the television firm's board of directors. Other directors are: Mr. Meredith, Fred Bohan, president of Meredith Publishing, and Frank Furbush and Payson Hall, also of the publishing firm.

Paul Adanti, formerly supervisor of technical operations at WRGB (TV) Schenectady, has joined WHEN as general manager. William Bell, previously with Meredith Publishing, has been named WHEN's commercial manager. Station will be on Channel 8 (180-186 mc).

KPIX PREVIEW

Video Demonstration Held

IN ANTICIPATION of its expected mid-December opening date, KPIX (TV) San Francisco has been holding a series of television demonstrations for dealers and the general public. The most widely seen preview took place at Macy's department store in cooperation with RCA. Each day two, hour-long programs were telecast via coaxial cable to receivers on all floors of the store.

Leo J. Meyberg Co., RCA distributor, and the demonstration conducted a two-night preview of video for dealers of northern California. Farnsworth - Capehart dealers viewed a special demonstration during a banquet at the Hotel Mark Hopkins, site of the KPIX studios. J. N. Cezan Co., local distributor, provided the receivers.
You're FIRST in the Biggest City in the Biggest State... When You Pick KPRC!

Houston is more than just the biggest city in the biggest state. Within its hundreds of square miles of environs lies the world's number one market for oil, and the South's FIRST market for farm products, cattle, and chemicals. Houston is also the third largest port in the United States.

If you're aiming your product at the vast Gulf coast market that centers on Houston, remember that KPRC delivers the most listeners... sales... results! Hooper ratings put us FIRST in this better-than-a-billion dollar market. So does BMB!

Take up the slack in your client's dollar by putting his message where it will sell more listeners in this fabulously wealthy market. Pick KPRC. Call Petry and we'll oblige with availabilities immediately.

KPRC HOUSTON
950 KILOCYCLES • 5000 WATTS

National Representatives: Edward Petry & Company, Affiliated with NBC and TON • Jack Harris, Manager

December 6, 1948 • Page 45
TELEVISION history was made last Monday when ABC, with the cooperation of the Texas Co. and the Metropolitan Opera Assn., successfully brought off television's most ambitious experiment—a full length telecast of Verdi's "Otello" direct from the stage of the Metropolitan Opera House in New York.

This telecast proved opera on television is a possibility. It was only one of the technical difficulties besetting the ABC video crew. Arrangements for the telecast were completed only at the last minute, too late for any camera rehearsal so that the actual broadcast went on cold.

The locations of the four cameras covering the opera itself—in the AM booth on the second tier of boxes, in the standing room at the right-hand side of the house looking toward the stage, at the back in the center and in the mezzanine at the left almost at the proscenium arch—were determined not because those were best for the television pickups but because they would not interfere with the view of any patron in the house.

No dollying was possible but the close-ups were created by adroit use of telescopc lenses.

The cameramen could hear through their head-phones the directions of Burke Crotty, executive producer of ABC television, who personally directed the telecast, but they could not talk back to him because of another noise-prevention ruling of the opera management.

Plans Go Awa

The camera chain in the entrance lobby went dead just as the telecast began, killing the planned views of and interviews with celebrities as they entered.

Other difficulties prevented the use of Sherry's Lounge for between-the-act interviews, necessitating shifts to the smoking room and to backstage, where frequent passage of scenery shifters between the interviews and the camera caused far more annoyance to interviewee and viewer alike than the added realism was worth.

In coping with these and other unscheduled hazards the ABC operators almost forgot to be thankful in their success at surmounting what had appeared in advance to be their major problem—bringing to the home audience the opening storm scene of "Otello" from an almost completely darkened stage.

The solutions—in the infra-red "black lights" installed in the footlights and suspended overhead—provided a clear view for the home audience without altering the scene for those in the auditorium. In the early scenes this infra-red lighting blended unhappily with the makeup worn by Licia Albanese, singing the role of Desdemona, but the conflict, which did not affect the male singers, was eliminated before the final scenes of the opera.

As an experiment, and every speaker for network, sponsor or the opera stressed the event's experimental nature, the telecast was an indisputable success.

The excitement of "being on television" permeated singers, executives, and newspaper notables alike, almost erasing the traditional excitement of opening night at the Met.

Practically every interviewee (Continued on page 60)
There's a lot more to it than this...

The real question is — where and to whom is that commercial message going? . . . and what is it going to do when it gets there?

Radio waves travel indiscriminately in all directions. So do a lot of sponsors' sales stories. In advertising this means waste circulation, a very expensive luxury.

If your aim is to reach exactly the people you want in exactly the markets you want . . . if you appreciate being able to concentrate your sales effort in one area and go easy in another . . . if the flexibility of short-term contracts appeals to you . . . if you like to select your own program times regardless of zone differentials . . . if you want to make every advertising penny count (and who doesn't!) . . . then — the place for a large share of your advertising budget is National Spot Radio . . . and the place to get all the information, guidance, facts and figures about Spot Radio is...

Weed and Company
radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood
HERE IS THE LATEST WCKY STORY

CINCINNATI'S TOP PROGRAM TO REACH THE WOMAN'S AUDIENCE

THE WCKY "MAKEBELIEVE BALROOM"

BILL DAWES, M. C.
10.05 to 12 Noon
3.05 to 5.00 PM
Monday thru Saturday

AUDIENCE APPEAL plus RATINGS mean SALES!

RATINGS AS HIGH AS 7.0*

The "Makebelieve Ballroom," for the 96 quarter-hours it is on the air each week, has an average rating of 5.7 for all quarter-hours.

INVEST YOUR AD DOLLAR WCKY'S-LY
LOOK AT THE RECORD of the
"MAKEBELIEVE BALLROOM"

RATINGS HIGHER THAN NETWORK COMPETITION

The "Makebelieve Ballroom" consistently beats its network competition with higher ratings in Cincinnati than such network shows as Hilltop House, Galen Drake, Second Honeymoon, Rosemary, Lora Laughton, Ted Malone, Grand Slam, and David Harum.

HERE'S A SHOW TO SELL YOUR PRODUCTS TO CINCINNATI HOUSEWIVES

Look at some of the advertisers now selling their products on the "Makebelieve Ballroom":

PURITY BAKERIES
CHURNGOLD MARGARINE
METRO-GOLDWYN-MAYER PICTURES
TINTEX
CHEF BOY-AR-DEE SPAGHETTI
CONTINENTAL BAKING CO.
4 WAY COLD TABLETS
WELCH CANDY CO.

COLGATE DENTAL CREAM
AJAX CLEANER
GUARD'S COLD TABLETS
ROMAN CLEANSER
STILLE & DUHLMEIER FURNITURE
K-WOOD FARMS
ED BRENDAMOUR, TOYS

Call Tom Welstead, collect, in New York, Eldorado 5-1127
or Charles H. "TOP" Topmiller in Cincinnati, Cherry 6565
for further details.

("Pulse, Sept.-Oct. 1948")

FIFTY THOUSAND WATTS OF SELLING POWER
Otello-cast

TELEVISION passed its toughest test with high honors last Monday with the first telecast of a full-length opera direct from the stage of New York's Metropolitan Opera House. Adding extra excitement to the normal flurry of a Met first night, ABC's TV cameras took the whole show—audience and stage hands as well as the opera itself—to an estimated half-million television viewers in New York, Boston, Philadelphia and Baltimore.

Frankly an experiment, the telecast was not perfect. But it was exciting and, surprisingly to many Victorians—those who had expected boredom to set in early in the evening, good entertainment.

To the average viewer the telecast was a cameraman's triumph, with close-ups and medium shots giving the television audience a better view than that enjoyed by many of the ermine-and-tails set in the opera house. Burke Croly, ABC executive television producer, who directed the camera work, however, states that the real credit should go to the engineers. To us there seems more than enough to go around to everyone concerned, not forgetting that the Fox Co.'s contribution in picking up the check.

ABC's video staff merits a special accolade that it not only got a signal on the air but also a genuinely interesting program.

Great (Radio) Life

RADIO LIFE is becoming more complicated. You hear that on every side. Broadcasters, broadcast advertisers and agencies find it so. The station representative is in a quandary. The theatre is wondering about their future. The FCC is in an allocations turmoil.

The reason: Television.

When an important organization like the Baltimore Sunpapers turns in an AM construction permit, and to the wonder of the industry finds that it can concentrate on TV and FM, folks take notice. When the motion picture companies try to break into radio by sheer force of dollars, that's powerful reason.

There are 41 TV stations on the air in less than two dozen cities. There are less than 700,000 TV receivers in use. It would seem, then, that TV is merely on the threshold, when you contrast those simple statistics with 3,000 sound broadcasting stations on the air and more than 60,000,000 sound receivers in use.

TV is moving faster than the present physical capacity of the spectrum can absorb it. There's a freeze on TV allocations. In addition to those stations on the air, another 89-odd hold construction permits, and are not necessarily tied up by the freeze. If all should build there would be a maximum of 125 stations. Others may be held up a year or longer.

The present situation is far different from that which prevailed when AM broadcasting began to take hold in the middle '20's. But that earlier situation is in large measure responsible for conditions today.

When AM was born, most newspapers were disposed to regard it as an upstart. Clear channel facilities blandly were rejected, because licensed time was not a risk a few thousand for a 5 kw installation.

Then the table model set gave radio the circulation it needed. Newspapers and other scoffers realized that broadcasting was the new banana. Station prices skyrocketed. The war effort ensued, and allocations were frozen.

As soon as the freeze was thawed, following W-E Day, the land-rush resumed. FM, apple of the ears of the gadget lover, was given the green light. Literally hundreds of newcomers joined the AM 'ers in a race not to miss the boat.

And then TV. At first many looked upon TV as a blue devi. Then came the realization that it was potentially the most potent of all media. The new boom started.

You can get opinions galore. TV will end sound broadcasting. TV won't hurt sound broadcasting. TV will reduce radio tune-in and box office. And TV will whet box office appeal and multiply the audience.

The one certain fact is that, where TV is available, the public likes it and wants it. What the public wants it usually gets. So TV, as it grows, will provoke need for readjustments. It will introduce a new standard of living just as surely as did radio in the tempestuous '20's.

Despite the dire forebodings of many, newspapers and magazines didn't go to hell in a hack because of sound radio. Nor did the phonograph or phonograph records.

That's good. It will make sound radio and all of the other media better. It doesn't, you might as well throw away history books.

AFRA Objects

(See Open Mike, page 76)

AFRA objects to our editorial of a couple of weeks ago in which we criticized the union for overextending on the make-work issue used with such abandon (and with concomitant disastrous legislative results) by older unions.

George Heller, the aggressive national executive secretary of AFRA, answered our editorial with an effusion of his own, which we publish gladly elsewhere in this issue.

He says we are "vituperative and biased." That shouldn't be shocking, since we felt the condition called for strong medicine.

He says also that we protest whenever labor does anything counter to the wishes of the NAB. It's obvious on that point that Mr. Heller has been doing a Job of selective reading.

Mr. Heller makes two points in his rebuttal:

(1) There is serious unemployment among radio artists, and (2) AFRA won't stand still while hundreds of stations accept recordings from government agencies which are played without any cost incurred by the station.

To which we re-rebut:

(1) Did you rate the purported unemployment among radio artists, any more than radio created alleged unemployment among musicians, when the theatres threw them out of the pits with the introduction of the talkies? And if there's serious unemployment among AFRA members, why does AFRA boost the scales higher and higher?

(2) AFRA talent performed valiantly and willingly during the war and those artists deserve highest praise for their voluntary appearances at home and overseas. The Navy recruiting series, on which AFRA demands full scale in each city in which the Eddie Duchin transcriptions are performed, certainly still falls in the patriotic sphere. Mr. Heller forgets that stations give of their time for these government programs; that they still pay the relatively during the war members (in any instances) and their engineers (mostly union) and their general operating overheads.

The answer appears to be that a union must do things to keep going—demand more and more for less and less. My suggestion is to spread employment is to make it easy for sponsors and stations to hire AFRA members.

If the present trend continues, more and more performers are going to be priced out of more and more radio markets.

W

HEN FOLKS fawn over George Bolas because he quarterbacked Michigan's championship 1933 team, he hastens to remind them he also played for the 1934 when the "Champions of the West" had their worst season.

Had the unassuming radio-television director of Tatham-Laird, Chicago, liked the limelight, he could have entered professional football. And he certainly could have been a most successful politician. At Chicago's Austin High School he was voted "most popular" and "most athletic" ("they were analogous in my days," he says). But, since his pupil days, George Arthur Bolas has plunged toward one goal—a successful advertising career.

At Austin, Mr. Bolas won letters in football, baseball and track. He served as president of his junior and senior classes and of the student council. A $100 surplus, after working his way through Michigan, was the result of such miscellaneous duties as waiter at his Delta Upsilon fraternity house, Ann Arbor correspondent for the Chicago Daily News, student director of the National Youth Administration and watchman at a lithograph plant.

Mr. Bolas balanced these odd jobs and a stiff schedule of athletics with service on the student governing board and "a normal amount of social life whenever I was lucky enough to scrape up a few spare dollars."

After graduating from Michigan in 1936, Mr. Bolas met Kenneth Laird, then vice president of Wezo Products Co., Chicago (Mr. West's tooth products). On Mr. Laird's advice, he became a salesman to gain experience before invading the agency field. A year on the road for Swift and Co. gave him enough self-confidence to apply at NBC Chicago in 1937 for the job of assistant advertising and sales promotion manager. He won out over 113 other applicants on the strength of a presentation, prepared overnight and offered to a gentleman named Niles Trammell, then NBC's Central Division vice president.

In 1941 he went to the former Blackett-Sample-Hummert agency as assistant radio director, handling such accounts as General Mills, Procter & Gamble, American Home Products, Falstaff Brewing Co. and the Wander Co. To allow him more flexibility in his work, agency officials appointed him assistant account executive on General Mills and American Home Products in 1943. He served as

Our Respects To—

GEORGE ARTHUR BOLAS

BROADCASTING • Telecasting

(Continued on page 58)
TAKE THE GUESS OUT OF BUYING
WITH WOV’S 5 Audited Audiences

IF FIGURES INTEREST YOU—figures like how many of your listeners have telephones, where they live, what they like and don’t like, how much they earn, how much they spend—figures that make it possible for you to key your advertising message to known individuals rather than trying to reach an unknown mass audience, then this is for you.

We want you to be a WOV sponsor with specific knowledge of 5 AUDITED AUDIENCES, each a definitely different group of purchasers, each at a different time of day or night, each the result of a penetrating accurate listener survey.

Get the facts on these 5 AUDITED AUDIENCES. A WOV representative will give you a specific market information that will help you...“TAKE THE GUESS OUT OF BUYING!”

Ralph W. Weil, General Manager • The Balling Co., National Representative

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

NEW YORK

December 6, 1948 • Page 51
Respects
(Continued from page 50)

client-radio contact man.

In 1944 Mr. Bolas entered the Navy. The first thing he did was
work as a destroyer gunnery officer in the
Atlantic, and later was transferred to
to fire control school at San Diego.
In a few months Arthur Tatham,
handling the naval aviation section,
called him to Washington as his assistant. He left the
Navy as a lieutenant after two years
service.

He returned to the agency, which
meanwhile had become Dancer-
Fitzgerald-Sample, as head of the
radio time department. Progressing
from assistant to account ex-
ecutive on Falstaff, he resigned in
1947 to join Foote, Cone & Beldin
as account executive on Toni
Creme Shampoo and assistant ac-
count executive on Toni Home
Permanent. In May of this year he
joined Art Tatham and Ken
Lang-Worth who had formed their
agency in 1946, as supervisor of
radio and television activities
and account executive.

When General Mills transferred
its Dixie account to foote, Cone &
Beldin in June, Mr. Bolas was named ac-
count manager. Kix is advertised
on a 15-minute segment of Don
McNeill's Breakfast Club on ABC,
Monday through Friday. Bear
Brandy Hoscty, his second
account, and Bendix Home Ap-
pliances (washers), are under his
supervision, use radio spots nation-
ally.

Mr. Bolas is working with Mr.
Tatham and Mr. Laird in broad-
ening and intensifying activity in
the radio and video department.
Extensive experiments are being
conducted in television, for both
commercial and programs, and
General Mills and Bendix are ex-
pected to enter that medium.

No Premature Commitments

“We are definitely sold on televi-
sion, but we don’t want to take it
on so early that we commit our
clients too far in advance of the
program time,” he said.

A friendly approach in business
dealings has paid George Bolas big
dividends. Several years ago El-
mer Davis was scheduled by all
networks to make a five-minute Sat-
urday summary of Presidential
activities. Commercials could not
be sold with the show, but Mr. Bolas
considered the idea of buying one-
minute spots before and after the
commentary. He had just com-
pleted issuing time contracts to 500
stations when the White House
cancelled the broadcasts a few days
before the contemplated start be-
cause newspapers claimed it would
take the edge off Sunday morning.

By explaining to station officials
just what had happened, and by
offering to pay the short-rate to
any station that had suffered in-
consistencies, Mr. Bolas managed as
a result of the last-minute cancella-
tion, “we made more friends by a
piece of business that never mate-
rialized than we ever made with

a Lang-Worth
"Mike Mystery"

the Midnight Murder

Charles Moore, clad only in paj-
as, sat on the edge of his bed, his
head bowed in grief. In a choked
voice, he told Homicide Lieutenant
Evans his story. Through the open
connecting door leading to his wife’s
room, the strangled body of Myra
Moore was visible among the tangled
blankets on her bed.

“I awoke from a sound sleep,”
Moore said, “and heard my wife Myra
screaming. I didn’t hesitate even long
enough to turn on a light. With Myra’s
screams still ringing in my ears, I
rushed into the living room, just in
time to intercept a man as he came
dashing out of her room. I tackled
him in the dark, but he knocked
himself out and escaped.”

Lieutenant Evans shook his head.
“Mr. Moore,” he said, “you’re lying.
Two points in what you’ve just told me
prove as much. I’m arresting you
on suspicion of murder.”

(Solution below)

"Mike Mystery" is a feature of a 15-minute
transcribed music and mystery show avail-
able 3 times weekly for network, regional,
or local sponsorship on 600 Lang-Worth
affiliated stations. For full information,
contact your station or its representative.

Lang-Worth
feature programs, Inc.
113 W 57TH ST. NEW YORK 19, N. Y.

The Solution

"Mike Mystery" are presented by
Lang-Worth feature programs, Inc.
Copyright. Anyone making use of this
feature in any manner without permission of
Lang-Worth Feature Programs, Inc., is liable to prosecution.

Frank Noyes

Manager of WMID Dies

EDWIN E. KOHN, 72, general manager
of WMID Atlantic City, who had been
in radio more than 25 years was
suffering an illness of three months.
He had been in radio for more than
25 years. First associated with WPG
Atlantic City, Mr. Kohn rejoined WPIC
the same city when WPIC closed.
In October 1947 he moved to WMID
as general manager.

He is survived by his wife Jane E.
Kohn, a son George H. and a
daughter Mrs. Edith Hamme.

Market Study

N. Y. Conference Subject

A CONFERENCE on "The Future of
Marketing Research" will be held
tonight (Dec. 6) in the auditorium of
the School of Business and Civic
Administration of New York’s City
College. "Marketing Executives are Ad-
vertising Federation of America,
National Assn. of Manufacturers
and the New York chapters of
American Marketing Assn., Amer-
ican Statistical Assn. and Society
for the Advancement of
Management.

Richard H. Moulton, director of
market research, General Foods
Corp, Wroe Alderson, president,
AMA, and Lester R. Frankel,
director of Broadcast Research,
will discuss market research from
the viewpoints of the user, re-
searcher and technician, respec-
tively. A discussion period will
follow.

GlAld Hall Jones, KRKD Los
Angeles account executive, was one of 18
Southern California salesman to be
awarded a "Woman's Voice" award
Certificate in recognition of outstanding
service during past year. Award was given by
Jeanne Ray of KFOX Hollywood's Womans Voice
and her sponsor, Retail Drug Co., Los Angeles.
At WIP, Philadelphia, the Western Electric RD100 Program Dispatching System has provided an ideal solution to the ever-present problem of program switching.

By simply pushing one button, the operator simultaneously switches preset program connections between the seven studio program sources and the three output trunks to the AM transmitter, FM transmitter and Mutual Network. Circuit connections are preset at leisure in advance of station breaks.

Equipment is complete in WIP's unit for three additional inputs and three additional outputs whenever needed—a total of ten input and six output channels, which can be connected in any combination.

For further information on the RD100 Program Dispatching System, call your Graybar Broadcast Representative or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.
BALLY AXTON has been appointed national sales manager of WREN Topeka, Kan.

H. MORTON THORP Jr. has joined KOA Denver, as an account executive. He was formerly with International Trust Co. of Denver.

R. J. CAMPBELL has resigned as sales manager of WTGF and WTFR-FM Belleaire, Ohio. He has announced no future plans. His duties have been assumed by ROBERT W. FERGUSON, station manager.

HENRY T. HEDEN, AD purchasing agent, is now director of office and studio services, replacing D. H. Van HOUTEN, resigned.

HARVEY GLASCOCK has joined sales staff of WINX Washington. He was formerly with WEAM Arlington, Va.

JOHN E. FLATLEY and JAMES F. BROWN have joined sales staff of WKBX (TV) Chicago.

W. D. Rowland, Savannah, Ga., has appointed Adam J. Young, Jr., Inc., New York, as national representative.

THE JOHNNY CLARKE SHOW
9:05 A.M. to 12:00 Noon Monday through Saturday

This outstanding selling team of Johnny Clarke and WNRW will carry your message to a million North Jersey homes ... one of the richest markets in the country.

Represented by AVERY-KNOESEL, Inc.

New York * Atlanta * San Francisco

Chicago * Los Angeles

COLOMBIAN NET
Programming Is Started

NEW state network in Colorado was slated to begin regular programming (daily except Saturday) yesterday. Named for the state flower, it is called the Columbine Network and its programming hours are 1:15-4 p.m.

Present members include KMVR Denver, KCOL Fort Collins, KBOL Boulder, KYOU Greeley and KRDO Colorado Springs. KCJS Pueblo and KEXO Grand Junction plan to join as soon as network lines become available.

Network's headquarters, including studios and production facilities, are at 1626 Stout St., Denver. General manager is Albert G. Meyer, a western radio executive long prominent in NAB affairs. Joseph C. McGrane, formerly of KOR Albuquerque, is program director.

Ben Beoff, a partner in Ben Beoff & Co., Denver advertising agency, has resigned to become Columbine's commercial manager.

