SPORTS — Sporting blood runs thick in the veins of most Coloradoans. It's in the air. Sports of every kind are not only major pastimes of the people, they're big business, too. Denver is the annual scene of the national AAU basketball tournament; the Denver Open Golf Tourney attracts the topmost stars and thousands of spectators. Football and professional baseball draw capacity crowds. The unsurpassed fishing and hunting in the state bring sportsmen from all over the Middle West and now winter sports are beginning to flourish. Winter and summer, all year long, sports occupy an important place in the lives of Colorado people and in the economic life of the state.

KLZ SPORTSCASTS—KLZ enters into Colorado's wide interest in sports with a variety of programs: Broadcasts of top-flight football games and other major sporting events, hunting and fishing information, and regular sportscasts. Well-known personalities in the sports world are frequent visitors to KLZ's microphone. Vince Boryla, member of the U. S. Olympic basketball team and now a student at Denver University, is shown, left, being interviewed during a recent sportscast by Glen Martin, KLZ Sports Director.
J. Keith Lungren, owner of the Farm Center, feed and seed store in Rochester, Indiana, exemplifies the new progressive attitude among merchants serving agriculture. After receiving his degree in poultry husbandry from Iowa State College in 1938, Mr. Lungren worked for a company doing extensive agricultural research. Later, he joined a feed company as poultry fieldman. His ability and scientific knowledge attracted management's attention and he was sent to Texas to open a new company retail outlet. Within a short time he had built the store into the largest retail outlet in the company's organization.

Mr. Lungren's deep-rooted belief in the agricultural importance of the Midwest prompted his return to Indiana. He settled in Rochester, county seat of Fulton County, and bought the Farm Center. His plans are already underway for enlarging the business, which now includes a variety of poultry and farm supplies.

Although a comparative newcomer to Fulton County, Mr. Lungren soon realized the power and importance of WLS. The service, entertainment and education have made it a tradition among agricultural folks. Figures bear out WLS popularity in Fulton County, too. WLS is the leading station according to BMB—88% day, 80% night. In 1947, its 4,120 radio homes sent 4,792 letters to WLS—116% response!

Fulton County, with its annual retail sales of 11 million dollars and effective buying income of over 19½ millions, is an important spoke in the Midwestern hub of agriculture. Yet, it is but one of 567 counties in the WLS BMB daytime coverage.

The loyalty to, confidence in, and acceptance of WLS among the people of Fulton County typify the faith Midwest listeners have in this 50,000-watt voice of service. As a trusted friend, WLS carries a commercial impact, too. Ask your John Blair man how this impact can be put to work for you.
It takes a steady grind to produce sales in New England

It takes co-ordination of consumer advertising and dealer effort in many local markets to produce New England-wide results.

There is a made-to-order way to achieve this co-ordination: Use Yankee home-town stations to command attention in twenty-four principal markets. In each area tell your story to enough people often enough and the local merchants soon will feel the impact.

The advantage of Yankee is that it gives you all New England in one piece, plus the local sales punch you want in each market. It's the best way to put on a hard-hitting campaign, commanding lively dealer interest and tie-ins, to produce and hold sales volume.

For the steady grind that produces, buy Yankee's 24 home-town stations covering the Yankee six-state area.

Acceptance is THE YANKEE NETWORK'S Foundation

**The Yankee Network, Inc.**

Member of the Mutual Broadcasting System
Upcoming

Dec. 16: Independent Television Producers Assn. meeting, Barboza Plaza Hotel, New York.

(Other Upcomings, page 70)

Bulletins

REPEAL of 25% tax on telephone and telegraph tolls, portion of which is passed on to radio industry through higher rates, will be sought in 81st Congress by Rep. James H. Morrison (D-Ohio). He revealed Friday. Communications tax, he said, imposes tremendous burden on its chief users, newspapers and radios.

WEST COAST time differences resulting from California’s daylight and Oregon and Washington’s standard time, cease Jan. 1. Gov. Earl Warren feels power shortage has abated and California can return to standard time. Main broadcasting changes expected to be time shuffling of Pacific time zone programs.

NATIONAL Security Resources Board, in conference with President Truman and Cabinet members Friday, recommended enactment of emergency power laws for use in any national crisis. Eight reports heard on legislations required for 20-point program, including many World War II measures which have been repealed.

COMMITTEE NAMED FOR ALL-RADIO DRIVE

CALL for speed in All-Radio Presentation was sounded Friday in New York as industry representatives formed Overall Industry Presentation Committee to direct project. Committee will operate like Industry Music Committee, with own officers and finances.

Completion of film in time for showing at NAB April convention set as goal. Victor M. Ratner, CBS, authorized to spend funds to bring material to script stage by early January. New committee will start collecting pledges and intensify drive among unsigned stations.

Officers of overall committee were elected as follows: Gordon Gray, WIP Philadelphia, chairman; Herbert L. Krueger WTAG Worcester, Mass., treasurer; Eugene S. Thomas, WOIC (TV) Washington, assistant treasurer; Maurice B. Mitchell, NAB, secretary.

Executive or steering committee, with full authority to act between main committee meetings, consists of Messrs. Gray and Mitchell; Ralph Weil, WOY New York (unaffiliated); George Wallace, NBC (networks); Lewis Avery, Aver-Knoedel (representatives).

Business Briefly

GULF OIL RENEWS * Gulf Oil Corp., Pittsburgh, has renewed Bob Smith Gulf Road Show on NBC TV Thursdays, 9-9:30 p.m., for additional 19 weeks. Agency, Young & Rubicam, New York.

HEIDT SHOW TO MOVE * Philip Morris, Co., New York, agreed Friday to transfer its Horace Heidt show on NBC from 10:30-11 p.m. Sunday to 7:30-7 p.m. Sunday, when Jack Benny program deserts period Jan. 2 for CBS. Agency, Biow Co., New York (see page 22).

BOTH NCB, CBS MAY CARRY PHIL HARRIS EIGHT WEEKS

PLANS about complete late Friday for shift of Phil Harris program from NCB to CBS (early story page 22). NBC understood to have refused to release last eight weeks of Phil Harris program beginning 7-30-8 p.m. so CBS expected to transcribe program off line for this period and repeat it at 8 p.m., starting Jan. 2. This would mark first regular transcribed series in CBS history.

New Sunday lineup means CBS may shift Sam Spade (Wildroot) from Sun., 8:30-9 p.m., to Thurs., 9:30-10 p.m., Gene Autry (Wrigley) moving from Sun., 7:30-8 p.m. to same time Saturday.

NATIONAL SECURITY RESOURCES BOARD, in conference with President Truman and Cabinet members Friday, recommended enactment of emergency powers law for use in any national crisis. Eight reports heard on legisla-

TION comparisons will be made Thursday morning, Chicago, at Hooperings subscriber conference. Analyses, supplemented by slides, will include Hooper index, market-by-market brand exposure per 100 homes and a preview of television audience measurements. Radio executives and advertisers, agency and network representatives will attend session, 10 a.m. until noon at Knickerbocker Hotel.

GILMAN QUITS LEVER BROS.

JOHN R. GILMAN, vice president in charge of advertising for Lever Bros., Cambridge, Mass., has resigned. Reason given by company was “inability to come to terms. Mr. Gilman and his boss,” Mr. Gilman reported directly to Charles Luckman, firm’s president.

B & B VICE PRESIDENTS

EDWARD ESTY STOWELL and PHILIP A. CLELAND elected vice presidents of Benton & Bowles, New York agency. Both to continue administering ad divisions of General Foods.

BROADCASTING • Telecasting
"SAYS MR. HOOPER"

For the Months of September and October

AGAIN

K-R-L-D

RANKS 1st

in DALLAS in Listeners
Between 6:00 and 10:30 p.m.

"MR. HOOPER FURTHER SAYS,"
KRLD Ranks 14th Among The Top Twenty Stations He Surveys In The United States In Total Listeners Between 6:00–10:30 p.m.

That's Why
KRLD and KRLD-FM
Is Your Best Buy

50,000 Watts Day and Night

KRLD -- KRLD-FM

The Times Herald Stations
Dallas Studios Ft. Worth

Let a Branham Man Tell You More
Example #9

The Huberman Jewelry Stores in Philadelphia, Lebanon, Pa., and Camden, New Jersey, have sponsored "Midnight Bandwagon" on WIP since 1944. A full hour, midnight to 1 a.m. Monday through Saturday, the program has not only definitely increased traffic in all three stores but has stepped up the sale of higher priced merchandise.
A Merry Christmas and Happy New Year to all Americans of Goodwill

WJR
The Goodwill Station, Detroit

Frank E. Mullen
President

G. A. Richards
Chairman of the Board

Harry Wismer
Asst. to the Pres.
We Ask
Your Radio Sales Account Executive can give you the answers on how to make your sales curve climb. Because Radio Sales Research—the most penetrating and resourceful in spot radio—has asked a lot of questions. Not only about listening habits (356,645 individual station audience measurements in the past six months alone). But about buying habits too (fifty billion dollars is spent annually by the families served by all Radio Sales represented stations). So if you’re questioning the effectiveness of your advertising in twelve of your most important markets, call in your Radio Sales Account Executive.

Radio Sales
RADIO AND TELEVISION
STATIONS REPRESENTATIVE...CBS
A 50% GAIN in the number of TV advertisers was registered in a single month, bringing the total to 236 in the first week of November. This includes 37 network, 216 spot, and 373 local advertisers. It was the largest increase since the first report in June. (See Table I.)

According to the November Rorabaugh Report on Television Advertising, New York led the markets in total gain registering 56 accounts above the previous month, with 161 advertisers on six outlets. Other cities showing large gains were Detroit, 18; Baltimore, 12; and Los Angeles 10. The average station in each of these markets boasted nearly 30 advertisers. (See Table II.)

The report covers 21 markets with a total of 37 commercial television stations in operation. The framework of each month is used as a basis for judging the month's business.

Tops in TV

Apparel, automotive and radio and television dealers led all other advertisers in the television lineup. Other most frequent advertisers were food and products, household equipment and furnishings, beer, wine and liquor dealers and retail. (See Table III.)

Local advertising, possibly spurred on by the fall and Christmas shopping season, gained most over October, adding nearly 100 new advertisers, while spot advertising increased by 31 accounts.

New York, Philadelphia and Boston and Baltimore remained tops in number of accounts using television, together making up about 85% of all advertising on television. The remaining 15% is scattered through the 17 other cities having commercial TV outlets.

New York led the pack with 76 new advertisers in the market, while Washington added 31 to its fast-growing video roster. Philadelphia gained 24; Baltimore and Detroit gained 23.

Of New York's 76 new advertisers, 10 were network, 33 were spot, and 33 local accounts. Washington gained 10 network advertisers also, as well as 6 spot and 15 local accounts. (Table IV.)

Three of the major TV markets showed some loss in TV accounts from October, though the month was one of tremendous gain. Those cities are Chicago, Cleveland and St. Louis, with a loss of four accounts in each city. New Haven, with one TV outlet, remained the same as the October report, with 26 advertisers.

In the six-month period covered by these reports, the total number of advertisers has jumped from 236 to the present 626, and November's big gain indicated that an even faster rate of increase is due for 1949.

In this period network advertising has increased from 14 to 47 advertisers, while spot advertising increased from 76 accounts to 216. Local advertising, the leader since the beginning, has increased from 144 to 373 accounts.

The Dec. 20 TELESTATUS will contain types of program and time used in the Nov. 7-13 period.

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**Table I**

<table>
<thead>
<tr>
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<td>No. of Marketers</td>
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<td>16</td>
<td>19</td>
<td>19</td>
<td>21</td>
</tr>
<tr>
<td>No. of Stations</td>
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<td>32</td>
<td>37</td>
<td>37</td>
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<td>No. of Advertisers:</td>
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<td></td>
</tr>
<tr>
<td>Network</td>
<td>14</td>
<td>14</td>
<td>18</td>
<td>20</td>
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<td>112</td>
<td>122</td>
<td>119</td>
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<td>63</td>
<td>77</td>
<td>97</td>
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<td>TOTAL ADVERTISERS</td>
<td>234</td>
<td>257</td>
<td>277</td>
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<td>466</td>
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</tbody>
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**Table II**

<table>
<thead>
<tr>
<th>Markets &amp; Types of Accounts (Nov. 7-13)</th>
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<tbody>
<tr>
<td>Network</td>
</tr>
<tr>
<td>ATLANTA - WSB-TV</td>
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<tr>
<td>Baltimore WBAI-TV, WMAR-TV</td>
</tr>
<tr>
<td>Boston WZB-TV, WNAC-TV</td>
</tr>
<tr>
<td>Buffalo WENB-TV</td>
</tr>
<tr>
<td>Chicago WBBK, WGN-TV, WENR-TV</td>
</tr>
<tr>
<td>Cincinnati WLWT</td>
</tr>
<tr>
<td>Cleveland WEWS</td>
</tr>
<tr>
<td>Detroit WWJ-TV, WXYZ-TV</td>
</tr>
<tr>
<td>Fort Worth-Dallas, WBAP-TV</td>
</tr>
<tr>
<td>Los Angeles KFI-TV, KLTA, KTLA</td>
</tr>
<tr>
<td>Milwaukee WMJ-TV</td>
</tr>
<tr>
<td>Miami-S. Florida, KSFV-TV</td>
</tr>
<tr>
<td>New Haven WNHC-TV</td>
</tr>
<tr>
<td>New York WABD, WATV, WCBS-TV, WJZ-TV, WNBT, WPIX</td>
</tr>
<tr>
<td>Philadelphia WCAU-TV, WFTV, WPIT</td>
</tr>
<tr>
<td>Richmond WVRV</td>
</tr>
<tr>
<td>St. Louis KSD-TV</td>
</tr>
<tr>
<td>Salt Lake City KDFL-TV</td>
</tr>
<tr>
<td>Schenectady WGRS-TV</td>
</tr>
<tr>
<td>Toledo WSPD-TV</td>
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<tr>
<td>Washington WMAL-TV, WNBV, WTG</td>
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**Table III**

<table>
<thead>
<tr>
<th>Network</th>
<th>Spot</th>
<th>Local</th>
<th>Total</th>
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<tbody>
<tr>
<td>NEW YORK</td>
<td>216</td>
<td>195</td>
<td>236</td>
</tr>
<tr>
<td>BOSTON</td>
<td>191</td>
<td>202</td>
<td>227</td>
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<td>CHICAGO</td>
<td>203</td>
<td>176</td>
<td>261</td>
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<tr>
<td>DETROIT</td>
<td>222</td>
<td>172</td>
<td>394</td>
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<tr>
<td>LOS ANGELES</td>
<td>185</td>
<td>177</td>
<td>363</td>
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<td>PHILADELPHIA</td>
<td>190</td>
<td>190</td>
<td>380</td>
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<tr>
<td>WASHINGTON</td>
<td>176</td>
<td>182</td>
<td>358</td>
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**Table IV**

<table>
<thead>
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<th>Selective</th>
<th>Local-Retail</th>
<th>Total</th>
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<tr>
<td>Atlanta</td>
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</tr>
<tr>
<td>Baltimore</td>
<td>7</td>
<td>5</td>
<td>12</td>
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<tr>
<td>Boston</td>
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<td>10</td>
<td>30</td>
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<tr>
<td>Buffalo</td>
<td>1</td>
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<tr>
<td>Chicago</td>
<td>6</td>
<td>6</td>
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<tr>
<td>Cincinnati</td>
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<td>4</td>
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<td>Cleveland</td>
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<tr>
<td>Detroit</td>
<td>8</td>
<td>4</td>
<td>12</td>
</tr>
<tr>
<td>Fort Worth-Dallas</td>
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<td>2</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>10</td>
<td>5</td>
<td>15</td>
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<td>Milwaukee</td>
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<td>Minneapolis-St. Paul</td>
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<td>New Haven</td>
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<td>Richmond</td>
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<td>Schenectady</td>
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<td>Toledo</td>
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**Table V**

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<th>Local-Retail</th>
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<td>Detroit</td>
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<td>Fort Worth-Dallas</td>
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<td>Minneapolis-St. Paul</td>
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<td>Toledo</td>
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<tr>
<td>Washington</td>
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**Note:**

* smaller than actual total as network advertisers using spot in more than one market are counted only once.

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**TELEPULSE**

WABD Daytime Rating High

FIRST TELEPULSE rating of the WABD (TV) New York daytime programs shows them out-pulling competing sound broadcasting fare from the start. WABD entered daytime telecasting Nov. 1. Survey by The Pulse Inc., covering Nov. 3 through Nov. 9, showed Ted Steele's piano and song program rating 8.0, well ahead of his nearest competitor, a daytime serial rating 5.3. Dennis James' OKAY MOTHER achieved 6.7, with 3.3 the best any of the sound broadcasting programs on the same time could do.

Even the “Clock-Temperature” periods of service programming not designed as entertainment rated better than their AM competition, WABD reported. General Manager Leonard Hole commented: “We find the current Telepulse report immensely satisfying and are confident subsequent Pulse surveys will show a continuing trend in the same directions.”

---

**BROADCASTING • Telecasting**
In Maryland, it's WMAR-TV for Service

Scenes like the one above have become a familiar sight on the streets and highways of Baltimore and Maryland as WMAR-TV’s fleet of mobile units covers the Chesapeake Bay area to bring its loyal audience the best in television.

Go to any major sports event or civic function and you will probably see one of the two completely equipped mobile units parked there getting the show for WMAR-TV’s audience.

Follow a fire engine or police car speeding to the scene of a news event and you will probably see WMAR-TV’s newsreel station wagon and news cameramen in action.

If a remote pickup is in an isolated spot without the necessary electrical facilities, the remote tender goes along to supply the power from its own generator. Or if the scene of a remote pickup is too far distant from the transmitter, the tender will serve as a microwave relay point between the remote unit and the transmitter.

In one week, WMAR-TV’s two remote units brought its audience fourteen separate remote telecast shows while newsreel cameramen recorded fifty-two separate news events on film.

Wherever there’s entertainment or news, Marylanders have learned to expect WMAR-TV’s mobile fleet to be on the spot to bring them the best in television program service.
THE BEER THAT MADE MILWAUKEE FAMOUS*

Schlitz Beer makes use of the phrasing: 'I was curious . . . I tasted it . . . Now I know.'

Many a time buyer in the Memphis market can well say: 'I was curious about WHHM . . . we tried it . . . and now we're sold.'

For WHHM is the station that delivers MORE LISTENERS PER DOLLAR IN MEMPHIS

Put your next Memphis schedule on the Station that's making Memphis history.

WHHM
Independent - but not aloof
Memphis, Tennessee

Part McDonald, manager  FORJOE & CO., representatives

Member
Association of Independent Metropolitan Stations

* Schlitz Beer uses this one

ALFRED ROONEY resigns as vice president and manager of Lennen & Mitchell, Beverly Hills, Calif. West Coast office will now operate as service office for New York radio accounts, headed by BENJAMIN R. POTTS. Mr. Potts was formerly with Erwin, Wasey & Co., Los Angeles [Broadcasting, Dec. 6].

ROBERT SHIREY, manager of Hollywood office, J. Walter Thompson Co., elected vice president of board of governors, Southern California AAAA to complete unexpired term of ALFRED ROONEY, former vice president of Lennen & Mitchell, Beverly Hills, Calif., office. (See above.)


GEORGE E. HOWARD, formerly with Harry E. Foster Agencies, Toronto, joins Alford R. Payntz Adv., Toronto, as radio director.

FRED WIGHT, formerly production manager with Raymond L. Sines & Assoc., San Francisco, appointed production manager of McCarty Co., same city.

WILL PEARCE, head of art department of four West Coast offices of Botsford, Constantine & Gardner, appointed vice president of agency.

CATHERINE BIDELSPACHER, formerly of Compton Adv., New York, joins media staff of Botsford, Constantine & Gardner, San Francisco.

DAVID J. COOK, formerly with L'Esperance, Silverson & Beran, San Francisco, joins production department of BBDO, same city.

FRED CRAWSHAW, former vice president and account executive of Garfield & Guild, San Francisco, joins Young & Rubicam, same city, as account executive.

BLANCHE GRAHAM, formerly with now dissolved Dunn-Fenwick & Co., joins Los Angeles city of Abbott Kimball Co. of Calif. as coordinator of internal operations. MARY LOUISE COOK, formerly with California Magazine, also joins agency as assistant on new business.

EVELYN CHURCHMAN, formerly with Stamps-Conhaim Inc., Los Angeles, joins Raymond Keane Adv., same city, as copy writer.

ROD MACDONALD resigns as account executive of Botsford, Constantine & Gardner, San Francisco. He has announced no future plans.

THOMAS J. ELLIS, formerly with Sullivan, Stauffer, Colwell & Bayles, New York, joins Mason Inc. as space buyer in New York office.

HARRIET RUDERMAN, formerly of W. B. Doner Co., Chicago, radio department, forms her own agency in that city.

JOHN A. E. McCRAVE, vice president of Lewis & Gilman, Philadelphia, elected treasurer of firm.

STERLING ELLIS joins Ross Sawyer Adv., Los Angeles, as production manager.

GEORGE LAMONT, former vice president of McKim Adv., Montreal, Join MacLaren Adv., same city.

PAUL R. WADDELL is promoted to associate copy director at Young & Rubicam, Chicago, after working on copy staff.

ARTHUR FARLOW, Pacific Coast manager of J. Walter Thompson Co., transfers from San Francisco to New York office. FRED H. FIDLER, head of firm's motion picture department in New York, will be transferred to San Francisco to replace Mr. Farlow.

BLAISDELL GATES, former vice president and West Coast manager of Abbott Kimball Co. of California, joins Merchandising Factors, San Francisco, as head of agency promotion and new business.

LORENA DANKER, former contact woman in Hollywood for J. Walter Thompson Co., and LOUIS B. MAYER, movie producer, have announced their marriage.

CLINTON D. CARR, president, announces opening of his agency, Clinton D. Carr & Co., at 24 E. 25th St., Baltimore. Mr. Carr was formerly vice president of Baltimore office of Justin Funkhouser Adv.


Page 12 • December 13, 1948
MORE THAN HALF THE NATION'S STEEL IS PRODUCED IN THIS WWVA AREA

A FOUR-STATE AREA RICH IN OPPORTUNITY

Hard steel and soft coal combine to make this WWVA-land a solid market for alert advertisers. It's a land rich in people—more than eight million of them; it's rich in retail sales—nearly $4½ Billion Dollars Annually; it's rich in potential—every day more industries are surveying the area to locate nearer their supply sources.

This four-state area that makes WWVA-land includes Eastern Ohio, Western Pennsylvania, West Virginia and Virginia. From it come more than half the nation's steel, more than half the nation's bituminous coal. You can reach it with one station, one cost, one billing—with WWVA. An Edward Petry Man can tell you more about this land of opportunity.

WWVA

50,000 WATTS—CBS—WHEELING, W. VA.
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

National Sales Headquarters: 527 Lexington Ave., New York City
RCA's completely self-contained 500-watt TV transmitter is designed for locations where low power can provide adequate signal strength and sufficient coverage. In favorable locations it is capable of producing sound-and-picture quality that is comparable in every respect to the output of higher-powered transmitters.

RCA's 500-watt TV transmitter is as easy to operate and tune as a standard broadcast transmitter. Controls for each unit are all within handy reach.

The attractively styled control console (in foreground) is included with the transmitter. It contains all picture-and-sound gain controls, and complete monitoring facilities for picture and sound signals.
this revolutionary new
500-watt TV transmitter

for community service and big-station stand-by

- Type TT-500A for channels 2 to 6 (54-88 Mc)
- Type TT-500B for channels 7 to 13 (174-216 Mc)

THIS LOW-POWERED television transmitter is designed to serve suburban communities—where terrain is relatively flat and where there are no large buildings to "shadow" the area. Operated in conjunction with an RCA high-gain Super Turnstile antenna, it is capable of radiating over 2 kilowatts of picture power and up to 1 kilowatt of sound power. The transmitter is a "natural" for stand-by work in the metropolitan station where maximum program continuity is required.

As simple to operate and tune as a standard broadcast transmitter, this transmitter uses high-level grid modulation and is capable of delivering the same high-definition picture quality and high-fidelity sound that has made RCA 5-kw TV transmitters famous. A vestigial sideband filter...pre-tuned at the factory...clips off a portion of the lower sideband and insures against interfering with other TV stations operating on adjacent channels. This feature eliminates the need for complicated stage-by-stage "tuning in" of the sideband and enables the operator to meter-tune each r-f stage as a straight class C amplifier.

RCA's 500-watt television transmitter is furnished in two types—both available for prompt delivery. Type TT-500A is designed for channels 2 to 6. Type TT-500B is designed for channels 7 to 13. Each transmitter is housed in two identical cabinets that can be mounted individually...or be readily bolted together as a single, compact unit. Maximum over-all size of each cabinet of the transmitter is only 31 inches wide, 84 inches high, and 31½ inches deep!

Get in touch with your RCA Television Specialist for the complete facts. And by all means ask for your copy of the new brochure. Dept. 19LB. RCA Engineering Products, Camden, N. J.

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

In Canada: RCA VICTOR Company Limited, Montreal
Further Proof
THAT SMART TIME BUYERS
Prefer
KTUL
SHOWMANSHIP
and
PROGRAMMING

"SONGS OF YESTERDAY"
A KTUL PRODUCTION
Salutes Ru-tel Tablets
DAILY OVER
KOMA and KWFT
OKLAHOMA CITY WICHITA FALLS

KTUL
JOHN ESAU Vice President-General Manager
Avery-Knodel, INC. RADIO STATION REPRESENTATIVE

New Business


LENN & FINK PRODUCTS Corp., New York, (Hinds Honey & Almond Cream, Dorothy Gray Creams, Etiquet Deodorant, Lysol and Portrait Home Permanent), appoints McCann-Erickson, New York, to handle advertising of all its products in countries of Western Hemisphere with exception of Canada and U. S. effective Jan. 1 to July 1, 1949, depending on market concerned. Agency has been handling domestic advertising of Hinds Honey & Almond Cream.


CONSOLIDATED ROYAL CHEMICAL Co., Chicago, renews on WENR Chicago and ABC 10th Blues on the Century Monday, Wednesday and Friday for Dr. Krank's Shave Kream and Tuesday, Thursday for Man-O-Oil shampoo, effective Jan. 3 and 4, for 52 weeks. Agencies: Arthur Meyerhoff and H. O'Neill Inc., respectively, both Chicago.

CRESCENT ELECTRIC SUPPLY Co., Dubuque, Iowa, distributor of General Electric Appliances, appoints W. D. Lyon Co., Cedar Rapids, Iowa, to handle advertising, effective Jan. 1. Radio campaign will be conducted in Illinois, Iowa, Wisconsin and South Dakota.


CHRISTIAN HEURICH BREWING Co., Washington, appoints Henry J. Kaufman & Associates, same city, to handle advertising. No media plans have been announced, but company has been an extensive radio advertiser in past.

B. MEIER & SON. New York, manufacturers' sales representative in wholesale food field, appoints Richard H. Hoffman Assoc., New York, to handle promotion and public relations. Radio will be used.

JARMINE INC., Sioux Falls, S. D. (pharmaceuticals), appoints Victor Van Der Linden, New York, to handle advertising. Spot radio will probably be used after Jan. 1, 1949.


THE BREWING INDUSTRY of Puerto Rico appoints McCann-Erickson's office in San Juan, Puerto Rico, to handle campaign promoting superiority of bottles over cans as containers for beer. Radio will be used.

BISHTON-WHEELER INC., New York, manufacturer of Millar Retractable Ball Point Fountain Pens, appoints Fred Gardner Co., New York, to handle advertising. Radio will be used.

Network Accounts


(Continued on page 93)
ANYONE can see from this map how ABC covers the Coast. Darkest areas indicate counties or sub-county areas where impartial, published BMB figures show that 50% or better of all radio families listen regularly to ABC. (That lonely white spot is the one county out of 144 where less than 10% of the radio families have the ABC habit.)

BUT THAT ISN'T ALL! See how ABC delivers the trade centers—big and little, outside and inside. Here we show 42 towns listed by BMB where 50% or more of all radio families listen regularly, day or night to ABC...plus 8 towns where ABC station improvement has raised listening levels to an estimated 50% or better.

On the coast you can't get away from ABC

FULL COVERAGE...ABC's improved facilities have boosted its coverage to 95.4% of all Pacific Coast radio families (representing 95% of coast retail sales) in counties where BMB penetration is 50% or better.

IMPROVED FACILITIES...ABC, the Coast's Most Powerful Network, now delivers 227,750 watts of power—54,250 more than the next most powerful network. This includes four 50,000 watters, twice as many as any other coast network...a 31% increase in facilities during the past year.

GREATER FLEXIBILITY...You can focus your sales impact better on ABC Pacific. Buy as few as 5 stations, or as many as 21—all strategically located.

LOWER COST...ABC brings you all this at a cost per thousand radio families as low as or lower than any other Pacific Network. No wonder we say—whether you're on a Coast network or intend to be, talk to ABC.

THE TREND TO ABC...The Richfield Reporter, oldest newscast on the Pacific Coast, moves to ABC after 17 years on another network, and so does Greyhound's Sunday Coast show—after 13 years on another network.
Feature of the Week

THE story of a woman's fight against cancer will be broadcast Dec. 15, 9 p.m. by WHAS Louisville. Broadcast will include the patient's entire case history from the time she first visited the cancer clinic last September to date.

Prepared in cooperation with the Kentucky division of the American Cancer Society, the broadcast is part of a long-range program initiated by WHAS a year ago to fight cancer on a year-round basis. It will mark the climax of a series of cancer programs aired by WHAS.

The broadcast is titled Time and Her Life. It relates the suspense and hope in the patient's fight as told by the patient herself, her husband and neighbors, and the doctors, nurses and hospital aides.

The WHAS microphone has followed the patient constantly. It recorded her first contact with the cancer clinic and her examination by the clinic consultation team. It was with her in the operating room.

The broadcast will include an explanation by physicians and surgeons affiliated with the cancer society of the treatment given the patient and the surgery she has undergone.

Commenting on the scheduled broadcast, Dr. Guy Aud, president of the society's Kentucky division, said: "It will be a tremendous contribution to the public's knowledge about cancer and the fight we are waging against this disease."

On All Accounts

THERE is always the barely resistible temptation to refer to an advertising man from Nebraska as a "cornhuckster." Yet William Harland Kearns, born a Cornhusker and bred an advertising man, is probably the best reason why that temptation deserves to be resisted.

A partner in Ted Bates & Co. and supervisor of the ColgatePalmolive-Feet account, Bill Kearns is regarded as one of the most original and capable figures in the industry today. And like the ad campaigns which have come to characterize him, Mr. Kearns' journey to his present eminence was carefully planned and his entry into advertising was through no side door.

Upon his graduation from the U. of Nebraska in 1929, Bill was offered $125 a month with the Bell Telephone Co. But determined to be an ad man he withstood the lure of long distance wealth to accept instead a job as cub copywriter with the Buchanan-Thomas Agency in Omaha at $35 a week.

His decision was justified and his talents rewarded a few short months later when he was named head of the agency's first radio department. In addition he was contact man, copywriter, layout man and "jack of all trades."

Departing the firm seven years later as a partner he moved to Chicago and the Blackett-Sample-Hummert agency as assistant to L. A. Crowell, executive vice president of the organization. Here, he wrote commercial copy for Parker Pen Co. while helping to manage that account.

Three years later he joined H. W. Kastor & Sons in Chicago as vice president and agency representative on the Procter & Gamble account, his first experience in the soap and toiletry field in which he was later to distinguish himself. He was also made responsible for all client service phases of the Kastor organization, devoting much of his time to the affairs of the New York office.

In January 1942, he was transferred to the agency's New York office as vice president and general manager, and in August of that same year he joined the Bates agency in New York, as vice president in charge of the Standard Brands account.

In the intervening war years Bill Kearns served as a lieutenant in Air Combat Intelligence on an aircraft carrier in the Pacific area (Continued on page 91)

WHAS records operation on cancer patient whose story will be told by the Louisville station on Dec. 15.

There are no fool-proof, surefire TV program formats.

There are no "reasonable fac-similes" or short cuts borrowed directly from radio or any other medium.

There are no "experts", ready with all the answers.

BUT...

There is an imperative need for program producers who can help to advance TV program standards and build viewer interest.

There is unlimited opportunity for show-wise, picture-sensitive men and women trained in television.

There is a place to get such training (if you plan to work in television) or to hire such trained personnel (if you're a TV station operator, or CP holder).

TWIN CITY TELEVISION LAB (DIVISION OF BECK STUDIOS, INC.)

Completely TV Camera Equipped Ample training space (11,000 sq. ft) Large studio lab (40 x 60 ft.) TV-experienced staff, headed by E. S. "Bill" Colling, formerly senior TV director, NBC New York.

Training available to veterans under GI Bill. For details write Twin City Television Lab, Lyceum Theatre, Minneapolis, Minn. Next sessions start December 27th.
if you put a merry christmas on your master acetate
then your allied pressing will repeat many times a
merry christmas
and mean it, too!

Allied for full fidelity reproduction

Silver nitrate processing of superior quality...

Genuine "Vinylite" brand plastic pressings...

Non-flexible phonograph records handled specially for speedy delivery

ALLIED RECORD MANUFACTURING CO., INC.

1041 N. Las Palmas Avenue, Hollywood 38, California • HOllywood 5107

BROADCASTING • Telecasting

December 13, 1948 • Page 19
SANTA GETS INTO A LOT OF HOMES... BUT SO DOES WHK!

Not just once a year... but every day! Ours is the largest regional station coverage... it includes over 842,000 radio homes! Yes, and our merchandising and promotion service is the most complete of any Cleveland station! All of which assures advertisers MORE listeners per dollar spent! So, even though you may not believe in Santa... you will believe in RESULTS!

IN CLEVELAND IT'S WHK

The Paul N. Baymer Co.,
National Representative

For Cleveland's Buyers That Listen
And Cleveland's Listeners That Buy!
BASEBALL PROBE

By RUFUS CRATER

AN INVESTIGATION of the major and minor baseball leagues' practices with respect to baseball broadcasts has been undertaken by the Justice Dept. to determine whether a violation of the anti-trust laws may be involved.

Justice Dept. officials declined comment except to say the matter, long pending, is "still under consideration and study." But representatives of the radio industry are known to have been approached recently for specific information.

Several stations reportedly have complained that the leagues are guilty of monopolistic practices in their handling of broadcast rights.

Disclosure of the Justice Dept. inquiries coincided with the minor leagues' adoption of a proposed amendment to the major-minor club rules which would prohibit network broadcasts of major or minor league games by either aural radio or television.

Under this proposal broadcasts and telecasts would be limited to stations whose transmitters are located within the club's "home territory," which is described as an area covering a 50-mile radius from the club's ball park. Broadcasts and telecasts of a club's away-from-home games could be carried by stations in the club's "home territory," but only with the consent of the other club involved in the game.

Fate at Majors' Conclave

This amendment depends upon approval by the major leagues in their two-day meeting starting today (Monday) in Chicago—and the majors were reported disposed to reject the plan. But the minor leagues adopted virtually the identical rule for themselves, and this will be effective, insofar as broadcasting minor league games are concerned, irrespective of the action of the majors.

The minor-league action was taken by unanimous vote last Thursday at the minor leagues' winter meeting at Minneapolis after some club owners showed dissatisfaction and apprehension over the effects of broadcast and telecast rights as granted in the past. Sports promoters have evidenced a growing fear of box office effects of broadcasts and particularly telecasts.

Text of the proposed amendment:

1. Each major and minor league club may broadcast or telecast, or permit to be broadcast or telecast, its home games from a station or stations, located within its "home territory," but not otherwise, and the visiting club may, with the consent of the home club, broadcast or telecast, or permit to be broadcast or telecast, to its "home territory" from a station or stations within its home territory, baseball games in which it participates away from home. Provided, however, that nothing herein shall be deemed to prevent a broadcast or telecast of a baseball game by a club which does not constitute an infringement of the territorial rights of other clubs as defined in subparagraphs (2) and (3) of this paragraph (c).

2. The words "home territory" shall mean and include with respect to any baseball club, a circular area of 50 miles radius with its center at the baseball park of such baseball club.

3. The protection given territorial stations and the home club shall be deemed to include protection against the broadcast or telecast, other than those disseminated by a station within the home territory of the other club.

The whole question of baseball's handling of broadcast rights has been before the Justice Dept. for more than a year.

One of the first protests was filed by WARL Arlington, Va., attacking "the practice...of restricting the opportunity of radio stations to broadcast descriptions of baseball games played by competitive leagues" [Broadcasting, Oct. 6, 1947].

WARL wanted to carry descriptions of games involving the New York Giants and Brooklyn Dodgers of the National League, but was told, according to its letter of complaint, that clearance would have to be given by the owner of the Washington Senators of the American League.

Frank U. Fletcher, radio attorney and half owner of WARL, who wrote the letter, told the department that he was refused clearance on grounds that it might make broadcast rights to the Senators' games less valuable and that the leagues had agreed "not to invade each other's territory."

According to usual Justice Dept. procedure, an investigation is made first to determine whether there appear to be grounds for formal action. Apparently the current exploratory inquiry is of this nature. If the results warrant, presumably the department will institute action.

In one of the few high court decisions on the subject, the U. S. Supreme Court has ruled, in an old case, that baseball itself is not in interstate commerce. But this case did not involve broadcasting, and some industry authorities felt it might be significant that radio has been held by the same court to be clearly an interstate operation.

Fearful of the effects of baseball telecasts, Frank J. Shaughnessy, International League president, sounded this warning at a news conference at the minor-league meeting:

If the major leagues don't stop (Continued on page 80)

WHAS BID

A COMPETING BID matching Clear Channel Broadcasting Company's $1,025,000 contract for purchase of clear-channel WHAS Louisville and associated radio properties [Broadcasting, Sept. 27] was filed with FCC last week by Fort Industry Co.

The application, pitting the two veteran AM-FM-TV operators against bidders for the radio interests of the Louisville Courier-Journal and Times, was considered almost certain to prompt an FCC hearing to explore their qualifications on a competitive basis.

Fort Industry, headed by George B. Stover, owns seven AM stations but told FCC it would "dispose of the radio interests of the Louisville Courier-Journal and Times, if required to do so under terms approving its acquisition of WHAS and affiliated FM and television properties."

FCC has no rule numerically limiting common ownership of AM stations, but has pending a proposed regulation which would set the ceiling at seven. The same proposal would continue the present limits of five stations under common control in TV and six in FM. Fort Industry has three TV stations, two TV applications, and six FM stations, but is opposing the terms of FCC's proposed regulation on grounds that the limit should be no less in TV and FM than in AM.

Fort Industry told the Commission that its radio experience, and its operations in states neighboring Kentucky, provide "a unique reservoir of broadcasting know-how" which would permit it to give the WHAS area "the best programing and public service possible."

Under AVCO

The application was filed under the provisions of the AVCO Rule, permitting public bidding on stations up for sale. It was filed Wednesday, three days before the deadline for such applications, by Paul A. O'Bryan of the Washington law firm of Dow, Lohnes & Albertson, counsel for Fort Industry.

The company and its subsidiaries operate WSPD Toledo, WGBS Miami, WAGA Atlanta, WWVA Wheeling, WJBK Detroit, WLOK Lima, Ohio, and WMNN Fairmont, W. Va. Each of these has an FM affiliate except WMNN. The company also operates WJBS-TV and WSPD-TV, while WAGA-TV is slated to take the air shortly. Applications are pending for television stations in Miami and Wheeling.

President Stover controls 73% of the voting stock of Fort Industry. J. Harold Ryan, senior vice president and treasurer, has 11.8% and Mrs. Ryan has 14.9%. The application showed the 1947 income of the company and subsidiary was $1,016,591 before federal taxes.

FCC was told that Fort Industry has made preliminary arrangements to borrow $1,500,000 from the Society for Savings in the City of Cleveland, to finance the purchase of WHAS. If FCC requires the company to sell one of its existing stations, the application noted, these proceeds also would be available for use in the WHAS transaction.

Allen L. Haid, managing director of WMNN, would be named general manager of WHAS. Other

(Continued on page 77)
SUNDAY SWITCH

IF ANYONE had hummed "Gloomy Sunday" around NBC last week, with his life, he would have been lucky to escape the blast that would have made him half the show's audience. Although its capture of the show was not assured, CBS believed it probable that the show would move from NBC into the CBS 8:30 P. M. Sunday spot. Mr. Allen himself had given NBC executives some anxious moments a fortnight ago when he told a newspaper columnist he intended to retire after his present season. It was recalled, however, he had expressed similar intentions in the past without fulfilling them.

At the end of last week NBC was in a turmoil to replace the departing shows. It had almost succeeded in scheduling the Philip Morris program with Horace Heidt, now heard at 10:30-11 P. M. Sundays to replace Fred Allen in the 7:30-8 P. M. period. It was believed that the advertiser and its agency, Biow Co., would agree to the transfer.

The replacement for Mr. Bergen was up in the air. Mr. Bergen's long-time sponsor, Standard Brands, had dropped the NBC time after his Dec. 26 broadcast. That left the 8-8:30 P. M. Sunday period without either program or sponsor.

A possible replacement for the Bergen show was Fred Allen, now heard at 8:30-9 P. M. immediately following Mr. Bergen. It was understood that Mr. Allen had been approached with the suggestion that he move up half an hour, but his answer at the weekend was not forthcoming.

J. Walter Thompson Co., agency for Ford dealers, who sponsor Mr. Allen, said the change of Mr. Allen's time had not been decided.

As of Friday noon, the NBC Sunday schedule on Jan. 2, the first Sunday without Messrs. Benny and Bergen, was: 7-7:30 P. M., probably Horace Heidt for Philip Morris; 7:30-8 P. M., unknown (unless the Harris-Faye show stays on); 8-8:30 P. M., unknown; 8:30-9 P. M., Fred Allen for Ford Dealers (unless he and his sponsor are persuaded to move to 8-8:30 P. M.).

Meanwhile CBS was beginning to shape up a Sunday night schedule after Jan. 2 which had strong flavors of the present NBC lineup: 6:30-7 P. M., Spike Jones for Coca-Cola; 7-7:30 P. M., Jack Benny for American Tobacco; 7:30-8 P. M., Amos 'n' Andy for Lever Brothers (captured from NBC several weeks ago); 8-8:30 P. M., Phil Harris-Alice Faye for Rexall Drug Co.; 9-9:30 P. M., Red Skelton for Procter & Gamble (if CBS overtures succeed).

Invites Skelton

The CBS invitation to Mr. Skelton was reported last week. Mr. Skelton now heard on NBC Fridays 9:30-10 P. M., has been approached with a capital gains proposal by CBS, it was learned. Although his capture was by no means certain, it was known that CBS was making a vigorous effort toward it.

The placement of Spike Jones before Jack Benny on CBS was in cooperation with Coca-Cola, which sponsors both Mr. Jones and Perry Faith and the Pause That Refreshes, which is now heard in that Sunday period and which will go into the Friday, 10:30-11 P. M. spot held by Spike Jones.

All changes are effective Jan. 2.

NBC'S ROYAL

Will Assist on Programs

CONFRONTED by the interstate network program rivalry of unprecedented intensity, NBC last week assigned its most seasoned showman, John F. Royal, to leadership in the fray. Mr. Royal, veteran showman and long-time NBC vice president, has not been active in programming development for more than a year. Last week, it was authoritatively reported, he was called back to ultra-active duty to serve as special programming assistant to Charles R. Benny, NBC executive vice president.

Plainly Mr. Royal's role was to inveigle the search for new and production men to fill the long gaps left in NBC's lineup by the departure of at least two of its top shows for CBS and to build up stars for television.

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Mr. Bergen's announcement said he had decided to retire temporarily from radio. "This is a good time to step back and get a perspective of radio and television," he said. "The entire entertainment industry is going through a stage of flux." Mr. Bergen, recalling he had been in radio 12 years, said that "trying to turn out a funny show every week is a terrific pressure."

"And if the show isn't funny, I'm depressed. I'd rather make less frequent appearances."

He said that additionally "radio is in a chaos now, with the networks switching stars and everybody wondering about television."

"There aren't any newcomers in radio," he added. "All the shows, Benny, Hope, mine, sound the same. I'd like to get out of the groove and study things."

Standard Brands, Mr. Bergen's sponsor, announced some time ago it was relinquishing his program for economy reasons. He agreed to cancel a contract with the sponsor which still had some time to run.

Chesterfield Plans

LIGGETT & MYERS, New York, (Chesterfield cigarettes) is currently negotiating with WWDC and WPIK, both in Washington area, to sponsor the home and away baseball games of the Washington Senators next season. In addition, Chesterfield will also sponsor the Washington club on television in 1949. [CLOSED CIRCUIT, Dec. 6]. The firm through its agency, Newell-Emmett, is still negotiating for the 1949 season with WTTG (TV), Washington DuMont outlet, which aired games last year under joint Ford-Chesterfield sponsorship.

LUTHERAN BUDGET

Radio to Get $1,400,000

THE LUTHERAN Church through its agency, Gotham, New York, will increase its radio budget from the $1,250,000 expenditure during last fiscal year to $1,400,000 during the present fiscal year ending May 30.