The network has been operating for the past 18 months on a temporary basis as a special event and sports chain. After telephone lines for permanent networking became available the participating stations decided on regular programming.

General Manager Meyer said last week that Columbine's national representative will be announced soon.

$20 MILLION

Urged for America Drive

URGING that the Advertising Council budget a minimum $20 million for four years in its campaign to sell America to Americans, John Orr Young, New York public relations agency head, last Tuesday addressed an American Marketing Assn. luncheon at New York's Sheraton Hotel.

Mr. Young, who, before heading his own firm was co-founder of Young & Rubicam, singled out the present council campaign as "one of the most potent events which has happened in advertising."

"A few hundred thousand dollars worth of advertising per year for a year or two cannot do the educational job needed," Mr. Young said. "Communism, cynicism, smugness, and indifference are big rocks in the road. It will take a beehive bulldozer to move them," he warned.

Pointing out that American advertisers should spend as much on selling our economic system to the country's citizens as it spends on the advertising of such frivolities as whisky, gin, beer, cigarettes, lip sticks and such," Mr. Young estimated expenditures for advertising such products run about $118 million yearly.

"VIDEODEX"

Chicago TV Habits

MOTHERS "respect" the television industry because "their children profit from educational films," and parents agree that children's programs should begin earlier in the evening. This information was revealed in the first monthly Videdex issued by Chicago's Jay & Graham Research Organization to its subscribers: CBS, J. Walter Thompson Co., Foote, Cone & Belding and Roche, Williams & Cleary, all Chicago.

Although most of the response was tagged for subscriber consumption only, Allen Jay and Edward Graham revealed that televiewer report (1) one Chicago channel blues when another is on the air, (2) "Russ Davis (WBBK) is the most popular TV descriptive announcer" and (3) "the one AM program they regret missing most because of TV being broadcast at the same time is the Lux Radio Theatre."

Response was calculated after analysis of diaries kept in 450 video homes throughout the Chicago area. Net weekly share of audience for the four Chicago stations shows: WBBK 36.7, WGN-TV 29.0, WENR-TV 24.0, WNBQ 10.5. (Last figure influenced by fact that the station is still operating on an experimental basis.)

"BREWERY'S SUCCESS"

Radio Credited for Million-Dollar Sales

A SPORTS SHOW localized for home town consumption has been a big factor in a small brewer's million-dollar sales for the year. The Cold Spring Brewing Co., Cold Spring, Minn., uses radio as its only medium other than point of sale.

The company, headed by Myron C. Johnson, who took it over six years ago at the age of 29, has a Mon.-Sat. program on its Mutual Sports Review, over KFAM St. Cloud, Minn. Pointing out that the brewing company had increased its business more than 700% in the six-year span, Mr. Johnson said: "Radio has played a very important part in selling our product in the home market."

St. Cloud (pop. 33,000) is the hub of the Cold Spring distribution and Cold Spring Sports Review features a personality well known in the community, Frank Farrington. Mr. Farrington, sports announcer and sports editor of the St. Cloud Times, has a homey voice that tells people about local athletes and what they are doing in various sports. His theme is names and personal interviews. Often more than 20 local athletes get mention. There are three commercials during the 15-minute show.

In addition to its six-week program, Cold Spring uses special broadcasts periodically. Planning to extend its market, it is now working out a show similar to Cold Spring Sports Review with KWLM Willmar, Minn. A Willmar sports announcer is being trained to follow Mr. Farrington's technique.

"COLORADO NET"

WNJR presents

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"TV FILMS"

Film Arts Corp. Expands

FILM ARTS Corp., Milwaukee, has added a new section, to be devoted to television film production exclusively, according to A. K. Hadley, president of the film production organization.

With addition of new studios, the firm is now equipped to produce slide films and theatre shorts in addition to video motion pictures. All equipment is available at the plant for laboratory processing of film, sound recording and transcription work in addition to art and film printing.
By every measurement WTIC dominates the prosperous Southern New England Market


WTIC's 50,000 watts represented nationally by Weed & Co.
ELECTION BY RADIO

Medium's Effect Greatest, Says Summers

"PROBABLY broadcasts on the radio have greater effect on the outcome of a Presidential election than all other factors combined," says Prof. Harrison B. Summers of the Ohio State U. speech department. Mr. Summers was formerly director of public service for the Eastern Div. of NBC and public service manager of ABC.

An analysis of radio's part in the recent campaign is presented by Prof. Summers in an article to appear in the December issue of the Quarterly Journal of Speech.

The greater effect of radio during the 1948 election is apparent, writes Prof. Summers, for several reasons:

1. "For the most part, both men advocated identical governmental policies."

2. "Hardly more than two-thirds of the nation's voters are regular readers of a daily newspaper; in any case, at least 75% of the nation's daily newspapers openly advocated the cause of Gov. Dewey.

3. "... Combined audiences attending the rallies—or informal talks ... totalled less than a million voters—and nearly 47 million votes were cast in the election in November."

The microphone technique of the two major candidates also was an important issue in the campaign, the professor holds. Gov. Dewey's radio delivery early in the campaign made a more favorable impression on the radio listeners than Mr. Truman's, he believes.

"But in the final phase of the campaign, the situation was partially, if not completely reversed," Prof. Summers continues.

During May and October, the Truman man who was brought to the radio listening public had undergone a tremendous change.

The 'new look' in the Truman radio personality reached its zenith in the broadcast speeches made by the President in October, and probably never before in history has a man in public life made such strides forward in speaking effectiveness in a period of less than six months."

The major strength of President Truman's style was in the microphone. Prof. Summers writes, rested in his "informality ... and a homey, down-to-earth quality that was entirely lacking in the Dewey presentations."

OREGON RADIOMEN

KOAC's Morris Gets Post

OREGON STATE Broadcasters Assn. appointed Mr. Morris, program manager of KOAC Portland (state-owned station), executive secretary of the organization during its November meeting in Portland.

The appointment was made following a report of a special committee, which had studied a proposal to affiliate the association with the Oregon State System of Higher Education. The committee is headed by Lee Jacobs, president of KBKK Baker, KLB Glandale, and WOON Ontario. Mr. Jacobs was named by president Frank Loggan, KBND Bend.

CABLE LINK

Time Segments Offered

OFFICIALS of the American Telephone & Telegraph Co. will present suggested allocations of time segments on the westbound coaxial cable link between the East and Midwest television networks at a meeting today (Dec. 6) in New York.

The AT&T fell heir to the Knotty allocation problem several weeks ago when broadcasters were unable to agree among themselves as to the distribution of use of the Philadelphia-Cleveland coaxial cable which is scheduled to open Jan. 12.

The telephone company will present its proposed allocations in the form of suggestions, it was understood, but if broadcasters disagree violently over the suggestions, as is anticipated, the AT&T schedule will probably be imposed anyway. Allocations to the taste of all applicants are impossible owing to the numerous conflicts in request for time.

Until the problem of allocations on the East-Midwest cable arose, telecasters had managed by compromise among themselves to apportion time on the East and on the Midwest AT&T television network facilities.

HOMER RADIO DIVISION, Westinghouse Electric Corp., Sunbury, Pa., announces production of a new table model television set featuring automatic frequency control of horizontal synchronization. Set is designated Model 196.
SERIES NO. 1

"Pat O'Brien...
From Inside Hollywood"

MONDAY THROUGH FRIDAY, PAT O'BRIEN will give your listeners 5 quarter-hours of sock laughs...deeply moving stories...behind the scenes information...guest stars—that will immediately make the series "must" listening. Pat's star friends, such as Bing Crosby, Dana Andrews, etc., are rushing to transcribe spots for you to use to plug the show. Sponsors will rush to grab this sock-sales series.

THAT WE MEAN BUSINESS is indisputably established with our announcement of Series #1 and #2..."PAT O'BRIEN—FROM INSIDE HOLLYWOOD," in the hands of subscriber stations starting December 15th; "FRONTIER TOWN" reaching them the middle of January latest. Already TWO PROGRAMS FOR THE PRICE OF ONE! Series #3 to be announced within 30 days. All a subscribing station ever pays for the Syndicate's entire output of network-quality shows is a fixed weekly fee equal to its national, one-time, Class A, quarter-hour rate. KFDA, Amarillo, for example, has a potential of more than $20,000 per week worth of programs like those above—for $40.00 per week! Fabulous (let's face it!) values that easily result when stations get in and pitch—together!

The Syndicate invites 267 more stations to subscribe the exclusive for their markets...for fine programs they can price and sell as they see fit.

SERIES NO. 2

"FRONTIER TOWN"
STARRING THE GREAT WESTERN MOTION PICTURE STAR WILLIAM (BILL) ELLIOTT

RADIO HAS LONG NEEDED A CLASS WESTERN dramatic action series—not a kid show—but one with the adult appeal of "Lux Radio Theatre."

THIS IS IT! A weekly half-hour that will set your listeners—and your advertisers—back on their heels. "Frontier Town" is network quality in every respect...worthy of your finest advertiser!
Now! KFMV
THE FM VOICE
of Southern California
It's coverage that counts from Santa Barbara to the Mexican Border.
5 million residents...half the population of California.
Longest daily program schedule of any non-duplicating Los Angeles FM Station.
58,000 WATTS 94.7 Megacycles
UNION BROADCASTING CORPORATION of CALIFORNIA
6540 SUNSET BOULEVARD HOLLYWOOD, 28
Cliff Gill, General Manager
Dan Russell, Program Manager

Page 58 • December 6, 1948

ALLIED ARTS

Bob O'Callaghan, formerly assistant general counsel with RCA, New York, has formed the law firm of Hirschberg & O'Callaghan in San Antonio, Tex. Mr. Hirschberg has been a member of the San Antonio bar for many years, and has served as general counsel of the Puerto Rico Reconstruction Administration.

K. R. Smith, pioneer in radio and electrical transmission industries, and former vice president of Muzak Corp., New York, has purchased the manufacturing facilities of World Broadcasting System and formed a new transmission company for processing and pressing of transcriptions. The firm will be known as K. R. Smith Co. Offices and plant are located at 648 W. 54th St., New York. Mr. Smith is president and treasurer.


Advertising Art Production Service has opened offices at 111 West Seventy-ninth St., Los Angeles. The firm are Warren Stolaroff, former account executive with Hugo Scheibner Inc., that city, and Harvey Waldman, former ad director for same agency. Phone is Tucker 6416.

David Cook, former production manager of BBDO, San Francisco, has joined Graphic Arts Engraving Co., same city.

Charles H. Coombs has been appointed New York district manager for Motorola. Formerly with RCA as sales manager in Eastern Division, Mr. Coombs now lives New York, Philadelphia and Atlantic City.

James M. Toney, former general merchandise manager of RCA Victor Distributing Corp., Chicago, has been appointed advertising manager of company's Home Instrument Dept., Camden, N. J.

R. Masvidal, export manager for Andrus Radio Corp., Long Island City, N. Y., has been appointed assistant to the general sales manager. He will continue with his duties as export manager.

Equipment
Freed Radio Corp., New York, manufacturers of Freed-Bissman radio phonographs and FM receivers, will introduce a line of television sets shortly after Jan. 1. Direct view 12" and 16" inch video tubes will be used and all models will incorporate AM and FM radio.

Sylvania Electric Products, New York, has announced production of an automatic recording spectro-radiometer for production control of commercial television tubes. Meter can accurately plot energy output of tube screens throughout the entire visible light spectrum in 46 seconds.

Farnsworth
Nicholas, Fortas Elected
E. A. Nicholas, president of Farnsworth Television & Radio Corp., was elected chairman of the board last week and Abe Fortas was named a director. Mr. Nicholas will continue as president. Mr. Fortas, formerly Under-Secretary of the Interior, is a partner of Arnold, Fortas & Porter, Washington law firm.

Operations for Farnsworth for the first six months of the current fiscal year show a net loss of $724,719, Mr. Nicholas disclosed. The company has approved in underwriting agreement with First Guardian Securities Corp. and other banking houses, he said, for the purpose of selling its authorized and unissued stock.

Other executive changes announced by Mr. Nicholas include the election of Philo T. Farnsworth, a director, as vice president, and Chester W. Wiggins as secretary, and, the resignations of J. B. McCargar, Burton A. Howe and Charles B. Buesching. Additional new directors will be elected at a future meeting, Mr. Nicholas said.

SUBSCRIPTION PLAN
Rolf Kaltenborn Drops It
Rolf Kaltenborn has discontinued plans for subscription radio for the time being, at least.

Mr. Kaltenborn revealed Nov. 28 that "certain patent and engineering difficulties, plus the impact of television on radio, have caused me to cancel my plans for the pioneer network of subscription stations for the time being certain.

Mr. Kaltenborn left Nov. 28 for England, where he will study the effect of America's election on British politics, particularly the Conservative party. Material he gathers on British radio and television will be used in lectures and articles next season.

Dot-Dash Origin
"IT IS not generally known that Millard Fillmore, 13th U. S. President, gave Samuel Morse his earliest and most potent support," according to an item in the Nebraska Retailer. "In gratitude, Morse named the two Morse code characters after Millard Fillmore's children— for Dorothy, dot; and for Dashiel, dash.

COURTNEY PITT
Made Philco Finance V.P.

Dr. COURTNEY PITT, head of economic research of Philco Corp., has been elected to the newly-created office of vice president-finance, according to William Balderson, president.

Dr. Pitt, who will now be the chief financial officer of Philco, joined the corporation in 1941. He was graduated from Princeton in 1929 and received his Ph.D. in economics from Princeton in 1935. During the following year he was a member of the Princeton faculty. In 1936 he became a partner of Ivy Lee & T. J. Ross, New York, where he specialized in economic matters and edited the economic review of a leading New York Bank.

CBC Conference

George R. Williams, chairman of the board of governors of the Broadcasting Corp. of Newfoundland and William F. Gilgoy, general manager of the Newfoundland system, have been in conference with officials of Canadian Broadcasting Corp. at Ottawa and Montreal, in regard to CBC's taking over Newfoundland system on March 31 next, when Newfoundland joins Canada as a tenth province.

WIBW The Voice of Kansas in TOPEKA

SERVICE
Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to station in Kansas and adjoining states.
Here's the real answer!

the NEW
Collins 5kw FM transmitter
the right way to radiate 20 to 40 kilowatts of FM power

It's no longer necessary to spend money on a 10 kw FM transmitter in order to put 20 to 40 kw on the air.

You can do it economically with the new Collins 737A 5 kw transmitter and a 4 to 8 bay Collins 37M FM antenna. Consider these savings:

The Collins 737A costs four to five thousand dollars less than a 10 kw FM transmitter of comparable quality, to buy, ship and install.

It requires approximately one-third less floor space, and consumes but half as much line power.

Only 29 tubes are employed in the entire 737A transmitter, composed of only ten different types. Tube maintenance requirements are minimized.

A 4-bay Collins 37M FM antenna, used with the 737A, provides a power gain of 4.1—enough to overcome normal transmission line loss and radiate up to 20 kilowatts. Any odd or even number of bays up to a total of eight may be added, either originally or at a later date in the field. The eight-bay 37M-8 will provide a gain of 8.3 and radiated powers up to 40 kilowatts.

This is the ideal combination for the FM station licensed to broadcast anywhere within the power range described. Call us in for consultation. Remember—Collins, and only Collins, makes a 5 kw FM transmitter.
ABC RENEWALS
Texas Co., Sterling Sign

RENEWAL contracts covering two ABC programs were signed last week involving the Milton Berle show (Tuesdays, 9-9:30 p.m.) and Bride and Groom (Mon.-Fri., 2:30-3 p.m.).

The Texas Co., New York, renewed the Berle show, effective Dec. 22. The 52-week contract was placed through Kidner Agency, New York.


Agencies
(Continued from page 18)

BRIAN MacCABE, executive director of London office, Foote, Cone & Belding, promoted to managing director.

DOUGLAS FOSDICK and L. NORTON PAYSON announce opening of new agency, Fosdick, Payson & Co., with offices in Lewiston and Portland, Me. Mr. Fosdick will have charge of Lewiston office at 15 Drummond St.; Mr. Payson, of Portland office at 53 Exchange St.

PAUL F. FOUST joins Langhammer & Assoc., Omaha, Neb., as an associate and account executive.

JOE LEIGHTON, Hollywood publicity director, J. Walter Thompson Co., has adopted a girl.

Fair Trade Guide
AMERICAN Fair Trade Council has published A Pragmatic Guide to Fair Trade Laws for persons engaged in fair trade merchandising. Work is designed to meet the needs of those concerned with fair trade in advertising, manufacturing and merchandising fields. It includes salient points of trade acts, a classification of cases interpreting state and federal laws, and a review of economic factors involving price manipulation. Book is available at cost ($2.50 per copy).

New ‘Ryder’ Contract?
STANLEY LANGENDORF, president of the Langendorf United Bakeries of California, sponsor of Red Ryder on the Don Lee Network, is currently negotiating with Stephen Siesinger, owner of the package for a new ten-year contract. The Bakeries has sponsored the show continuously for the past eight years. The program is sponsored live on the West Coast network and is recorded by the Louis G. Cowan Inc. office in New York.

Operacasting
(Continued from page 46)
ignored questions about the opera and the singers to talk about television and how wonderful it was that by this new medium the opera could reach thousands of homes. No fears were expressed about sales via radio; in fact, everyone seemed to feel that television would make thousands of new opera fans, as sound broadcasts of the opera have already done.

Commercial Handling
Making no effort to integrate or even advertise its commercials, such as is done on the Tuesday evening Texaco Star Theater video show on NBC, the Texas Co. confines much of its advertising on the opera to between-the-act oral mentions by Milton Cross, opera announcer for the company's Saturday afternoon opera broadcasts on ABC as well as for this special telecast.

In outlining the action of the opera's next act, Mr. Cross said that the act being presented by the Texas Co., "maker of the internationally famous Sky Chief and Fire Chief gasolines."

If opera telecasts should become a regular event, similar to the Saturday afternoon sound broadcasts on ABC under Texas Co. sponsorship, there are a number of changes that could and should be made. But those are mostly details of camera placement and the like, which should not prove too difficult.

The telecast of last week was planned strictly as a one-time experiment. Its results should now encourage ABC and the opera management—not to mention the sponsor—to make opera telecasts a frequent, if not a regular occurrence.

ABC's Washington outlet, WMAL-TV, did not carry the Texaco opera telecast because of previous local commitments, but indicated it would offer the film version at an early date. The station, which has a contract with Globe Brewing Co., of Baltimore, for boxing telecasts, aired, instead, the television's Turner Arena starting at 9 p.m. A WMAL-TV spokesman admitted the station had been deluged with protests.

Here's the Picture In
ROCHESTER
The Kodak City

WHEC B C D E F
MORNING 41.7 25.7 6.5 3.0 14.3 6.5
8:00-12:00 A.M. through Fri.
AFTERNOON 37.5 32.0 9.3 6.5 9.0 5.4
12:00-6:00 P.M. Monday through Fri.
EVENING 36.6 31.1 6.9 8.4 13.8 6.3
6:00-10:00 P.M. Sunday through Sat.

REPORT FOR LATEST PERIOD AVAILABLE
BEFORE PRESS TIME—SEPT.-OCT., 1948

Authority—C. E. HOOPER, INC.
"Station Listening Index"

Page 60 * December 6, 1948
Mr. Kletz
(Continued from page 28)
motor, say, than the actual gate at the stadium.

Strengthening of the Tournament of Champions financially puts it into position to compete with the 20th Century Sporting Club and Madison Square Garden. CBS has a contract for events at Madison Square Garden with the exception of boxing, which NBC controls; hockey, owned by WPIX, and professional basketball, which is televised by ABC.

According to Mr. Kletz, under the Tournament of Champions agreement CBS will have "first refusal" on all television contracts and will not necessarily shut out rival bids to telecast promotions.

Although he did not amplify this statement, Mr. Kletz implied that the revenue from sale of a sports event to an advertiser, plus that from the sale of television rights to motion picture theatres, would far exceed the total take from the in-person audience.

He said that negotiations were already underway with a motion picture theatre chain to show telecasts of Tournament of Champions promotions. Although he did not identify the film company, it was believed to be Paramount whose New York theatre is already equipped for the reception and almost immediate reshowing of telecasts on its large screen.

MCA Function
One of MCA's functions in the new organization is to line up theatrical outlets, it was said.

The former Tournament of Champions, although hitherto deprived by established pugilism interests of staging bouts in Manhattan, has promoted several successful matches in New Jersey cities. Mr. Kletz reported that the new organization was now in negotiations for a Manhattan stadium, which was unnamed, in which to produce future fistic spectacles.

The new organization will not confine its promotions to boxing but intends to enter all sports fields. According to a formal announcement, the Tournament of Champions will "shortly enter the hockey, football and tennis fields."

"[The company] plans to operate not only in New York and other large cities, but nationally and internationally," the announcement said.

Under the contract MCA, which controls top talent in the entertainment field, will get 10% for any booking operations in connection with Tournament of Champions business. MCA plans an active campaign to dig up new fighters.

"Who knows where we're going?" he repeated. "We only signed the deal yesterday."

Mr. Kletz was asked if the company contemplated the outright purchase of teams-major league baseball teams, for example. His answer was that such developments might happen.

Officers of the new company are Mr. Kletz, president; Mr. Lowman, vice president, and Charles Miller, MCA vice president, treasurer.

The first event to be produced by the new organization is the Sugar Ray Robinson-Stevie Belloise bout at the Jersey City Armory Dec. 9. It will be sponsored by P. Ballantine & Sons (beer) through J. Walter Thompson and telecast by CBS eastern network.

At the conclusion of the questions by reporters, Mr. Kletz, beaming with good will, said he had one of his own to ask.

"You boys have a good lunch?" he inquired. Everybody but one dyspeptic sports writer said yes.

WLRD LAUNCHED

Miami Beach FM Outlet

WLRD (FM) Miami Beach got underway last Wednesday night on Channel 230 (93.9 mc) with a special half-hour broadcast. Civic leaders, as well as managers of other stations in the Miami area, were present.

The new station is the first Florida affiliate of the Continental FM Network [Broadcasting, Nov. 29], and the dedicatory program included a Continental show on tape. Station uses a 3 kw Western Electric transmitter and 8-bay cloverleaf antenna. It is licensed to Mercantile Broadcasting Co.

Overall investment was approximately $50,000, according to Alan H. Rosenson, principal owner, general manager and chief engineer. Other executive personnel includes: Marshall Simmons, formerly of WIOD Miami, program director; Douglas J. Kamp, previously with television department of Douglas Leigh Inc., New York, commercial manager.