The increased budget will be spent in adding additional stations now on MHN and in the present schedule of 550 Mutual and independent stations already carrying The Lutheran Hour on Sundays in the U. S. Foreign markets will also be increased.

Currently The Lutheran Hour is heard in 40 other countries where the program is transcribed in eight languages.

The Lutheran Church is also thinking of filming The Lutheran Hour and distributing it to television stations throughout the country.

DRAWN FOR BROADCASTING by Sid Hix

"You're wasting your time.... Every bit of this brandy goes in the plum pudding."
PREPARATIONS for U. S. participation in NARBA negotiations next summer were undertaken in government-industry conferences launched last Tuesday. Some of the participants are shown here (1 to r: Picture at left; FCC Comr. Rosel H. Hyde, who presided; H. Underwood Graham, head of FCC Engineering Bureau's AM Allocations Section, and Donald R. MacQuivey, foreign affairs specialist of State Dept. Telecommunications Division; center picture, A. Earl Cullum Jr. and C. M. Jansky Jr., radio engineering consultants; picture at right, Neal McNaughten, assistant director of NAB Engineering Dept.; Leonard H. Marks, radio attorney, and T. A. M. Craven, who headed the U. S. delegation at the first NARBA conference.

**PRE-NARBA MEET**

**Group Warns Against ‘Wrecking’ U. S. System**

A WARNING that the U. S. will not permit its broadcasting system to be “wrecked” in forthcoming negotiations for a new North American Regional Broadcasting Agreement was sounded last week at a Government-industry pre-NARBA conference in Washington.

Conferences urged an approach based on “fair sharing and equal sacrifice” among nations, and served notice that the absence of an international agreement might be better than an intolerable one.

The 12-hour conference, attended by some 60 FCC, State Dept., and industry representatives under the chairmanship of FCC Comr. Rosel H. Hyde, also brought these disclosures:

1. There are new indications that Mexico has changed its mind about deferring operation of the 150 kw station it is building at the border.

2. The move with respect to use of 540 kc probably will be made by FCC, subject to international agreement at the NARBA treaty conference next summer. But a proposal was advanced that some agreement be worked out bilaterally for use of the channel in the meantime. This proposal will be referred to the Commission.

3. FCC “hopes” to have a decision on its three-year-old clear-channel case in time for use in formulating this country's final NARBA proposals, which are due May 2.

4. The State Dept. feels that the question of renewing the Gentlemen's Agreement between U. S. and Mexico, prohibiting U. S. nighttime operation of Mexican 1-A channels, should be considered by the full NARBA treaty conference, not by Mexico and the U. S. separately. Daytime Petitioners Assn., composed of daytimers on these channels, is campaigning for fulltime operations [BROADCASTING, Nov. 29].

The conferences spent Tuesday discussing aims, approach and general problems. Then they were divided into four committees which will study specific questions in ensuing months. FCC will use the committee reports in preparing final NARBA recommendations.

The committees are on (1) standards; (2) coverage; (3) new and novel proposals, and (4) legal or administrative provisions. Their task is not only to help formulate the affirmative position of the U. S., but also to consider and evaluate proposals advanced by other NARBA nations.

T. A. M. Craven, who headed the U. S. delegation at the conference which produced the first NARBA, maintained that U. S. authorities should consider the advantages of having no treaty at all, if other nations resist the “fair deal” principle.

540 kc Question

The question of 540 kc was injected by Arthur W. Scharfeld, radio attorney. He suggested that negotiations for an agreement on use of the channel be commenced in advance of the treaty conference.

Comr. Hyde replied that he felt the next move should be FCC's, and said the Commission had a "proposed rule-making proceeding" under way, although he did not specify its nature. This proceeding presumably would relate to the classification of the channel to be accorded 540 kc and apparently the channel would not be used pending the agreement by other interested nations.

Donald R. MacQuivey, foreign affairs specialist of the State Dept.'s Telecommunications Division, pointed out that under the Atlantic City treaty, which made 540 kc available to broadcasting, it can be put into operation only by international agreement. This is the backbone of U. S. opposition to the 160 kw station authorized by Mexico on 540 kc.

Validity of Agreement

Both Comr. Hyde and Mr. MacQuivey assured the conferences that the U. S. has reiterated its protests against the Mexican operation, which Mexico previously had indicated would be deferred pending settlement of issues raised by this country.

Leonard H. Marks, counsel for the Daytime Petitioners Assn., raised the question of the validity of the Gentlemen's Agreement against fulltime U. S. use of Mexican 1-A's. DFA claims the agreement was not extended along with NARBA and consequently is no longer binding.

Mr. MacQuivey said he felt the question of such an agreement should be taken up by the NARBA treaty conference.

This conference is to start Sept. 15, 1949, at Montreal or Ottawa. The NARBA expires next March 28, but all signatory nations except Cuba have agreed to a two-year extension.

Mr. Hyde named FCC staff members to head each of the four committees set up to handle the various studies, and solicited volunteers to serve on each group. Subject to additional appointments, and with the understanding that the members may designate alternates to assist them, the membership of the committees was established as follows:

- Standards—Edgar F. Vandivere, FCC Technologist; and G. H. Bcray, ABC; Philip man; William S. Dutters, NBC; James D. Parker, WABC; Mr. Hyde representing the public; John G. Preston, NFCA; George W. Adair, consultant; Royal V. Howard, RCA; Harry M. Nesbitt, ABC; M. Jansky Jr., consultant; John H. DeWitt, WRN Nashville and Clear Channel Broadcasting Service; Glenn D. Robertson, WRN Nashville.


Hopes for Decision

3. FCC “hopes” to have a decision on its three-year-old clear-channel case in time for use in formulating this country’s final NARBA proposals, which are due May 2.

4. The State Dept. feels that the question of renewing the Gentlemen’s Agreement between U. S. and Mexico, prohibiting U. S. nighttime operation of Mexican 1-A channels, should be considered by the full NARBA treaty conference, not by Mexico and the U. S. separately. Daytime Petitioners Assn., composed of daytimers on these channels, is campaigning for fulltime operations [BROADCASTING, Nov. 29].

FCC PROBE OFF

House Group Halts Investigation

A previous meeting slated for Dec. 1 had been postponed for lack of a quorum of members.

Previously, Frank T. Bow, general counsel of the committee, explained that the meeting had been called to consider several staff reports and to decide on the committee’s future course of action.

Among the reports to be considered was one on the recent investigation of communications in Puerto Rico [BROADCASTING, Nov. 5]. Another was an outline on the examination of the Commission’s controversion.

(Continued on page 64)

December 13, 1948 * Page 23
View of the main studio at Interior Dept. in Washington.

By J. FRANK BEATTY

THE "Voice of America," carrying Uncle Sam's message of freedom to a troubled world, has a new larynx.

It is now blessed with the war-hallowed resonance of what many engineers consider the second best the North Penn House of the Dept. of Interior in Washington.

Quietly and efficiently the official U. S. broadcasting studio—consigned to a two-year limbo of dust gathering following its day-night war service—has been house-cleaned and refurbished for its new role.

Before long some of the State Dept.'s "Voice" staff will be operating in the penthouse. Once again the tubes and turntables and other devices are in use in the department's transmitter-less radio station. For not even the economically Congressional committees have been able to silence this array of equipment.

Engineer's Dream

Since its construction a decade ago, the penthouse project has been an engineer's dream. Many recording specialists prefer it above all others in the world, though they respectfully pay tribute to the meadowed walls of Leiderkranz Hall, once the home of a German singing society in New York. This completely panelled hall, perhaps 60 or 70 years old, has rare and resonant qualities ascribed to the aging of its all-wooden surfaces.

Right now the interior penthouse is seeing action, but it is only a drop in the electronic bucket when the versatile and highly secret activities of World War II are recalled. Many of these activities have been secrets locked in the minds of engineers and the military.

Where once the dignitaries of Old Arts Hall and the nation spoke on acetate or film as part of the wartime propagandists' job, they now appear in peace-time roles.

The new "Voice" home provides the finest in acoustics and equipment for the spread of democracy's message.

For nearly two years the racks and turntables in the Interior Dept.penthouse gathered dust. Now and then the amateur orchestra of the Interior Dept. recreation association rehearsed in the large main studio. For a time WASH Wash-

for many years, he recorded broadcasts addressed to them personally from the Emperor down. Starting right after V-E day, Capt. Zacharias' voice was transmitted and within hours was available to 5 million Japanese radio sets. Reaction was quick and Japanese officials and war lords announced they were ready for peace three weeks before Potsdam [BROADCASTING, Sep. 3, 1945].

Music recorded in the penthouse during the war by a gifted back-home flavor to Japanese soldiers in the front lines, projected from hand-cranked phonographs. Many a Nip soldier submitted to the musical message and surrendered.

According to a report submitted in 1945 by Shannon Allen, (former Interior radio chief) who conceived the studio project, the penthouse produced 1,104 war programs. The achievement record also included more than 1,582 programs processed from the studios or piped in from outside; 6,875 transcriptions produced in the studio, 1,952 programs fed from the studios to networks and shortwave by the Office of War Information or Coordinator of Inter-American Affairs; 112 programs originated outside the station.

(Continued on page 97)

WMEX OWNERSHIP

FOC Probing Facts On Renewal

OWNERSHIP DETAILS dating back to the original application for construction of the station in 1933 will be probed by FCC in a hearing slated to start today (Monday) on WMEX Boston's license-renewal application.

Details of the inquiry, which also relates to program matters, were specified by the Commission in response to a petition filed by Arthur W. Scharfeld, Washington counsel, insisting upon issuance of a "bill of particular" for the proceeding.

The issues call for a determination of the present owners, and when and from whom they acquired their stock, as well as a determina-

TALKING THINGS OVER at reception given last Tuesday at Carlton Hotel, Washington, by Westinghouse Radio Stations Inc. were (l to r) Walter Evans, WRS president; FCC Commissioner E. M. Webster, and J. B. Conley, WRS general manager.

BROADCASTING • Telecasting
$75,000 PARLAY

By FLORENCE SMALL

BEFORE a single performer went on the air in the two-hour Thanksgiving telecast for Elgin-American, the more than $75,000 cost of the program had been completely returned in sales as a result of advance promotion and merchandising.

Edward H. Weiss, president of Weiss & Geller, Elgin-American agency, last week gave tangible evidence of his satisfaction by negotiating with Charles (Bud) Berry, vice president of ABC, for a ten-year contract covering the 120-minute segment on ABC-TV for both Thanksgiving Christmas shows starting in 1949.

In revealing the negotiations to Broadcasting, Mr. Weiss also took the occasion to stoke a broadside against the proponents of the “soft sell” in television.

“Eastern critics objected to the trip-hammer frequency of the commercials in the Thanksgiving show,” said Mr. Weiss, and I bow to their opinions on one count—there were too many. In broadcasting the shops in other parts of the country, we eliminated four of the plugs from the two-hour show and there wasn’t a single objection voiced.

Put ‘Sell’ in ‘Tele’

“However, I want to make it clear here and now: Our agency believes in putting ‘sell’ in your ‘tele.’ It just can’t be any other way and any attempt to hide commercials or blend them with the show weakens them and thus minimizes television as a selling force. And sales must pay the bill for television if it ever hopes to achieve maturity.”

Mr. Weiss has always been a firm believer in the “sell” commercial. In fact, the commercials on the Groucho Marx show, another Weiss & Geller production, sold so well last spring that Elgin-American was caught short by $2 million and the show had to go off the air five weeks before its scheduled closing date.

“We can’t pussy-foot our commercials,” Mr. Weiss added. “My answer to the critics is to let them go on with their crying. The public wants good shows and the public understands that they have to be paid for. You don’t hear people complaining that newspapers are getting too big and bulky or that magazines have too much paid space in them. People accept the fact that advertising is part of the communications picture on the printed page. Why not in radio?”

Under NAB Limit

“In spite of the fact that some critics felt there were too many commercials on the Elgin-American show, the total amount of commercial time in the two hours was 11 minutes and 45 seconds, which was still under the limit set by the NAB rules and regulations. Most 30-minute programs, especially giveaways and audience participation programs, have anywhere from four to five minutes of plugs to a half-hour.

“We must face the fact that television is an expensive medium and it must do an extraordi- nary selling job in order to justify the expenditure necessary to stage a first class show. The audience must be convinced and interested in the people to sell the product. Because of this situation the survival of television is right in the laps of the producers and sponsors of programs.”

Mr. Weiss believes that “sell” is still a do-it-yourself job and not the result of a wartime pricecontrol law. He is quoted as saying that “sell” is no less necessary in this post-war era than it ever was.

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Mr. Adams to NBC

DAVID C. ADAMS, vice president and general attorney of RCA Communications Inc., resigned last week to become assistant to Charles R. Denny, NBC’s executive vice president, under whom he served when both were general counsels in the federal government.

Mr. Adams was an FCC lawyer when Mr. Denny was chairman of the FCC.

To replace Mr. Adams, Howard R. Hawkins, assistant general attorney, was promoted to general counsel.

Mr. Hawkins is also a veteran of government service, having been in the FBI for five years before joining RCA. He participated in many proceedings before the FCC.

Mr. Adams will be returning to NBC. He was brought to the network from the FCC by Mr. Denny as assistant general counsel when Mr. Denny joined NBC as vice president. Mr. Adams resigned from NBC to become vice president and general counsel of RCA Communications last July.

Mr. Adams joined FCC in September 1941. He was in the Army during the war and returned to the FCC in October 1945, and successively held the posts of assistant chief of the common carrier division and assistant to the general counsel.

Mr. Adams is a graduate of the U. of Buffalo Law School and practiced law in Buffalo, his native city, from 1937 to 1941.

Mr. Hawkins, who joined RCA Communications in May 1946, is a graduate of U. of Indiana Law School, class of 1941. He joined the FBI after graduation.

December 13, 1948 • Page 25
TRANSIT RADIO

By ED KEYS

IN ITS BID for a slice of the national advertising dollar, Transit Radio Inc. of Cincinnati has reinforced its plan with contract, rate and advertising standards bearing the stamp of approval of NAB and agency timebuyers.

Meanwhile, transit companies in two major cities joined in the growing number of those providing radio entertainment regularly for their customers.

Huntington, W. Va., will become the nation's fifth and Worcester, Mass., the sixth metropolitan area offering transitcasting on a regular basis.

WPLH (FM) Huntington, W. Va., has begun installation of transitcasting equipment in 65 of the approximate 100 city buses, according to Frank Pellegrin, national sales manager of Transit Radio.

J. Evans, general manager, and Bernard Sammons, commercial manager, study traffic services by The Ohio Valley Bus Co., that an average of 75.906 passengers ride in the vehicles daily in the city of 75,000 population.

The weekly average number of riders taking an estimated 2,400,000 rides monthly is placed at 927,070. Peak hour is from 4:30 to 4:40 p.m. when a weekly average of 24,207 persons use the busses.

Transit FM entertainment was assured the Worcester area last Sept. 22 in a contract between Transit Radio, the Worcester Street Railway and the Yankee Network, Thomas O'Neal, Yankee vice president, revealed last Thurs.

O'NEIL REPRESENTS

Mr. O'Neal represented not only the network, licensee of WQGR (FM) Worcester, but his company will originate the transitcasts, but also Transit Radio, of which he is a director and in which Yankee Network is a holder of stock.

Conditions in the contract negotiations were Edward Taylor, president of Worcester Street Railway, and Kenneth Hoover, vice president and general manager of the transportation system.

WQGR is the FM operation of WAB Worcester.

Installation of FM receivers will start in about two weeks on 250 of the system's vehicles and will be completed in about 60 days. Mr. O'Neal said 60 more vehicles will be equipped at a later date, according to the Yankee spokesman.

Then all installations have been completed, an estimated 4 million rides monthly on the line will be cushioned with FM entertainment.

The network reportedly has manifested a keen interest in guaranteeing radio-equipped busses as a passenger bonus to riders in other cities where the network operates stations.

Expansion plans for personnel and facilities are also in evidence. Transitcasting will soon be providing music on approximately 2,815 public vehicles in six major cities.

Standards covering the format of rate card and contract forms and the length of commercials were adopted during a meeting of officials and directors of Transit Radio in Cincinnati Nov. 30-Dec. 1. Basis of the standards was described as operating experience of the firm in Cincinnati, St. Louis and Boston.

Transit vehicles are also in regular operation in the Scranton-Wilkes-Barre area, and negotiations are well advanced in other large cities.

A total of 50 words was adopted as the proper length for announcements on the FM-equipped public vehicles. A maximum of 55 seconds has been adopted for transitcasting announcements. A ten-word opening sponsor identification and a maximum of 50 words for closing commercial announcement may be allowed on two-minute newcasts.

A rate formula was adopted to permit subscribing stations to determine time classification and rate. The formula to be recommended to station affiliates has a rate based on a cost of $1 per 1,000 or less in Class B time and 75¢ per 1,000 or less in Class A. The rate differential is due to the predominance of women shoppers riding during the daytime hours, as compared with the rush hour travelers.

The experiences of affiliated stations WCTS (FM) Cincinnati; KXOK-FM St. Louis and KPRC-FM Houston, have been recorded in a program bulletin which will be made available to other cooperating stations.

* * * * *

Discuss Sales Plan

A sales plan was discussed for the preparation of a schedule permitting advertisers to buy a guaranteed number of impressions per week or month. In most cities these impressions on a “captive audience” would be given in at least 7 digit numbers.

Other transit officials have proposed that affiliates option time to the national sales office of the organization. Under the plan affiliates would reserve one announcement every 20 minutes and one newcast every hour on a priority basis for national advertisers to be secured by Transit Radio. In this way, officials explained, sales representatives would know at all times the availability of time for a national advertiser on each affiliated station.

* * * * *

Those Attending

Officials and directors attending the session were Hubert Taft Jr., president and WCTS (FM) Cincinnati managing director; Richard C. Crilair, executive vice president; C. L. (Chet) Thomas, vice president, and KXOK St. Louis general manager; Jack Harris, KPRC Houston managing director; Robert Meade of KPRC; Ben Strouse, WWDC Washington general manager; Thomas O'Neal, Yankee Network, Boston; Frank E. Pellegrin, director of national sales; William Ensign, manager of the New York sales office and David Taft, WCTS (FM) Cincinnati, general manager.

David Gamble was elected secretary of Transit Radio, to succeed John Tytus, who has resigned.

Loretta Jane Kealy, former office manager of Free & Peters, Hollywood, has been appointed manager of the company's general sales office in the Pure Oil Bldg., Chicago.

Miss Kealy is again working with Mr. Pellegrin, with whom she was associated in the broadcast advertising department of the NAB and at KTSF St. Louis, of which Mr. Pellegrin is president. She has also served at WOL Washington and KOIL Omaha.

Transit Radio has moved its temporary Chicago quarters into Suite 812-516 of the Pure Oil Bldg. The telephone number is now Financial 4-4821.

DRAWING CARD

Transit FM Attracting New Advertisers

A LARGE number of local advertisers who previously had not used radio are signing up for transitcasting, Frank E. Pellegrin, national sales manager of Transit Radio, told a joint meeting of the FMA board members and the Inland Press Assn. Friday in Chicago.

The meeting was part of a two-day conference at Hotel Sheraton called by FMA President William E. Winkler to bring about cooperation between the association and newspapers having FM stations or grants.

Large merchants with budgets too small to make a sufficient impression in AM radio, or to whom the extended coverage of AM radio did not appeal, are now using Transit Radio," Mr. Pellegrin reported.

"Now they can beam their messages to selected audiences, and yet a modest budget makes a real impression. In this sense, Transit Radio is adding to the total of radio advertisers and is bringing new revenue to the industry."

"I'm charging Transit Radio's rate," Mr. Pellegrin observed that local as well as national advertisers are chiefly impressed by three characteristics of transitcasting: (1) It delivers a guaranteed, counted audience, without the expense, delay or uncertainty of surveys or audience ratings; (2) it delivers an audience "in transit" on its way to buy; (3) it offers an "affordably economical rate" for this counted audience.

Mr. Pellegrin reported that FM station operators have been active in nearly every important city of the nation in investigating the potentialities of transitcasting. Headquarters of Transit Radio in Cincinnati has been answering inquiries "by the score" and furnishing information to FM station owners throughout the U. S., its territories and Canada.

The press of work in Transit Radio's Chicago office is such that another man will be added to the Mid- west staff Jan. 1.

R. E. Lindgren, president of Store Broadcasting Service, Chicago, told of plans to form a company to compete with wired music services through FM.

FM 'Mousetrap'

Terming FM "a better mousetrap than telephone wires in the functional work music field," Mr. Lindgren noted that wired music operators are practically unheard of in cities of less than 100,000, because with expensive line charges, they cannot get enough subscribers to make the operation pay. Such music by FM could be quoted at a "far lower monthly rate," he said.

He also recorded that FM stations in smaller markets program functional work music from 8 a.m. to 6 p.m. five days a week, leaving evenings and weekends free for regular commercials.

He noted that one of the 8-8 schedule (Continued on page 70)

Standards Are Adopted

OFFICIALS of MBS and National Biscuit Co. radiate mutual approval as the baking firm signs a $1.2 million contract for a series of three half-hour programs beginning Feb. 1.

Three separate weekly adventure shows—two daytime, one nighttime—will be presented under the program title The Straight Arrow. Present at signing are seated (l to r): Robert Samuelson, MBS advertising manager; George W. Coppers, National Biscuit Co. president. Standing (l to r): Jess Barnes, MBS vice president in charge of sales and Geo. E. Voya, Biscuit advertising manager.

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BROADCASTING • Telecasting
“ONE of the biggest contracts in all advertising is that for radio talent; another is for radio facilities,” C. E. Hooper Inc., declared Tuesday morning at the Hotel Biltmore, New York. He was addressing the two-hundred strong audience in ratings for Hooper subscribers.

Devoting the major part of the time to an analysis of the U. S. Hooperatings, which “for the first time projected a new picture of all U. S. radio homes,” Mr. Hooper did not neglect his older services.

The Program Hooperatings, he pointed out, based on surveys made only in the 36 cities of equal network opportunity and so provide a basis for comparing programs under conditions of uniform network competition report City Hooperatings, now made in the 98 largest U. S. cities, form the basis for the new projectable U. S. ratings that he started this year with listener diary studies covering rural areas and small towns as well as the major cities.

Extended Jan. 1

Hooper Teleratings, started this year in New York, where they form a part of the monthly New York City Hooperatings Report, will be extended Jan. 1 to all of the Hooper territories with TV service, he announced.

Special City Hooperatings Reports for TV subscribers will include TV survey consumer ratings by time blocks and Teleratings on individual programs typically three times a year (12 times in New York). The inside back cover of the New York City Hooperatings Report contains a figure listing the number of the current number of TV homes and a report on the share of audience, radio and TV, for the hours of 6 to 10 p.m.