KPIX RATES

AM Clients Get 10% Off

(See story, page 44)

KPIX, television station owned by KSFO San Francisco, and scheduled to go on the air this month as the Bay Area's first video station, announced its rates last week.

Rate card for a basic advertising rate of $250 for one hour of Class A time (every evening and Saturday and Sunday afternoons) is $187.50, and the hourly charge for Class B time (weekday afternoons) is $125. One-minute of film or slides will cost: For Class A-$37; Class B-$28.50; and Class C-$19.

Advertisers who use KSFO in the amount of 50% or more of the KPIX billing will be allowed a discount of 10% on KPIX time charges.

KPIX is scheduled to be dedicated about the middle of December or shortly thereafter.
**NBC-CBS**

*Continued from page 23*

...cious motorists, constitutes a network that was seeking a capital gains deal. The advice was believed to have followed an overtone to the program from CBS.

Whether NBC intended to bid for the program or a capital gains basis was not known, but informed sources believed it doubtful.

Reimbursements of the CBS purchase of stars were numerous. Observers pointed out, as an example, that the network must be protecting its vast investments with insurance policies.

**There Is Insurance**

In response to questions on this point, a high CBS executive declined to comment beyond indirectly admitting that some sort of insurance had been taken out.

The investment of several million dollars in a network that fired 55 other men, who, unlike real assets, can be stricken with heart attacks or hit by insurmountable motorists, constitutes a serious risk, it was pointed out.

The only insurance which presumably would offer full protection to the CBS investment would be life policies whose premiums, it was believed, would be exorbitant. Mr. Bennet, in his fifties, would not count a good risk by most insurance firms and a policy on his life for any amount approaching the money CBS has invested in him would run into fabulous premiums.

Beyond having set Mr. Benny definitely in 7:30-8 p.m. Sundays, the time period he has held for years in NBC, Columbia had not managed by Thursday night to rearrange other Sunday evening shows.

Lever Bros. was adamant in its refusal to budge Amos 'n' Andy out of the 7:30-8 p.m. slot, into which the network had hoped to move the Phil Harris-Faye show. In such a case it would acquire it from NBC, and as a result that program was at least temporarily remaining at the old slot, following the Benny period on NBC.

**No Shift Trouble**

Speculation that Mr. Harris would find it difficult to appear in his usual role on the Benny program at CBS and on his own immediately following on NBC, owing to the need for him to change studios, was dismissed as unduly alarming. The CBS and NBC Hollywood studios are situated only two blocks apart and by slight provision in the Benny script Mr. Harris could leave that program in time to reach his own.

To accommodate the Benny show, the Gene Autry program, sponsored by Wrigley Gum, will be moved to an as yet undisclosed time period. The current CBS Sunday schedule contains Son Spade for Wildroot in the 8-9:30 p.m. period following Amos 'n' Andy and a sustainer, Philip Mor- lane, in the half-hour following that.

Frank Stanton, CBS president, made a flying trip to Hollywood early last week in an effort to induce Justin Dart, president of Rexall Drug, sponsor of the Harris-Faye show, to move it into the 8:30-9 p.m. slot. Results were not disclosed.

Meanwhile, as it faced the definite loss of Mr. Benny, the possible loss of Mr. Bergen and the Harris-Faye show from its Sunday night lineup, NBC's executive staff was wrestling with the problem of .shudders last week when Fred Allen, the only comedian who theretofore had been deemed certain of lingering, told a newspaper columnist he thought he would take next year off to rest.

It was recalled that Mr. Allen's announcement of intended retirement was seasonal, and it was thought likely he would change his mind.

**Rate Boosts Asked**

**NEW RATE increases requested by Bell System subsidiaries of the American Telephone & Telegraph Co. will not affect the long lines rates given to the radio industry, it was learned yesterday. AT&T disclosed its Bell subsidiaries have applications pending for a total of $240 million a year in new rate increases.**

**CONGRESS EYES STARS' TRANSACTIONS**

WITH CONGRESSIONAL attention fastened on negotiations of radio and movie stars to sell themselves as "businesses," some disappointments may be forthcoming.

It is doubtful that any of the stars involved in the deals consented to "made a good case" before Internal Revenue officials. The other cases, he said, were believed to have had considerably less merit in the eyes of the government.


"One of immediate concerns," said Congressman Curtis, "is the unpublished approval given by the Bureau of Internal Revenue to schemes whereby professional entertainers are permitted to classify their personal services as a 'business' and thus pay a capital gains tax of 25% instead of the normal rate of upwards of 80%. An enter-

tainer who can force the sale of his so-called 'business' for $4 million . . . would pay less than one million in taxes and pocket over three million."

Congressman Curtis maintained that "when one professional ent-
tainer avoids payment of $2 million that amount literally will have to be dug out of the pockets of thou-
sands of small taxpayers."

**VIDEO PLUG**

Kennedy Sells TV on AM

JOHN B. KENNEDY'S Eye Witness News series on WFIL Philadelphia is doing an all-out job of promoting television.

Mr. Kennedy devotes a portion of each 15-minute program to telling his listeners of the shows on all local television stations that are available. He also gives away a video set a week for the best letter on "Why I Plan to Buy a Tele-
vision Set." Daily winners in the contest receive an RCA-Victor album of popular records.

The Kennedy programs are sponsored jointly by Raymond Rosen, RCA-Victor distributor, and the following RCA-Victor dealers: Morgenstern Television Center; Terminal Electrical Appliances; World Store; Pineus Radio; Norman Formace; ABC Appliance Service Center; L. Dubrow and Sons; Leo's (Camen, N. J.), and Fred Dannenhanger (Merion and Narberth, Pa.). The account is handled by Al Paul Lefton Co., Philadelphia.

**FCC NAMES COX**

ROBERT COX, a principal budget examiner of the Budget Bureau, has been named FCC Budget Of-
ficer and will assume his new duties next Friday (Dec. 10).

He succeeds David Cooper, acting budget officer, who reportedly is transferring to an FCC assignment in Kansas City for reasons of health.

Mr. Cox has been with the Budget Bureau since July 1940 and formerly was with the New York State Division of the Budget. He is a native of Virginia and a graduate of Syracuse (N. Y. ) U.

**CKLW-FM Windsor-Detroit started operations last month, with 250 watts transmitter on 88.3 mc.**
**KRNT**

...a leader in the nation—
the leader in Des Moines

**THESE AUDIENCE FACTS BECOME MORE IMPORTANT WHEN YOU CONSIDER THE IMMENSE WEALTH OF THE GREAT IOWA MARKET.**

*Note: Polk County (Des Moines) RANKS 2nd IN THE NATION in Effective Buying Income Per Family ($6,402).*

*Note: Polk County (Des Moines) RANKS 3rd IN QUALITY OF MARKET INDEX among the nation's Metropolitan Counties (30 above national average of 115).*

*Iowa LEADS All Other States In Net Farm Income (7.47%)*

Facts speak for themselves... These will tell you to call a Katz man for more details about—

*From data appearing in May 10, 1948 issue of "SALES MANAGEMENT" Survey of Buying Power*

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**KRNT**

THE REGISTER AND TRIBUNE STATION

**December 6, 1948 • Page 63**
See why Leaders in TELEVISION choose MYCALEX 410 insulation

In television seeing is believing...and big name makers of television sets are demonstrating by superior performance that MYCALEX 410 molded insulation contributes importantly to faithful television reception.

Stability in a television circuit is an absolute essential. In the station selector switch used in receivers of a leading manufacturer, the MYCALEX 410 molded parts (shown here) are used instead of inferior insulation in order to avoid drift in the natural frequency of the tuned circuits. The extremely low losses of MYCALEX at television frequencies and the stability of its properties over extremes in temperature and humidity result in dependability of performance which would otherwise be unattainable.

Whether in television, FM or other high frequency circuits, the most difficult insulating problems are being solved by MYCALEX 410 molded insulation...exclusive formulation and product of MYCALEX CORPORATION OF AMERICA. Our engineering staff is at your service.

MYCALEX CORP. OF AMERICA
"Owners of 'MYCALEX' Patents"

Plant and General Offices, CLIFTON, N. J. Executive Offices, 30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

Specify MYCALEX 410 for:
1. Low dielectric loss
2. High dielectric strength
3. High arc resistance
4. Stability over wide humidity and temperature changes
5. Resistance to high temperatures
6. Mechanical precision
7. Mechanical strength
8. Metal inserts molded in place
9. Minimum service expense
10. Cooperation of MYCALEX engineering staff

PHILCO uses these MYCALEX 410 molded parts in its TELEVISION TUNER
Engineering Conferences
(Continued from page 85)
representatives took part in the proceeding in addition to a number of FCC engineering and legal staff members.

The following were named to the committee which will formulate specific solutions for the technical disputes: Dr. Frank Kear, engineering consultant for ABC; Stuart L. Bailey, consulting engineer, who will name a member of his firm to participate; Paul A. deMaro, consulting engineer; Raymond M. Wil- motte, consulting engineer; Dr. Kenneth A. Norton, Bureau of Standard; Thomas J. Carroll, Bureau of Standards. Others may be added. Mr. Allen is expected to act as chairman.

The committee's conclusions may be considered in another session about Jan. 6, was suggested, on the report may be circulated for approval.

The RCA-NBC proposal was opened by Philip F. Siling, engineer in charge of the RCA Frequency Bureau, who approached the problem from the basis of reducing interference so that an adequate TV service can be given the public. He outlined a system developed by RCA for synchronizing the carrier frequencies of co-channel television stations. The system minimizes the effects of tropospheric interference, makes possible greater service area for individual TV outlets and permits a larger number of stations in the VHf band, Mr. Siling said. He urged the system be considered in allocations.

Regarding the freeze, Mr. Siling said RCA feels "that the interest of the public in the maximum utilization of the VHF channels will best be served if the Commission will promptly lift the 'freeze' and make its assignments upon the basis of proved need. The 2 millivolt per meter contour of metropolitan stations for not less than 90% of the time." Service areas would be extended up to about the 500 microvolt per meter contour with a synchronization of carriers, he explained, extending service to a larger part of the rural population.

Urges DA Use
Mr. Siling also recommended that directional transmitting antennas should be authorized and the allocation plan be based on the use of such antennas where practical.

More intensive study of the height effects of transmitting antennas was urged by Mr. Siling with comment such study need not postpone lifting of the freeze. He further urged use of higher power for TV stations to improve service. Higher power also would make possible simplification of receiving antennas and installation of receivers, the RCA representative stated.

Ray D. Kell of RCA Labs presented technical details on the operation of the synchronizing system. Dr. George H. Brown of RCA Labs described a new RCA receiving antenna, composed of several elements and a diplexer, which can efficiently work all 12 channels with moderate gain and without switching. The antenna also can be made to reverse in directivity by means of a switch on the diplexer, attached to the receiver.

Donald G. Fink, vice chairman of the Joint Technical Advisory Committee of the Institute of Radio Engineers and the Radio Manufacturers Assn., presented a detailed report. He said JTAC has found the FCC value of 500 microvolts per meter for rural reception is satisfactory for low band channels 2 through 6, but is low for high band channels 7 through 13. He said it has been indicated that particularly for services covering a wide frequency range, the use of microvolts or millivolts per meter are not well suited to allocations problems. Instead a power density method such as watts per meter might be employed.

Mr. Fink said he has received unanimous agreement through an RMA Television Systems subcommittee that the co-channel interference protection ratio should remain 100 to 1 in field strength of desired to undesired signals.

The JTAC spokesman stated that if the TID November report on television tropospheres were subject to face value, station separation is evidenced. However, the technique of synchronization and appropriate use of directional antennas would make the earlier separations "more feasible," he said. Mr. Fink told the FCC that directional transmitting antennas should be used where warranted, but that they should not be used as a basis for setting up the video allocations. Nor should allocation rely on receiving directional, he said.

Power boosts to improve coverage was urged by the JTAC representative. He also recommended further study of the antenna height factor in order to maximize service areas relative to interference areas.

Dr. Thomas T. Goldsmith Jr., director of research of Allen B. DuMont Labs. Inc., offered extensive data on tropospheric, terrain and other effects based on June through September studies of DuMont's WABD (TV) New York. He said FCC's staff has done an "excellent" job in compiling its data reports and that its suggested methods of analysis "are quite logical."

He pointed out that the DuMont tests, further supplementing FCC research, show that tropospheric theory alone is not adequate in consideration of safe spacings. He recommended it would be more equitable for allocation purposes to set a power ceiling irrespective of antenna height and to encourage all stations to use this full power. Thus applicants would plan to use as great antenna height as practical to increase their primary service area.

Dr. Goldsmith observed that the TID video troposphere study shows the basic allocation plan would be subject to "intolerable interfer-

(Continued on page 86)
Engineering Conference
(Continued from page 65)
ence but that the presently occupied channels (licenses and construction permits) "do not appear to be in very serious condition except in a few cases." He said that if this second plan of FCC were followed, and the severe cases corrected, a good service would be rendered.

The people would demand a more extensive service than the 12 VHF channels can provide, the DuMont official predicted. The answer is in expansion of black and white television into the 475-890 mc UHF bands, he said.

CBS Studies
William B. Lodge, CBS vice president and director of general engineering, presented five different allocation studies based on the November TID illustration of video allocation as revised for tropospheric channels. Both the CBS and FCC experts are confined to the same northeastern portion of the U. S. and cover 50 cities.

Four of the CBS studies employ different assumptions as to station separation while the fifth is an independent UHF high band study for consideration in the event it should be decided to consider UHF for channel allocations. The first study assumes continuation of all outstanding authorizations with 150 mile co-channel separation. Total of 79 outlets is possible in the 50 cities but 23 cities would have no outlet.

Plan two is like the first except for 175 mile co-channel separation. Total of 84, with 29 cities having no station.

Plan three is like plan one except no assignments are assumed in cities unless at least three stations are provided. Channels salvaged from one and two-channel cities are assigned to larger cities. Spacing is 150 miles. Plan four follows plan three but uses 175 mile separation. Plans three and four both allow 69 stations and no outlets would be provided in 36 cities under each.

The UHF study assumes separation of 200 miles co-channel and 140 miles adjacent channel for larger cities. Below first 50 cities, separation is 180 miles co-channel and 100 miles adjacent channel. Some 231 stations would serve 140 metropolitan districts.

Policy Questions
Mr. Lodge pointed out it is not possible to recommend any of the VHF studies or the UHF proposal until certain policy questions are answered. These included: Relative importance of need for more stations as against larger service areas, whether VHF channels are to be permanently allocated to video, whether UHF channels are to be considered in VHF planning and if UHF is to be considered, whether both should be assigned to the same city. In the last proposition, CBS points out it may be necessary to determine whether color TV is to be provided for, and if so, on what frequencies.

Dr. Frank G. Kear, engineering consultant retained by ABC, presented a new complete plan for the network in its channel studies in the New York area on propagation and reception. He said ABC stands on its earlier proposals that the first plan to be adopted by a channel plan should be determined on the basis of "geographical or economic features, not by the artificial means of 'geographical or economic features'" [BROADCASTING, Aug. 23].

Harry R. Lubcke, director of television for Don Lee Broadcasting System, operator of experimental TV outlet WXXO Holly-

wood since 1931, offered a summary of tropospheric data collected on the West Coast. Data concerned reception conditions in Los Angeles, Seattle, and some signals from Los Angeles, 115 miles distant. No diurnal variations were observed but seasonal variation is considerable.

Jerome Respess, head of the LaPoint-Plascemold Corp., gave observations of tropospheric reception in different locations and concluded station separation should be about 300 miles.

A. Earl Cullum Jr., consulting engineer, presented terrain and tropospheric propagation for several stations located in the East and in Texas. He also entered in the record a page illustrated summary concerning high frequency propagation.

Westinghouse Radio Stations Inc., through its engineering manager, Ralph Harmon, presented detailed charts of propagation measurements newly made through its Stratovision project.

DuMont Data "Good"
Howard G. Smith, professor of electrical engineering at Cornell U., commented on the FCC concept of separating troposphere and terrain effects and indicated he also thought the DuMont data "looks good."

George F. Leydorf, vice president of the G. A. (Dick) Richards stations, related FM tropospheric transmission across Lake Erie. Precanned seasonal and diurnal variations were observed.

Stuart Bailey of Jansky & Bailey, consulting engineering firm, presented analysis of mobile fading characteristics for several FM outlets. Regarding TV allocations, he urged directional antennas be used after non-directional separation has been reached, as in AM stations.

Harry Fine, FCC engineer, discussed service protection in the TV and FM bands. He suggested that two limitations be used to determine protected contours. These would be based on co-channel and adjacent channel interferences and would call for two contours. Mr. Fine, with William Bosee, FCC engineer, had compiled FCC's preparatory reports.

Non-Listener?
Two weeks after TORONTO's three 50 kw stations were off the air recently when a large hawk decided to rest on a high voltage line wire at the aerials. Just as newscasts were to be made, the bird sank its talons into one of the high-voltage wires sending power to the transmitters. It was electrocuted at once, and the surge of current in the wire held it fast. The maintenance crew half an hour to repair the damage.

HIGH BAND TV
KMBK Seeks Experimental

IN ANTICIPATION of the FCC assigning television to channels in the 475-890 mc band, KMBK Kansas City, Mo., made application for an experimental video station. Request is for a band between 480-509 mc with 200 w visual and audio power.

In making an announcement of the application, Arthur B. Church, KMBK president, said in a special broadcast: "We at KMBK do not intend to see Kansas City forever a laggard in television. Yet, our Washington attorneys tell us two years may be required for the FCC to hold hearings and make decisions and then go through the probable court appeals before construction permits [in the present low band] may become effective."

KMBK made application to the Commission last January for a TV station. Along with other applications in the area it became involved in 'hearing which had not been held at the time of FCC's freeze on the processing of video applications, Only station to be a construction permit was WDAF Kansas City, which had already been processed and granted.

"We are ready and willing to pioneer high band television," Mr. Church said, and "we already have much of the facilities and equipment to start experimental high band TV broadcasting."

Application by the station states that there is a $155,000 expenditure which has been made by KMBK for video studios and other TV facilities already in possession. Including this figure, the overall cost of construction is estimated at $175,000.

Mr. Church also pointed out that Zenith has announced TV receivers with tuners for both the present band and the new high band, "and high band tuners have been readily available for DuMont television receivers."

Mr. Church said: "If the FCC grants this experimental license without delay, we will try to begin experimental high band television within a matter of months. Meanwhile, our efforts to expedite getting on the air with KMBK-TV on low band will continue."
NARFD ELECTS
Wallace Kadderly, KGW, Is New President

WALLACE KADDERLY, farm director at KGW Portland, Ore., was elected president of the National Asso. of Radio Farm Directors at the annual convention Nov. 28 in Chicago's Stevens Hotel. Vice president during the past year, Mr. Kadderly succeeds Charles Worchester of WMT Cedar Rapids, Ia.

The new vice president is Gordon Loudon of WWL New Orleans, while Phil Alampi, WJZ New York, succeeds Hal Totton, WGN Chicago, as secretary-treasurer. Each serves one year. The historian and editor will be appointed by Mr. Kadderly. The directors voted to divide the country into geographical sections, vice presidents for which will be elected at the annual meeting next year. These men will assist the officers in policy matters and will organize regional meetings.

Other resolutions included recommendations for additional governmental extension services and a study of television management and production. “Because of the increased interest in television,” RFDs were cautioned to investigate thoroughly before adopting the medium.

“Further information (should) be sought from the U. S. Dept. of Agriculture and land grant colleges in connection with agricultural television at the earliest opportunity.”

Suggest Meeting

RFDs suggested a meeting with the radio service chief of the USDA “to formulate specific recommendations for the Director of Information and Secretary of Agriculture on sufficient fiscal appropriations” for additional services created by “existing demands,” and for extension of applications of current service and “possible future needs.”

The remainder of the 14 resolutions concerned technical points in the association’s operation. Resolutions committee, which presented its report during a committee reports session, included Herb Prichard, chairman, WHO Des Moines; Miriam Foltz, WOSU Columbus, Ohio; Mr. Alampi, Gus

CHNS
HALIFAX NOVA SCOTIA

THE SIGNBOARD OF SELLING POWER IN THE MARITIME PROVINCES
ASK JOH WEED & CO.
350 Madison Ave., New York

He Has the Reasons Why
5000 WATTS—NOW!

WMT rocks ’em to their foundations in Stone City [IOWA]

WMT rocks ’em to their foundations in Stone City [IOWA]

It’s just a wide place in the road . . . and if you miss the 6:10 you’re stuck until tomorrow . . . but pile a lot of little Stone Cities together and you get a rock-ridden market worth talking to.* Out on the rolling prairies where ground conductivity is just what the boys pray for back East, WMT does a terrific job of covering thousands of these small communities.

The way to wear away the sales resistance of Stone City, et al, is clear: use WMT—Eastern Iowa’s only CBS outlet. Ask the Katz man for details.

*1059 towns and cities dot the WMT (R&M) map. 1,191,782 people live within WMT’s 2.5 MV lines.

Upcoming

Dec. 11: NAB Georgia Radio News Clinic, Ashley Hotel, Atlanta.
Dec. 12: NAB Alabama Radio News Clinic, Tutwiler Hotel, Birmingham.
Feb. 11-16: NAB Board of Directors meeting, Roosevelt Hotel, New Orleans.

WATTS
CEDAR RAPIDS
5000 Watts 600 K. C. Day and Night
BASIC COLUMBIA NETWORK

(*1059 towns and cities dot the WMT (R&M) map. 1,191,782 people live within WMT’s 2.5 MV lines."

Broadcasting • Telecasting

December 6, 1948 • Page 67
OPER A LOVERS
WJZ-TV Met Rating High

MORE people were tuned to the WJZ-TV telecast of the Metropolitan Opera premiere on Monday night, Nov. 29 [See story page 46], than to any other video stations in New York City combined, according to a special Hooper released for that date. The overall evening rating for ABC's key station was 42.3, although no check was made after 10:45 p.m.

Share of the audience during the two and three-quarter hour period covered was placed at 59.8, and sets in use was 70.8.

From 8 to 9 p.m., the first hour of the opera, WJZ-TV was rated at 40.9; sets in use was placed at 70.3, and share of audience was 58.1.

More people tuned into the second set of "Otello," according to the Hooper ratings for the 9-10 p.m. period, when ratings recorded was 44.6; sets in use 73.6, and share of audience 60.6. For the final 45 minutes of the period rated, WJZ- TV soared 41.5 Hooper; sets in use 68.0, and share of audience 60.7.