Following the first U. S. Hooperating report for January-February 1948, the next one, for the period Jan. 15-Feb. 15, 1949, will be available April 18, Mr. Hooper said, and the third, for Oct. 15-Nov. 15, 1949, available Jan. 15, 1950.

Pointing out “network radio has lived for 25 years without projectable ratings,” achieving meanwhile “a high level of sales efficiency,” he urged the retention of the present “low budget method, twice-a-year frequency.”

This should suffice, he said, at least until the industry has had the chance “to analyze deliberately and digest thoroughly at least two complete sets of TV information.” The management has been able to determine the value of this new information in increasing program efficiency, and the “scope, frequency and depth” of TV information have been established.

He noted that “our cost for New York Teleratings is currently running above 50% of the entire amount set aside for production of U. S. Hooperatings in 1949.”

The combination of “Expanded Hooperatings Radio Service” and our proposed TV service anticipates both your informational and budget needs in the immediate future.” Mr. Hooper stated.

“The wise agency, advertiser or network will hold substantial budgets in reserve to cover TV factual needs not anticipated now. He will not be lured into long time research commitments during this period of transition from one form of broad advertising to two.”

‘May Change’

Measuring facilities as well as program appeal, the U. S. Hooperatings “may change or confirm our concepts of comparative network audience size,” Mr. Hooper said.

The following table shows the January-February 1948 average sized Saturday and Sunday evening U. S. Hooperatings for the networks, compared with the 36-city ratings:

<table>
<thead>
<tr>
<th>Day</th>
<th>Network</th>
<th>U.S. City</th>
<th>U.S. 36-city</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evening</td>
<td>NBC</td>
<td>11.45</td>
<td>18.27</td>
<td>11.67</td>
<td>15.57</td>
</tr>
<tr>
<td>Evening</td>
<td>CBS</td>
<td>10.85</td>
<td>17.14</td>
<td>11.14</td>
<td>15.17</td>
</tr>
<tr>
<td>Evening</td>
<td>ABC</td>
<td>9.30</td>
<td>15.14</td>
<td>11.54</td>
<td>15.54</td>
</tr>
<tr>
<td>Evening</td>
<td>MBS</td>
<td>8.35</td>
<td>13.75</td>
<td>11.75</td>
<td>15.45</td>
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</tbody>
</table>

A similar comparison of the 36-city and U. S. Hooperatings for the top 50 market cities, 10 multi-week evening programs shows:

<table>
<thead>
<tr>
<th>Day</th>
<th>Network</th>
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<td>8.35</td>
<td>13.75</td>
<td>11.75</td>
<td>15.45</td>
</tr>
</tbody>
</table>

When the top 50 weekday daytime, top 10 Sunday afternoon and top 10 Saturday daytime programs are measured by the two methods the figures are:

<table>
<thead>
<tr>
<th>Day</th>
<th>Network</th>
<th>U.S. City</th>
<th>U.S. 36-city</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>NBC</td>
<td>11.45</td>
<td>18.27</td>
<td>11.67</td>
<td>15.57</td>
</tr>
<tr>
<td>Morning</td>
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<td>10.85</td>
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<td>11.14</td>
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<td>13.75</td>
<td>11.75</td>
<td>15.45</td>
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</tbody>
</table>

A comparison of evening network program popularity as measured by the 36-city average daily competitive selling city, town, rural and U. S. audience size, shows:

<table>
<thead>
<tr>
<th>Network</th>
<th>U.S. City</th>
<th>U.S. 36-city</th>
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</tr>
</tbody>
</table>

The contrast between urban, suburban and rural listening habits is shown in the above two column tables showing the audiences in each type of community for various programs. Table also illustrates the relationship of rural to city listening, shown as a percentage of the rural to city audience.

Never averse to doing a little competitive selling, Mr. Hooper concluded his report on U. S. Hooperatings with a comparison of the Nielsen Radio Index data, based on Audimeter data registering the dialing times of sets in homes chosen by the A. C. Nielsen Co. for its national cross-section.

He compared NRI ratings during January and February of 1948 with the U. S. Hooperatings to illustrate “distortions” which increased NRI ratings for ABC, CBS and MBS programs above the Hooper findings at the expense of NBC. Because meters have already been put in the homes to be polled, they are apt to be located too near large cities to truly reflect rural listening habits, Mr. Hooper said.

He also compared the Audimeter sample unfavorably with the 1,470 homes checked by Hooper interviewers for a 36-city rating for each half hour time period of the program or the 3,040 houses checked for similar ratings in the 98 cities covered by Hooper City Ratings.

KYW Towers

KYW PHILADELPHIA has started construction of two new 465-foot AM antenna towers in suburban Whittemarsh. Hartenstein-Zan pace was needed to complete the building within 60 days.

Poll Similarity Disputed

MARTKET RESEARCH bears only a surface resemblance to polling and its value “has not been altered one bit by the elec gri day upset,” Richard H. Moulton, director of market research, General Foods Corp., New York, last Tuesday made this statement at a conference at the City College School of Business, New York.

The conference, sponsored jointly by the college’s evening and extension division and by Marketing and statistical associations, featured spokesmen for market research organizations, users and technicians. Mr. Moulton, speaking on “The Future of Market Research,” said that “the poll, whether concerned with public opinion or market research, cannot be used as a substitute for judgment.” Lester R. Frankel, of Dun & Bradstreet, presented the technician’s viewpoint and outlined numerous reasons for the election poll failure. Outlining the first step in survey planning, he said, “There is a need in any type of research to make a true market definition and to determine its characteristics.”

Neglecting this step insures poll failures, he observed, as important margins of errors often develop.

Predicts New Method

Mr. Frankel predicted that “the future of sampling design will be in the direction of developing new methods of sampling different segments of the population for particular purposes.”

Wroe Alderson of Alderson & Sessions, Philadelphia, spoke from the viewpoint of research organizations. Recognizing the imperfection of marketing research, Mr. Alderson observed: “The place to start considering the outlook for marketing research is with the formulation of questions and the final choice among possible answers. Every other aspect of technical work follows from this.”

Speakers were introduced by Dr. Robert A. Love, director of the evening and extension division of the City College School of Business, who expressed lack of concern over the future of pre-election polls, but concluded that “all of us should be vitally concerned over the possibility that the recent upsurge in the election predictions may set up obstacles to the continued advancement of essential fact-finding in business.”

A discussion period followed the talks. Joining the speakers in a panel were A. Edward Miller, director of research, Life magazine; Fred Haviland, senior associate, Stewart, Dougall Assc., and Dr. J. Stevens Stock, project director, Opinion Research Corp.

December 13, 1948 • Page 27
FOLSOM—MAN OF VISION

By MAYER BRANDSCHAIN

A POTENTIAL audience of 50 to 60 million persons may use 17 million television sets to view the Presidential Inaugural in 1953, Frank M. Folsom, president of Radio Corp. of America as of Jan. 1, told a group of Boston business leaders a few days ago.

Pointing out that television is a "new and growing industry in the United States," Mr. Folsom continued: "By that time, (1953) a nationwide television network should be in operation, so that the vast audience along the Pacific Coast will be looking in on Boston, while Bostonians look in on California. You will see the sun set over Massachusetts and three hours later you may see it again as television enables you to look through the Golden Gate to watch it dip below the horizon of the Pacific.

Mr. Folsom warned that the new head of giant RCA is a man of vision. It is easy to see, too, why Brig.-Gen. David Sarnoff picked this self-made man, who began his career as a store clerk and elevator operator, to succeed him to the presidency.

Mr. Folsom was elected RCA president Dec. 3 on the recommendation of Brig. Gen. David Sarnoff, president of Broadcasting Corp. of America, and Gen. Sarnoff, who has held both the presidency and board chairmanship since retirement in 1947 of Capt. David Sarnoff, has been chairman of the board, retains chairmanship of the board and continues as chief executive officer as well as chairman of the NBC board and of RCA Communications Inc.

John G. Wilson, vice-president and general manager of RCA Victor, was elected to succeed Mr. Folsom as executive vice president.

Frank Folsom has "background and experience to function also on policy levels demanded by many problems resulting from healthy growth of RCA's business," Gen. Sarnoff said in making the announcement. A look at this background and experience of the new RCA president shows that his also, has been a "healthy growth."

Upon joining the RCA family Jan. 1, 1944, as a director and vice president in charge of the RCA Victor Division, Frank Folsom geared everybody up on television with his dynamic approach. Yet a comparatively short time earlier he had known less than "beans" about electronics.

Mr. Folsom looks with keen eyes to the future. He sees television as a great public service, something beyond or greater than RCA Victor, a new entertainment medium to be built on the same scale.

With this view in mind, he opened the doors wide in Camden (N. J.) two years ago and invited competitors in the industry to step inside and see the assembly lines, peep at receiver specifications, look over Model 630-TV and even supplied them with parts.

Television is not a railroad line, a one-company, in Mr. Folsom's estimation. One company can't monopolize the field.

Executive have been demoted to pushing a broom and pail for less treatable pursuits. But if it were treason, Gen. Sarnoff made the most of it with a court martial" recommendation that Mr. Folsom head up the company five years from the time he drew his first pay check from it.

Mr. Folsom has received honors from the U. S. Army and Navy, the U. of San Francisco and St. Joseph's College, Philadelphia.

What schooling Mr. Folsom had is impressive to attend grade school in Ashton, Ore., after his birth in Sprague, Wash., on May 14, 1894. "My formal education," Mr. Folsom muses, "was informal."

Mr. Folsom belongs to the Philadelpia Country Club and Seaview Country Club near Atlantic City. "Sure, I have golf clubs," he says, "They're in the trunk of the car.

But I never use 'em."

Mr. Folsom launched his business career in the stock room of the Lipshitz-Wolf Department Store in Portland, Ore., in 1910. He elevated soon to running the store's elevator.

Apprentice at Hale

He picked up valuable experience as an apprentice buyer at Hale Bros. in San Francisco in 1913 and the next year with Weststock & Lubin in Sacramento. Mingleing with the customers in the department stores, Mr. Folsom grasped the sales price from their viewpoint and his later success as a merchandising executive abided in a simple dictum: "Give the customers what they want. But give them quality." His success at RCA Victor may be attributed to these, too. Quality must not be sacrificed.

During World War I he was in the U. S. Air Corps. The signing of the 1918 Armistice took him out of khaki back to Kansas City as a merchandiser. He remained as a buyer with Weststock & Lubin until 1923, then rejoined Hale Bros. as general merchandise manager and became a director and general manager in 1928. It is notable that Hale Bros. originally owned KPO San Francisco, which is now KNBC, an NBC owned and operated station.

Mr. Folsom transferred operations to Montgomery Ward in 1932 and in one year moved from manager of the Pacific Coast operations for both mail order and retail stores to headquarters in Chicago as vice president in charge of merchandising and a director.

Later a career as executive vice president and general manager of Goldblatt Bros. in Chicago was short-lived, for within a few months—the World War II in Europe already under way—he was called to Washington by Donald Nelson, then coordinator of purchases in the National Defense Advisory Council.

Mr. Folsom became assistant coordinator of purchases upon the formation of the National Defense Advisory Commission July 1, 1940. The following February, the Secretary of the Navy appointed him chief of the Procurement Branch of the Navy. He also served as chairman of the Procurement Policy Board of the WPB.

While his Washington activities ensured for him a nomination from President Truman and the Distinguished Citizen Service Award, personable Mr. Folsom's two sons actually engaged in the shooting war, one of them bringing down two Jap planes.

From the war, Mr. Folsom turned his 30-year merchandising background: He reorganized the National Lumbermen's Association, Federal Electronics. The spearhead of his attack was directed with this philosophy in his first message to the men and women of the concern: A combination of a collection of factories, machinery, tools and money. It is an instrumentality through which thousands of men and women with many talents and skills are gathered together to win for themselves certain essentials to the American way of life. The only way in which a company can provide these essentials is for the men and women who are the company to work cooperatively together, providing products and services which our customers want.

Eight months ago he got an idea while traveling in a plane. It developed from a card asking passengers to comment on service. Why not do the same thing in television, he thought. So with each RCA Victor set sold went out a card requesting remarks from purchasers. A letter came from a man in Canada. Hundreds of cards poured in. Mr. Folsom checked them personally and personally replied to them.

Just short of his own home run for satisfied customers.

Still leaning towards the customer, Mr. Folsom insisted that all television equipment must have the fire underwriter's approval.

A Who's Who listing on Mr. Folsom might include: president of the Navy Industrial Assn.; chairman and director of the National Federation Inc.; a director of Radio Manufacturers Assn.; a trustee of Rosemont College (in suburban Philadelphia); a member of the advisory council for science and engineering of the University of Notre Dame; a member of Northwestern U. Assn.; a member of the general advisory council for Villanova College; a member of the board of directors of the U. of San Francisco; a member of the board of governors of the Extension Service of the U. of S.; a member of the Knights of Malta, and innumerable others.

Began as Clerk

FCC NOVEMBER REPORT

FCC MONTHLY report for November shows that as of Nov. 30 the status of broadcast station authorizations and applications were as follows:

- Total authorized
- Total on the air
- Licensed (AM on the air)
- Construction permits
- Conditional use permits
- Total applications pending
- Requests for new stations
- Requests to change existing facilities
- Deletion of licenses in November
- Deletion of construction permits
- Deletion of conditional grants

* Includes 35 conditional grants and 469 construction permits.

Following television stations during November were authorized to commence operations on dates named: Nov. 13, WMCT Memphis, Tenn.; Nov. 14, KOB-TV Albuquerque, N. M.; Nov. 24, WHEN Syracuse, N. Y.; Nov. 25, KHS-C-TV Seattle, Wash.
WHO PRODUCES
143 LOCAL LIVE PROGRAMS
PER WEEK!

5 PRODUCERS
4 SCRIPT WRITERS
5 MUSIC ARRANGERS
11 NEWS DEPT. MEN
4 FARM SERVICE DEPT. MEN
42 PROFESSIONAL RADIO PERFORMERS

WHO is of course proud of its network (NBC) live programming, which gives our audience up-to-the-minute, world-wide coverage of special events, as well as the talent of outstanding entertainers, etc.

Local live programming, however, is equally important. Local live programming gives our station individuality in its program material, individuality in its performers, and a greater opportunity for community and regional Public Service.

The illustration above shows some interesting statistics on our Programming Department. The results of all this manpower and all these carefully-planned locally-produced programs, however, are far more spectacular than the mere figures:

FIRST, many of WHO's locally-produced shows get higher Hoopers than competitive network features;

SECOND, 42.4% of all the daytime radio families and 61.0% of all the nighttime radio families in Iowa “listen most” to WHO, according to the 1948 Iowa Radio Audience Survey.

Write for the complete Survey — or ask Free & Peters, Inc.

WHO + for Iowa PLUS +
Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
DELETIONS
WMAR Among Approvals

DELETION of construction permit for WMAR Baltimore, 1 kw full-time on 850 kc, was granted by FCC last week to A. S. Abell Co., operator-owner of WMAR-TV and WMAR-FM Baltimore.

Publisher of the Sunpapers, A. S. Abell Co. indicated it has been concentrating on development of TV and FM and now feels it is wise to continue with a third facility at this time [Broadcasting, Nov. 29].

W. Albert Lee, licensee of KLEE Houston, Tex., and permittee of KLEE-FM there, was granted deletion of his permit for KLEE-FM by the Commission. Mr. Lee told the FCC he wished to devote his time to AM and TV. The video outlets plan to commence operation this month.

Meanwhile the Commission also has approved deletion of seven other FM authorizations and three standard station authorizations. These include the following:

KONG (FM) Alameda, Calif.—Granted deletion at request of permittee, Abraham and Sara Piltz who are doing business as Times Star Pub. Co. FCC said cancellation was asked "due to tremendous losses in the operation of the station." KONG was established as a Class A FM outlet in September 1957.

KSMO-FM San Mateo, Calif.—Granted deletion at request of permittee, Amos F. M. Co., licensee of AM station KSMO there. Permit for FM was cancelled. FCC said, "due to serious economic problems confronting the permittee at this time." Authorization was for Class B outlet.

WTPT-FM Philadelphia, N. C.—Granted deletion of Class B permit at request of Philadelphia Broadcasters Inc. because of "unexpected limitations at the present time." Firm is licensee WPTZ, that the FCC has suspended.

WTNS-FM Cohocton, N. Y.—Granted deletion of Class B permit at request of Cohocton Broadcasting Co. Licensee of WTNS was permittee but it decided to surrender the FM permit "after long and careful consideration of all problems involved in proceeding with station construction."

KYNG Idaho Falls, Idaho—Granted deletion of AM station at request of permittee, Idaho Falls Broadcasting Co. KYNG was assigned 250 kw fulltime on 1230 kc.

WGBR Ansonia, Conn.—Permitted to Class B outlet.

LOCAL 802

Musicians’ Election Evokes Strife

THE DEFEATED faction of the New York Local 802 of American Federation of Musicians AFL, at week’s end was analyzing the 10,704 votes cast in the organization’s recent neck-and-neck election before protesting the results.

In the balloting, the incumbent administration was returned to office with Richard McCann re-elected president by 89 votes over Al Manuti, executive board member.

Mr. McCann polled 5,235 while Mr. Manuti tallied 5,226.

Mr. Manuti charged that "hundreds of votes" were cast by persons who had no right to ballot. Scrutiny of all the ballots is being made by his "unity coalition" ticket to see if unauthorized persons voted. Theballoting itself was conducted under the supervision of the Honest Ballot Assn.

The administration or "blue ticket" asserted the election was beyond dispute and said its victory represented a complete rout of the "pro-Communist opposition."

Non-Communist Affidavits

Mr. Manuti denied that his ticket had any "red complexion" and stated that as required by union rules every member of the slate had taken a non-Communist affidavit. He charged that the opposition was backed largely by part-time musicians who spent most of their working days in other jobs. He claimed most of the full-time musicians supported the unity ticket.

Among the issues in the election were recent radio agreements, the catering situation and the conduct of meetings by the administration. The unity ticket claimed the recent three-year agreements with radio networks reached by the administration hurt musicians because no provision was made for requiring a minimum number of men in network orchestras and because the agreements substantially froze the status quo for the next three years. On the catering issue, the opposition claimed that the administration did little about preventing musicians from buying rights to play at catered establishments.

WVNJ STARTS
Jersey Outlet Begins

WITHOUT fanfare, WVNJ Newark went on the air at 1 p.m. Tuesday (Dec. 7) for the first time. With 5 kw at 629 on the dial, it is the state's most powerful outlet.

A five-tower antenna beams the station's signal from Livingston, N. J., across Bergen, Passaic, Essex, Hudson and Union counties in New Jersey, and Manhattan, Richmond, Brooklyn, Queens and the Bronx, New York. Studios are in Newark.

The station started with a program schedule designed to provide variety entertainment combined with extensive coverage of local, national and international news. Its broadcasting day is from 6 a.m. to 1 a.m. the following morning.

WMTR BEGINS
Joe Porter Heads Staff

WMTR Morristown, N. J., newest Jersey outlet if the Morristown Broadcasting Co., was to have bowed on the airwaves yesterday (Sunday, Dec. 12). With a power of 300 kw, on 1250 kc, the station is a daytime operation.

Joe Porter, formerly of WOR and WJZ, both New York, will head the staff as general manager. Jack Potts, former program director of WCTC New Brunswick, is program director.

Excellent local support for the new station is already evidenced by a list of 18 contract sponsors.

Elections in Texas

COLLECTIVE bargaining elections are to be held by Dec. 22 among radio engineers at the transmitters of three Corpus Christi, Tex., stations, KSIX (Corpus Christi Broadcasting Co.), KRS (Gulf Coast Broadcasting Co.) and KEYS (Nueces Broadcasting Co.).

VA. RADIO TAX

Ordinance Proposed In Arlington

AN ORDINANCE to tax radio stations at the rate of 114 per $100 of gross business annually has been proposed by the Arlington County (Va.) Board of County Commissioners.

Another move in a growing wave of attempts to impose local taxes on stations, the plan was opposed by radio engineers at the transmitters of the radio stations in the Fishers Blend case. He also noted the extent to which other governmental units in Virginia have undertaken such levies, citing the cities of Norfolk, Charlottesville, Roanoke, Winchester and Alexandria.

The Arlington County move coincides with what appears to be the opening of a nation-wide movement by cities and towns to impose local taxes on stations, as suggested to the 13th annual conference of the National Institute of Municipal Law Officers [Broadcasting, Dec. 6]. NAB has pledged opposition.
A Romanian society lady living in Paris dresses up her pet monkey in gowns from high fashion stores and jewelry from the swanky shops. No monkeyshines about it, this monkey really shines!

There’s a radio station in Baltimore that really shines, too. Its specialty is producing low-cost sales for radio advertisers. It is station W·I·T·H, the BIG independent with the BIG audience.

W·I·T·H regularly delivers more listeners-per-dollar than any other station in Baltimore, the nation’s sixth largest market. It covers 92.3% of all the radio homes in the Baltimore trading area.

If you’d like to have your sales message shine out in this rich market, call in your Headley-Reed man and get the full W·I·T·H story today.
Paramount Pictures Inc.

as national advertising representatives

FIRST commercial television station in Chicago.
FIRST in televiewer popularity in America’s No. 2 Retail Market.
Owned and operated by Balaban & Katz Corporation.
announces the appointment of Weed and company
for Paramount TV Stations

FIRST commercial television station in Southern California.
FIRST in televiewer popularity in America's No. 3 Retail Market.
Owned and operated by Paramount Television Productions, Inc.
TBA ANNUAL CLINIC

WASHINGTON, D. C., DECEMBER 13, 1948

TBA ANNUAL CLINIC

435 Attend New York Session

J. R. POPPELE, vice president in charge of engineering of Bamberger Broadcasting System (WOR-WOFM-WOR-TV New York, WORC (TV) Washington), was re-elected president of Television Broadcasters Assn. for the fifth consecutive term last Wednesday.

New board of directors of TBA meeting at New York's Waldorf-Astoria Hotel following the annual TBA membership meeting, also elected G. Emerson Markham, WRGB (TV) Schenectady, as vice president, succeeding John F. Royal, NBC. Will Baltic, TBA, was re-elected secretary-treasurer.

New board members, elected for three-year terms, are: Mr. Poppele, Mr. Markham, Lawrence W. Love,man, CBS. For a two-year term, Robert E. Kintner, ABC, to fill the unexpired term of F. J. Bingley, WOR-TV, for one-year terms: Noran E. Kersta, NBC, filling out Mr. Royal's term; Ernest B. Love, WPTZ (TV) Philadelphia, filling out the term of George M. Burbach, KSD-TV St. Louis.