WALTER PASCALL, WSB-TV Atlanta news editor, interviewed Edward Tomlinson, NBC commentator, when he was in Atlanta on a speaking engagement before the Pan American League.

TV IN RELIGION
Del. Church Experiments

AN EXPERIMENT with television in the church and Sunday school is being conducted in Wilmington, Del., by Rev. L. E. Warner, pastor of Trinity Methodist Church. He has bought a television set for his Sunday school auditorium with funds contributed by members of his congregation and friends in the community.

Rev. Werner, who is chairman of the radio committee of the Wilmington Council of Churches, said the purpose of the set installation is: (1) to keep young people of the church away from "the unwholesome places where television is most commonly to be found," and (2) to make use of "the recognized educational and entertainment features which television affords."

Video to Sell Art

TELEVISION may sell art to the American public as sound broadcasting has sold music, B. Wade of Brandonwine Methodist Church, the DuMont Television Network, said Nov. 28 in a talk to the Collectors of American Art in New York. Citing the phenomenal rise in the sale of phonograph records resulting from musical broadcasting, Mr. Thompson described television's past attempts at art education and discussed future use.

MYSTERY GIRL
P&G Starts Contest on TV

PROCTER & GAMBLE, Cincinnatii, sticking to its contest gun, come what mayhem, has instituted another "Guess Who" mystery game, which was to be launched Friday evening, Dec. 8 on Fashions on Parade, DuMont television series, 8-9 p.m.

Featuring a $3,500 feminine wardrobe as grand prize jackpot, the contest is being held on behalf of the USO, to aid in its drive for a $7 million 1949 national goal.

The contest, in typical "Miss Rush" and "Walking Man" fashion, requires slogans to be submitted by mail, with three winners of each week's contest to receive $50 in merchandise and a chance to identify by telephone the "Miss Terry mystery girl. A well known personality, "Miss Terry" will appear on the video program appropriately masked while a jingle to her identity is read.

Benton & Bowles, New York, is the P&G agency, and the program is on behalf of Ivory Snow and Prell shampoo.

RADOX SERVICE
Expansion Contemplated

RADOX, Albert Sindlinger & Co's listener measuring service, has been invited to extend operations to New York, according to Mr. Sindlinger. No decision has been reached as yet. The source of the invitation was not disclosed, but it was believed to be an advertising agency.

The service may also carry into the Midwest, it was reported, with that invitation coming from a large station. Last Wednesday Radox expanded its operation into north-east Pennsylvania.

BERCH CUT-IN
Again Aids Social Work

JACK BERCH will repeat a unique public service appeal on his Dec. 8 broadcast (NBC, Monday-Friday, 11:30-11:45 a.m.) when stations in scores of cities again cut into his network broadcast to raise a central welfare office to which people can volunteer services for local social work. The first cut-in broadcast, last May, was so successful in recruiting volunteers that welfare organizations throughout the nation requested periodic repetition of the appeal.

The Jack Berch Show is sponsored by Prudential Life Insurance Co., Newark, through Benton & Bowles, New York.

Contact Avery-Knodel ... then use KDAL to reap your harvest from this moneymaking and booming Duluth-Superior Market.

Hooper Price
Policy Changes Reported

TWO price policy changes for agency and advertiser subscribers having one or more network programs reported were announced last week by C. E. Hooper Inc.

(1) "Billing for program Hooper-ratings for the period of May through September shall henceforth be based on each subscriber's April billing as a monthly minimum."

(2) "Cancellations of any Hooper service henceforth to involve a minimum of 90 days advance notice in writing."

The revisions are effective next January.

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TRANSFERPLEAS

7 Stations Are Involved

APPLICATIONS for transfer of seven stations were received last week by the FCC. One of the applications covered four outlets of Fort Industry Co., located in the Northwest that WJDK Detroit; WAGA Atlanta; WMMN Fairmont, W. Va., and WWVA Wheeling, W. Va., plus all associated operations, be transferred from the wholly owned subsidiary corporations to the parent company. No money is involved.

Other requests involve the construction permit for KBKO Portland, Ore., and KHCO (FM) Houston, Tex. No money is involved in either of these transactions.

At Albemarle, N. C., WABZ would be sold by its original partners to three new partners. Sales price is $35,000.

Fort Industry Co. said its proposed transfers are for "tax reasons." The company requested action before the end of the year. The four subsidiary companies involved are: Liberty Broadcasting Corp. (WAGA), Detroit Broadcasting Co. (WIBJ), Monongahela Valley Broadcasting Co. (WMMN) and West Virginia Broadcasting Corp. (WWVA).

Ownership Details

Details of the other proposed transfers:

Albemarle, N. C.—Ownership of WABZ Albemarle transfers from four partners, none of whom holds a majority interest, to three new partners each holding one-third. W. H. Whitlow, Carl C. Aley, G. H. Hendrix and Ira Leitch, the original partners, sell their holdings for $35,000. New owners are: W. E. Smith, attorney and president of Queen City Coach Co.; T. R. Wolfe, owner of L. Wolfe Motor Co., and M. M. Palmer, president and treasurer of Stanley Lumber Co. Application requests waiver of the AVG open

KWRO READIES

Plans to Take Air Dec. 15

KWRO Coquille, Ore., is completing preparations for its opening, tentatively set for Dec. 15, according to Walter L. Read, general manager. The 162-foot self-supporting Blaw-Knox antenna has been completed, and equipment is being readied for testing.

The transmitter is located 1 mile outside of Coquille, on Highway 101, and studios and offices are located in the Coquille Hotel. Station is on 1450 kc with 250 w day and night.

In addition to Mr. Read, staff includes: Robert W. Harris, sales and station manager, and former manager of KTLI Tillamook, Ore.; Ralph Brown and Curt Raynes, engineers; Bill Cook, sales; and Bill Bickett, program and continuity director.

DOCUMENTARIES

Educational Value Studied

A research program to determine the value of documentary films, radio programs, and television shows for adult education has been instituted by Columbia Teachers College, New York, Dr. Morris A. Cartwright, executive officer of the college's Institute of Adult Education, announced last week.

The laboratory will evaluate existing programs and analyze specific educational needs not being met by the current radio, video, and film fare.

Beginning in January, The Adult Education Journal, publication of the American Assn. for Adult Education, will issue a new audio-visual supplement, featuring critical reviews of new 16mm films and all major radio and television events.

Butch and 'Enemy'

"THE ENEMY has advanced into our territory." This isn't the usual dialogue listeners expect to hear from a play-by-play account of a football game, but that's what Santa Barbarans got during the recent championship semi-final game between Santa Barbara and Monrovia. When a last-minute emergency arose at KIST Santa Barbara, Owner Harry C. Butch er stepped in and substituted as sportscaster. The former CBS vice president and wartime aide to Gen. Eisenhower was admittedly non-partisan in favor of Santa Barbara. He suggested the opposition station if listeners wanted a professional account of the game.

P.S. "The enemy" lost.

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Spot Probe
(Continued from page 22)

on the stations, while exercising network prerogatives— are seeking a commanding position over all time sales by combining the function of network and station representative.

Mr. Katz asserted that the increase in AM stations has "immeasurably strengthened the bargaining position of the networks in their dealings with affiliates."

Without "overt network pressure or duress," he said, the networks are able to convince affiliates that "it would be a good idea" to let the network handle spot representation as well as affiliation.

TUESDAY

Under cross-examination by Judge Rosenman, Mr. Peters said his firm, Free & Peters, now represents 33 AM and 4 TV stations and does not need to add employees to handle the five Westinghouse stations which clients Jan. 1.

He said a "majority" of his firm's 20 salesmen had had station experience, but he was unable to name more than six.

With respect to "competition" between national spot and network advertising, it was brought out that "about five" NARS members represent both newspapers and radio stations. Mr. Peters agreed that there is some competition between these two media, but said competition between network and national spot advertising is "more highly competitive."

He considered it "very likely" that AM and TV would be mutually competitive as network and spot advertising.

Mr. Peters said he thought it would be improper for one representative to work for separately owned AM, TV, and newspaper operations in the same community.

Under questioning by Mr. Wilkinson, the NARS executive said independent representatives would sell locally produced programs in preference to transcribed shows. To Mr. Wilkinson's request for an instance in which CBS Radio Sales dictated an affiliate's rates, he said he knew of no instance in which sales were followed a format similar to Radio Sales. Mr. Fisher, for WRVA, suggested that WRVA's rate card, which had been described as similar to Radio Sales', was patterned after one suggested by NAB.

Mr. Cottone questioned the NARS witness at length on representatives' role as advisers to stations on program matters.

Judge Rosenman's cross-examination of Mr. Katz was relatively short. Mr. Katz' "conclusions," he said, were argumentative and in the nature of a brief, and so CBS would prefer to answer them in a brief of its own. Otherwise, he said, Mr. Katz seemingly felt that different network rules should be drawn for television. CBS regarded this as outside the issues of the hearing and therefore did not cross-examine. NBC took a similar position.

Mr. Fitts replied that Mr. Katz' testimony apparently had been misunderstood. The gist, he explained, was that the networks have a much stronger hold over TV stations than over AM.

Mr. Spearman, speaking for Edward Petry Co., contended that television was clearly concerned and that Mr. Katz' testimony was obviously pertinent. Comr. Walker indicated agreement.

Under questioning by Comr. Hennock, Mr. Katz said approximately eight companies control more than half the business handled by the 24 NARS members.

The Petry company, he said, is the largest of the group. After that, he found it hard to distinguish among "four or five" for second place.

On further examination by NARS counsel, Mr. Katz said it was not a common practice for independent representatives to handle conflicting interests in the same communities.

WEDNESDAY

Howard S. Meighan, CBS vice president, opened Columbia's presentation on behalf of its Radio Sales division, which, he said, is entirely separate from the Network Sales Dept.

He said Radio Sales was established as a subsidiary corporation in December 1932 and was merged with the parent corporation in 1936. At one time, before temporarily reducing its representation activities, Radio Sales represented 14 affiliates in addition to the CBS owned stations, and also represented the Don Lee Network, he said.

Mr. Meighan charged that when WRVA Richmond "fired" Paul H. Raymer & Co. and when KSL Salt Lake City "fired" Edward Petry & Co., the independent representatives formed an association to combat Radio Sales, which had taken over the representation of WRVA and KSL.

He emphasized that the relation between representative and station is an "employee-employer relation," with the station as "the boss."

He also stressed the Radio Sales plan's provision of 5% commissions to salesmen for selling local live talent programs, declaring the organization's interest in local live is a major reason for affiliates' "preference" for Radio Sales representation.

Mr. Meighan's testimony was interrupted Wednesday afternoon to accommodate witnesses from two CBS affiliates, WBT and WAPI, both of which are represented by Radio Sales.

J. M. Bryan, president of WBT, said that when Jefferson Standard Life Insurance Co. bought WBT from CBS the buyers decided to continue Radio Sales representation after "thorough consideration" which included talks with four independent representatives as well as Radio Sales.

He said the representation contract is verbal, cancellable on a year's notice, that the arrangements have been "highly satisfactory," and that he is pleased with them in every respect."

He said he would have no fear of losing his CBS affiliation if he chose to cancel the Radio Sales representation.

Mr. Fitts, questioning Mr. Bryan on failure to switch its WBIG Greensboro's representation to Radio Sales, contended Radio Sales is interested in WBT and not in WBIG because WBT is the dominant station in the market and WBIG is not. Mr. Bryan said the George P. Hollingbery Co. had represented WBIG satisfactorily and no change had been considered advisable.

Charles H. Crutchfield, WBT general manager, said Radio Sales had given WBT "effective sales representation," provides the services of "a dependable research organization," and gives WBT "an extra promotion department." He said CBS had exerted no influences on WBT via Radio Sales and that, in fact, Radio Sales has sold spot advertising time which conflicted with CBS network time.

Thad Holt, president and general manager of WAPI, said his station has been represented by

Edward H. Weiss, president of Weiss & Geller, Chicago, plays a new song, "Thanksgiving," while composer Harold Rome listens. Mr. Rome wrote the song at the request of Mr. Weiss for Elgin American's two-hour Holiday Star Varities on ABC-New York's Thanksgiving Day telecast.
Radio Sales since 1937—a by verbal agreement—and that the relationship has been “very satisfactory.” He would not agree that WAP's CBS affiliation was a factor in the station's choice of Radio Sales.

Mr. Meighan, returning to the stand, was questioned at length by Comr. Henneick on the Radio Sales research department. It consists, he said, of three men. He described them as research “architects” and said others are employed to do the field and detail work.

If CBS had to make a choice between representing its present clients and having them as network affiliates, he said, it would prefer to have them on the network.

THURSDAY

Ivor Sharp, executive vice president of KSL, said Edward Petry & Co. represented the station from 1932 to 1947, when KSL became dissatisfied and terminated the contract. The station wanted to “work closer with agents and sponsors,” while the Petry firm “did not encourage closer relationships,” he asserted.

“Petry & Co. seemed to attach greater importance to representation agreements than to relations with the station,” he declared. He said the Petry company wanted long-term agreements while KSL favored short ones. “Also,” he added, “KSL was not satisfied with the comparatively low volume of business placed for KSL by Petry & Co. during 1947.”

Provides ‘Teamwork’

He said all commission payments cease after cancellation of the Radio Sales contract on 12 months’ notice, but that under the Petry contracts “payment of commissions continues much as a year after actual termination.”

Radio Sales, Mr. Sharp said, is providing “the type of teamwork we have always desired,” and “our experience to date . . . has been most encouraging. From a very low status when Radio Sales assumed representation of KSL, we have just had the highest national sales return for any September in our history.”

To questions from Mr. Spearman, he agreed that as yet there has been “no major difference” in results from Radio Sales and the Petry firm. He said it “may be true” that Radio Sales has added only two programs in the 11 months it has represented KSL, but he insisted that that point is not “basic” to his preference for Radio Sales.

Differences Over Contracts

He conceded that commissions being paid to Petry & Co. since the termination of the contract are the result of business placed by the Petry firm, and said he was “not complaining about that too much.” Dissatisfaction with the Petry company, he said, stemmed primarily from differences over the representation contracts.

Mr. Fly brought out that Mr. Sharp had read his statement to CBS counsel and made “minor changes” before it was mimeographed. Mr. Rosenman reported that he conferred with some of the witnesses of CBS affiliates in advance and had had prior correspondence with some, since their objectives in the case were the same. Mr. Fly said he would have done the same thing.

Barren Howard, business manager of WRVA, which was represented by Paul H. Raymer & Co. before it switched to Radio Sales, said WRVA felt the Raymer firm was not organized to meet the post-war competitive situation. But it was decided to give the company a full year “to reorganize and conform to our requirements of a sales organization,” he said. During this year, he testified, WRVA voluntarily raised its compensation to the Raymer company.

But “it became apparent that the type of service we considered necessary either could not or would not be provided by Raymer,” he asserted, noting that WRVA signed with Radio Sales effective Oct. 1, 1947. “To secure the additional services offered by Radio Sales,” he said, “we again increased our sales compensation above that paid to Raymer.”

Mr. Howard stressed WRVA's reliance upon locally produced programs, and said that “in philosophy and policy Radio Sales operations closely paralleled the thinking of station management.”

“Raymer's philosophy had been to avoid getting sidetracked into programs, research, promotion, etc. and to concentrate on the immediate sale,” he said. “The suggestion was actually made to me at one time that perhaps we were trying to run too good a station; that perhaps we should be content to run the No. 2 station in the area. In this way, it was explained, we would not plough back so much money and would have a larger net profit.”

To questioning by Mr. Fly, he agreed that WRVA's net time sales

(Continued on page 72)

“Drop dead,” one of his listeners wired

Like most election prognosticators, he had a slight touch of foot-in-mouth disease about the results. Some of his listeners supplied a variety of comments on his commentaries, the most unflattering of which he quoted on his first post-election broadcast.

It's this combination of good sportsmanship and good showmanship that keeps the Fulton Lewis, Jr. program very much alive. For every listener who recommends his early demise, there are a hundred who register violent approval . . . but whether they tell him to crawl back in the woodwork or nominate him for president, they listen to his program night after night.

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr., program commands a vast and loyal audience. It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
WEIS NAMED
Lang-Worth Sales Manager

PIERRE WEIS has been promoted to general sales manager of Lang-Worth Feature Programs, C. O. Langlois, president of the firm, announced last week.

Born in France and graduated from the U. of Paris, Mr. Weis came to the U. S. in 1957. When the war broke out he returned to France and rejoined his original regiment in the French Army, with the rank of lieutenant. After the fall of France in 1940 he escaped through Africa, arriving in this country late that year.

Mr. Weis joined Lang-Worth in March 1941. He was commissioned in the U. S. Army in December 1943, returning to Lang-Worth in January 1946.

Hooper Conference

C. E. HOOPER Inc., New York, will hold a Hooperings subscriber conference tomorrow (Dec. 7) at 7 a.m. in the Music Room of New York's Hotel Biltmore. A slide presentation, including previously unreleased nation-wide radio audience comparisons is scheduled for the meeting. Included will be a view of television audience measurements and another new Hooper index, "market-by-market brand exposures per 100 homes."

UNESCO Program

A WEEKLY 15-minute program for use by stations in various countries is being planned for distribution by United Nations Educational, Scientific and Cultural Organization, according to the Director General's office at Beirut, Lebanon. The broadcasts will deal with UNESCO developments in line with a policy for freer mass communications. Series is expected to be available early next year.

One Man's Luck

FRANK BURKE Jr.'s good angel really worked overtime for him when he was driving to work one day last week.

Mr. Burke, KFVD Los Angeles general manager, failed to get his car out of the way of an onrushing ambulance. The vehicle was smashed, overturned and shoved to the other side of the road into another car, where it burst into flames.

Next day Mr. Burke was back to work—the only damage being a few singed hairs and minor burns.

WBKB-'SUN-TIMES'

News Hookup Near's Okay

"SHARP news look" proposed by WBKB (TV) Chicago, Balaban & Katz station, to Chicago Sun-Times was being considered late last week.

It was to be a final approval by Marshall Field & Co. owner and publisher, and Richard Finnegar, editor (Broadcasting, Nov. 29).

Plan provides for WBKB to have (1) newscasts by (Sunset and video news editor, working as a liaison man between the two operations; (2) daily newscasts using Sun-Times news and writing talent; (3) newspaper pictures in a "news in Chicago" telecast, and (4) analyses of national and world events by the paper's political writers and columnists.

Station will credit the Sun-Times on the air at frequent intervals.

Decision of Sun-Times officials is expected this week, and stepped-up news programming will begin at WBKB after ultimate authorization by John Balaban, manager.

TV FOR DEAF

N. Y. Church Experiments

THE USE of sign language for spiritual communion was to be illustrated in a dramatic telecast yesterday (Sunday, Dec. 5) in WPIX (TV) New York, featuring services from St. Matthew's Lutheran Church for the deaf, Jackson Heights, Queens.

The Rev. Floyd Posseloh was to preside during the vespers program, which features a choir of five deaf persons and 15 other deaf members of the congregation. St. Mathews, one of 300 Lutheran missions for the deaf in the U. S., was built exclusively for the use of these physically handicapped.

WPIX cameras were to show how the choir, accompanied by one soloist, the mother of one of the deaf children, maintains the rhythm by using only hands and fingers. The Rev. Posseloh's sermon was to be delivered in the sign language, with interpolation for hearing persons handled simultaneously by Rev. Marshall, WPIX announcer. Prayer responses were to be given by congregation in sign language, with titles cards translating.

The occasion is believed by station spokesmen and by Rev. Posseloh to be the first telecast ever made for the deaf by any church.
POLYCASTING

POLYCASTING, a system employing a relatively large number of low-powered stations, was formally proposed to FCC last week as an economic, practicable method of providing television service in the 475-800 mc "high band."

The proposal was advanced by Raymond M. Wilmotte and Paul A. DeMars of the engineering firm of Raymond M. Wilmotte Inc. They asked that the use of Polycasting not be precluded until it can be carefully considered and, if found to be of potential value, that "positive incentive be given, first for an initial trial, and then to stimulate its commercial operation."

Contending that unsatisfactory powers would be required in the UHF for operation of television under the present concept, the petition maintained that the Polycasting system "can make the UHF band available in the near future."

'Radio Illumination'

"The Polycasting system proposed by the Wilmotte organization is based upon the concept of 'radio illumination' of a service area by means of a multiplicity of low-powered transmitters," the petition explained. "It is proposed to locate the units of this system in such manner that, in general, service from any given unit to its area will not be shadowed by terrain irregularities or other obstacles.

"The system will be tailored to fit the area to be served with respect to population distribution, propagation factors and type of receiving conditions encountered, such as business district, apartment house, or single family residence zoning classification."

"The effect of such an arrangement is that at many points in the service area good service signals will be received from several directions. In the present VHF band with present type of operation, these will produce ghosts. In the UHF band operating on the proposed system, these ghosts will be eliminated by using directional antennas at the receiving point or by separating on the basis of intensity differentiation if FM modulation is used.

Engineering Opposite

"... The engineering required in designing a Polycasting system is the exact opposite to that required for designing a satellite operation under present-day techniques. At present a satellite is located so that its service will interfere to a minimum with that of other satellites or of the parent station. In the Polycasting system the potential service areas of the stations are deliberately designed to overlap."

On the basis of measured data, Wilmotte figured that satisfactory coverage of an area of 10-mile radius may be provided with transmitter output of about 200 w, using a 200-foot antenna height and antenna gain of 20.

Assuming a 6 megawatt transmitter would serve 2,830 square miles, the petition said at least 10 and probably about 15 low-powered units could cover the same area efficiently. The assumption of 6 megawatts power for the conventional single-transmitter station to serve to a distance of 30 miles, the petition said, is consistent with the Joint Technical Advisory Committee's report to FCC.

Production Soon

"There can hardly be disagreement with the conclusion that the multi-megawatt transmitter presents technical and economic problems that eliminate it from further consideration," the petition said. "On the other hand the components of the Polycasting system do not present difficult technical or economic problems and can be produced in the foreseeable future."

To Start Experiment

The petition said the Wilmotte group has studied the problem of operating the UHF band economically and effectively "for a number of years." The result—the Polycasting system—is a method "based upon a new concept which makes use of the very characteristics of the UHF band which makes effective utilization of present practices technically and economically unfeasible."