Allen B. DuMont, DuMont Television Network; C. W. Mason, KFI Los Angeles, and Mr. Raibourn continue as TBA directors.

TV All Important

Reporting in his annual message on negotiations with NAB for cooperative action, President Poppele told the members: "Your directors are of the firm conviction that TBA must never lose its autonomy and that your industry problems can best be handled in an atmosphere where television—and only television—is the object of one's particular interests."

Plans for TBA-NAB cooperation had reached the point of tentative TBA board approval, Mr. Poppele said, when negotiations halted three weeks ago after TBA was advised that the NAB board "had decided to investigate a possible federation of communication services."

He outlined preliminary arrangements made at the meetings of the TBA and NAB committees, as follows:

"That the autonomy of either (Continued on page 72"

HEAD-TABLE at TBA luncheon last Wednesday at which FCC Chairman Wayne Coy was speaker: (l to r) Will Baltic, secretary-treasurer, TBA; G. Emerson Markham, WRGB Schenectady, elected vice president; Curtis Mason, KFI-TV Los Angeles; Noran E. Kersta, NBC-TV; Allen B. DuMont, first TBA president; FCC Chairman Coy; J. R. Poppele, Bamberger, re-elected TBA president; Lawrence W. Lowman, CBS-TV; Paul Raibourn, Paramount; Ernest B. Lowman, Philco and WPTZ TV Philadelphia; George M. Burbach, KSD-TV St. Louis; E. P. H. James, MBS, clinic chairman. With exception of Chairman Coy and Mr. James, all are officers or directors of TBA, elected at last week's session.

By BRUCE ROBERTSON

"DuMont's experiment with daytime television is an experiment no longer. Daytime television is here and here to stay," Leonard Hole, general manager of WABD (TV) New York, told the Television Broadcasters Assn. Wednesday.

When WABD's 11-hour daytime programming was launched Nov. 1, it was on a strictly experimental basis for a 13-week trial period, Mr. Hole reported. Now, he stated, "less than six weeks later, the experiment is over. All of our plans for 1949 include full daytime operations."

Clinic sessions with a total attendance of 455 began at 11 a.m. immediately following the closed TBA membership meeting (see separate story) and ran through the afternoon. E. P. H. James, MBS vice president and clinic chairman, won the heartfelt gratitude of the audience by keeping the speakers to their allotted time and running the sessions with station-operation accuracy.

He was materially aided by an invention of TBA President Jack Poppele's—a glaring red light which lit up whenever a speaker overran his time and continued to glow until he sat down.

Wayne Coy, FCC chairman, spoke at the luncheon session (see story, page 35).

New York TV stations provided special daytime programs for clinic reception on 1949 model sets displayed by TBA manufacturer members.

WPIX presented a special noon-time news program which concluded with 300 feet of pictures shot that morning at the clinic opening. WNET broadcast an interview by John Cameron Swazey in New York with Karl E. Muck (R-S.D.) in Washington, both parties being visible to the viewers through a new NBC device called the "image splitter."

WABD aimed some of its regular daytime programs at the clinic audience.

WCBS-TV broadcast a half-hour of film shorts for clinic reception during the pre-luncheon interval.

Departing from custom, TBA made no awards this year. Previously, with TV stations confined to a handful of cities, judging a time, the pioneers in programming, advertising and technical developments was comparatively simple, TBA explained.

"We are National Industry"

But today television is a "national industry and any awards by this association must be judged on a nationwide basis. Careful study has led to the conviction that judging machinery beyond the present limits of TBA would have to be set up to properly make these awards."

Reporting that WABD's daytime programming was more than self sustaining, Mr. Hole said that on Nov. 1 when it started, WABD's daytime commercials included 36 quarter-hours and 44 participations. On Nov. 19, after three weeks, the original offer of the station to absorb talent costs of program sponsors was dropped as no longer needed. On Dec. 8, less than six weeks after the first full day of telecasting, WABD has sold 70 quarter-hours and 76 participations between 7 a.m. and 6 p.m.

"Our daytime television schedule," he pointed out, "offered new opportunities to advertisers with small budgets and many have become sponsors. Additionally, large local advertisers, such as video set dealers have supported daytime television. And now two of the largest national advertisers in the country, Sterling Products and General Mills, have each purchased five half-hours across the board, Mondays through Fridays."

Commenting on the size of the daytime audience, Mr. Hole said: "The Telepulse ratings for New York came out and were not disappoiting. Even though The Pulse ratings were taken Nov. 3 through 9, the very first days of our daytime television schedule and therefore allowed no time for people to become accustomed to the programs, they did reflect an audience in television homes. Not a large one, to be sure, but certainly enough to be really encouraging."

Affiliates of the DuMont Television Station Network of which WABD is the key station, have already asked for daytime network service, Mr. Hole reported, adding that DuMont has requested use of AT&T's video network facilities during certain daytime periods.

"Other TV stations will no doubt follow our lead," he concluded. "Some have already announced their intentions of doing so. It may interest them to know that after only five weeks, daytime television at DuMont is in the black—our revenue is greater than operating and talent costs. Certainly this brings nprer the day when
WHAT'S NEW IN TELEVISION? TAKE A LOOK AT WPTZ!

FOR THE SECOND YEAR
ALL PHILADELPHIA IS
"Eavesdropping on Santa"

IT ALL STARTED during the holidays last year when one of WPTZ's imaginative producers fell to wondering what small fry actually told Santa Claus when they trooped into the department stores before Christmas. To find out, one of our mobile units moved down to Gimbel's Toyland, set up television cameras hard by Santa Claus's dais and shamelessly looked and listened in on Young Philadelphia's heart-to-heart talks with the grand old man with the whiskers.

Conceived strictly as a one-time sustaining program, executives of Gimbel Brothers caught the show, saw in it an opportunity more than ever to make Gimbel's Toyland the official residence of Santa Claus and bought the program three times a week until Christmas.

That the series was a success is well proven by the fact that again this year all Philadelphia is

"Eavesdropping on Santa" at Gimbel's Toyland—via television and WPTZ.

At WPTZ, advertisers and their agencies have found that in addition to modern, complete television facilities and experienced personnel to get the most from such facilities, there is another equally important ingredient that goes with time purchased on WPTZ. That ingredient is creative imagination. Furthermore, advertisers tell us that at the moment, creative imagination is a factor as vital to the success of the commercial television as it is rare.

For more information about the Philadelphia television market and what WPTZ has to offer, drop us a line.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 6, Penna.
Telephone: LOCust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA
GREETINGS to WAVE-TV Louisville, Ky., are extended by the mayors of Louisville and New Albany during station's initial broadcast. Shown during inaugural are standing (l to r) George W. Norton, WAVE president; Charles Farnsley, mayor of Louisville; Mayor Shannon of New Albany, and Burt Blackwell, director of studio productions at WAVE-TV. (See story, page 43)

WARD INGRIM (center), newly appointed director of advertising for Mutual Don Lee, is introduced to Hollywood life during a lunch at the Brown Derby. Don Lee executives making the introduction are (l to r) Carlton Winckler, TV program coordinator; A. M. Quinn, secretary-treasurer; Henry Gerstenkorn, KHJ sales manager, Patrick Campbell, station relations dir.

INSPECTING facilities at KNBH, Hollywood TV outlet of NBC, are (l to r) Burt Oliver, Hollywood manager, FC&B; Harold Bock, NBC western TV director; Robert Ballin, FC&B v.p., and Nate Tufts, head, E. W. Bothwell.

SPECIAL video film is inspected by speakers who participated in "Television Night" held by Los Angeles Advertising Woman Inc. Left to right they are: Robert Black, Dana Jones Co. account executive; Nancy Holme, CBS Hollywood director of education; Rita Le Roy, KTLA (TV) Los Angeles; David Crandall, KTTV (TV) Los Angeles; Corris Guy, KTLA, and Harry Lehman, Cine-Tele.

NOTES for The Farmer's Trip to Europe program are exchanged by (l to r) E. T. Johnson, Nebraska farmer, and Mal Hanson, WOW Omaha farm service director, as they are greeted in England by W. S. Mansfield, Cambridge agriculture professor, and Tony Sloan, BBC commentator. Mr. Hanson and 26 farmers are touring Europe under WOW sponsorship.

PROMOTION kit, prepared monthly for each client and designed by Harold A. Smith (r), WMAQ Chicago promotion manager, is studied by Oliver Morton, manager of NBC Central Division national spot sales department.

ILLUSTRATIVE commercial for ABC Whiz Quiz is participated in by (l to r) Charles Trippi, Chicago Cardinals star; Tina Harris, and Johnny Olsen, quizmaster. Supervising are (l to r) Charles O'Malley, v.p., Beich Candy Co., sponsor; Bill Wilson, ABC account executive, and Irwin Olian, president, Olian Advertising Co.
COY tells TBA that UHF use would open TV to all

WAYNE COY, FCC chairman, said last week that if ultra high frequencies could be made available to television—a possibility he foresees—"we can assure all the people everywhere in the country who want to get into television that there will be room for them."

Addressing a luncheon session of the Television Broadcasters Assn. clinic Dec. 8 in New York, Mr. Coy repeated his assertions that the intention of the FCC in temporarily freezing video applications was to develop a new allocations plan that would insurc the future of a competitive television industry.

He said that he still stuck by his earlier predictions that the freeze would be lifted in six months—unless technical reports submitted to the Commission enabled it to make a UHF and VHF master allocations plan.

Such reports, including that from the ad hoc committee which was appointed as a result of the FCC's engineering conference on television allocations a fortnight ago [BROADCASTING, Dec. 6], might, he implied, prove the possibilities of television service in the upper spectrum. In that event a master plan for various services using UHF and VHF could be worked out.

Remains restricted

In the absence of such technical assurances, he said, the development of television remains somewhat restricted.

"If we proceed with VHF," he said, "we will have the problems of short range, delay and distance on all channels in the VHF band."

Mr. Coy said the freeze had "been productive of some stimulating activity."

Research conducted since the imposition of the freeze, he said, has "produced some promising results in the way of new approaches to (the interference) problem."

He pointed out that RCA had developed a synchronizing system which, it was believed, could eliminate the "Venetian blind" effect of co-channel interference.

The conference, on the other hand, proved that if some synchronization system is not used, channel stations will probably have to be moved "further apart than 150 miles, or we will have to settle for a much smaller service area for this station.

'Gratified' with aid

Mr. Coy said he was "gratified with the assistance the Commission is receiving from the industry in tackling this problem of tropospheric interference."

He said he expected the ad hoc committee would make its report to the FCC sometime in January, at which time the Commission will be able to decide the extent of the allocations plan which is possible.

The FCC chairman, complimenting the television industry on its rapid expansion in 1948, said the "American public has a right to expect a sharp upswing in both the quality and quantity of television service next year."

He said that one obstacle confronting television is inadequate networking facilities, that the single coaxial cable linking East and Midwest networks, which the AT&T expects to open next Jan. 15, is even insufficient for this stage of television development.

"It is apparent," he said, "that we must have far more abundant and better networking facilities in the near future if television is not to be doomed to a straight-jacket.

Adding his voice to those of other peerers into the future, Mr. Coy predicted that more than 100 video stations would be operating by the end of 1949 and that at least 2,750,000 television sets would be in operation.

He said he was "very much interested" in the report proposing UHF use of "Folycasting," a system employing several low-powered TV stations to cover an area [BROADCASTING, Dec. 6].

Turning to what he described as "television's department," Mr. Coy said that television had been confronted with "many problems of taste that never arose in any other medium of communications before."

Telecasters, he said, have to date shown a "high level of conduct" which is "a splendid beginning."

And now, "while this art is still plastic—before hardening of the arteries has set in—now is the time to insure the wholesomeness of its future," he said.

Telecasters, he asserted, are "guiding the destinies of the most powerful medium of communications yet devised—powerful because it reaches the mind through both the eye and the ear, powerful because it is privileged to enter the most intimate and sacred place of all—the family circle."

The American home, he said, "is a not a night club. It is not a theatre. It is not a midway. The attitude that people bring to those places is not the attitude they bring to their home or suffer others to bring."

Precautions taken now can save television "from the excesses, remorse, the clarion for reform, the struggles for redemption that plague, in varying degrees, almost every other form of communication," he said.

CBS TV net

WKRC-TV, WBFB-TV to join

WKRC-TV Cincinnati and WBFB-TV Indianapolis will become full primary affiliates of the CBS television network early in 1949. This brings total number of CBS television affiliates to 19.

WKRC-TV is expected to bow on video channels April 1, 1949, and WBFB-TV will debut March 15. Both stations are AM affiliates of CBS under the same call letters.

WBFB-TV will operate on Channel 6 with 25.2 kw visual and 18.1 kw aural power.

WKRC-TV will operate on Channel 11, with 24.5 kw visual and 12.25 kw aural power.

Bowles promoted

D. PETER BOWLES has been promoted to director of radio and television copy at Doherty, Clifford & Shenfield, New York. Mr. Bowles has been with the agency since its 1944 inception, after serving two years as civilian specialist with the Air Corps.

December 13, 1948  •  Page 35

GEORGE MOSKOVICS, manager of the CBS television sales department, speaks on "Selling Television Time" during panel presentation at TBA clinic.

our total broadcasting costs will be more than covered by our total broadcasting revenue."

Television is not so much a new medium of advertising as it is a new means for selling, Mr. Moskovics said, at the morning panel session on "Selling Television Time" which opened the clinic.

It is the only medium, he said, which permits one of the most potent sales aids—actual demonstrations of the manufacturer's product.

When television is considered as a sales tool it is no longer high priced, Mr. Moskovics stated. The cheapest form of product demonstration, a girl in a grocery store, costs $7 a day and gives about 70 demonstrations in that time, 10¢ a demonstration or $100 per thousand. Vacuum cleaner demonstrations average about $0.10 each, or $500 per thousand. Auto demonstrations cost some $5 apiece, $5,000 per thousand.

But television, which reaches many people not available to the usual demonstrators and reaches them at their leisure and convenience, provides demonstrations even with today's limited audiences at costs as low as $30 per thousand, 2¢ apiece.

Even if the TV demonstration cost reaches 5¢, it still only 1% of the auto maker's cost for a personal demonstration of his product.

It is personal sales calls

The 13,000 TV circulation in St. Louis does not seem to provide very large advertising coverage for a city of that size, Mr. Moskovics concluded, "but it is a hell of a lot of personal sales calls."

On the local sales level, television resembles newspapers more than radio, Mr. Landsberg, general (Continued on page 7b)

BROADCASTING  •  Telecasting

THREE executives of Kudner Adv. Agency, whose client, the Texas Co., sponsors the top Hoopied television show, Texaco Star Theater, attending the TBA clinic (l to r): Ed Cashman, Myron Kirk and Norman Nash. Mr. Kirk addressed the clinic on "Television Showmanship."
WOIC (TV) READIES D. C. Outlet Plans Jan. 16 Start

ARRANGEMENTS for its first telecast and initial originating feed to the CBS TV Network were completed last week by WOIC (TV), Washington outlet of Bamberger Broadcasting Service. The station, to operate on Channel 9 (186-192 mc), has tentatively set Jan. 16 as official kickoff day for fulltime programming.

On Dec. 19 WOIC will originate through its mobile unit facilities the International Children's Christmas Party, first of two scheduled CBS programs before its formal opening. The program will emanate from the city's Shoreham Hotel, 5700 10th St.

The station and network signed a mutual agreement for Capital coverage Sept. 30 and in addition WOIC will serve as key Washington station for the Mutual TV Network sometime next spring, pending the opening of WOR-TV New York, another Bamberger operation [BROADCASTING, Oct. 4].

Together they will form the nucleus of MBS-TV.

Second WOIC-CBS network telecast is slated for Jan. 12 when East Coast and Midwest television networks will formally join. The station will handle CBS Washington TV's role in industry festivities celebrating the event.

WOIC's formal opening will go out to CBS, which plans to import its stars from other cities for the two-hour inaugural. The station has reserved comment on program plans.

On Jan. 29, Inauguration Day, WOIC will join the TV pool coverage.

A 300 ft. tower, 700 ft. above sea level, at 40th & Brandwyine Sts., is now being constructed. The overall facility cost is estimated roughly at $1 million.

WOIC will continue to maintain business offices in the Barr Bldg., which houses most of the sales force. (Station already has 15 sponsors for 2-week spots).

For the past three weeks WOIC has occupied space in the centrally-located National Press Bldg. Most of the programming activities have been handled here under WOIC program director James McMurry.

The arrangement is only temporary, however.


dc outlet plans jan 16 start

WDTV PLANS

DONALD A. STEWART will become manager of WDTV (TV), Pittsburgh, city's first television outlet, according to an announcement last Monday by Lawrence Phillips, director of the DuMont Television Network.

The station is now on the air with its test program. It is expected to offer a full schedule starting Jan. 12, opening date of the steel cable interlinking TV stations on the eastern seaboard with the Midwest.

Mr. Stewart, who has worked in television for ten years, was with Allen B. DuMont Labs for four and a half years. His most recent job was manager of the northern division. In this capacity he traveled through the country, overseeing the opening of new video stations with installation and operation of equipment and preparation of program schedules.

Prior to World War II, he was general manager of Television & Motion Picture Associates, one of the first firms organized to provide film and live talent packages for advertising agencies, sponsors and television stations.

P&G TV DEPT.

Mr. Stewart

Staff Changes Announced

PRESAGING increased video activity, Procter & Gamble Co., Cincinnati, last week announced the retirement of William F. Craig as manager of television. Simultaneously, Gilbert Raiston was named executive producer of P&G's TV operation.

Change in the program executive staff was made "in view of the developing need for additional personnel in Procter & Gamble's television activities," the announcement said.

Mr. Craig formerly was in the company's daytime radio department. Mr. Raiston had been director of television and previously director of radio for nighttime programs.

Procter & Gamble currently sponsors six TV shows, reports Craig, and is expected to add two more by the end of January. The company reportedly is interested in the purchase of an audience participation show. Mr. Raiston was in Hollywood a few months ago shopping around for two TV programs, one live and one film [CLOSED CIRCUIT, Oct. 4].

WDSU-TV TESTS

Signs With NBC and DuMont

WDSU-TV New Orleans, to premier with regular programming Dec. 18 at 6 p.m., has signed affiliation agreements with NBC-TV network and with the DuMont Television Network.

Test patterns from WDSU-TV have been telecasting twice last month, according to Fred Weber, station manager. A special preview program Dec. 18 will feature Don McNell and the cast of his ABC Breakfast Club.

WDSU-TV is owned by International City Broadcasting Service Inc. (Talent, Sports Attendance-KSPY-TV). The station will operate on Channel 6 (82-88 mc) with 30,800 w of effective radiated power.

TV BY GE

Two Transmitters Ordered

TELEVISION transmitters for two stations have been ordered by Video Broadcasting Co. from General Electric. The units will be used in Portland, Ore., and San Diego, Calif.

The Portland outlet, KTUU, is expected to be on the air by March 1949. Video Broadcasting Co. is managed by Charles B. Craig, who was formerly KFI's program director at KFI Hollywood. Technical director is C. Wesley Turner.

ABC aired its first Midwest simulcast Dec. 1, from WENN and WENR (TV) Chicago. Program thus aired was U. S. Treasury Salutes. Treasury Dept. honored ABC and WENN for "outstanding cooperation in post-war bond drives."

P&B TV DEPT.
BLANKETS THE
DALLAS-FT. WORTH MARKET!

And our good friend Mrs. Broadbeam only proves how complete coverage can be. Certainly she needs better facilities. In Texas there's a rich and fast-growing market, modern engineering and transcription facilities and 26 years' experience in programming. So whether you're selling cosmetics, tractors, or dog food, you'll choose WFAA.

Represented Nationally
EDWARD PETRY and COMPANY

WFAA

820 NBC • 570 ABC
DALLAS
TEXAS QUALITY NETWORK
Radio Service of the Dallas Morning News

By Order of FCC, WFAA Shares Time on Both Frequencies
THANKS to Broadcaster's Guild, Inc., for making its own survey among a large, representative group of radio stations ... a survey which determined the relative position of transcription library services on several different points. And...

THANKS to Billboard magazine for printing the results.

According to the Billboard article:

<table>
<thead>
<tr>
<th>STATIONS, WHEN ASKED WHICH SERVICE THEY WOULD ADD, VOTED:</th>
<th>STATIONS, WHEN ASKED WHICH SERVICES THEY MAY DROP, RATED:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st choice — LANG-WORTH</td>
<td>1st choice — Library E</td>
</tr>
<tr>
<td>2nd choice — Library A</td>
<td>2nd choice — Library B</td>
</tr>
<tr>
<td>3rd choice — Library B</td>
<td>3rd choice — Library G</td>
</tr>
<tr>
<td>4th choice — Library C</td>
<td>4th choice — Library A</td>
</tr>
<tr>
<td>5th choice — Library D</td>
<td>5th choice — Library H</td>
</tr>
<tr>
<td>6th choice — Library E</td>
<td></td>
</tr>
</tbody>
</table>

*In the Billboard report Lang-Worth was not even listed among libraries which may be dropped*
ENDORSED BY 826 ADVERTISERS!

SALES have been sensational for every item advertised... automobiles, food, drugs, dry goods, tires, insurance, jewelry, paints, clothing, radios and many others... all promoted by LANG-WORTH programs! 826 advertisers endorse the selling power of these shows... they've heard them in action. Everything about them is NETWORK CALIBRE... everything but their local station cost.

To begin with, LANG-WORTH talent is tops! The stars that sell your product are nationally recognized, big-time names, with tested and proven audience appeal. Furthermore, the basic idea and program format are both solid and surefire... while production and writing sparkles with showmanship... the kind of "know-how" that lifts your show right up alongside the finest running mate you'd hear anywhere on the air, coast to coast.

Small wonder, then, that among radio station operators... "with men who know transcriptions best"... it's Lang-Worth!

Foremost in a series of special production shows offered to all LANG-WORTH stations are:

THE CAVALCADE OF MUSIC

Top-flight entertainment featuring a 35-piece pop-concert orchestra and 16-voice chorus under the direction of D'Artega. Spotlights a galaxy of all-star guest acts, such as Tommy Dorsey, Anita Ellis, Vaughn Monroe, the Modernaires, Tito Guizar, Frankie Carle and many others. The most dynamic musical show on transcription. 30 Minutes, once weekly.

THE EMILE COTÉ GLEE CLUB

A class-appeal program with a universal audience, as shown by the most consistently high Hooper ratings of any transcribed feature. A male Glee Club of 16 voices, with soloists Floyd Sherman, Stanley McClellan and Percy Dove, presents a repertory of more than 200 best-loved popular melodies. 15 Minutes, 5 times weekly.