The Wilmotte organization predicted that a program of experimentation will be undertaken soon to establish the technical feasibility of Polycasting. It urged FCC "to avoid any action that would restrict the development of this new method for TV broadcasting in the UHF band."

The petitioners felt that the common concept of "satellite" stations to fill in vacancies in the coverage of high-powered stations would not prove satisfactory in the UHF region.

ART HARRE Jr., son of the general manager of WJJD Chicago, was chosen for the second year as fullback on the All-Private School football league of Chicago. He plays with the Harvard School for Boys team.
Hoover Commission
(Continued from page 21)
as usual role, according to in-formation Hoover commission sources. They will not release material from task force reports that after leaks have occurred. An embarrassing leak in the State Task force study occurred last week.
Task force recommendations are understood to have proposed transfer of the "Voice of America" propaganda broadcasts from the State Dept. to a public or semi-public corporation.

Reviews Confusion
Chairman Herbert Hoover, in reviewing confusion among the large number of independent U.S. agencies, said five or six major "administrations" may be created. With the 10 Cabinet posts, there would be 16 major agencies reporting to the President. One new Cabinet post is being considered but this would not include the FCC, it was indicated.
The five or six administrations would merely serve as "pegs" on which the many independent agencies would be hung. They would still hold their autonomy, however, according to present thought at the Hoover commission. Similar status would be retained by Interstate Commerce Commission, Securities & Exchange Commission and similar agencies.

All would be self-contained units operating as regulatory agencies in their own right.
Chairman Hoover authorized a statement Wednesday to clear up confusion over the commission's work. This confusion developed after he had given a progress report to President Truman. The only consolidation suggested to the President, it was made clear, covered a large group of agencies serving U.S. operations. These "housekeeping" functions would be merged by the Hoover commission.
Mr. Hoover said that if the entire commission program were carried through—which might require a long time—a saving of about $3 billion a year should result in rendering the same government services.
The proposal for State Dept. reorganization, with the "Voice of America" turned over to a public or semi-public corporation, was submitted by James G. Rogers and Harvey H. Bundy, two members of the task force field personnel and former Assistant Secretaries of State during the Hoover administration. They were appointed by the former President early this year to scrutinize the set-up of Government agencies.
The Rogers-Bundy proposal, it is understood, would virtually divest the State Dept. of its overall information activities abroad, including Office of International Information's "Voice of America" operation and Office of Educational Activities. The President, it is expected, would relieve State of all work connected with the "Voice" save that related to the policy and counsel level.
The Hoover commission met last Wednesday to discuss State Dept. functions. Published reports last week on the early findings of the task force were regarded as premature "leaks," since both field personnel and the commission are bound to the strictest secrecy, it was emphasized.

Substance of the reports was adjudged highly authoritative insofar as they went, however. State Dept. officials indicated they prefer merely to "speculate" on the ramifications of the plan at the present time.
The commission is scheduled to meet again today (Monday) to study further the investigations of the field groups into "Voice" activities.

Lloyd Lehrbas, OII director, told Broadcasting that while a proposal to transfer the "Voice" might be welcomed by State Dept. officials, it was a matter for the Commission's consideration and for Congress. He said the plan would have to be studied closely because it entailed "all kinds of ramifications" and nothing "concrete or specific" had come to the surface.
Mr. Lehrbas said he had seen no indication of how such a reorganization plan would work with respect to OII activities which would be responsible for policy, who would run it, how personnel would be classified.

Envisioned in the Rogers-Bundy recommendation is a public or semi-public corporation which would take over actual "Voice" operations. To be financed largely by public funds, it would consist of representatives from various allied fields, including radio networks.
Here again, Mr. Lehrbas pointed out, a clarification of the purported Rogers-Bundy provisions is needed, inasmuch as OII supervision embraces both press and motion pictures in foreign countries.

"GOOD GROOMING" commercial for Vitalis' spot on WJZ-TV New York, is prepared by Films for Industry, New York. L. to r. are Wally Drew of Bristol-Meyers Co.; Nat Holman, coach, and Bud Palmer, star, of New York Knickerbocker basketball team; two Films for Industry cameramen, and Blaine Harris of Doherty, Clifford & Shenfield, Vitalis agency.

The plan, which paves the way for a private organization to handle shortwave broadcasting, is similar to one proposed in early 1946 by William Benton, former Assistant Secretary of State in charge of public affairs.
Testifying before a House appropriations sub-committee, Mr. Benton urged that international shortwave broadcasting "should be set up and handled by a separate organization" and that "we should get out of the department" (Broadcasting, April 15, 1946).
He added that the State Dept. planned to relinquish its broadcasting activities as of June 30, 1946, a move never realized, the House later was to consign foreign broadcasting to the radio networks. They (NBC and CBS), in turn, dropped most shortwave activities Oct. 1 (Broadcasting, July 5).
Other solutions were offered as alternatives to Mr. Benton's plan. One entailed a suggested private dividend corporation in which licensees would pool interests.
Another plan, also put forth by Dr. Arthur W. Macmahon, State Dept. consultant, was outright government ownership and operation.
Still another suggested was complete government withdrawal and return to private operators.
NAB President Justin Miller made his position clear in an ad-
BROADCASTING

our time, in dress before the WCOP Boston will under the plan. Chief, who now McDermott, secretary shortwave activities. The above offer, of a nylon dog leach, made during a film commercial for Milk Bone, was des- cribed by Lyle Cooksey, director of television, McCann-Erickson, New York, Wednesday evening during a film forum of American Television Society in New York. When the Milk-Bone spot series eventually got underway as daily telecasts, it pulled more than 1,000 requests the first week. Mr. Cooley postscripted. Mr. Cooley, who showed film commercials prepared by his agency for Swift and National Biscuit Co., said that with today's limited TV circulation they regard the 30 film spots they make to date as equals with TV commercial prác tice rather than as actual selling tools. Learned by Research Among the things learned, he said, is that while the rules of good picture composition are as true for the 52 square-inch picture of the average TV set as for a movie theater screen, the smaller video picture cannot show so many items effectively.

Another fact turned up by the agency's research into TV commercials, he reported, is that they cannot be repeated so frequently as radio spots. McCann-Erickson now holds a spot to a maximum of two showings during a 12-week series, he said, adding that they are testing their film commercials with panel groups using the Stanton-Lazarsfeld program analyzer to get further information about this and other facets of film commercials. William S. Hedges, NBC vice president, suggested that the amount of repetition a video spot can stand depends on its content, citing the Lucky Strike marching cigarette spots as commercials which can be seen many times by the same audience without wearing out their welcome.

Mr. Hedges advocated the use of film commercials on live network video programs as the best plan for the national advertiser today. The distribution of film programs for television should allow the sound broadcasting procedure of sending individual records to each station being used, according to Jay Williams, television director, Film Equities Corp.

Taking a series of 18 half-hour TV programs to go on 100 stations as an example, he proposed that instead of making 100 prints of each program only ten prints be made, so that in any given week

ten different programs would be aired, each on ten stations. They would then exchange prints until at the end of the series each station would have broadcast all the programs but not in the same order. With prints priced at $20 each, this method would provide an appreciable saving for a sponsor, he said. "By taking the best things from magazine advertising and the best from radio commercials we should be able to produce perfect television ads for any product," Winslow H. Case, senior vice president, Campbell Soward Co., said in a talk which was read by Leo Langlois, television production manager of the agency, when Mr. Case had unexpectedly been called out of town.

He warned, however, that the reverse can be just as true. Mr. Langlois showed film commercials used on the Chevrolet telecasts. Donald Hyndman, past presi dent, Society of Motion Picture Engineers, outlined the various processes of large screen theater television, using kinescopic recordings made by Paramount Pic tures as illustration.

Camera lenses were discussed by Rudolph Kingslake, chief lens des igner, Eastman Kodak Co. Emerson Yorke, independent TV film producer and chairman of the AT6 film committee, presided.

The experiment was part of the CBS Television News with Douglas Edwards, Monday Friday, 7:30-7:45 p.m.
Open Mike
(Continued from page 14)

For TV Thesis
EDITOR, BROADCASTING:
I would greatly appreciate your sending me the following copies of your publication, Broadcasting-Telecasting [list of eight issues]. There are several articles in these magazines which I wish to quote in the preparation of my graduate thesis on television. . . .

J. Curry Lamar
College of Business Admn.
Syracuse U.
Syracuse, N. Y.

AFRA Position
[See Editorial, page 50]

EDITOR, BROADCASTING:
Your editorial in the Nov. 22 issue about AFRA continues to reflect the vituperative and biased position taken by your publication toward AFRA, the AFM and any other labor organization which dares to act in the interests of its members and counter to the wishes of the NAB.

This letter is in protest against your editorial which failed to recognize the problems faced by radio artists (who are also part of the broadcasting industry) and their urgent need for protection from the many incursions which have taken place in the past year or so.

AFRA as an organization has never been in favor of feather-bedding or other such practices which you deem to be reprehensible. However, there is serious unemployment among radio artists and it must be recognized by those responsible employers who understand that no industry can be healthy if its pool of talent is constantly ravaged by unemployment and insecurity.

In the two instances you mention, the Arthur Godfrey show and the Navy recruiting program, you must be remembered that AFRA has not instituted new ideas nor established new policies. These are contract provisions which have been enforced for many years, to which all employers subscribe.

AFRA at no time prohibited musicians from laughing at Arthur Godfrey's jokes. We would do nothing to discourage either the musicians or his audience from thoroughly enjoying the remarks made on this program. But we do have provisions in our agreements which state quite specifically that when anyone sings on a program, he must be paid the applicable singer's scale.

In the Navy recruiting case, AFRA again is not instituting a new policy. We will bow to no organization when it comes to matching our record during the war and the hundreds of voluntary appearances made by our members to help support the many governmental agencies in rallying and sustaining the morale of the American public.

But what about the hundreds of broadcasting stations which are to receive first-rate entertainment without having to expend any money at all? We are getting a little tired of having many radio stations relieved of their responsibility of programming in the public interest by very gallantly accepting recordings from governmental agencies which are played without any cost incurred by the station. Do these stations expect that in the face of these recordings played throughout the day and night, AFRA, representing live artists, will willingly broaden this base in those instances where it at least has the right to prohibit such re-use?

It would appear to us that a publication such as yours should at least attempt to enlighten many of your readers on the problems of radio employes. It should be unnecessary for me to have to write this letter, because we believe that you can of great value in cementing understanding and unity of interest between labor and management, instead of creating division, suspicion and fear where none should exist.

George Heller
Nat'l Exec. Secretary
AFRA, New York.

FTC Ad Probe Story
EDITOR, BROADCASTING:
In your current issue (Nov. 29) you refer to figures on investigations of advertising by the FTC, given in an article by Chairman Robert E. Freer in the Food, Drug and Cosmetic Law Quarterly.

I would like to point out that these figures are also contained in the article by Donald B. Gatling, Chief of the FTC's Division of Radio and Periodical Advertising, appearing in the September issue of the Federal Communications Bar Journal.

Incidentally your article is somewhat misleading. The figure of 11,119 advertisements refers only to newspaper and periodical advertisements and does not, as might be inferred, include the 8,819 radio commercials also studied.

John W. Willis
Editor
Federal Communications Bar Journal
Pike, Fischer & Willis
Washington, D. C.
WOL Washington, "big four" disc personalities, Art Brown, John Ball, Mike Hunnicutt and Bob Knight have started a joint station promotion to collect 15,000 toys for Washington's underprivileged children. The four, together with WOL's food editor Meredith Young, have set up a series of appeals to determine which can assemble the largest group of toys for distribution on Christmas Eve. Station has established "Christmas Headquarters" at 1605 K St., to which toys are being brought by listeners, and where the station's five personalities make daily personal appearances with civic leaders as guests. In addition, periodic "toy reports" are being featured on all WOL newscasts.

Basketball Promotion

WMGM New York's 1948-49 basketball coverage will be publicized by 500 window streamers to be distributed throughout Nedick's, New York restaurants and stands in the greater New York area. Prepared in cooperation with food chain, which shares with P. Lorillard Co., New York (Old Gold), sponsorship of the station's college and pro basketball broadcasts, promotion piece combines Nedick's "Little Nicky" trademark with WMGM's 1050 dial and "call letters of the stars" identification.

'More Power'

TO ANNOUNCE its increase in power (Broadcasting, Nov. 29) KSD St. Louis, has distributed a newspaper-like sheet entitled "More Power." Articles on programs, personalities, coming features and new power status were reprinted and reprinted from stories appearing in the Nov. 21 edition of the St. Louis Post-Dispatch, licensee of KSD and its affiliate TV and FM stations.

Best Teacher

BEST TEACHER contest is being sponsored by Quiz Kids (NBC, 3 p.m. CST, Miles Labs, for Alka Seltzer), offers for first time a two-week tour of four page newspaper of New York, Mexico and the West Coast to the student who submits the winning letter on "Teacher Who Has Helped Me Most." In addition to the trip, which a parent of the winner receives also, the student will win an $1,000 Security Bond. "The Best Teacher of 1948" will be awarded the regular $2,500 cash scholarship award for study at a university or college of his choice and a one-week vacation by air to Miami Beach.

WKNB-FM Entertains

TO PROMOTE the fact that it is shifting to fulltime service, WKNB-FM, new RRN affiliate in Hartford, Conn., entertained at luncheon last month 100 leading farmers, farm educators, county agents and farm organization executives of the state. Program for luncheon was based around questions from guests on the why's and wherefore's of RRN. Climax came when WKNB-FM announced it was changing its call letters to WFHA on Dec. 15, when it officially joins the network.

Mystery Contest

LATEST promotion scheme at WJIP Jacksonville, Fla., is a daily 'mystery program' contest. Each morning between 9:30 and 10 a.m. Ron Tuten, m.c. of radio disc and humor show "The Sunny Side," gives a clue to a "mystery" program which is heard at some time during the week over WJIP. One of the listeners who has mailed his phone number to Mr. Tuten is then selected and asked to identify the program. Clues consist of recording from the "mystery" program or theme songs, and when consolation prizes of new RRNs are mailed to unsuccessful contestants a promotion letter telling about the "mystery program," whatever it happens to be, is enclosed.

'Topper' Makes Debut

KFI and KFPR-FM Victoria, Kan., has entered the magazine business. Last month stations' distributed first edition of its new monthly publication, Topper. Sheet is devoted to news of KFI, its personnel and its programs, and each month features a "personality of the month."

Teen Club of WVET

TEEN-AGERS of Rochester, N. Y., are fast finding out that Saturday afternoons aren't so dull after all. The reason—WVET Rochester's "Hi-Teen Club." Youngsters are offered two hours of dancing, entertainment and door prizes. Shows is emceed by disc jockey Bill Dern, and comedian Keith Sheriff. It is introduced by "Hi-Hi Twins," big-name recording stars who are around for personal appearances. Club is sponsored by RCA Victor dealers of Rochester that city.

Dia 6-4441

YOUNGSTERS in Syracuse have only to dial 6-4441 to talk to Santa Claus. That's the telephone number at WSYR Syracuse on where Santa has been located Monday through Saturday, 2:30-5:30. The three part-time Santas chat with children about newest toys, and in addition urge them to be careful when crossing streets, to obey their parents, and to be good generally.

Personnel

CHARLES A. WILSON has joined sales promotion staff of WGN Chicago. He was formerly with Dance-Fitzgerald-Sample, Chicago, as supervisor of General Mills research and assistant to promotion manager.

JAMES N. WILLINGHAM has been appointed promotion, publicity, public relations manager for WIRE Indianapolis. He was formerly in advertising and public relations division at Kingan & Co., meat packers, that city.

JOHN BONDESON has joined WOL Washington as promotion and publicity manager.

Mr. Willingham has joined sales promotion staff of WGN Chicago. He was formerly with Dance-Fitzgerald-Sample, Chicago, as supervisor of General Mills research and assistant to promotion manager.

JAMES N. WILLINGHAM has been appointed promotion, publicity, public relations manager for WIRE Indianapolis. He was formerly in advertising and public relations division at Kingan & Co., meat packers, that city.

JOHN BONDESON has joined WOL Washington as promotion and publicity manager.

Mr. Willingham has joined sales promotion staff of WGN Chicago. He was formerly with Dance-Fitzgerald-Sample, Chicago, as supervisor of General Mills research and assistant to promotion manager.

Radio Albums individually planned for your station have been made available by American Radio Publications. cement listener support.

No cost to you . . . no cost to your listeners. The American plan guarantees free, prepaid Wisteria of thousands of radio albums throughout your broadcasting area.

Exclusive rights—American albums are available to only one station in the United States.

Proven effective—Our personnel has had almost 10 years experience in the design, production, sales and distribution of Radio Picture Albums utilized by nearly 200 stations from coast to coast. These albums attract new station accounts, increase station revenue.

Finest available—American albums are individually designed, and beautifully executed—the finest available.

Write, wire or phone—Full information promptly sent without cost or obligation.

Act today—write, wire or phone for complete details. No obligation.

Phone 4-5262

BROADCASTING & Telecasting

December 6, 1948 • Page 77
IN THE Unique SPOKANE MARKET

Ranking 22nd Among Cities with Populations of 100,000 to 250,000, Spokane Ranks Fifth in This Group for Net Effective Buying Income Per Capita.

KGA's 50,000 WATTS of Persuasive Power Extends and Increases the Market

Any Petry Man Has the Facts

KGA ABC AFFILIATE

Owned and Operated by Louis Wamser
Radio Central Bldg., Spokane 8, Wash.

IN THE Unique SPOKANE MARKET

Page 28 • December 6, 1948

BROADCASTING • Teletacing

50,000 WATTS CLEAR CHANNEL

THE INDEPENDENT温

Actions of the FCC

November 26 to December 2

November 26 Applications

ACCEPTED FOR FILING

SAA—1400 kc

WMOO Aurora, Ill.—SAA 1400 kc 250 w untl for 9 mos. to exceed 6 mo.

AM—1420 kc

WLCX Baton Rouge, La.—CP change from 1550 to 1520 kc 1 kw untl DA-DA, change trans. site.

Assignment of License

KCSI San Bernardino, Calif.—Assignment of license from Woodrow Miller to The Town Crier Bostrs, Inc.

Modification of CP

KOH Reno, Nev.—Mod. CP increase power etc. for extension of completion date.

KICA—FM Des Moines—Mod. CP new FM station for extension of completion date.

WRVE-FM New Bedford, Mass.—Mod. CP new FM station for extension of completion date.

WNYC-FM New York—Mod. CP new FM station to change ERP from 100 kw to 100 kw and height above average terrain from $15 to 45 ft.

WNEF—FM Bloomingsburg, Pa.—Mod. CP new FM station to change ERP from 0.875 to 115 ft.

Assignment of CP

KXYZ—FM Houston, Tex.—Assignment of CP from Harris County Broadcast to Shamin Broadcasting Co.

KFDX—FM Wichita Falls, Tex.—Assignment of CP from Darrell Alexander Dannan tr/ as Wichita Bestg. Co. to Wichita Radio and Television Co.

Modification of CP

WNAC-TV Boston—Mod. CP new commercial TV station for extension of completion date.

Assignment of CP

WBUT Waltham, Mass.—Assignment of CP new commercial TV station from Raytheon Mfg. Co. to CBS.

November 29 Applications

ACCEPTED FOR FILING

AM—1590 kc

WCMU Cumberland, Md.—CP increase power from 100 kw to 250 w.

Assignment of License

WCL Fort Wayne, Ind.—Assignment of License to New-Farnsworth Television and Radio Corp. to Benton Harbor TV Authority.


Modification of License

KFRM Kansas City—Mod. license to increase licensed location in direction of KFYR.

APPLICATION DISMISSED

AM—490 kc

Robert Alph, Robert McColum and J. T. Phillips, Jr., db/s as The Longmont—Loveland Bestg. Co., Longmont, Colo.—DISMISSED Nov. 22 application for 699 kc 1 kw D.

November 29 Applications

ACCEPTED FOR FILING

Modification of CP

WIBC Indianapolis—CP increase power etc. for extension of completion date.

WHKC Columbus, Ohio—Same.

KBFM Baltimore—CP change frequency, increase power, etc. for extension of completion date.

WLW Wimington, Del.—Mod. CP new AM station for extension of completion date.

License for CP

WRJM Newport, R. I.—License to cover CP new AM station.

Assignment of License

WTBY Williamson, W. Va.—Assignment of license from Williamson Bestg. Corp. to Mingo Bestg. Corp.

KEDT Center, Tex.—Granted mod. CP for approval of ant. and trans. loc. and stations new antenna and change trans. type.

WIPIT Pittsburgh—Granted license changes in vertical ant. and mount FM ant. on AM 550.

WCFL Chicago—Granted license increase power in vertical and change in DA-DA. Granted license in install new antenna at present site of main trans., employing DA-DA.

Farnam Television Productions Inc., Los Angeles—Granted CP and license for new TV relay station.

Maine Bestg. Co., Amana, Ia.—Granted CP new remote pickup station WFXL.

The Outlet Co., Providence, R. I.—Granted CP for new experimental TV relay WYXL.

Pacific Bestg. Co., San Francisco—Granted CP for new STL KIICU.

K. E. Rivers, Augusta, Ga.—Granted request for reassignment of new STL remote pickup WABC.

Rural Radio Network Inc., Beamsville, N. Y.—Granted CP new remote pickup WFWL.

WCLF Chicago—Granted mod. CP to change from DA-1 to DA-2.

WADD Natchez, Miss.—Granted mod. CP to use presently licensed kW trans. as main trans. for N.

Following were accepted mod. CPs for extension of completion dates as shown:

KEGK-FM Oxnard, Cal.—to 3-14-49.

WCLC-FM Clarilsville, Tenn.—to 6-15-49.

WHTM Rochester, N. Y.—to 6-14-49.

WTOC-FM Savannah, Ga.—to 6-18-49.

WTVY Florence, Ala.—to 1-2-49.

WAMX—FM Macon, Ga.—to 2-15-49.

KXPU—FM Muskogee, Okl.—to 1-25-49.

WLS—FM Chicago—to 3-9-49.


WIPR—FM Puerto Rico Communications Association—Granted request to withdraw CP for new station at Rio Piedras.


WJAC—TV Johnstown, Pa.—Granted CP extension of completion date to 4-30-49.

WTCN—TV Minneapolis—Same.

November 30 Applications

ACCEPTED FOR FILING

WHBB Macon, Ga.—License to cover CP new AM station.

WBZ Boston, Mass.—Same.

Modification of CP

WFLC—FM Chicago—Mod. CP new AM station to change from 1220 kc 250 w D to 1320 kc 250 w untl.—AMENDED Nov. 24.

CP to Replant

WRDL-AM—FM Waukesha, Wis.—CP to replant new CP FM station.

License for CP

KFMY—FM Minot, N. D.—License to cover CP new FM station.

WPPA—FM Scranton, Pa.—Same.

License Renewal

License renewal applications were filed as follows: Benton Harbor, Mich.; WECX—FM Rocky Mount, N. C. and KWJ—FM White Oak, Ore.

(Continued on page 85)

It takes four — the four audiences guaranteed by WBIN—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBIN, New York’s four radio stations meets the needs of all listeners...reaches all the people you want to reach in this multi-language area.

GETS YOU FOUR YIDDISH ON WBNX

ENGLISH

GERMAN

ITALIAN

YIDDISH

LISTENING AREA

FRENCH LANGUAGE STATION
BROADCASTING. Telecasting
at these lower rates

$7. for the 1st gift  $6. for the 2nd
$5. each additional gift

RADIO-TV STATIONS—Alert your staff to today's challenging developments. BROADCASTING reports up-to-the-minute radio-important news, trimmed of all non-essentials. And it carries more radio-TV news than any other journal.

AGENCIES and ADVERTISERS—for the latest first its BROADCASTING across the board. Admen look for these regular features: Telestatus Reports—ideas, news and figures on TV's pitfalls, plans and progress; AM & FM Showsheets—what's on the nets, time, sponsors, adjacencies and availabilities; Agencies—personnel changes, mergers, new firms; SaleSuccess—how it's done; New Business—what's new and renewed; plus the Continuing Study of Major Radio Markets.

STUDENTS—Required text at 31 leading radio schools and universities, BROADCASTING enables students to study workaday radio at close range. Only BROADCASTING covers all radio—how it works and how it's merchandized. BROADCASTING today means better broadcasters and brighter futures tomorrow.

Remember, when you give BROADCASTING you give the finest in radio for 52 weeks, plus the 1949 Yearbook—radio's encyclopedia.

Save yourself time and money; pay in January. Simply snip the handy coupons at the right. But do it now so we can announce your Christmas gift on time.
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<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Address</th>
<th>Telephone</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices</td>
<td>National Press Building</td>
<td>Adams 2414</td>
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<td></td>
<td>Exec. and Offices</td>
<td>1339 Wisconsin Ave., N. W.</td>
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<td>Washington, D. C.</td>
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<td>INTERNATIONAL BLDG.</td>
<td>Dtl. 1319 WASHINGTON, D. C.</td>
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<td>PORTER BLDG.</td>
<td>LO. 8821 KANSAS CITY, MO.</td>
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<td>Santa Cruz, Cal.</td>
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<td>A. D. RING &amp; CO.</td>
<td>26 Years' Experience in Radio Engineering</td>
<td>MUNSEY BLDG. 6002 REPUBLIC 2347</td>
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<td>WASHINGTON 4, D. C.</td>
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<td>JOHN J. KEEL</td>
<td>WARNER BLDG., WASHINGTON, D. C.</td>
<td>122th &amp; E St., N. W.</td>
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<td>National 6513</td>
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<td>ROTHROCK &amp; BAIREY</td>
<td>SUITE 604, 1757 K ST., N. W.</td>
<td>WASHINGTON 6, D. C.</td>
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<td>LOHNES &amp; CULVER</td>
<td>MUNSEY BUILDING DISTRICT 8215</td>
<td>WASHINGTON 4, D. C.</td>
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<td>JOHN BARRON</td>
<td>Consulting Radio Engineers</td>
<td>WARNER BUILDING</td>
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<td>Specializing in Broadcast and Allocation Engineering</td>
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<td>WARREN BUILDING, WASHINGTON, D. C.</td>
<td>NATION 6513</td>
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<td>RUSSELL P. MAY</td>
<td>PAUL a. deMARS ASSOCIATE</td>
<td>1449 CHURCH ST., N. W.</td>
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<td>DE. 1224 WASHINGTON 5, D. C.</td>
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<td>ANDREW CORPORATION</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>363 E. 75th St.</td>
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<td>TRINITY 4400 CHICAGO 19, ILLINOIS</td>
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<td>KEAR &amp; KENNEDY</td>
<td>1703 K ST., N. W. STERLING 7922</td>
<td>WASHINGTON, D. C.</td>
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<td>GILLE BROS.</td>
<td>1108 Lillian Way Glaston 6178</td>
<td>HOLLYWOOD, CALIFORNIA</td>
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<tr>
<td>WILLIAM L. FOSS,</td>
<td>Consulting Radio Engineers</td>
<td>927 15th St., N. W.</td>
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<tr>
<td>W. ANDERSON</td>
<td>Consulting Radio Engineers</td>
<td>134 Clarence St., Phone 7-277</td>
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<td>San Marcos, Texas</td>
<td>WASHINGTON 4, D. C.</td>
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<td>NATHAN WILLIAMS</td>
<td>Allocation &amp; Field Engineering</td>
<td>20 Algoma Blvd., Ph. Blackhawk 22</td>
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<td>Oshkosh, Wis.</td>
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<td>SILLMAN &amp; BARCLAY</td>
<td>SPECIALIZING IN ANTENNA PROBLEMS</td>
<td>1011 New Hampshire Ave. RE. 6646</td>
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<td>Washington 5, D. C.</td>
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<td>GEORGE C. DAVIS</td>
<td>Consulting Radio Engineers</td>
<td>501-514 Munsey Bldg.</td>
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<td>Specializing in Broadcast and Allocation Engineering</td>
<td>WARNER BUILDING</td>
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<td>WARREN BUILDING, WASHINGTON, D. C.</td>
<td>NATION 6513</td>
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<tr>
<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant</td>
<td>1833 M STREET, N. W.</td>
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<td>Executive 1220</td>
<td>WASHINGTON 4, D. C.</td>
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**CONSULTING RADIO ENGINEERS**

**Broadcasting • Telecasting**
**Help Wanted**

**Managerial**

Network affiliate in one of the south-west's larger cities has openings for an experienced network tie-in producer, head weather sales department. Good salary and benefits. Must have proper business experience. Box 418, BROADCASTING.

**CBS affiliate in city of 65,000 has opening for network sales representative position. Must know local selling and program sales. Married man preferred. Excellent opportunity for right man to grow with expanding network. (AM & FM). Send full details first letter to Box 468, BROADCASTING.

**Technical**

Engineer, first phone ticket. Single man preferred because of local housing shortage. Experienced in complete network auxiliary service, full background and employment references. Box 264, BROADCASTING.

**Announcements**

Combination announcer-engineer with 15 years experience in various markets. Dependable, 250 watt, full-time station, single. Good salary and benefits with twenty as combination. Must have current phone ticket. Box 418, BROADCASTING.

Anncasser-engineer with emphasis on supporting sales activity, required. Must have current phone ticket. Combination announcer-engineer, full time, first letter to Box 468, BROADCASTING.

CBS affiliate in city of 65,000 has opening for experienced mature staff announcer. Education in broadcasting, preferably at Michigan State. J. D. Swan, WXO, Burlington, Vermont.

NBC Gulf Coast station needs experi- enced disc jockey for weekend opportunity for substation. Give full background. Apply Box 461, BROADCASTING. $25.00 weekly for thoroughly experienced combination announcer-engineer. Don’t apply unless thoroughly experienced in both. Aggressive, local network affiliate. Send audition disc and references. Box 468, BROADCASTING.

**Top announcer—** For major market. Five years experience, sports, talk, commercials. Box 428, BROADCASTING.

**Young, versatile, production-wise annc., 2 years experience, needs disc copy, song, disc jockey, sales band. 400 watt, full-time station. Details on request. Box 439, BROADCASTING.

**Loudmouth, disc jockey, 5 years experience, based in midwest.** Box 424, BROADCASTING.

**Manager now employed wants change.** Call or write. Box 429, BROADCASTING.

**Livewire, Executive metropolitan in- terior writer, needs new opportunity for substation. Box 430, BROADCASTING.**

**Veteran, married, with 20 years experience in commercial radio, announcer, sales, news, promotional, public relations, disk jockey. Box 419, BROADCASTING.**

**Announcer-engineer—first class license $250.00 per month. Write John N. Sparrow, WXY, Key West, Florida. Send full particulars including snapshot.**

**Chiel engineer wanted—250 watt, full-time network. Must be young, creative, station desires experienced, industriously ambitious man to fill a right man. Start at $70. Address full resume and picture to Box 239, BROADCASTING.**

**California television station needs experienced broadcast engineer.** Considerable experience required. Reply with full particulars and please do not reply. Box 347, BROADCASTING.

**Wanted—12 radio broadcast technicians with experience. Must be able to begin work within 30 days. Pay better than anything southeast. Give references, whether previous or present employer. Box 329, BROADCASTING.**

**Experienced engineer-announcer, announces sales as well as technical.** New England. Interview Boston, Mass. State qualifications. Send resume immediately. Box 268, BROADCASTING.

**Excellent! Job available January 1 for experienced sports announcer.** Salary commensurate with experience. Apply, write to Lester L. Gould, WNJC, Jackson- ville, N. C.

---

**Situations Wanted (Cont’d)**

**Production-Programming, others**

Program director for network affiliate station in midwest market. TV experience and writing background required. Attractive opportunity, salary plus good commission. Write Box 431, BROADCASTING.

**Continuity director 5000 watt Mutual affiliate located mountain station. Box 437, BROADCASTING.**

Continuity editor for major Michigan market, minimum 2 years experience. Must understand department. Box 405, BROADCASTING.

**Manager, program production, well educated, veteran, 13 years experience in commercial radio.** Box 419, BROADCASTING.

**Manager, program production, 12 years experience, well educated, veteran, 13 years experience in commercial radio.** Box 419, BROADCASTING.

**Sales Production Manager—7 years experience in sales, well known in Midwest.** Box 431, BROADCASTING.

**Continuity director 5000 watt Mutual affiliate located mountain station.** Box 437, BROADCASTING.

Continuity editor for major Michigan market, minimum 2 years experience. Must understand department. Box 405, BROADCASTING.

**Situation Wanted (Cont’d)**

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Continuity editor for major Michigan market, minimum 2 years experience. Must understand department. Box 405, BROADCASTING.
Situation Wanted (Cont'd)

Engineer—First phone, desires permanent location, AM or FM. Reliable, sober, and experienced. Call Schuech, 2920 N. 56, Omaha, Nebraska.

Engineer, eight months broadcast, marine, amateur and radio receiver experience; know trimix test and tuning. Has moved to profession and desire to stay east. Box 340, BROADCASTING.

Engineer—First phone, desires permanent location—west coast. Has moved to profession and desire to stay east. Box 340, BROADCASTING.

Transmitter supervisor, ten years experience including AM and FM installations. Desires work with new or expanding station in west. Box 411, BROADCASTING.

Transmitter engineer—First phone, desires permanent location. Has worked on Westinghouse transmission devices. Has experience as project engineer. Although he is firmly committed to field west, he would consider joining staff of any station in which his qualifications could be utilized. Box 411, BROADCASTING.

Help Wanted

Program and Production Supervisor

WANTED

Radio announcer to supervise and direct all programming and production operations. Must be able to produce and direct live and recorded events, including commercials, news, public service announcements and station breaks. Must be able to direct on-air personalities and control studio and remote operations. Must be familiar with all aspects of radio production and have experience in both live and recorded programs. Must be able to write and produce copy for commercials and to write and produce station promotions. Must have at least five years of experience in radio production and at least two years of experience as a supervisory position. Must have a minimum of a high school diploma and a valid state broadcasting license. The position is located in a beautiful coastal town in the southern United States. Interested candidates should submit their resume to: Station Manager, 123 Main Street, Seaside, FL 32512. Interviews will be conducted on a rolling basis until the position is filled.
POLIO DRIVE
Miller Heads Radio Group

FIVE key figures in the radio industry have been appointed to serve on the Radio-Television Division of the 1949 March of Dimes campaign and six members have been added to the staff of that division, the two group announced last week.

Chairman of the committee will be NAB President Joseph Miller, according to an announcement by Howard J. London, director of motion picture and radio for the National Foundation for Infantile Paralysis. Co-chairmen of the committee are Charles Ousley, ABC vice president; John R. Dysko, NBC vice president; Edgar Cobak, MBS president, and Hubbell Robinson Jr., CBS vice president.

The committee consists of 3,000 AM, FM and TV stations, Mr. London estimates.

Additions to the radio division were made by ARA, formerly commercial writer for J. Walter Thompson Co.; Barbara Bothe, former television writer for Standard Television Laboratories; John Swallow, previously a radio writer for Compton Advertising; Eileen Ellis, former casting director for Benton & Bowhan agency; R. Dyke, former NBC, CBS and Twentieth Century-Fox script writer.

Television activities for the campaign will be under the direction of John T. Southwell, ex-TV producer-director for CBS and Young & Rubicam.

John Becker continues as assistant to Mr. London, as do Kirk B. Alexander, in charge of radio for greater New York, and Charles C. Bennett, who will write. John Swallow is West Coast production head in Hollywood. Jack Fisher serves as Chicago national radio representative and publicity chief for the campaign is Connie Martin Ryan, formerly a member of the Earle Ferris publicity staff, and trade news editor for CBS.

NEW FM OUTLET
WWNI to Go on Air Soon

WWNI (FM) Wabash, Ind., expects to be on the air by mid-December. Dick Neher, station manager, announced last week. Station will be on Channel 248 (97.5 mc).

In addition to Mr. Neher, former program director at WWNI's sister station, WCSI (FM) Columbus, Ind., will also be a station. John Allen, sales representative; Elizabeth Brant, continuity and women's features, and Bob Williams, previously at WAFM (FM) Lafayette, Ind., are announced.

NATIONAL COUNCIL ON FAMILY RELATIONS
awarded an
award of merit to NBC for its documentary, "Marriage in Distress," broadcast Sept. 1, as first of series of hour-long documentaries.

On All Accounts
(Continued from page 16)

radio accounts, she began buying time for Swift's Sunbrute cleanser, ice cream and fertilizer. The five visual accounts were transferred eventually, with Jane supervising local and non-network accounts.

She buys time for Lever Bros.' Reyve Creme Shampoo, on a current schedule of spots on 112 stations in 54 areas, and Pepsodent Tooth Powder, which early this year was plugged in a special eight-week campaign on 48 stations in 46 areas. She also handles two shows for Weibold's Department Store, Chicago: "Molly Lane" on WBBM and "Your Neighbor on WMAQ."

Network accounts serviced by the agency include a half-hour segment of the Breakfast Club for Swift cleanser; Fibber McGee and Molly and the Fred Waring show (Tuesday, Thursday) for S. C. Johnson & Son, Racine, Wis. (Sky King for Pan American Airlines, Chicago, and The Great Gildersleeve, Kraft Foods, Chicago. Tags on the Bob Hope show and the main commercial on Junior Miss are aired for Rayve.

Jane and her husband, who live in a two-room Evanston apartment across the street from Northwestern U.'s Dyche Stadium, didn't cross that street to see the Wildcats play all season. Their Saturdays were taken up by interior decorating (they painted the inside of the kitchen cupboards a flaming red) and by modernizing a 80-year-old organ. On Sunday nights, George, with an air of reverence, puffs out "Nearer My God To Thee," and other hymns. His wife's favorite is "You Can't Be True, Dear," which Jane denies.

OSCAR J. GRAU, president of Com- belt Broadcasting Co., KAYL licenses, describes time and purposes of the new Storm Lake, Iowa, station as it took the air Nov. 14 with 250 w on 990 kc [BROADCASTING, Nov. 29].

AD FORUM

Grand Rapids Club Plans

AN ADVERTISING "Forum for '49" will be held Jan. 21 under the auspices of the Advertising Club of Grand Rapids, Mich. The one-day session is designed to survey the latest developments of advertising and its related fields, marketing and merchandising.

Among the nationally-known advertising executives who already have indicated they would take part in the program are Thomas D'Acre Brophy, chairman of the AAAA and president of Kenyon & Kent, INC.; Director of Advertising Federation of America, and H. Ford Perine, merchandising director of Time Inc., New York.

In announcing the program, Wesley Aves, vice president of the club and program chairman, said it would be regional in scope, including advertising and merchandising executives from Michigan, Indiana, Ohio, Wisconsin and Illinois. The session is the first in an annual series to be sponsored by the Grand Rapids Advertising Federation.


While "Forum for '49" will highlight the club's 1949 program, President Herbert Montague said other activities will include establishment of a University Advertising Scholarship and an up-to-the-minute advertising and market reference library.

ZAHR T W I L S

Heads Sales Promotion

WALTER ZAHRT has assumed di- rection of audience and sales promotion activities at WILS Lansing, Mich. W. A. Pomery, WILS general and commercial manager, said Mr. Zahrt's appointment is part of a reorganization of the station's promotion and sales activities. Mr. Zahrt formerly was promotion manager at KQW San Francisco.

Mr. Zahrt

Monte Meyer, who has been commercial representative for WCAR Pontiac, Mich., and KFAB Lincoln, Neb., has been added to the WILS sales staff. Completing the sales organization are Richard Creamer, who has returned after serving at WKBP Muskegon, Mich., and John DeBow, former WILS announcer.

Radio Rights Wrong

A $1,000 RESTITUTION fund raised through radio appeals by Lee Mason, WINZ Miami, commentator, has been presented to three U. of Miami G. I. students, who suffered financial losses while fighting false robbery charges of which they were later exonerated. Arrested as robbery suspects, the three students spent several hundred dollars for lawyers' services and other fees. Hearing of their financial plight Mr. Mason broadcast appeals and sympathetic Miamians responded generously with donations.

KYAK STAFF

Allen Business Manager

YAKIMA Broadcasting Corp., licen- see of KYAK Yakima, Wash., has appointed Allen Neher as general business manager. In making the announcement, Robert McCaw, president and general manager, said Mr. Allen would continue his duties as program director.

Other additions to the KYAK staff include Sam Churchill as manager of the station's Sunnyside, Wash., studios; Don Potwin as announcer, and Nancy Flemings as account executive replacing Bob Dayl, resigned.

Feature
(Continued from page 16)
calls describing shootings, cuttings, major accidents, fights, burglaries, in fact anything they think can be made into a show.

So far the station claims several notable firsts, including an interview with a slightly 62-year-old man who beat the former husband of his wife to death with a 50-year-old baseball bat...he also caught a chicken thief—he got away with a fryer from the ice box of a Chinese restaurant—and stopped what reportedly could have been a killing. Immeasurable automobile accidents also are covered.

The program, which has been on the air for 17 weeks, has reportedly built a large following, despite competition in the Sunday night period.

Another phase of the program's public service, in addition to its crime deterrence power, is the station's report that the criminal district attorney has assigned one man each week to audit the broadcast material for possible introduction of the tape in criminal proceedings.

In some cases, KONO reports, it has recorded confessions that were not forthcoming in the regular police line of questioning.

Mr. Shoemaker reports that the station has found this to be a public service program that holds the full interest of its listeners.
Trans-Transoceanic

WOW New York has bought space in L'Osservatore Italiano, Italian language newspaper which is published in Italy and flown to the United States. Consisting primarily of news of Italy, with local news of interest to Italian-Americans comprising about a quarter of its content, the new paper has a circulation of 12,000 in New York. Half-page listings will promote the Italian-American programs of WOW sponsors.

McBride Stays

N-E Denies Show Dropped

A REPORT that Mary Margaret McBride was going to be dropped from her television show was denied by Newell-Emmett Co., New York agency for the five sponsors of the McBride show. The agency stated emphatically that they were not renewing after the initial 15 weeks because of any dissatisfaction with Miss McBride.

NBC, they said, made the decision that the period following the Texaco Star Theatre was not the place for a five-sponsor participating show. Newell-Emmett further said that they are still working on an acceptable spot on another network at an earlier hour.

The show is currently heard for 50 minutes, Tuesdays on NBC-TV. It was understood that negotiations between the agency and NBC are for a possible half-hour show with only two sponsors instead of five.

To Show Radiovoter

NATIONAL Electronic Ballots Inc., New York, will demonstrate the new Radiovoter Radio-voter with its automatic survey features at a news conference, Tuesday (Dec. 7) at the Waldorf-Astoria, New York. This is a continuation of the work of the late Dr. Neil Monroe Hopkins in the measurement of audience reactions through radio voting devices.

When you think of REPLACEMENTS

RE-TUBE with... AMPEREX

ALL TYPES TRANSMITTING AND RECTIFYING TUBES

AMPEREX ELECTRONIC CORP.
25 WASHINGTON STREET, BROOKLYN 1, N. Y.

In Canada and Newfoundland: Rogers Magnetic Limited
111 Brinbrack Road, Toronto, Ontario, Canada.

When you think of REPLACEMENTS

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AMPEREX ELECTRONIC CORP.
25 WASHINGTON STREET, BROOKLYN 1, N. Y.

In Canada and Newfoundland: Rogers Magnetic Limited
111 Brinbrack Road, Toronto, Ontario, Canada.
THE TITLE of chief engineer has become almost synonymous with the surname of the Holt family, originally from Maine. Three Holt brothers holding this title are (I to r) Cayford E. Holt, chief engineer of WLZI Bridgport, Conn.; Hills W. Holt, chief engineer of WOV New York; and Rogers B. Holt, chief engineer of WONS Hartford, Conn.

Milestones

- Silver anniversary celebration of WSAZ Huntington, W. Va., was climax on Nov. 15, by largest audience participation show in station's history. On Oct. 16, actual date of anniversary, WSAZ began largest promotion campaign in its history, highlighting events which would occur on the audience participation show, making contestant pool, airing tie-in program, and giving station buzz.

- Other recent silver anniversary celebrations include those of WGBF Evansville, Ind., which featured a two-hour anniversary show on Nov. 21, and a week of festivities; and CKWX Vancouver, B. C., which sent silver bells to Canadian agencies and used special “bell” station calls on the air. In addition CKWX sent folders giving station’s history to all listeners in the area.

- Dr. Preston Bradley, pastor of People’s Church, Chicago, and WGN Chicago, personality for past 12 years, observed his 25th year of broadcasting on Nov. 16.

- Roger V. Baker, commercial manager of WKWB Buffalo, N. Y., observed his 20th anniversary in radio on Nov. 20.

- WRC Washington and Woodward & Lathrop, department store, for the 15th straight year has set up Bill Herson’s WRC Doll House at 11th and G Sts. Object is to collect dolls and toys as Christmas gifts for Washington’s less fortunate youngsters.