MIKE MYSTERY

Murder, mystery, suspense and music... an irresistible audience potion combined in a 15 minute, 5 weekly format that's guaranteed to blow the top off your sales chart! A snappy two-minute "Whodunit", incorporated in the show, gets itself solved right after your advertiser's product is sold. Written exclusively for Lang-Worth by Hollywood's Howard Brown.

THROUGH THE LISTENING GLASS

Another favorite musical hit show, with the "Silver Strings", under the direction of Jack Shaindlin and featured weekly appearances of those musical stars, the LANG-WORTH Choristers and a pageant of guest artists: Dick Brown, Joan Brooks, Johnny Thompson and others. 30 Minutes, once weekly.

For a full listing of Lang-Worth affiliated stations, see your representative or write

LANG-WORTH feature programs, inc.

Network Calibre Programs at Local Station Cost

STEINWAY HALL • 113 WEST 57TH STREET • NEW YORK 19, N. Y.
WCAO
Baltimore

Basic
CBS

5000 watts
600 kilocycles

Promotes Your Show*

*Just ask your
Raymer representative
WAVE-TV

(See picture, Radiorama, page 88)

WAVE-TV Louisville started Nov. 16.0 kw visual, 10 kw aural. The which also operates WAVE and its is 570 feet.

During inaugural ceremonies a party was given for more than 100 representatives of papers from all parts of the state.

The two-hour show itself presented a preview of programming on WAVE-TV. Dealers and distributors throughout the area are reported to have promoted the occasion by holding open house for non-set owners.

WAVE-TV is affiliated with both NBC and ABC. Network programming will be by film and kinescope recording until coaxial cable contact is completed. Studio, news and remote programs will be presented in addition to movies and the network shows.

Director of programming for the station is John Boyle, former production manager of RCA television demonstrations. Mr. Boyle was in charge of a TV caravan unit which covered television operations throughout the United States and several foreign countries.

George Patterson, program director from the AM and FM operations of WAVE, is also program director for WAVE-TV. Commercial manager for WAVE-TV is Ralph Jackson. Mr. Jackson was sales representative for the AM station for three years and for WAVE and it opened.

Fred Mullen, television film supervisor, has served as cameraman, editor, script worker, sound recorder, technical advisor and producer in the fields of television and movies, in Hollywood and New York.

The director of remote operations, Walter (Bud) Witterbee, joined WAVE-TV after serving with RCA. But Blackwell, director of studio productions, was chief announcer at WAVE. He is also a member of the U. of Louisville faculty and Motion "Talking Books" staff, which records books for the Library of Congress.

Sports announcer Bill Goodman was formerly on the staff of WVEN Philadelphia. He has done sportscasting for Northwestern U. and on the Cornell U. station.

Other former RCA employees are Frank Jordan, TV technical supervisor, and Bill Winters, TV engineer.

BRITISH TELEVISION

Visiting BBC Experts Exchange Ideas

FULL-LENGTH dramas, running an hour and a half or longer, are the favorite video programs with British viewers, Norman Collins, controller of television for the BBC, told a news conference in New York last Monday.

With the children, the situation in England is the same as over here, he added, and puppets are first choice. A BBC puppet, Muf- fin the Mule, is as popular with British mopeds as Howdy Doody is with American kids.

The cost of presenting a three-act drama, which does two or three evenings a week, Mr. Collins said, runs from about $4,000 for the average 90-minute program, to three or four times that much for a more elaborate musical production.

The overall cost of BBC’s television activities comes to some $4 million a year, Mr. Collins reported slightly under a tenth of BBC’s net income of around $44 million. This is derived from licenses on Britain’s 11.5 million sound broadcast receiving sets, at $4 a year. TV sets are licensed as double that amount, or $8.

He said that there are about 100,000 TV sets in the London area, only place where video program service is now available in the British Isles.

Reporting that dealers have orders for around a million TV sets, he explained that because of government limitations on the amount of material that may be shown for television the number of producers in the field are limited to a combined output of about 5,000 sets a month.

Harold Bishop, chief engineer of the BBC, told the group that the same limitations have retarded BBC plans for extending television program service to the rest of the United Kingdom. A second station, now under construction near Bir- mingham, will open late next summer, he said, giving video service to the Midlands. The London station operates with 17 kw and the new station will have twice that power, 35 kw.

The Midlands station will operate in combination with London, with which it will be connected by both coaxial cable and radio relay.

Mr. Collins and Mr. Bishop left for England on Thursday after a month in this country observing video operations and in Canada discussing potential TV operations there.

BROADCASTING • Telecasting

PULS TV RATINGS

Texaco’s Show Still Tops

The NOVEMBER television audience report of The Pulse Inc., New York, reports that Texaco Star Theatre, on NBC-TV Tuesday nights continues its wide margin lead in both New York and Phila- delphia.

In the Quaker City, Tuesday night’s big event was the big video picture, with three successive teleshows on three different stations hitting the first three places.

In both cities, radio sets-in-use in these hours showed a slight increase over September or Octo- ber, but gains are too slight to be significant at present.

New York, November 1948

KSD-TV RATES

New Card Effective Jan. 1

KSD-TV, St. Louis Post-Dispatch television station, has announced a new rate card (No. 5) effective Jan. 1. A range up to $35/30 in hour for Class A live show time, 6-11 p.m. Mondays through Fridays and 1-11 p.m. Saturdays and Sun- days, and $180 an hour for Class B time (all other hours than Class A time).

In addition to the $300 Class A and $150 Class B one-hour rates, KSD-TV lists the following rates for live talent pro- grams and announcements:

Class A—40 minutes, $240; 30 minutes, $180; 20 minutes, $150; 15 minutes, $120; ten minutes, $100; five minutes, $80, and one minute, $50.

Class B—40 minutes, $144; 30 minutes, $108; 20 minutes, $90; 15 minutes, $72; ten minutes, $60; five minutes, $48, and one minute, $30.

All rates are for time charges only. For film programs and sound-on-film announcements rates are 20% below the talent and sound charges. Frequency discounts al- lowed are 5% for 13 times, 10% for 26 times, 15% for 52 times; 20% for 100 times and 25% for 200 times.

Maximum rehearsal time without extra charge for a 60-minute live show is two hours. One and a half hours of rehearsal time is allowed for a 40-minute show, one hour for a 30-minute show, a half hour for 20, 15, ten and five minutes, and a quarter hour for one minute.

Charges for extra rehearsal time are $50 for each hour up to five hours and $150 for each hour in excess of five hours.

KSD-TV is on Channel 5 (76-82 mc). Station has been on the air 22 months.

Donald Dexter

DONALD DEXTER, 44, head of Duoplone photography department of Jerry Fairbanks Productions, Hollywood, died suddenly of a heart attack Dec. 3 at his home. Funeral services were held Dec. 5 from Wee Kirk o’ the Heather, Forest Lawn, Glendale (Calif.). He is survived by his widow Josephine.

December 13, 1948 • Page 43

FOOTBALL ‘GATE’

TV Aided Minn. U. Record

FURTHER indication that television helps to increase attendance at sports events in reported by KSTP-TV Minneapolis-St. Paul. The station telecast all of the U. of Minnesota’s home football games this year and its gate receipts reached a new high, nearly $1 million, the university said.

Television also was instrumental in building patronage for the recent Minnesota-Wisconsin’s Championship Rodeo in St. Paul, according to Walter A. Van Camp, managing director of Saint Paulites Inc. KSTP telecast the opening performance.

DEPHINE V. HUMPHREY, librarian of McNick-Erickson, New York and Rita Allen, librarian of Newell-Eli- mett, New York, were re-elected for four years as chairman of the Council of Adv. Agency Librarians at their last meeting. Vera Halloran, librarian of J. M. Metheke Inc., New York, was elected secretary.

Texaco’s Show Still Tops
DON'T GET MAROONED IN REDDEN (Ky.)!

Believe us, you won't find anything colorful, at either first or last blush, in Redden (Ky.)! Redden just doesn't have the people — or the income — to guarantee you a rosy sales future!

To get brilliant, glowing results in the Bluegrass State, you need only the Louisville Trading Area and its high-income population of 892,700 people. WAVE broadcasts exclusively to this market; hence its Kentucky listeners average $4454 per family in Effective Buying Income, whereas in the rest of the State, the average is $2769!

Yes, Gents, if you want to stay out of the red and avoid the blues, let WAVE show you the bright side of the picture! Ask us — or Free & Peters.

LOUISVILLE'S WAVE

NBC AFFILIATE 5000 WATTS  970 KC
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

GREY ON TV

TELEVISION now offers a “one-in-a-business-lifetime” opportunity for the medium-sized advertiser, according to a bulletin published by Grey Advertising Agency, New York.

Video, the bulletin says, may now radio, when a small group of modest-sized advertisers hit the sales jackpot by a plunge into radio.

A medium-sized advertiser can now grab off more consumer attention per dollar spent via TV, says the bulletin, because: (1) Competition from other advertisers is not so great; (2) quality of competition is not so keen as in other media which have an enormous number of ingenious advertisements.

The bulletin defines a medium-sized advertiser as one whose consumer budget may total between $100,000 and $250,000 annually. Too many such sponsors, says the bulletin, have been thinking along this line: “Television shows are for the big boys, spots are all we can afford.”

The bulletin concludes that up to now that attitude has not been entirely ill-founded. Even now, it cautions, the medium-sized advertiser should not put too large a slice of his ad budget into the one medium.

Dollar Return Greater
But an advertiser has a relatively easier job to create more consumer attention in the new medium than in an older medium, the bulletin argues. His return for dollars spent can be greater, it further argues.

The bulletin also advances the theory that retailers “are becoming pretty blase about national advertising” in the established media, but are still excited about television.

“These distributing channels have all the curiosity about television that you have, we have, and that almost everybody else has,” it says. “Now it so happens that curiosity is a springboard to interest; a springboard to excitement; a springboard to enthusiasm. The individual who is curious can be more easily excited, more easily enthused.

“We have been completely amazed,” it continues, “at the way staid, seasoned and conservative retailers have gone overboard in their eagerness to tie up with mere television spots.

“And yet, perhaps we should not have been so flabbergasted after all. The very soul of successful retail promotion is something distilled from news; something that is newsworthy. Television, per se, is news. Therefore, keen retailers recognize that television advertising is worth tying up to, promotionally, because—as news always does—it creates conversation, it becomes a conversational piece and advertising that is talked about doubles and redoubles itself.”

The Grey bulletin closes with an exhortation to the medium-sized advertiser to “take another look at television” with the thought of “the possibilities of lapping your competition by jumping into television with both feet” by buying programs and not merely spots.

CANDID VIDEO
Livens WMAR-TV Patterns

TV TEST patterns can be pretty monotonous at times, but WMAR-TV Baltimore has found a solution in its one-hour program known as Sun Square Scenes—with a viewers’ dividend thrown in, too.

Each afternoon the Sunpapers’ outlet places one video camera at the intersection of Baltimore and Charles Streets—the center of the city—to give televisioners a glimpse of Baltimore’s passing citizenry. WMAR-TV also continues to show the correct time, temperature and weather at intervals during the hour.

Sometimes the pickup affords viewers an unexpected view of America as when, early this month, a cameraman telecast a man dashing out of a department store, with a second in hot pursuit. The orchid swung around in time to catch an officer apprehending the pace-setter and escorting him back into the store.

The candid TV eye waited until the paddy wagon arrived and viewers saw the police department prepare to haul the culprit off to the city jail.

TV Publicity Firm

RADIO Television Publicity Corp. has been formed by Irving Mattaway, serving as president, with offices at 159 E. Chicago Ave., Chicago 11, Ill. The company announces some 30 stations are using or have contracted to use its neon clock promotion service. Placards suspended from the clock are sent to stations monthly. Among sales supervisors of the company are Gil Verba, formerly of KOA Denver; Harold Gray and Ray Gilley, formerly of CBS New York.

Chandler Sentence

CONVICTION of Douglas Chandler, 58, former U. S. broadcaster in Berlin, on treason charges was upheld by the First U. S. Circuit Court of Appeals, Boston, Dec. 9. Mr. Chandler was sentenced to life imprisonment. He had been a Baltimore newspaperman.
NO, we don't pretend to know all there is to know about television, here at Free & Peters—but we’re working at it with the same zeal and enthusiasm that has made us a leader among radio-station representatives!

Jack Brooke—who recently joined us in New York with three years of television under his belt—is contributing much to our higher TV learning.

Further, all us Colonels have long been studying every aspect of television—its growth, programming, advantages and restrictions—all with an eye to its most effective use as an advertising medium.

If you’re thinking of using television now, or if you just want to keep informed about television for the future, we’d be glad to tell you anything we know. Say when!

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since May, 1932

KSD-TV St. Louis ..........Now
WPIX New York ..........Now
WBAP-TV Fort Worth-Dallas ..Now
WAAM Baltimore ..........Now
WAVE-TV Louisville ..........Now
WTCN-TV Minneapolis-St. Paul ,1949
WOC-TV Davenport.........1949
WMBT Peoria ............1949
KGW NEWSMEN at work in a corner of their efficiently designed workshop.

DON KNEASS studies reports in the sound-proof teletype room adjoining the newsroom. KGW is served by Associated Press and INS.

DON KNEASS, News Chief. Don has been KGW's news chief since 1941, after seven years on the ladder from apprentice to chief announcer. He's been on KGW almost steadily, since 1934, coming to the station after radio and journalism work at Oregon State College. Kneass' early-morning, mid-morning and noon reports are among the region's most popular news broadcasts.

CHUCK FOSTER, Nite News Chief. Chuck's local and national news broadcasts have gained increasing popularity based on straightforward, factual reporting. Most of his local news is gleaned from his own sources and beats, which he covers regularly. Chuck uses news service stories mainly to supplement his own newsgathering abilities. His objective reporting is broadcast five evenings a week.
KGW'S NEWSROOM...A WORKSHOP

The designers of KGW’s new studios conceived the news department as a vital function of the station, where staff members would work undisturbed with complete freedom, in fully-equipped quarters. The teletype room is closed off from the workshop by a heavily-insulated door, to eliminate distracting noises from the newsroom. Studio E (the control booth of which is shown above) is for exclusive use of the news staff. They can broadcast direct from the newsroom or from any of the station’s other studios, also. To KGW, which always has stressed the importance of adequate radio news coverage, these facilities are indeed another step ahead.

RUDY LACHENMEIER, Sports Editor. His Sports Page Final, heard over KGW and KGW-FM five nights a week, features news of local sports events of all kinds. One of Rudy’s specialties is accurate, up-to-the-minute fishing forecasts in season, and his club work with high school sports editors has gained wide local attention.

GEORGE MOORAD, News Analyst. Globe-trotting George Moorad literally had the world as his beat during the war... Guadalcanal, New Guinea, London, the Middle East, Italy, France, Manchuria, Russia, Kwajalein. His books on his Russian experiences have been widely acclaimed as authoritative accounts. George Moorad is sponsored on KGW and KGW-FM five afternoons a week.

Another step ahead for...

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
FACTS ABOUT THE UTAH MARKET

More People Have More Money in the KGYL Area

Throw a rope around the nine counties surrounding Salt Lake City — a portion of the area that KGYL covers most intensively — and you have the bulk of Utah's purchasing power.

In this area are about 78% of Utah's population, and 86% of its effective buying income.

Alert advertisers are telling their story to this rich, responsive, concentrated market over KGYL — Utah's popular station — and over television on KGYL-W6XIS. Here's two-fold opportunity for you!
YOU MIGHT GET A 425-POUND WHITETAIL DEER*--

BUT...

YOU NEED WKZO-WJEF TO MAKE A KILLING IN WESTERN MICHIGAN

If you’re shooting for higher sales in Western Michigan via radio, you’ve got to use nearby or home stations to tell your story effectively!

Here’s the reason: Insofar as radio reception is concerned, Western Michigan is unique. We have a definite and distinct “wall of fading” around our area that almost completely prevents good reception of outside stations, no matter what their power. Consequently, people in Western Michigan keep their radios tuned almost exclusively to near-by outlets; seldom even try for faraway stations!

Of all the stations in Western Michigan, WKZO, Kalamazoo, and WJEF, Grand Rapids do the most economical and effective job. Economical, because these two stations have an exceptionally attractive combination rate. Effective because the January-February Hooper shows that, for Total Rated Time Periods, WKZO has an amazing 55.8% Share of Audience and WJEF a solid 23.4% in their respective cities!

Let us or Avery-Knodel, Inc. give you all the facts you need about Western Michigan. NOW?

* Albert Tippett got one that size, near Trout Lake, Michigan

WKZO first in KALAMAZOO
and GREATER WESTERN MICHIGAN (CBS)

WJEF first in GRAND RAPIDS
AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY

avery-knodeL, inc., exclusive national representatives
the way to make the grade
in Baltimore...

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

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

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

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

in Baltimore, only WBAL offers both...

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

**Sterling (Mex.)**

IN THESE days of international bickering and grimacing across conference tables none one can tell with certainty what’s going to happen when the “community of nations” sits down to negotiate. Most informed people thought the Mexico City High Frequency Broadcasting Conference, upon whose outcome the “Voice of America” and the “Voices” of other nations depend, was foredoomed to failure.

Instead, an unusual degree of harmony prevails. Attempts to torpedo the conference through adjournment without action have been thwarted. A Feb. 1 deadline in lieu of Dec. 15 now has been set and optimism prevails.

The big surprise came in the recognition by the conference of U. S. leadership and technical excellence. It was the Soviet delegation which took occasion formally to praise the technical achievements of company delegation which has won the sobriquet the “salt mine crew.” Our delegation, in turn, praises the Canadians for the quality of their engineering stewardship.

The atmosphere surrounding the Mexico Conference sessions, restricted as they are to international broadcasting, means little in and of itself in the state of our radio nation. Yet it is significant. To have predicted that a Soviet delegation would give its accolade to an American delegation on anything would have been preposterous before the conference.

Great credit goes to Federal Communications Commissioner George E. Sterling, acting chairman of the conference, and to his hard-working crew of engineers and advisors. A Senatorial delegation comprising Interstate Commerce Committee Chairman-Designate Edwin C. Johnson (D-Col.) and Sen. Ernest W. McAleer (D-N.M.) along with Edward Cooper, Senate communications expert, were on the scene to see for themselves how a crisis is weathered and to learn that a radio convention is no soft-touch or boiled-shirt soiree. One observer from Mexico City states repeating: “If our delegation at the United Nations could win similar warm approval from the Soviet, the iron curtain and airlift impasses could be quickly resolved. Maybe we should send Commissioner Sterling and his crew to Paris.”

**RCA—All the Way**

**Electronics**, and that embraces all of radio, is the fastest-moving art and industry extant. The most important entity in that sphere is the Radio Corporation of America, and its far-flung operations which include NBC and RCA Victor. The most important individual in the development of RCA is David Sarnoff, who on Jan. 1 relinquishes his presidency of RCA but who continues as chairman of that corporation and of NBC.

It was on Gen. Sarnoff’s recommendation that Frank M. Folsom moves into the RCA presidency after five years at the helm of RCA Victor, distinguishing himself as an administrator and merchantman. John G. Wilson, Mr. Folsom’s second in command, steps into the executive presidency of the Victor Division, following closely in the footsteps of his long-time chief.

These promotions must be heartening to all Americans, as well as to all in radio. They are in the best democratic tradition. RCA did not find it necessary to go outside its own organization to fill these posts. It is a tribute, also, to the genius of Mr. Sarnoff in picking the right men for the right jobs.

---

**Home TVSweet Home**

IT LOOKS as if new laws and ordinances will have to be developed to keep pace with the progress of television.

In Wilmington, Del., last week, ownership of a TV set was held to be grounds for eviction, because the tenant violated a clause against use of tacks, nails or screws. The TV antenna was screwed to the roof.

From Paterson, N. J., came a report that an optical enlarger (that mineral oil bubble), catching the slanting rays of the sun, set off a fire in a radio shop window on Main Street.

Before the do-gooders start yowling about TV breaking up happy homes or being a congenital arsonist, let’s point out that it has done more to weld the family fireside than anything since the advent of sound radio, and that it’s really setting the mass media on fire.

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**Talent Tug-O-War**

THERE’S GREAT commotion over the talent tug-o-war presently confined to the CBS bid for NBC’s top-rated programs. And, in tempo with the times, the burden is placed upon television, now held responsible for everything that happens in any phase of advertising, show-business or mass communication.

As always, too, there’s a gimmick. In the current melee, it’s the substantial savings that accrues to the radio stars through payment of a capital gains tax on sale of personal corporations, rather than income taxes which nick them far more than the 25% one-shot levy.

William S. Paley, CBS chairman, is a sagacious executive who built a 16-station pseudo-network into the second largest entity in radio in less than a decade.

We doubt whether Mr. Paley and his associates are thinking in terms of TV only in seeking to woo top shows. The programs were built by sound broadcasting. There’s no assurance that they would achieve success in TV. They won their public favor on the sound networks—not on stage or screen.

It would seem then that CBS is digging in for a continued sound radio run with the Andrews Sisters, Benny, and the others it may snag. TV exploitation can be regarded only as a by-product and as a gamble. Their AM popularity is there, and is assured—if anything in the talent end can be assured.

Meanwhile, the CBS transaction for an interest in the Tournament of Champions, which would become all-inclusive in sports exhibition, obviously is earmarked principally for TV.

Whatever these transactions may mean dollarwise to entities in radio, the public can’t lose. New talent must be developed. TV’s voracious appetite has to be satisfied.

NBC has assigned vice president John F. Royal, who put most of NBC’s top shows together as that network’s first program head, to new executive duties. It’s our guess he’ll concentrate on new talent.

It won’t be long before the current competition finds its level. It has happened before. Fundamentally, management along with talent knows that it’s radio that makes the star.

Stardom is attained through performance and the opportunity to win public favor. And, as the Fort Worth Star-Telegram sagely commented last week:

“Public favor is not a constant thing. It is fickle. One day a given personality has it; the next day he loses it. Yet a great personality can be a hero one day and a bum the next.”

---

**Our Respects To—**

**ORVON GENE AUTRY**

S ELDOM is one man both talent and management in the radio industry.

Gene Autry is both a star of his own CBS program sponsored by William Wrigley Jr. Co, and an investor in KOWL, Santa Monica, KOOL Phoenix, KOPO Tucson. He is waiting for FCC approval of his purchase of KTSA San Antonio.

As he became interested in radio as an investment, he explains that the war emphasized for him that an entertainer has only his performance to depend upon for income. While he harbors no feeling of uncertainty about his own career, he means to be ready, come what may. To this end he owns 85% of the stock in KOWL, 50% of KOWL and 40% of KOPO.

And Gene Autry is not unmindful of the coming of television. Although he holds no specific TV trump card, he says either Tucson or Phoenix might be a good place for such a station when the proper time arrives.

His investments do not stop with radio, either, for he has interests in two song publishing companies (Western Music Publishing Co. and Golden West Melodies), five Dallas theatres, two Phoenix daily newspapers, a Phoenix flying school and a ranch.

In addition he produces as well as stars in his own pictures under the corporate name of Gene Autry Productions. He also controls a rodeo company of his own and owns a major interest in the publishing house that turns out a million Gene Autry comic books a year.

This is ample domain for a chap who started life as a railroad telegrapher. Born near the town of Tioga, Tex. on Sept. 29, 1908, he was reared on a farm near Ravia, Okla. Music and song became an avocation at 11 when he bought a second-hand guitar for $1.50. It didn’t take him long to learn enough chords to accompany himself.

During high school he worked parttime as a general handyman at the Frisco Railroad station in Ravia. In spare time he learned telegraphy from the regular operator. When he was 15 the Frisco hired him as “reliable” operator. For the next few years he moved up and down the line between Springfield, Mo. and southern Oklahoma whenever an extra operator was needed.

In 1929, he happened to be assigned to the telegraph office in Chelsea, Okla. Being in a small town with little business, he spent a good bit of his time strumming his guitar and singing. One evening a stranger came into the office to send a message. While the man was busy writing out his message Gene Autry went (Continued on page 58)

**BROADCASTING • Telecasting**
"Make merry with music your Christmastide through." Somebody said it... we don't know just who. So we hang it on Santa Claus, the best friend a seller ever had. And a pretty sprig of selling sentiment it is! For Christmastide through — as all the year through — smart advertisers make merry, and make money, with the good music of WQXR. Into 550,000 New York homes they go ...into a generous portion of the world's richest and most generous market, where listeners keep tuned to WQXR so constantly, no other station reaches them so effectively. For there's no music like good music...the kind WQXR broadcasts all day and all year. Why don't you see about a time contract...the one with a Santa clause in it? Just call Circle 5-5566.

WQXR

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES
JOSEPH A. BERES has been appointed manager of WBZ Vineland, N. J. He was formerly with WIP and WFL Philadelphia.

Mr. Beres

DAN BELLUS has been appointed general manager of KNEX McPherson, Kans. He was formerly commercial manager of KKXX Colby, Kan. MRS. K. HARRETT has been appointed manager of CKLN Nelson, B. C. She was with British Broadcasting Corp., during the war.

CHARLES LUCKMAN, president of Lever Bros., Cambridge, Mass., and formerly chairman of President Truman’s Citizens Food Committee, received the decoration of Chevalier of the French Legion of Honor from Ambassador Henri Bonnet on Dec. 6, in Washington. Mr. Luckman has just returned from a tour of his European affiliate companies.

ROBERT G. IRWIN has been appointed manager of WCOG Centerville, Iowa. Mr. Irwin has been associated with WBIZ Bloomington, Ill., and more recently with KROS Clinton, Iowa, in addition to other stations.

CRAIG RE-ELECTED

Heads Insurance Institute

EDWIN W. CRAIG, chairman of the board of WSM Nashville, and a radio pioneer, was re-elected chairman of the board of the Institute of Life Insurance at the 10th annual meeting of the latter organization at the Waldorf-Astoria Hotel in New York on Dec. 7.

Mr. Craig

The Institute is a public relations organization of 159 life insurance companies representing more than 90% of all U. S. life insurance firms.

Mr. Craig built WSM in 1925 and organized the Clear Channel Broadcasting Service in 1934. He has been its chairman since then. He has also been one of the leaders in life insurance. He is president of the National Life & Accident Insurance Co. of Nashville, WSM owner.

LANGHOFF

Named Y&R Research V.P.

DR. PETER LANGHOFF, director of research for Young & Rubicam, New York, since January 1947, has been appointed vice president in charge of research for the agency effective immediately. Prior to joining the agency Dr. Langhoff organized and directed several government research groups. He directed research at the Rural Electrification Administration into the use of electricity on farms.

Mr. Langhoff

He has also served as a consultant with the Commission for the Organization of the Executive Branch of the Government and with the office of the Secretary of Defense.

Shmoo Business

MILTON BERLE, $5,000 in prizes and Al Capp were among the chief attractions Friday, Dec. 10, at the “Shmoos’ party held in Hotel Astor, New York, by Radio Writers Guild. Giveaways at the party ranged from a real live baby sitter, to dresses with models inside; and from a part in one broadcast of a network show to a portable typewriter.
Television Station

WHEN

Syracuse, N. Y.

announces the

appointment of

THE KATZ AGENCY, INC.

as its exclusive

national representative

MEREDITH-SYRACUSE TELEVISION CORPORATION

W. C. EDDY
Consultant

PAUL ADANTI
Manager
Speed pays... whether its

Movies
Newscasts and preview films get the "Air Express treatment" because the motion picture industry knows speed pays.

Aviation
To get replacement parts the fastest way, the aviation business uses Air Express as standard procedure. Speed pays.

Wholesaling
Many wholesalers standardize on Air Express shipment. They can offer wider variety, better service, keep inventories low. Speed pays.

Speed pays in your business, too!

And when you're talking speed, remember Air Express is the fastest possible way to ship or receive. Shipments go on all flights of Scheduled Airlines. That means round-the-clock service—no waiting around. Door-to-door service at no extra cost. Rates are low: 27 lbs/900 miles for 87.46, 8 lbs. for only 82.57. Phone local Air Express Division, Railway Express Agency, for fast shipping action.

- Low rates—special pick-up and delivery in principal U.S. towns and cities at no extra cost.
- Shipments on all flights of all Scheduled Airlines.
- Air-rail between 22,000 off-airline offices.

AIR EXPRESS GETS THERE FIRST

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE SCHEDULED AIRLINES OF THE U.S.

Commercial

J. KAPAR, member of the WLS Chicago sales staff for 12 years, has been appointed sales service manager.

EDMUND RASSAR, former announcer and continuity writer, has joined sales staff of WHOW Clinton, III.

H. CARRUTH has been appointed to sales staff of WKBV (TV) Chicago. Mr. Carruth was formerly an actor on station's Telephone, an instruction show for children.

PHILIP FURHMAN has been appointed account executive for WPTV Allentown, N. Y. He was formerly sales manager at WABD (TV) New York.

CHRIS THOR has joined sales staff of CKGB Timmins, Ont.

Respects
(Continued from page 52)

on singing and strumming.

After finishing his wire, the stranger listened and requested one of Young Autry's songs. Autry compiled, hearing him out, the stranger thought he had talent but needed more experience. He urged him to head for New York and a radio career.

When Gene Autry examined the message, after the man had gone, he saw that it was signed Will Rogers.

With such encouragement, he asked the railroad for a leave of absence and headed for New York, using his company pass for transportation.

New York showed little interest in him for several months. But when Art Satherly, then vice president of Columbia Records, heard him, he was pleased but advised that he needed more training. Specifically he was told to try for a connection with a station and that he should hear more from Mr. Satherly later.

So it was back to Oklahoma for Gene Autry and a daily 15-minute sustaining program on KVOK Tulsa as Oklahoma's Singing Cowboy. Within a year he had built quite an audience and in November 1930 was signed to a contract with Columbia Records. His first recording— "Silver-Haired Daddy of Mine"—was a genuine hit and since has sold a total of five million copies. All told he has made more than 250 recordings.

Early in 1931 Gene Autry was sent to Glenn Snyder at WLS Chicago for a four-week stint. That was according to Mr. Satherly's original plan. The four weeks stretched into four years as Gene Autry grew to be the top Western singer in the Middle West.

In 1934 Republic Studios approached. It seems that one of the men behind Columbia Records was also interested in Republic and to him Gene Autry seemed a likely bet for pictures. In his first vehicle, which starred Ken Maynard, Mr. Autry sang one song and the fan mail was so heavy that they decided to give him a chance on his own. He starred in "Tumbling Tumbleweeds," his first feature-length picture.

A total of eight Autry pictures were turned out in 1935. And at the close of those 12 months he was voted top box-office star of Western pictures, an honor he held for six successive years.

In 1940 and 1941, he broke all previous attendance records at Madison Square Garden in New York as star of the Gene Autry Flying A Ranch Rodeo. His growing popularity also meant a radio program for himself, sponsored by Wrigley.

When Uncle Sam went to war, Gene Autry was one of the first Hollywood names to enlist. In July 1942, he joined the Air Force and after earning his pilot's wings became a flight officer. While in the Air Transport Command, his chief duties called for the delivery of bombers to India.

Discharged in July 1945, he immediately left on a USO tour of the South Pacific hitting the Philippines, Okinawa and other island stations. Since reconverting to civilian life he has resumed all of his prewar activities plus adding investment responsibilities. And unlike most Hollywood folks, Gene Autry has no business manager—he looks after all of his interests personally.

On April 1, 1932, he and Ina Mae Spivey of Duncan, Okla., were married. They live on a 200-acre site in the San Fernando Valley, known as "Melody Ranch." Flying is both a means of transportation and a hobby to Gene Autry. He owns his own twin-engine Beechcraft. No Johnny-come-lateley at piloting, he has logged about 3,500 hours aloft.

CARRYING a lot of weight in Albany, N. Y., is WABY's daily Ten Time program, featuring (l to r) Harold Hennig, 270-pound announcer, who offers diet tips, Bill Harris, 307-pound pianist, and the baby grand piano weighing exactly 1,423—a total of one ton. Musical show, which plays host to listeners weighing over 200 pounds, appropriately enough draws heavy mail, the station reports.
You be the judge...

Have a look at these bars and decide which station you would rather choose for your Monday thru Friday, daytime radio advertising in Chicago.

The four Chicago network stations delivered homes per dollar for the average quarter hour of local shows between 7:00 AM and 6:00 PM like this:

As you may have guessed, the station at the right is WGN.

NOTE: Study based on Nielsen Total Audience, January-April, 1948 using published time rates only.

A Clear Channel Station...
Serving the Middle West

MBS
HUNTLEY QITS
CBS Department Is Split

CHEF HUNTLEY has resigned as head of the CBS department of news and public affairs in order to devote more time to his nightly 10 O’Clock Wire show. The department will be divided into a news bureau and department of public affairs. Jack Beck, who joined CBS in 1941 as a news writer and was appointed head of the news section last year, becomes director of the news bureau. Stuart Novins, CBS writer since 1946, will serve as director of public affairs for the network.

BOYS AND GIRLS from rural areas not only know what programs they like but who sponsors them.

More than 500 members of the national 4-H Club, attending their annual congress in Chicago during the International Livestock Exposition a week ago, voted Lux Radio Theatre, the Hit Parade and the Fred Waring Show as their favorite all-around programs. Sponsors came in for top identification when youngsters made such responses as: "Favorite dramatic show, "U. S. Steel’s Theatre Guild," and best program, "Arthur Godfrey’s Talent Scouts by Lipton’s products."

The survey was conducted by Lyn Connelly, radio editor of National Weekly Newspaper Service, Condensed feature material serviced by Western Newspaper Union, to determine the listening habits and preferences of rural America. The youngsters, with an average age of 18, named Bob Hope, the comedian, followed by Red Skelton and Jack Benny. Date With Judy was their first choice as the best family show, topping Blondie and Life of Riley. Among dramas were Lux Radio Theatre, Theatre Guild and Screen Guild, with Cavalcade of America, CBS In There and Bob Hope Show also winning favorable acclaim.

Five percent of the youngsters polled expressed disapproval of all quiz shows. The remainder elected as first place to Take It or Leave It, with RDF America and Truth or Consequences as second and third. Strike It Rich and Dr. I. Q. shared fourth position.

Most popular male and female singers, in ranking order, were Bing Crosby, Perry Como, Frank Sinatra, Dinah Shore, Jo Stafford and Peggy Lee. Survey figures also reveal that more boys than girls voted for Sinatra, and that Frankie Laine, usually classed as a top favorite with teen-agers, netted only six votes. Closest race was seen in the favorite band leader class, with Sammy Kaye getting 100 votes; Vaughn Monroe 106 and Tommy Dorsey 102. Harry James, fourth, received 82.

References Given

Rating the best all-around show, 4-H youngsters voted Horace Heidt’s talent program as a close fourth to Fred Waring. Other favorites were Breakfast Club, Date With Judy, American Album of Familiar Music, Stop the Music, Fibber McGee and Molly, Truth or Consequences, or Arthur Godfrey’s Talent Scouts, Harvest of Stars, Twenty Questions, Life of Riley, Hour of Charm, Jack Benny Show and Take It or Leave It. Others high on the roster were Waltz Time, Town Meeting and We, the People.

Dick Contino, 18-year-old accordionist who has won fame as an amateur on Mr. Heidt’s talent program, was chosen the favorite newcomer. Abe Burrows and Robert Q. Lewis won second and third place. Others nominated were two other Heidt contestants, Johnny Mungall and Pierce Knox, and Bill Lawrence, who was discovered by Arthur Godfrey. Enthusiastic about music and comedy shows, rural youngsters appeared to be indifferent to crime programs. Only two were mentioned, Sam Spade and Mr. District Attorney.
HAPPY SPONSORS
TO YOU...
Are you asleep to the possibilities on the Pacific Coast?

Wake up to Don Lee on the Pacific Coast and you'll find out there is a Santa Claus. Only Don Lee delivers a double packful of listeners—both the “inside” and “outside” audiences, because only Don Lee has a station within every buying market on the Pacific Coast.

Mountains up to 15,000 feet high surround nearly every market on the Pacific Coast and make reliable long-range broadcasting impossible. It takes a lot of local network stations for all the people to hear your show, and only Don Lee has enough of them. In addition to having a station in every city where the other three Pacific

Of the 45 Major Pacific Coast Cities

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Lewis Allen Weiss, President
Willet H. Brown, Exec. Vice-Pres.
Ward D. Ingrim, Director of Advertising
1313 North Vine Street, Hollywood 28, California • Represented Nationally by John Blair & Company
Coast networks have one, Don Lee has 32 stations to cover the remaining 115 “outside” counties...twice as many stations as all other networks combined.

These 115 Don Lee-dominated counties are a fine present for any advertiser. They contain 4,427,600 people and 1,280,000 radio families, spend $4,013,687,000 a year in retail sales and enjoy a buying income of $5,575,847,000 annually.

Buy Don Lee in ’49 and get coverage facilities of the “inside” market equal to those of any other network, plus 100% more coverage facilities for the “outside” market than all other Pacific Coast networks combined.

The Nation’s Greatest Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM
Okay—

But what's in it for me?

"So America's the richest country in the world. So what?
"So Americans produce more than any people on earth. Okay—but what's in it for me?"

At all times, in all ages, nations have had to answer that question—or go out of business.

The average man—the worker, the farmer, the small businessman—is human enough to ask: "What will it do for me—for me and my wife and my kids?"

Let's look at the record—

Here in America we have the best answer in the world to that question.

**Machine Power:** Since 1910 we have increased our supply of machine power 41/2 times.

**Production:** Since 1910 we have more than doubled the output each of us produces for every hour we work.

**Income:** Since 1910 we have increased our annual income from less than $2400 per household to about $4000 (in dollars of the same purchasing power), yet

**Work Hours:** Since 1910 we have cut 18 hours from our average work week—equivalent to two present average workdays.

**BUT THE BEST IS YET**—You're right—things can be even better ... and must be better. Right now, everyone admits prices are too high. We still have the threat of boom and bust. Our system has faults, yet it has brought more benefits to more people than any other system ever devised.

We can beat the boom-and-bust cycle. We can have even better food, better clothing, better wages, better homes, more leisure, more educational and medical facilities.

We can have all this IF we all continue to work together and share together . . . IF we continue to realize that each American's personal standard of living will rise in proportion to how much all Americans produce through better machines, better methods, better teamwork.

And that's about it. What's in it for you depends on what's in it for America.

Approved for the
PUBLIC POLICY COMMITTEE
of The Advertising Council

by:
EVANS CLARK, Executive Director, Twentieth Century Fund
BORIS SHISHKIN, Economist, American Federation of Labor
PAUL G. HOFFMAN, Formerly President, Studebaker Corp.

Published in the Public Interest by:
BENTON & BOWLES, Inc.
ADVERTISING
TRANSFERS

STATION SALES aggregating more than $700,000 were approved by FCC last week. Transfers include 13 AM and 2 FM outlets.

Disposition of the radio holdings of the estate of Burridge D. Butler, deceased, was granted by FCC. This included consent to purchase the $24,000 stock held by Mr. Butler and consent to KTUC Tucson for $92,400.

KTTV Inc., the new corporation, KTTV cisco.

KTTV Phoenix, Ariz., of its own stock which had been held by Mr. Butler and assigned to KTUC Tucson for $24,400 the stock held by Mr. Butler. Approval also was given to transfer of half the stock in Prairie Farmer Pub. Co., sole owner of KWPN Radio.

Cavanagh. Elevator was appointed by CWS Chicago licensee, from the estate to Ina H. Butler, wife of the late Prairie Farmer publisher.

KFRU Columbia, Mo., was granted sale by Times-Star Pub. Co. for $85,000 to Mahlon R. Aldridge Jr., KFRU manager, and J. H. Waters Jr., editor of the Columbia Daily Tribune. Times-Star Pub. Co. is licensee KOKX St. Louis. (See story this page).

Frontier Broadcasting, licensee of KJOM WACO Waco, Tex., and headed by Gene L. Cagle, was given permission to purchase KJMC McAllen, Tex., from group of Rio Grande Valley businessmen.

Frontier under terms included transfers approved included: KPAB and KAIR (FM) Laredo, Tex.; KUCI Fort Worth, Tex.; WCCM Lawrence, Kan.; KYBS and KSVT St. Louis, Mo.; KVLH Pauls Valley, Okla.; KSMA Santa Maria, Calif.; WGEM Quincy, Ill.; KCOM Sioux City, Iowa, and KXPA (FM) Portland, Ore.

Approves in Part

Meanwhile last week the Commission approved in part the joint petition of Mrs. W. J. Virgin, licensee of KMDJ Medford, Ore., and Gibson Broadcasting Co. (Broadcasting, Sept. 6), which approved request to reinstate application of Gibson to buy KMDJ but denied that portion of the petition which asked for 1,000 share.

Gibson would buy the station for $250,000 and make Mrs. Virgin a 33.3% owner. Firm is owned by Luther O. Gibson, president, and J. H. Waters Jr. of KUBH Watsonville and KSLI (FM) Salinas, Calif. Effort of Gibson to purchase KMDJ earlier was delayed on finding of competitive bid by Medford Radio Corp. under AVCOC rule. Medford Radio subsequently received approval of FCC by Mrs. Virgin decided to sell on grounds that offer was not comparable in terms.

KMDJ is assigned 5 kW day and 1 kW night on 1400 kc.

By the transactions approved by FCC follow:

WLS Chicago—Granted transfer of control of 1,500 shares common stock in WLS Chicago held by Mrs. Mildred H. Hamilton, which holds all stock in Agricultural Broadcast Co., to Mrs. Hamilton, E. Murphy and James E. Edwards, co-executors of will of Burridge D. Butler, deceased, to his wife, Ina H. Butler.

Mr. Edwards is assigned 50 kw on 900 kc.

Mrs. Humphrey, of Bluefield, W. Va.—Appointed trustee of control of 1,000 shares from Thomas E. Murphy and James E. Edwards, co-executors of will of Burridge D. Butler, deceased, to Salt River Valley Broadcasting Co., licensee.

KFRU Columbia, Mo.—Granted consent to transfer of all outstanding stock in KFRU Inc., licensee, from Star Times Pub. Co. to H. J. Waters Jr. and Mahlon R. Aldridge Jr., for $85,000.

Mr. Waters and Mr. Aldridge, owners Commodore Daily Tribune, acquires 45% interest while Mr. Aldridge, KFRU manager, acquires 45%. Star Times Pub. Co. is licensee KOKX St. Louis. KFRU is assigned 250 w on 1400 kc.

WGEM Quincy, Ill.—Granted transfer of control of QCM Broadcasting Co., licensee, to Quincy Newspapers Inc.

Times-Star Pub. Co. is licensee of WGEM, $70,000, provided Ilimo Broadcasting disposes of its interest in that city WBFR (1230 kc, 250 w). Transaction arranged for purpose of enabling Times-Star Pub. Co. and Star Times Pub. Co. to combine in one $60,000 purchase price for 8 Class B FM outlet, WQDI. Quincy Newspapers Inc. was granted each acquire one-third interest. Ilimo Broadcasting and Fredy Parker S. Gates, head of Gates Radio Co., are owners.

The transaction covered 500 shares which relinquish stock without consideration.

KGKO Tucson, Ariz.—Granted transfer of control of KGKO Tucson Broadcasting Co., licensee, from Thomas E. Murphy and James E. Edwards, co-executors of will of Burridge D. Butler, deceased, to KGKO Tucson Consideration $24,000. Owner transferor Glenn Snyder, vice president 39.2%.

Jaspert, president 8.2%.

George R. Cook, treasurer, 5.4%.

D. C. Murphy, general counsel 21.2%.

KTUC is assigned 250 w on 1400 kc.

KPAB KAIR Laredo, Tex.—Granted station of control of Laredo Broadcasting Co., licensee of AM stock KAPB and permittee KFAM station KAIR, from Howard W. Davis Jr., to Mark Perkins. 100% interest is sold for $85,000. Owner transferred to Times-Star Pub. Co. with KENT Sheboygan, LK.

KPAB is assigned 1 kw on 1540 kc.

KRIK McAllen, Tex.—Granted assignment of interest in control of KRIK Broadcasting Assn. Inc. to Frontier Broadcasting Co. of Austin, Tex., by J. Paul Perkins.

Frontier is headed by Judge Bryce Ferguson of Pharr, Tex., and various Austin and Waco businessmen. Frontier is headed by George C. Casebeer, manager.

WCCM Lawrence, Mass.—Transfer of control of Lawrence Broadcasting Co., licensee, from Gordon Harold A. Levy to Gordon S. Levy and George Cashman, both of Lawrence. Mr. Jaspert, president and 36% owner acquires 100% interest for $75,000 from Mr. Levy. Transferor relinquishes his stock without consideration.

Mr. Jaspert each contribute $2,500 to firm. Hascall's mechanical problem relieves his stock without consideration.

WCCM's current value is $15,000 he previously made to station stockholders. Mr. Jaspert and his co-owner, who financed initial construction of station, contributes $5,000 and $24,000 of $45,001 not he holds against station to cover remaining $15,000. WCCM is assigned 1 kw on 1340 kc.

KXLW Portland, Ore.—Granted assignment of control of KJJQ AM-FM St. Louis and TV station, by Mr. Waters to J. Egan and Wilbur J. Jarman to KWWJ Broadcast Co. licensee of AM station, in which Mr. Jarman is 42.5% owner and Mr. Jarman 50% owner. No money involved.