- Sam Townsend, president of WKST Newton, Pa., and WARC Rochester, N. Y., celebrated two anniversaries in one week. It was WKST’s tenth, and WARC’s first.

- On Dec. 1, WDRC Hartford, Conn., observed tenth anniversary of Esso Marketers’ sponsorship of Esso Reporter, newscasts.

- Television Workshop of New York simultaneously dedicated its new studios at 1780 Broadway, and celebrated its fifth anniversary on Nov. 11.

- Dick Osgood, WXYZ Detroit, storyteller, marked his third year as commentator on Eyes of Tomorrow.

Birthday Time

“TIME Is on the House!”

This unusual announcement was made last week by WPEN Philadelphia in announcing its birthday celebration Dec. 13 for its first year of operation under Sun Ray Drug Co. management. Advertisers and industry personnel received a small cupcake bearing one candle and a birthday card stating that on Dec. 13 all commercials on WPEN will be broadcast free of charge. “It’s our way of saying, ‘we appreciate your patronage,’” the card stated.

WCHS
Charleston, W. Va.

OVER 40 ADVERTISERS

H ave Renewed Use

OF KKOK FROM

2 to 8 CONSECUTIVE YEARS

KXOK

ST. LOUIS, MO. 630 KC-6000 WATTS-FULL TIME
C onced and Operated by St. Louis For These
For General Ad. Call St. Louis Repr. Representing

The Most Powerful Advertising Influence in the Southwest

ABTB EXPANDS

Plans West Coast Offices

AMERICA’S Best Television Productions Inc., New York, newly organized video film package producers, will open West Coast offices early next year, Ira H. Simmons, ABTP general manager, announced last week.

“Since many of our commercial contracts will call for the utilization of West Coast personalities and locales,” Mr. Simmons explained, “we believe that our organization will operate at maximum efficiency through the establishment of a permanent branch office in Hollywood.”

Two ABTP production units are now in the final stages. Each consists of 13 musicals, the first of which, “Album of Songs,” will be ready for screening within two weeks.

TV Production

New Firm Incorporates

SENTINEL Enterprises Inc., has filed incorporation papers to absorb Sentinel Productions and its allied interests. The new corporation comprises two divisions, the first to be known as Sentinel Productions and to be devoted exclusively to the production of television and motion pictures. The second division, known as American Electrosens, will continue its activities in the production of electronic devices for television and automotive engines.

Earl Harper, executive producer of Sentinel Productions, is president of the new corporation. Ann G. Harper was named vice president and treasurer and David Griffith, secretary. The corporation papers were filed in Nevada but the executive office of the new firm will be at 5746 Sunset Blvd, Hollywood 28, Calif., where Sentinel Productions produces its television schedule.

WREX Topeka, Kan., played host to the Kaw Valley Radio Club, an organization of 100 “hams” at a transmitter party held last month. Part of the affair was broadcast to let midwestern listeners in on the nomenclature used by amateur operators.

WAPA San Antonio

NBC Affiliate • Member TQN

Represented by Edward Petyr & Co., Inc.

BROADCASTING • Telecasting

50,000 WATTS CLEAR CHANNEL

December 6, 1948
I TO layng 12:45 MARI announcer, of Jacksonville, Fla., of- fered a description of various recording his NEW approach to afternoon noon be "Kitchen With Mary Landis, keep score of Van testants if and puzzle, if Van painted a scorekeeper indi- cated correct answer and a buzzer indicates a wrong answer at that time is up. Televiewers are encouraged to keep score of their own team, and if they guess the word before the con- testsants do they give themselves a point. At the close of the show Mr. Van Camp reads the definitions of five of the completed clues, and three persons sending in the correct an- swers receive prizes.

Early Call for Dinner WBAL-TV Baltimore Dec. 16 will add a new program designed for the home- maker to its schedule. Titled In the Kitchen With Mary Landis, the show will be heard Monday-Friday, 2:30-3 p.m. David Meyers, who will be "Mary Lan- dis," will prepare a complete meal before the cameras each day. Early after- noon time was set in order to enable homemakers to secure ingredients and duplicate the meal that even-

Artists' Recorded Careers New approach to disc jockey shows has been established by Don Bell on his half-hour program, on KRNK Des Moines. Mr. Bell contacts various recording artists for trans- criptions into disc show stories, their five favorite recordings waxed by other artists, and two or three of their own like they be. He then signs transcription, seven discs, and his own favor- ites of the particular artist of the day.

"Sylvester's Show" NEW afternoon disc show on WJHP Jacksonville, called "Sylvester Simkins," a young "feller" who hails from Nahira, "Gawgah," began six or seven weeks ago. The show features a unique story of the day, a variety of music, plus a program of "Sylvester's Show" is . . . 15 minutes of humor done in a South Georgia dialect, bright musical tunes and sweet corn." Character of "Sylvester," originated by staff announcer, Jack Harrel.

Junior Style—Disc Jockey MARIE TAYLOR, five years old, is conducting her own program of records for children on WFTL Ft. Lauderdale, Fla. Every Friday afternoon, 1:30-1:45 p.m. Segment is part of two- hour show presented over by her moth- er and father, Frank and Sue Hainey.

Radio Ads College ON Nov. 6, WBT Charlotte, N. C., carried its cooperation with Central College a bit farther by carrying a half-hour broadcast about the experience laying for school's new gymnasm. Program served as "kick-off" of Davida- don's $25 million fund-raising cam- paign.

Salute the Press TO better its sales job, Virginia editor and publishers, WRVA Rich- mond newsmen commentator George Passage solicited the gentlemen of the press during National Newspaper Week. Mr. Passage interviewed the secretary- manager of Virginia Press Assn. on his broadcast.

Merry Christmas! WHEN Dean Landlief, disc m.c. at WTM Cedar Rapids, Iowa, plans "All I Want for Christmas Is My Two Teeth" on one of his Off the Record programs, he gave "wish." In the next mail he received the following letter: "Dear Sir: I heard you wanted two teeth. I had pulled one a few days ago and my brother had a loose tooth, so he pulled it last night. Hope you can make use of them. I am twelve and my brother is ten . . ." Mr. Landlief, who has the neces- sary 32 yin-yang, is considering forwarding the two teeth to George Roach, who waxed the record with Spike Jones.

Classics for All KOZY (FM) Kansas City, Mo., has inaugurated The Opera Hour. Pro- gram heard seven days a week from 8-9 p.m. features: Monday through Friday, light classics; Broadway pro- ductions, and excerpts from grand opera; Saturday, music from RCA Victor's "American Heritage" series. On Sunday program will carry, as its feature of the week presentation, a complete grand opera played in its entirety. Programs are sponsored by Bergbili Inc. for "Old Library Wine."

Are You the Culprit? SOMETHING different in traffic safety shows that have been started by WMAR (TV) Baltimore. Each Monday at 6:45 p.m., the television audience is put on trial before Magistrate Joseph Kolodny, of Baltimore Traffic Court. After Magistrate Kolodny raps his gavel to open show, Jim McKinders, of WMAR, reads the charge for the traffic defendant, he tells the au- dience, "is you." Audience then watches Magistrate Kolodny demon- strate various traffic situations on a large intersection board. Final few minutes of program are devoted to photographs of accidents, taken from official files of Baltimore Police Dept.

BRIEF, but potent, is what Guild Florists of Minneapolis is saying about its new 60-second quiz show commercial, The Daily Flower Quiz. Quiz was idea of Jimsaks of WDDY Minneapolis-St. Paul sales staff. Each day sponsor's commercial on that stat- ion asks listeners to identify a flower from a two-line clue. The first listener to call the shop with correct answer receives a corsage.

Medical Lecture Series SCIENTIFIC lecture series by professors and scientists of Johns Hopkins U., faculty was inaugurated Nov. 23, by WMAR-TV Baltimore. Speakers illustrate their talks with use of charts and graphs. Each week a dif- ferent field is explored. Program is telecast each Tuesday at 8:30 p.m.

First group of Cleveland draft- es entered the army at Fort Knox, Nov. 26, WENS (TV) newswrap cam- eraman George Grant went along. For three days he kept his cameras grinding out episodes in the life of the new recruits—what they eat, their quar- ters, their fellow soldiers, noncoms and officers, and other things the army has at home want to know. Telecast of the three-day event will be seen to Cleveland viewers in the near future.

Fishbowl Football Contest Aired WLOW Norfolk, Va., broadcast play-by-play description on Dec. 4, An- nual Colorful Fishbowl Football con- test in Norfolk, between Hampton Institute and William Penn U. Marks Shoe Store of Norfolk sponsored broadcast of game, which is promoted by local colored Shrine Temple for benefit of TB sufferers and crippled children.

Sans Blood and Thunder Kesan San Francisco has a children's program—an arm and blood and thunder. "Uncle" Clint Sherwood and his band, The Children's Corner, recites nursery rhymes, and gives junior players a few minutes to ventilate among the youngsters. No "ray guns" or "atomic pistols" are heard.

WJR Covers Exposition LISTENERS to WJRT Toledo, and WGAR Cleveland, will be provided with ample coverage of the Interna- tional Livestock Exposition and U.S. H. Club Congress, which opened in Chi- cago Nov. 29. A WJR mobile truck will carry a seven-man committee headed by Frank Mullen, president of the station, will provide them with special programing from Chicago.

WTIC's Gift $30,000 to Aid Symphony WTIC Hartford, Conn., has pledged $10,000 a year for the next three years to the Symphony Society of Connecticut to help finance the new Hartford Symphony Orchestra.

The gift was made on behalf of the Travelers Broadcasting Service Corp., WTIC licensees, by Vice President and General Manager Paul W. Morency.

In a letter to William A. Dower, vice president of the society, Mr. Morency suggested that "One thousand dol- lars of the sum be used annually as an award to an American composer writing a major or- chestral work adjudged best in a contest."
Technical

JOSEPH SIMON has been promoted from crew manager to director of WBBE (TV) Chicago.

WALTER H. BATWICHUK, formerly on the engineering staff of WMID Atlantic City, has joined same department of WBIP Hempstead, L. I.

HOLYARD KILE, formerly of KHUR Burlington, Iowa, has joined engineering staff at WBIP Rock Island, Ill.

GERALD D. COLEMAN has been appointed chief engineer of WBBT and WBBZ (FM) Boston, as control room operator. He was formerly with WJDB Bangor, Me., and WBKA Brockton, Mass.

ALLIANCE Mfg. Co., Alliance, Ohio, announces the production of the Alliance Tennis-Rotor, an automatic rotating device. Device enables user to rotate an antenna to any point, and can be plugged into any AC 60-cycle house circuit.

GUSTAVO DAT0 Jr. and GLEN NOVINS have joined KFIV-TV Los Angeles engineering staff. Mr. Dato was formerly with RCA Service Co.; Mr. Novins, a research technician with North American Aviation.

S-C DIVIDEND

Payable in Stock

A STOCK dividend of one-tenth of a share for each common share was announced last week by Stromberg-Carlson Co. The firm said it had elected to pay the dividend in stock rather than in cash in order to retain working capital for business expansion.

The dividend is payable next Jan. 3 to stockholders of record on Dec. 15, 1948.

Working capital is needed to finance the conversion of production from radio sets to television sets and the expansion of facilities for the company's broadcasting operations in Rochester, N. Y.

CANADIAN FM

20 Commercial Stations

A TOTAL of 20 private, commercial FM stations are now operating in Canada according to the Dept. of Transportation.

Call letters and location of the outlets are as follows:


TV'S GROWTH

'48 Output High—Cosgrove

"IN THE past 12 months television has grown faster than any other major industry ever to appear on the American horizon," Raymond C. Cosgrove, executive vice president, A. V. Mfrs. Corp., and a director of Crosley Broadcasting Corp., so informed members of the Boston Security Analysts Society at its meeting last Tuesday.

He pointed out that more than 80% of all TV receivers placed in homes since the end of the war have rolled off assembly lines this year. "Since January 1948, the industry has produced over a half million receivers—an increase of more than 300% over production for all of 1947," he said.

Mr. Cosgrove also expressed fear that "the threat of short-sighted policies which would further destroy the sources of new capital can hinder its progress," he concluded.

WIDE OPERATION

Maine Outlets Lists Staff

WIDE Biddeford, Me., new AM station of Biddeford Broadcasting Corp., has announced its staff personnel, with Gordon Lewis, president and general manager. Station, operating on 1400 kc with 250 watts, will be on the air from 6:30 a.m. to 12 midnight.

Mr. Lewis formerly was assistant manager of WPOR Portland, Me. Other personnel includes John H. Pratt, vice president and chief engineer, formerly at WNHI New Bedford, and Lucien Dumont, production manager, from WCOP Boston. In addition, three sales representatives, three announcers and two engineers are listed by the station.

EMERSON RADIO & PHONOGRAPH Corp., New York, declared year-end dividend of 20¢ per share payable on Dec. 16, 1948 to stockholders of record on Dec. 6, 1948.

COMPTON FOR ARC

Agency to Handle Drive

COMPTON Advertising, New York, will handle the 1949 American Red Cross drive on a voluntary basis, with William Geoghegan as account executive. The drive, to run from March 1 to 31, has a goal of $26 million.

Radio spot announcements will be used during the last week in February and the first three weeks in March. Tentatively, a one-hour kickoff show is planned for the evening of Feb. 28. The agency is hoping for the use of all four networks. President Truman will launch the campaign. Courtesy announcements and material worked into network show scripts will also be used.

Spring Garden Band, organization of local amateur musicians in York, Pa., has announced its first album of recordings of American march music. Album was recorded for RCA Victor and includes such well-known songs as "There'll Be a Sunshiny Day," "Happy Days Are Here Again," and "You Are My Sunshine." The album is available at record stores throughout the United States.

CHARLES MICHELSON Inc., New York, has announced the sale of its syndicated quiz show, "Who's Talkin'," which has been purchased by WHAP Rochester, N. Y., WCIP Madison, Wisconsin, and for another 13 weeks.

STANLEY FLORESHEIM, former advertising and sales director of Adam Hat's New York, has joined Frederic W. Ziv Co., also New York, as special sales representative. He will headquarter in Ziv's New York office.
RADIO TALKS
U. of Alabama Series

STUDENTS in the U. of Alabama’s radio department this quarter are hearing industry representatives discuss various phases of radio. Series is a joint project of the department and the Alabama Broadcasters Assn. Similar talks by industry representatives are planned for the university’s winter and spring quarters, according to Leo Martin, head of the radio department.

Speakers thus far have included: William Finshribber, general manager of the CBS program department; Raymond Swing, news commentator; Howard E. Pili, president of WSFA Montgomery, and J. E. Reynolds, promotion manager of WJRT Tuscaloosa.

Panel on sports broadcasting is planned for the final meeting of the first quarter series tomorrow (Tuesday). Panel members will be Charles Zeanah, WSFA sports director; Maury Farrell, WAPI Birmingham sports director; John Forney, WAPI sports announcer, and Dave Overton, WBRW Birmingham.

AJC USES VIDEO
Launches Member Drive

THE AMERICAN Jewish Congress purchased the 10:10-30 p.m. period over WCAU-TV Philadelphia Nov. 23 to aid its membership drive.

Television parties were held in the homes of more than 200 AJC members throughout the Philadelphia area. Dr. Stephen S. Wise, president of the World and American Jewish Congresses, headed a list of national and local AJC dignitaries in a round-table discussion on the history, future and activities of AJC.

The account is handled by the Harry Feigenbaum Advertising Agency, Philadelphia.


WIEDEMANN
Sponsors Louisville TV

NEGOTIATIONS for The Wiedemann Sports Eye are completed by (l to r) E. R. Strauchen and J. P. Maupin of Strauchen & McKim; H. Tracy Balcom Jr., Wiedemann president, and Ralph Jackson, WAVE-TV salesman.

* * *

THE Geo. Wiedemann Brewing Co., Newport, Ky., has signed for sponsorship of The Wiedemann Sports Eye on WAVE-Tv Louisvile, Ky. The firm also will sponsor a series of television film commercials on the station through Strauchen & McKim Advertising, Cincinnati.

The Wiedemann Sports Eye is seen each Saturday night and presents film highlights of outstanding sports events. Wiedemann’s, reported to have been one of the first video sponsors in Cincinnati, now claims to be one of the charter sponsors in Louisville. In addition to its television activities, the firm is a large user of regional radio advertising.

Lerch Wins Award

NATIONAL SAFETY COUNCIL has presented award for most original Farm Safety Week program to Don Lerch, CBS director of agriculture broadcasts, for Country Journal broadcast of July 24. This marks the second consecutive year Journal has won award.

AAA EXAMS
Annual Tests Scheduled

ANNUAL examinations in advertising, sponsored by the American Assn. of Advertising Agencies, have been scheduled for Feb. 19 and Feb. 26, 1949. The tests, designed to assist young people to gauge their aptitudes for advertising, will be held in St. Louis, Dallas and San Francisco as well as in the 11 cities where they have been given in previous years.

Candidates for the advertising profession will take approximately 20 aptitude, temperament and vocational-interests tests on Saturday, Feb. 19. Exams on the following weekend will comprise a choice of tests in such practical fields as copy writing, merchandising research, mechanical production, media selection, layout and art, plans and merchandising and radio and television production.

Any person not employed by an advertising agency is eligible. If still in college, examinee must be in his final year.

Reports on aptitudes and knowledge of selected fields will be given to applicants, who may authorize AAAA to mail his test results known to agencies and other industry employers. Records may also be used to support future job applications.

Arrangements for offering the tests in each city will be announced shortly by AAAA council and chapter examination committees. They were held last year in Boston, Chicago, Cleveland, Dayton, Detroit, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, and Portland, Ore.

SUPERMARKET VIDEO
New York Experiment Tried

WJZ-TV New York last week cooperated with Modell & Harbruck, independent television production firm, in a three-day experiment designed to test the point-of-sale impact of telecast advertising. Four TV sets installed in a Grand National Supermarket in New York, in addition to any home receivers that chanced to tune in, received a two-hour program of recipes, recorded music and housewife chatter, interspersed with film commercials for an assortment of nationally advertised products on sale in the store.

Titled Market Melodies, the 10 a.m. to noon telecast featured Ann Russell, actress and model, as mistress of ceremonies, assisted by Walter Herlihy, ABC announcer and guests. If the video version of Storecasting is successful, the producers plan to install sets permanently tuned to one channel in about 100 large retail groceries throughout New York. Participating advertising will be sought from the manufacturers of grocery products.
AP RADIO

WHEN THE venerable Associated Press began admitting radio stations to membership 13 months ago, many a newspaper-member, shuddering at this revolutionary development, was outspokenly fearful that the upstart radio could not uphold the best traditions of the service.

The AP's historic operational principle which requires members to exchange news with the association, it was feared, could not be followed successfully with radio in the scene. Only newspapers, these newspapers said, could be depended upon to provide fast, accurate service to the association.

A random check of AP files in New York last week showed that the fears of the old-time members of the AP were groundless. In fact, after initial trials was found to prove that radio newcomers had supplied AP with substantial news stories.

Contributions of Radio

The search of the AP files confirmed recent statements by Alan J. Gould, AP executive editor, at the AP Managing Editors meeting in Chicago, that radio members were supplying "an increasing and substantial volume" of news.

Among the samples of radio contributions to the AP report, according to AP, were:

On Jan. 13 a mineral mine disaster, Richard Owens of WISL Shampo-kin, Pa., telephoned his first information to AP, then went on the air at minehead and telephoned full details and cleanup information.


An unusual incident in radio news reporting for AP involved Jack Roberts, news director of KHUZ Borger, Tex. Out for an automobile drive with his family, Mr. Roberts ran into an 80-mile-an-hour windstorm. It whipped his car from one side of the highway to the other. Visibility was cut to a few feet.

He reached KHUZ only to find that telephone poles were down, all communications out, and he had a major story on his hands—for AP and his listeners.

Unable to contact the Dallas AP bureau by ordinary communications, Mr. Roberts remembered Ray Samuelson, a Borger "ham" (W5-BFA). Mr. Samuelson reached C. A. Todd at W5-KUJ Dallas. From Mr. Roberts to Mr. Samuel-son to Mr. Todd and by phone to the Dallas AP the story moved. It was on AP wires within an hour after the storm hit—a feat for AP members on a story of importance throughout Texas.

Nov. 9—WPWA Chester, Pa., covered quickly and accurately a shooting rampage.

Mine Accident Report

Oct. 27—Andrew W. Vickers of WMON Montgomery, W. Va., reported rapidly and in detail when a mine accident killed two men.

Oct. 8—Lawson McCall, commentator for KEK Portland, Ore., gave the first news on a downtown hotel slaying.

Oct. 7—Carl Phillips, KPS Banning, Calif., phoned a spectacular mountain fire story.

Sept. 21—Mark Weaver of the news staff of WKY Oklahoma City, was prompt and accurate with names and details when gas truck overturned killing five persons.

Sept. 14—WINX Washington supplied the first information on a train wreck between Philadelphia and Atlantic City.

Sept. 1—Miss Pan Didd, news editor of WAGN Knoxville, Tenn., provided a best of several hours on a Ku Klux Klan initiation arranged to coincide with Henry Wallace's speech in Knoxville.

Aug. 29—Seventeen Texas radio stations provided election returns.

Aug. 18—News Editor Dale Clark of WAGA Atlanta supplied a beat on the capture of two escaped convicts involved in another break.

Aug. 18—George Gardner of WPTW Piqua, Ohio, covered a $50,000,000 fire.

Aug. 17—WIOC Bridgeport, Conn., covered on an express train death 50 miles away.

Aug. 11—Jim Bormann of WMT Cedar Rapids, Iowa, supplied the first news on death of state legislator at Iowa City.

B-17 Wreck

Aug. 12—Thad Sandstrom of KTOP Topeka, Kans., gave a fast early-morning tip on a B-17 wreck that killed five.

Aug. 12—Alert protection by

Contributions Cited

WJDAI Quincy, Mass., enabled AP to score a clean beat on Gov. Tobin's acceptance of appointment as Secretary of Labor.

July 10—John Harrington, night news editor of KTAR Phoenix, covered quickly on an airplane crash in Phoenix.

June 10—Harry Kaufman of WDAF Kansas City, enabled AP to obtain a beat of one hour and 20 minutes on a St. Joseph airfield that destroyed a hangar and 21 planes.

AP executives state that AP broadcasters' associations are entitled to most of the credit for the increased filing by radio members. These associations set up special committees to stimulate news exchange through AP. Twenty-five conferences have been formed, covering 35 states, the District of Columbia and Alaska. Others are in process of organization.

INAUGURAL

"Voice to Cover Fully" THE PRESIDENTIAL Inauguration Jan. 20 will be given full coverage by the State Dept.'s "Voice of America" for transmission abroad, it was disclosed last week by Joseph Stilik, special events director, International Broadcasting Division.

Present plan is to record the Capitol ceremonies, parade and inaugural speech in English and possibly Spanish, for transmission to New York for instantaneous broadcast.

The Washington pickup is slated to be routed to other language desks where it will be translated for use from one to two hours later. Broadcast time will be governed by listening hours best suited to the country receiving the broadcasts. IBD intends to utilize the full quota of 19 or 20 tongues.

TOWER CONSTRUCTION COMPANY SIOUX CITY, IOWA

Over 500 satisfactory installations from Coast-to-Coast. What we have done so well for others should suggest that you consult America's foremost tower specialist on your next tower or antenna job.
POWER INCREASE
KPOR (FM) Goes to 80 kw

KPOR (FM) Riverside, Calif., is increasing its power from 20 kw to 80 kw, W. L. Gleeson, president of Broadcasting Corp. of America, KPOR owner, has announced. The station, with operations at both Riverside and San Bernardino, is assigned 97.5 mc Channel 245. KPOR will again increase its power next summer when it goes to 340 kw or full power along with its TV outlet, KARO, both located atop Cucumonga Peak.

The licensee also operates KPRO Riverside-San Bernardino, KREC Indio, KROP Brawley, KUCB Blythe and the California Rural Network.

REP. DAVIES
Has P. R., Radio Experience

WHEN the 81st Congress convenes in January, its youngest legislator will be 28-year-old John C. Davies, Democratic Representative - elect from the 35th district of New York, whose qualifications include a personal knowledge of the radio industry.

A graduate of the U. of Alabama and Hamilton College, he opened his own publicity office in Albany in 1941 after editing a rural weekly for one year. Two years later he joined the New York Office of the Westinghouse Electric Corp.'s public relations department. He became vice president of the Earle Ferris Co., public relations firm, in 1946. Mr. Davies also is credited with having written several network shows.

Mr. Davies, who defeated Rep. Hadwen C. Fuller (R-N.Y.) by a margin of 162 votes, will be the first Democrat ever elected from that New York District.

PAIGE OF MBS
Heads Program Operations

AS THE FIRST step in the anticipated expansion of the MBS program department, Jack Paige, the network’s director of special events, last week was appointed manager of program operations. The successor to Mr. Paige as director of special events was not announced, but it was believed probable that Arthur Feldman, now Mutual news chief in Washington, would be moved into the job. Mr. Feldman was an assistant to A. A. Schechter, now Mutual vice president in charge of news, special events and publicity, when both were at NBC before the war.

Mr. Paige, who became director of special events in February 1946, will supervise the network’s “overall programming schedules and will coordinate the functions of the various program divisions,” according to Phillips Carlin, vice president in charge of programs. He will report to Mr. Carlin.

Milton Burgh, the network’s news director, will take charge of Mutual’s special events until a successor to Mr. Paige is appointed.

TV EQUIPMENT
New Firm Formed in N. Y.

INTRIGUED by the humanitarian theme of his show, one Washington, D. C., sponsor is personally assisting in the distribution of gifts to orphans at the institutes where radio appeals for toys are originated.

Sidney Kolker, owner of the Washington Beef and Provision Co., Nov. 27 joined Jerry Strong, WINX Washington morning man in the role of Santa, Mr. Strong has the assistance of his sponsor, Mr. Kolker (1) and Mr. Bordley, the account executive.

who plays the role of Santa Claus, in the first of a series of five pre-Christmas broadcasts his company is sponsoring over WINX.

The first program, originating at the Children’s Country Home, carried appeals for toys for orphanage children, as will subsequent shows, heard Saturday afternoons. Also serving as Santa’s helper was Robert A. G. Bordley, Ernie Johnston Agency account executive, who assisted Mr. Kolker and the jolly, bewhiskered gentleman in the distribution of balloons and favors to the orphans.
AN OPEN LETTER TO NATIONAL ADVERTISERS AND ADVERTISING AGENCIES.

When Ken Godfrey spoke for the AAA at the recent AMA Chicago Convention, he presented a very factual story of the agency reaction to FM Advertising. The most important feature of his talk was the fact that the Agency and Advertiser wants and needs more factual information on Market Data and the selling impact of FM.

To learn how potent FM is as an advertising medium by itself you must use exclusive FM stations that have become established in their communities. The use of AM-FM duplicating stations will never give you the answer.

Our FM only stations in two of America's greatest markets, KOZY (FM) in Kansas City and WASH (FM) in Washington, D. C., are two stations on which you can test FM at fair rates and know that the results you get were derived exclusively on FM.

If you want the FM answer, write us for rates.

**Radio SONS of the soil discuss agriculture in the WJR Detroit mobile studio. L. to r. are Wallace Kadarly of KGW Portland, Ore., new national president of the Radio Farm Directors; Charles Worcester of WM'T Cedar Rapids, Iowa, outgoing national president; Frank Mullen, president of the G. A. Richards stations (WJR, WGAR Cleveland, KMPC Los Angeles); Phil Alampi of WJZ New York, new secretary-treasurer of RFD, and Marshall Wells, WJR farm director.**

**TV NETWORKING**

Werrenrath Gives Views

TELEVISION networking is of "vital importance" to the advertisers because it makes the medium "economically feasible," Reinald Werrenrath Jr., production director of TV remotes at NBC's Central Division, told members of the International Assn. of Pairs and Expositions at its annual meeting in Chicago's Sherman Hotel Wednesday.

After discussing allocations and receiver distribution, Mr. Werrenrath outlined methods by which video can promote fair attendance. These included use of jeep studios, which have been featured at expositions in Iowa and Canada—inter-fair hookup, by which attractions in one section of a fair can be relayed via television to another, and receiving sets spotted throughout the park for the entertainment and enlightenment of those in attendance at the fair or exposition.

**HALL OF FAME**

Nominations Asked by AFA

"TO QUALIFY for election, candidates must have been deceased at least two years."

That unusual specification was issued last week by the Advertising Federation of America in soliciting nominations to the group's Hall of Fame.

Plans for the establishment of the hall were released last week by Elan G. Benton, AFA president and general manager. To be located in the club house of the Advertising Club of New York, the hall is to honor those of "special achievement and service in the building and advancement of the social and economic values of advertising."

**WEIL'S WORK**

$50,000 in Two Months

PUTTING into practice his optimistic philosophy toward 250 W stations has paid off well for Eugene P. Weil, sales and promotion manager of WABY Albany, N. Y., and for the station.

The station's sales department negotiated and signed contracts for local business during October and November aggregating better than $50,000, according to Russell B. Wilde, WABY general manager. Business signed included contracts from 13 to 52 weeks in length.

Mr. Wilde cited the article written by Mr. Weil for the Jan. 12 issue of Broadcasting which emphasized his broadcasting philosophy that the 250 watter with the right kind of pitching to the home folks, could do big business and out-Hooper even the powerful network operations.

"We at WABY now realize since Mr. Weil joined the station, that he is putting into practice what he said in his article," Mr. Wilde said, "and we look forward to a big year for our station in Albany."

WABY, on 1400 kc with 250 w, is owned by the Knickerbocker News, a Gannett newspaper, and is a member of the new Gannett Radio Group.

**Tums on TV**

LEWIS HOWE Co., St. Louis, for Tums, will sponsor "round-robin" series of television spots on all New York stations for 14 weeks, beginning late this month. Schedules drawn by Ruthrauff & Ryan, Chicago, calls for a one-minute film spot to be televised one day weekly by each outlet in succession. Time-clearances are now being checked. Firm, also for Tums, sponsors Date With Judy (NBC).

**REC PROJECT**

Slides on Radio History

RADIO Executives Club of New York will undertake a project to build and develop a permanent store of photographic slides chronicling the history of the broadcasting industry. Carl Haverlin, president of the organization and BMI head revealed the project at a meeting of the Radio Executives Club in New York Nov. 19. (BROADCASTING Nov. 22.) Since then further details have been worked out.

It is expected that the pictures will be set up in three groups—the '20s, the '30s during the growth of the networks, and the '40's dealing with radio's wartime effort. Mr. Haverlin said he is willing to serve as recipient of the pictures, which broadcasters and agency personnel would forward to him at BMI headquarters, 500 Fifth Ave., New York.

The plan to acquire the memorabilia came about when REC presented a series of about 50 slides made from old photos contributed by stations and other sources, including the files of Broadcasting. Mr. Haverlin pointed out the need for preserving photographs still in existence.

Pictures sent to him will be copied or made into slides and returned to the owners, Mr. Haverlin said. Due credit will be written into the continuity or commentary for the slides. Contributors are asked to insure packages and inscribe sufficient material for a caption.
**FCC Actions**  
(Continued from page 85)

December 2 Applications

**ACCEPTED FOR FILING**

The News-Sun Best Co., Waukegan, Ill., CP new 1 kw fm. AMENDED to request 1220 kc. Install date.

**Transfer of Control**

WKJG WMJG-TV, Young, Ind.—Involuntary transfer of control from... to Dr. William Kunkel III, administrator of estate.


WPM WMFPM Suffolk, Va.—Return of license by Abram St. John.

WIL St. Louis—Acquisition of control by L. J. Koester through retirement of C. W. Benson of 49 sh. to treasury of firm.

License for CP

KRD St. Louis—License to cover CP increase power, etc.

WAAT Newark, N. J.—Same.

WFMF New Bedford, Mass.—CP In- stall synchronous satellite trans. on 98.1 mc with ERP 700 w.

WMBY-WMBI FM Chicago—CP FM new station for extension of complete simul- taneous. WOA Ak Oak Park, Ill.—Same.

WCLA Altadena, Calif.—AM. WKNM-FM Amarillo, Tex.—Same.

WFRO-WFVO-FM Shelbyville, Tenn.—Same.

WPDX-FM Clarksburg, W. Va.—Same.

**TENDERED FOR FILING**

Assignment of License

WCNU Columbus, Ohio—Tender of assignment of license from Cyril W. Reddick and E. D. Burton to Gulf Shores Best. Co. to Cyril W. Reddick, John B. McCormick and Perry H. Deal. d/b as Gulf Shores Best. Co.

WIRK SH RM Shreveport, La.—Assignment of license from J. O. fly Sr. George F. P. Smith, B. C. Smith, Jr. as agent or attorney, treasurer, etc. to... Best. Co. to Shelbyville Best. Co. to The Starkville Best. Co.

**SERISSOR**

REL Modulator Exhibited

SERISSOR MODULATOR, a radically simplified FM transmitter developed by Radio Engineering Labs., Long Island City, N. Y., was exhibited last Tuesday at Washington's Hotel Statler to industry and government representatives. Unit was introduced by REL at the FMA convention [BROADCASTING, Oct. 4].

Among those attending the ex- hibit were FCC Chairman Wayne Coy, Comrs. E. M. Webster and Jones and John A. Willoughby, acting chief engineer. Several FCC engineering representatives also observed the exhibit. The Serissor Modulator operates on low power and can be installed for about $500. It is described as being easy to operate as a public address system. Maintenance and supervision costs there- fore are low. It is especially adaptable for small towns, community civic groups, clubs, schools and churches. According to REL, scores of such stations could use the same wave length.

**IDEA FOR RFD'S**

By DANA D. REYNOLDS

**SCIENCE ON TV**

In Charge of Operations, Radio and TV U. S. Dep. of Agriculture RADC's farm directors looking for tee-holds in television during this interim period when the bulk of the dopes on city roofs may get one idea or another. Shows—

next came the fourth dimension. . . . And then a couple about the human eye.

Next searching for comparable gen- eral-interest topics in agricultural science. He is hot on the new weed- killers . . . Dr. Marshall begins to twist that idea around into a general feature on how plants grow, bringing in the many role of hormones.

Dr. Marshall has yet to till our average person's persistent curiosity about life and living. He must make our reactions to TV shows by planting a hidden mine in the midst of unsuspecting television.

**APPEAL TO CHILDREN**

As to his show, he has a con- siderable volume of correspondence. With an eye to promotion, he suggests relating topics discussed to things of current interest to children . . . The kids like to do their home work from the TV screen . . . It is, therefore, rambling through encyclopedias and holds the attention of the entire family.

All of you who have been through AM radio recall the marvelous feel- ing of emancipation with the dem- ise and burial of the old college- type, or scientific, lecture. You could say it was the day when it was thought of its reincarnation via TV.

Well, TV seems to offer a much better opportunity to do science shows than AM does. However, it's only fair to offer you complete moral support in requiring any who would be Roy Marshall to pass muster, for personality and tech- niques, in a dry run.

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GILLETT URGES BETTER USE OF PRESENT TV BAND
LIKE IT OR NOT, we're stuck with present TV allocation, Glenn D. Gillett, consulting engineer, told FCC-industry informal engineering conference to revise TV and FM standards. Job is to make this plan work, he said, suggesting carrier synchronization and directional receiving antennas as one way to link tropospheric antennas to stations so that wider station separations (see early story, page 35). Others appearing Friday included:


TV FASTEST GROWING INDUSTRY, SAYS FOLSOM
FRANK M. FOLSOM, new RCA president, told Boston's Clover Club Saturday television is "fastest growing new industry" in U. S. "This new art should add $8,000,000 a year to the motion picture industry already," he said, and "would place the radio-television industry among the ten largest."

Predicting 1,600,000 new TV receivers added in 1949 to 1,000,000 already in use, Mr. Folsom estimated that network rates would be stakes of 17,000,000 sets with potential audience of 50 to 60 million.

Closed Circuit
(Continued from page 4)

reporter words exchanged over TV's bid for one choice White House camera position, in view of pool coverage. Some of newsmen criticized video's stand, citing what they termed its limited audience. Newsmen had suggested variation of "straw-pulling" method.

INSIDERS are chalking up Jimmy Petrillo's appointment as inaugural music chairman to management's new arrangements council, Hal Leasow, ex-editor-broadcaster. Mr. Leasow apparently has kept Jimmy under wraps since his retention more than year ago as associate director of publicity of Democratic National Committe at Spring last campaign, serving voluntarily and almost anonymously.

ALTHOUGH AFL at its national convention two weeks ago went all out for repeal of both Taft-Hartley and Lea (anti-Pettrillo-feather beding) Acts, Secretary of Labor Tobin did not endorse both actions, as reported in some accounts. It's reliably learned he refrained from comment on Petrillo law.

LIGGETT & MYERS (Chesterfield) has completed arrangements with Washington club for telecast rights to 1949 Senator baseball. Sum undisclosed but Owner Clark Griffith has confirmed "verbal agreement." Firm still negotiating for time with WWTT (TV), DuMont outlet which aired games last year under joint Fox-Forsyth contract. Under Fox-Forsyth contract gives Chesterfield exclusive billboard rights in Griffith Stadium, similar to those enjoyed last year in New York's Polo Grounds (Giants). Only exception is Gruen Watch Co. tower ad which was contracted on ten-year basis. Newell-Emett is agency.

Radio

MEIGHAN SAYS CBS LIMITS SPOT LIST TO 15
CBS VICE PRESIDENT Howard S. Meighan testified "categorically" Friday that CBS Radio Sales will not use its national spot representation to 15 stations, including its own. It now represents 12.

Appearing in FCC's hearing on spot representation practices (early story, page 21), he said it would "empower" to make that commitment and that he would be surprised if Radio Sales should add even one more. On cross-examination by NARSR counsel, he said he didn't know whether that limitation would apply to TV stations.

He made disclosure after NARSR Attorney William C. Fitts introduced letter from CBS to FCC refusing to make definite commitment on 15 limit. One reason for that refusal, he said, was feeling that FCC lacked jurisdiction.

Accused by FCC General Counsel Benedict P. Cottone why CBS would so limit itself if it saw nothing wrong in network representation of stations, he said Radio Sales regards 15 stations "as maximum it can adequately serve. Commitment also designed to 'calm the fears' of independent representatives, he said.

Miss Gertrude Scanlon, BBDO account executive on Wildroot account, testified earlier under subpoena on behalf of CBS. Testimony of Carl J. Burkhall, general sales manager of Radio Sales, was interrupted by illness attributed to "nervous" condition and described as not serious.

DAVIS ANNOUNCER AWARDS
HOWARD REIG, WGY Schenectady announcer, named national winner, H. P. Davis 1948 National Memorial Announcers Award. Other winners, announced on NBC network Friday night were: Paul Shannon, KDKA Pittsburgh, $500; John Goodell, station; Dean Montgomery, KELO Sioux Falls, regional stations; Irving Berndt, WRAK Williamsport, Pa., local stations; Norman Barry, WMAQ Chicago, operated and operated stations; Phillip L. Freed, station; James Westover, KDKA; Bob Kay-WAVE Louisville; Ernie Kovacs, WTTM Trenton; Starr Yelland, KOA Denver.

PAULEY SEEKS KLAC-TV
OILMAN Edwin W. Pauley and associates applied to FCC for facilities assigned to Mrs. Dorothy Thackrey's KLAC-TV Los Angeles as alternative move if FCC upholds its ruling that competing bid, under AVO Rule, must be filed for all Thackrey properties for sale and not for KLAC-TV alone [Broadcasting, Nov. 11]. Application is in name of Southern California Television Co., which said it would reimburse Mrs. Thackrey for "reasonable expenditures" thus far incurred for KLAC-TV. Station is on Channel 13.

ABC 9-MONTHS NET OFF
ABC and subsidiaries report for nine months ended Sept. 30, estimated net income $440,000 after taxes, or 26 cents a share on 1,689,017 shares of $1 per common stock. Last year's net, same period, $1,050,000, or 62 cents a common share on same number of shares. Decrease largely due to loss from television operations, ABC said. Gross income this year up $342,065 over last year.

WAYNE COY TELLS TRUMAN OF LONG-RANGE PLANS
WAYNE COY, FCC chairman, conferred with President Truman on long-range Commission plans Friday afternoon in White House visit, preliminary to keeping watch channel and legislative problems. President gave his views to chairman on many radio problems.

"If you remain at FCC" chairman was asked reporter.

"Let's put it this way," he replied. "I've no plans to leave. I have a contract until June 30, 1951."

Wayne chairman at White House were his two youngsters, Wayne Jr. (Chay), 10, and Stephen, 17. Chay started to ask for Presidential autograph but went speechless. President laughingly recalled he was speechless first time he met late President Roosevelt because latter did all the talking.

Chay got the autograph. He and Stephen also got "Stolen from the desk of Harry Truman," a small notebook, with admonition to hide them from Secret Service while leaving White House.

Chairman Coy, asked about FCC budget plans, said, "They tell me I'm getting what's coming to me because I once was Assistant Budget Director." He was absent from Commission Thursday with heavy cold.

THOMPSON TO 'VOICE'
JAMES P. THOMPSON, Belmont, Mass., former Raytheon Mfg. Co. vice president, named associate chief of "Voice of America" operations by State Dept. Mr. Thompson, one of two associate chiefs reporting to Charles Thayer, acting chief of International Broad-casting Division, has assumed his new duties in New York. Born in Centreville, Ala., he has served as enginier at WAPI Birmingham and WBHY Gadsden, Ala.

GE SWITCHES 'HOUSE PARTY'
GENERAL ELECTRIC Co., Bridgeport, Conn., Jan. 3 switches GE House Party, five weekly on CBS, to 266 ABC stations (including Honolulu outlet), Mon.-Fri., 3:30-4 p.m. Move believed due to GE's cut in radio budget to invest in television. Agency, Young and Rubicam, New York. GE sponsors two video shows, NBC Newsreel on NBC-TV, through Mason Inc., New York, and Eyes Have It, on WCBS-TV, through BBDO, New York.

THREE BUY NIELSEN

GENERAL MILLS, Minneapolis, has signed $1½ million, ten-year contract with Ted Steele, pianist-singer, calling for his exclusive daily television series. Company today (Dec. 6) starts sponsoring his program on WABD (TV) New York, Mon.-Fri., 12-12:30 p.m., for Bisquick, Wheaties, Betty Crocker cake mix and Betty Crocker soups. Agency, Knox Reeves, Minneapolis.
The KMBC-KFRM Team fulfills a vital daily need in thousands of rural homes in Missouri, Kansas and surrounding states.

The Team maintains a full-time Farm Service department, under the direction of Phil Evans, nationally known expert. Innumerable experiments and developmental projects conducted on the thousand-acre KMBC-KFRM Service Farms, are passed on to rural listeners.

Evans is ably assisted by Ken Parsons, well known agronomist. Together, these two experts, with their up-to-the minute daily reports, keep rural listeners informed on latest developments in this important business of farming and agriculture.

Third member of this trio is Bob Riley, full-time marketcaster, who spends his entire working day at the Stockyards. He presents the market news several times each day direct from the Kansas City Livestock Exchange.

Other program features are presented by The Team specifically for the farm audience. As a result, The KMBC-KFRM Team is a welcome guest in the homes of those who live in the great Kansas City Trade territory.

The Team has the largest and finest group of artists ever developed by any Midwestern radio station. Pictured here is Hiram Higby, master of ceremonies and entertainment star, heard on the nationally famous Brush Creek Follies, Dinnerbell and Western Roundup...just a few of the top-notch entertainment programs that are a daily feature of The KMBC-KFRM Team.

The KMBC-KFRM Team Serves 3,659,828* People

* 1940 Census

7th Oldest CBS Affiliate

KMBC
OF KANSAS CITY
5000 on 980

Represented Nationally by FREE & PETERS, INC.

Programmed from Kansas City

KFRM
For Kansas Farm Coverage
5000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
Remodeling and modification of the Little Theatre in Oklahoma City's Municipal Auditorium is nearly complete; it will house all WKY-TV operations. New mobile TV unit will be complete and elaborate in industry; installation of equipment nearly completed. WKY-TV antenna, atop WKY's 915-foot AM antenna, will be the highest structurally supported TV antenna in the world. Exclusive contracts have been signed to televise all University of Oklahoma football and basketball games, professional wrestling matches and midget auto races. Engineering, production, and programming staffs are drilling and rehearsing. When WKY-TV goes on the air early in 1949, it will be television at its best, up to the established high standards of WKY. It's not too early to make reservations for time on Oklahoma City's first television station, WKY-TV on the air early in 1949.

Owned and operated by The Oklahoma Publishing Company: The Oklahoman and Times — The Farmer-Stockman — KVOB, Colorado Springs and KLZ, Denver (Affiliated Management)