KFRU SALE

MISSOURI DEAL SANCTIONED

WITH FCC approval to sale of KFRU Columbia, Mo., the Star Times Pub. Co. can now concentrate on its cable TV, AM-FM and facsimile radio stations and work toward early realization of its television plans," Elsey Roberts, publisher of the Star Times Daily, stated last week. The Star-Times owns KOKX-AM-FM St. Louis and is TV applicant there.

KFRU is purchased for $85,000, by John H. Waters Jr., station manager, and H. J. Waters Jr., editor and part owner of the Columbia Daily Tribune (see story this page).

"It is with real regret that the St. Louis Star-Times turns over to others the operating" of KFRU, Mr. Roberts said. He concluded his 23.6 year, 2 long years we have tried our best to build this station into a community asset. Its steady growth through these years would indicate that we succeeded."

"We hope and believe that under the guidance of Jack Waters, publisher, and the group at the Blue Network that KFRU will steadily continue to grow," he said. Mr. Roberts recalled that KFRU was a parttime station when purchased by the Star-Times. He said, "We provided it with new studios and new equipment and the FCC granted it an upgrade during 1940. For 2l/2 years we joined the Blue Network, now ABC, `thus bringing to the Columbia area network programs for the first time."
versal Blue Book, licensing practice and other committee matters.

Congressman Harness told Broadcasting the report to the 81st Congress will be filed with the Clerk of the House "late this month." The report, observers believe, will urge continuation of the committee in the reshuffled Congress.

A final committee meeting will be called late this month, Congressman Harness said, to present the report to members for their consideration.

Perpetuation of the select committee in the new Congress seemed unlikely. Several Democratic members whose objections last year to creation of a special committee were drowned out in the Republican House will have powerful voices in what legislation is passed during the 81st Congress.

Both Rep. Adolph J. Sabath (D-Ill.), who is expected to take the gavel in the powerful House Rules Committee, and Rep. Sam Rayburn (D-Tex.), slated to be Speaker of the House, were objectors. Rep. Priest, likely successor to Congressman Harness should the committee be continued, has also expressed his disapproval of such action [Broadcasting, Nov. 22].

Even though the select committee's lease on life may not be renewed, the FCC has no guarantee that everything subsequently will be all milk and honey.

Some of the legislators who will occupy key spots in the Congress have not always found the Commission's performance laudatory. Among these are Rep. John W. McCormack (D-Mass.), likely candidate for House Majority Leader, Rep. Rayburn, and Rep. E. E. Cox (Ga.), No. 2 Democrat on the House Rules Committee, who led an earlier investigation into FCC operations.

Rep. Priest signed the committee's scathing report on the Port Huron decision, dealing with political broadcasts and the Scott case on the right of atheists to equal radio time. However, he felt the report was too critical of the Commission.

Further Examination

It is the opinion of the Southern Congressman that further examination of such controversial Commission decisions is still needed. He favors investigation of these by a sub-committee of the House Interstate and Foreign Commerce Committee. The chairmanship of this committee probably will fall to Rep. Robert Crosser (D-Ohio), whose interest has revolved chiefly about railroad legislation.

The WIBC application covers transaction which was completed in June. Indianapolis News Co., sole owner of Indiana Broadcasting Corp., WIBC licensee, purchased and retired at $1,800 per share the holdings of its following stockholders: Robert E. Daniel, 60½% shares; Michael B. Fairbanks, 60½% shares; Richard M. Fairbanks, 1% share. The 1,465 share holding of Adelaide F. Causey, including 775 shares in trust of her deceased brother, Robert Fairbanks, is thereby increased to 50.4% of outstanding stock.

In the WTVN case, the minority stockholders assigned their subscriptions to the Lambs because of desire to devote their attentions to other business interests. The Lambs, who head WTOD Toledo, Ohio, and WICU (TV) Erie, Pa., take over subscriptions of following: Elmer E. Schatz, 60 shares; Louis W. Adams, 16 shares; Dale D. Rapp, 15 shares; Edwin Q. Brandt, 10 shares; Charles J. Martin, 2 shares; Mark Flannagan, 10 shares; Richard B. McCann, 7 of 12 shares.

VALLEY-VIDEO has moved to building leased at 6611 Santa Monica Blvd., Los Angeles. Building will be converted into sound studio for production of television film shorts.
Perfection Biscuit Company, a WOWO advertiser for 20 years, now sponsors 2 shows on this station: "One Moment Please," locally produced, and syndicated spots for "Miss Sunbeam" Bread.

Cities Service sponsors college football broadcasts second season.

Centlivre Brewing Company has increased its air-time on WOWO from a half-hour a week to 13 quarter-hours!

Kroger renews 16th time. Current 52-week contract includes 3 quarter-hours a day, 5 days a week.

For results on WOWO, check first with NBC Spot Sales
NEW IDEAS

Prizes Awarded Stations

FIVE PRIZES and 16 honorable mentions went to U. S. and Cana- dian stations last week from the National Research Bureau Inc. in the first of its three contests for new ideas for radio.

The 22 winners were selected from entries on special promotions, program ideas and case histories submitted by stations of 50 kw or less during September and October. Results of the two remaining com- petitions, November-December and January-February, will be an- nounced later.


Five-dollar honorable mention awards: Harry Hatzenbuehler, WKBW Dubuque; Miss Briggs; McKinney Air Enterprises, KMAE McKinney, Texas; Jack P. Dubberley, KTAE Taylor, Texas; Joe W. Watson Jr., KVUO Uvalde, Texas; Jeff Hester, WSLI Jackson, Miss; John Bainbridge, KFMB San Di- ego; Miss Toni Lee, WKPA New Kensington, Pa.; WRVO Roanoke, Va.; C. H. Simpson, WHUN Huntingdon, Pa.; John C. Hanner and J. G. Simmons, WCPF Tarboro, N. C.; Ralph Novek, Associated Broadcasting Corp., Montreal, Que;

Santa Claus? Why, considering what you get, WHB is practically giving time away! P.S.—For a Happy New Year, see your John Blair man!
House organ plays merry sales tune—
"LET'S LISTEN" merchandised to please
100,000 studio visitors every year!

News about name stars, network shows, local shows, glamour,
"cheesecake"—and a program highlight guide—all wrapped up
in a shrewdly merchandised package—that's WFBR's house organ—
"Let's Listen"—designed to help sell your product in the rich Balti-
more market.

Those 100,000 studio visitors that jam-pack WFBR's studios yearly
represent a loyalty "plus" factor that no other Baltimore station
can offer!

Now—more than ever—when WFBR is Baltimore's first station in
the morning, afternoon, and total rated periods*—your Baltimore
time-buying must include . . .

* Latest Hooper Ratings.

WFBR

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
LION VIDEO

To Do Large-Scale Work
FORMATION of Lion Television Pictures Corp., New York, to engage in large-scale video production and distribution, was announced last week. Earl W. Hammons, founder and former president of Educational Pictures Inc., was elected to the presidency of the new firm.

Composed of a group of motion picture and show business veterans, Lion Television elected to officiate the following directors: Mr. Hammons; Jules Levy, United Artists producer and a former RKO vice president; Neil F. Agnew, former president of Selznick Releasing organization and currently president of Motion Pictures Sales Corp.; Charles L. Casanave, vice president of Motion Picture Sales and a former vice president of National Screen Service; R. M. Savini, founder and president of Astor Pictures Corp.; Paul White, former European general manager for Selznick Releasing and current president of Paul White Productions; Newman Lawler of O'Brien, Driscoll Raftery & Lawler, New York attorneys.

Mr. Levey will serve as executive vice president in charge of production for the new organization; Mr. Casanave will be vice president and treasurer; Mr. Lawler will be secretary and legal advisor; Mr. Agnew, Savini and White have been elected vice presidents, with Mr. Savini filling the assistant treasurer's post and Mr. White serving as assistant to the president as well.

The company has already acquired a large variety of film productions, it was revealed, which will be made immediately available to telecasters in addition to live show programming and spot announcement material.

Physical distribution of Lion Productions will be handled by a network of coast-to-coast film exchanges, already in existence and a product of months of organization of producers, distributors and financiers.

Production in New York studios has been in operation for some time, and additional studio facilities are being negotiated for in New York and Hollywood. Other announcements from the new firm, whose temporary address is RKO Bldg., New York City, will be forthcoming shortly, and will embrace such details as titles of present productions and programs, talent already signed by LTPC and plans to produce in London, Rome and Paris.

Bulwinkle Improved
REP. ALFRED L. BULWINKLE (D-N.C.), second-ranking Democratic member of the House Interstate and Foreign Commerce Committee, last week was reported in an improved condition at U. S. Naval Hospital in Bethesda, Md. His condition was reported as "serious" a fortnight ago at the hospital, where he is under treatment for Myeloma, a back ailment.
Mr. William Decker
McCann-Erickson
50 Rockefeller Plaza
New York 20, N. Y.

Dear Bill,

A recent addition to the staff -- chap named O'Brian -- ran across the phrase "WGY-Land" in an old ad not long ago and promptly opened a new box of needles. "Just where is this 'WGY-Land'?," says O'Brian laughingly, "and by what right do you claim it?"

You know the answer to that first question, Bill, because you have been recommending WGY to McCann-Erickson clients for years. For the record, the station gives primary service radiating from Schenectady over 64 counties. During the daytime it covers 465,140 families, and 505,020 families at night. That's our BMB story.

And you know two reasons justifying our claims to this territory. First, we always have and still continue to lay down the finest program service we can provide -- NBC's and ours. That explains the loyalty of our listeners. Second, that old WGY signal is backed by 50,000 watts.

But we have a third claim on "WGY-Land" -- a claim based on simple economics. Just get out your SRDS and a pencil. Put together any combination of stations that will completely cover the WGY territory and total the costs. You'll find that WGY alone does the total job at about half the expense of any combination you select.

So we claim "WGY-Land" for, among others, WGY advertisers. They are buying an interest in an interested audience at the lowest possible cost. But don't let me get commercial. Jim McConnell and NBC Spot Sales take the orders.

Sincerely,

G. Emerson Markham

G. Emerson Markham:acs
STATIONS MANAGER
HENNOCK TEA

To Honor FCC Wives, Industry Women

A RECEPTION and tea honoring the wives of her fellow FCC members, the first of its kind, will be given Wednesday evening, 5-7, by Frieda B. Henlock, the first woman Commissioner.

About 400 women have been invited, including all women employees who have been with FCC 10 years or longer; the wives of the Commission's top staff executives, and the wives of Cabinet members, and Supreme Court Justices, of members of various administrative agencies and federal departments, and of members of Congress from Indiana, FCC Chairman Wayne Coy's home state. In addition, invitations have been sent to women active in various fields related to FCC.

Miss Henlock explained that her purpose is to provide an informal occasion to meet the other women who work with FCC and to honor her colleagues' wives: Mrs. Coy, Mrs. Paul A. Walker, Mrs. Rosel H. Hyde, Mrs. E. M. Webster, Mrs. Robert F. Jones and Mrs. George E. Sterling. The Commissioners and a few other male guests also will attend.

Paul A. Porter, former FCC Chairman, will be mc. for a special program to be presented by the Chesapeake & Potomac Telephone Co. Choir and other musicians and entertainers. The reception will be held in the Raleigh Room of the Raleigh Hotel in Washington.

BAPTIST FM

Plan Low-Powered Stations

PLANS for establishment of low-powered FM stations by 170 Texas Baptist churches which want to operate them in the band reserved for noncommercial educational institutions were discussed last week.

Dr. R. Alton Reed, director of radio activities for the Baptist General Convention of Texas, said the churches want to operate the stations in the 88-92 mc educational band with about 10 w power, and estimated they would cost not more than $2,500 each and would cover a radius of three to five miles each. They would be used for religious broadcasts.

An application for one such station was reported by FCC last Thursday. It was filed by North Fort Worth Baptist Church, Fort Worth, for 88.1 mc with 10 w.

The Baptist Convention also is promoting a network of eight regular FM stations of which Mary Hardin-Baylor College's KMHB (FM) already is on the air [Broadcasting, July 13]. Dr. Reed said FCC would be asked to approve transfer of the grant for KBUK (FM) Dallas, another member of the network, from Buckner Orphans Home to the Baptist Convention.

RATINGS PANEL

Hooper, Nielsen to Speak

FIRST-HAND explanations of the Hooper and Nielsen ratings will be given in Chicago Wednesday when C. E. Hooper and A. C. Nielsen appear at an open symposium under auspices of the Midwest Region, Radio Writers Guild.

Mr. Hooper and Mr. Nielsen will be introduced with James Cornell, radio research director at Foote, Cone & Belding, Chicago, who will serve as moderator. Shelby Gordon, RWG Midwest vice president, has asked writing, production and advertising personnel to attend the meetings, which will begin at 8:30 p.m. (CST) in CBS studio 10 at the Wrigley Blvd.

KROD

CBS

IN

El Paso

Texas

NOW

5000 WATTS

AT 600 KC

WESTERN LINK

LONE STAR CHAIN

KEY STATION

SOUTHWEST NETWORK

NO INCREASE IN RATES

Long the Southwest's BEST BUY — Now even BETTER

NATIONALLY REPRESENTED BY TAYLOR-BOROFF & CO., INC.
For KDKA—"America's Pioneer Station"—Blaw-Knox—America's pioneer builder of radio towers recently furnished this 500 ft. H-40 heavy duty tower.

The location of the tower on a rise overlooking Pitt Stadium and adjacent to buildings of the University of Pittsburgh made it imperative that station engineers select a structure of sufficient built-in strength to provide a high factor of safety in this congested area.

The Blaw-Knox heavy duty H-40 tower, supporting an FM and television antenna is not only adequate to meet these provisions but is also rugged enough to take care of any reasonable changes in equipment which might arise in the future.

BLAW-KNOX DIVISION of Blaw-Knox Company
2017 Farmers Bank Building
Pittsburgh 22, Pa.

BLAW-KNOX Antenna Towers
TBA Election
(Continued from page 34)

association would in no way be impaired by cooperation between both groups, that all officers and directors on either group would continue in their own associations as at present and that if the cooperation project was eventually found to be ineffective, that either association could withdraw upon notice of its intentions.

"The plan envisaged that both associations would have a common treasury and that dues and disbursements could be made from the same source. The plan contemplated that all active members of NAB would automatically become members of this association under the dues schedule of NAB and that all active members of TBA would automatically become members of NAB on the same NAB dues schedule.

"Affiliate members of this association would remain members only of TBA, but entitled to all privileges of NAB with the exception of voting at meetings or exhibiting at conventions.

Two Directors Each

"The plan further provided for the exchange of two directors on each board, with the presidents of each association serving ex officio on the other association's directorate.

"In the controversial fields of television promotion, television associations and television legal representation, this association would be charged with the duty of performing these aspects of trade association activities for television members of NAB, as well as TBA.

"In the fields of sales promotion, programming, advertising, research and labor relations, NAB would continue TBA as well as its own members.

"Your directors were in agreement that a plan of cooperation as outlined herewith might have been in the best interest of the television industry and gave tentative approval for continuation of discussions and possible final agreement.

"However, as I stated before these negotiations were ended by the NAB so that the future of such a cooperative plan remains suspended."

During 1948, when the number of operating TV stations has increased from 16 on Jan. 1 to 46 last week, television has lived up to forecasts that "it is destined to become the greatest form of mass communication ever devised," Mr. Poppele stated.

TBA, he continued, has aided this progress in many ways. Among its 1948 achievements were helping to establish peace between television and the AFM; adoption of principles to guide TV broadcasters in assuming moral responsibility for programs; organized opposition to unreasonable rates for network facilities; preparation and distribution of information on station operations, standard and personnel.

E. P. H. JAMES, Mutual vice president, presides at morning panel on "Selling Television Time." Left to right, Eugene Katz, of the Katz agency; Klaus Landsberg, West Coast director of Paramount Television Productions, KTLA (TV) Los Angeles; Mr. James, George Moskovic, manager, CBS television sales department, and Doty Edouarde, radio-televis ion buyer, of Badger, Browning & Hersey, New York.

TAPROOM TAX

Phila. Views With Alarm "BOOTLEGGING" by home set owners would stem from the Philadel phia plan to levy a 5% gross receipts tax on television-equipped barrooms and would endanger taproom business. Philadelphia Liquor Dealers Assn. officials so warned city tax officials, who envisioned collection of $1 million a year from 2,000 local taprooms reported to be offering television entertainment.

Imposing the amusement tax on taproom television sets would lead homeowners to invite neighbors to see the broadcasts and then serve drinks on a "dutch treat" basis, Association officials told Receiver of Taxes W. Frank Marshall.

The dealers argue that if the tax is levied on taprooms, it should also apply to the pay-as-you-go home owner. Patrick Cavanaugh, Liquor Dealers' president, pointed out that the taproom patron differs from the night club habitue. "He belongs to the ranks of labor and provides his own relaxation and entertainment through conviviality."

An opinion handed down in November by the State Supreme Court classifying television as "motion picture" has led the city to believe it has the authority to invoke the tax. City Council will probably decide the question. The State itself does not require amusement liquor licenses for taprooms equipped with television sets.

LIBEL and SLANDER

Invasion of Privacy Plagiarism-Copyright-Piracy INSURANCE For the wise Broadcaster OUR UNIQUE EXCESS POLICY provides adequate protection. Surprisingly inexpensive CARRIED NATIONWIDE For details & quotations write Employers Reinsurance Corporation Insurance Exchange Bldg., Kansas City, Missouri

Page 52 * December 13, 1948
The 25B is a mighty good buy!

Here are some of the reasons why

General Advantages:
1. The Western Electric 25B Speech Input Console provides highest quality studio control for AM and FM at their best.
2. It is versatile... handles two studios... provides duplicate channel operation without interference.
3. It’s easy to operate... all controls are functionally located for convenience of operator in controlling programs.
4. It’s a complete unit with its own table... attractive, sturdy, well designed... and it’s moderately priced.

Technical Advantages:
1. It covers complete FM frequency range. Has high signal-to-noise ratio and exceptionally low distortion.
2. It is easy and economical to install... plug-in cables carry all external leads to wall boxes (included with 25B).
3. It’s fully accessible... opens up to expose all components.
4. It includes 7-position mixer; line and microphone transfer keys; dual line amplifiers and volume indicators; separate built-in tube check meter; regulated power supply.

For immediate delivery of one or more 25B Speech Input Consoles, call your nearest Graybar Broadcast Representative — or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.
ATTENDING first meeting of newly organized Michigan Assn. of Broadcasters were (standing, 1 to r): Roy C. Kelly, S. W. Oppenhuisen, WFRD Grand Rapids; Robert Holmes, WBCK Battle Creek; Dan E. Jayne, WELL Battle Creek; Paul F. Eichhorn, WFRD Grand Rapids; Edward Baughn, WPAG Ann Arbor; J. P. Scherer, WHFB Benton Harbor; Cal Hill, WEXL Royal Oak.

Back row, seated (1 to r), Wilson B. Paul, Larry Frymire, WKAR East Lansing; Dr. Willis F. Dunbar, WKZO-WJEF Kalamazoo-Grand Rapids; Fred A. Knorr, WKMH Dearborn; Worth Kramer, WJR Detroit; Edwin K. Wheelock, WWJ Detroit; Thomas O'Leary, WXYZ Detroit; Stanley W. Barnett, WOOD Grand Rapids; Howard K. Finch, WJIM-WFAG Lansing-Kalamazoo; Milton L. Greenbaum WSAM Saginaw; Helen Nelson, WHLS Port Huron; Mrs. Elaine Nentwig, WSAM Saginaw.

Milton L. Greenbaum, president and general manager of WSAM Saginaw, Mich. (Saginaw Broadcasting Co.), was elected president of the Michigan Assn. of Broadcasters, newly formed organization, comprising 51 radio corporations.

The first meeting was called in Saginaw Dec. 2 on the invitation of Mr. Greenbaum.

Other officers elected were: Dr. Willis Dunbar, WKZO Kalamazoo, vice president, and Howard Finch, WJIM Lansing, secretary-treasurer. Named to the association's board of directors were Jack Sherer, WHFB Benton Harbor; Ben Farmer, 222 West Adams Street, Pontiac.

AFRA will Head Michigan Radiomen

Greenebaum Will Head Michigan Radiomen


The new Michigan association also announced a system of broadcast privilege fees for the airing of tournament basketball games. The agreement, which includes free broadcast rights for sustaining pickups, was reached after a committee of the broadcasters met informally with the Michigan High School Athletic Commission.

Officers and directors of the association will hold their first formal meeting in Lansing Dec. 14 ( tomorrow) to discuss plans for the year.

MAB FORMED

Milton L. Greenbaum, president and general manager of WSAM Saginaw, Mich. (Saginaw Broadcasting Co.), was elected president of the Michigan Assn. of Broadcasters, newly formed organization, comprising 51 radio corporations.

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AFRA in L.A.

FIVE more Los Angeles area stations reached agreements with Affiliates for their salary increases for staff announcers, leaving only three stations yet to come to terms with the union. KWKW Pasadena and KGFJ Los Angeles raised salaries from $60 to $70; KFVD Los Angeles and KGER Long Beach from $66.90 to $75; KFOX Long Beach from $66.90 to $72.50. Contracts are for one year, retroactive to Sept. 17, 1948.

Negotiations are still continuing at KFAC Los Angeles, KKLX Pasadena and KGIL San Fernando, and, according to Claude McCue, executive secretary of AFRA, "a speedy conclusion is anticipated in line with the other agreements."

Fred Barr, WWRL Woodside, L. I. program director, has been named radio chairman of the Queens County March of Dimes appeal. Mr. Barr also has been appointed to direct radio activities for the Queens visit of the Freedom Train.

PRO FOOTBALL

ABC to Telecast Top Game

World's champion pro football game will be broadcast and televised simultaneously over ABC's entire radio network and its eastern television stations Dec. 19 sponsored by General Mills and Wilson Sporting Goods Co. Agencies are, respectively, Knox Reeves Advertising Inc., Minneapolis, and Ewell & Thurbur Assoc., Chicago.

The game, to be played at Shibe Park, Philadelphia, will be between the Philadelphia Eagles, National Football League's eastern division titleholders, and the winner of the game scheduled for yesterday between Chicago Bears and Chicago Cards, who are tied for western division leadership. Harry Wismer, ABC sportscaster, will handle both video and radio coverage. He will be assisted by Harold (Red) Grange, Illinois' renowned "Galloping Ghost" and former Bear star.
Graybar announces new cabinet line with these 11 features!

- Easily removable double doors permit installation close to walls.
- Extensively louvered doors and ventilated tops allow heat dissipation.
- Polished stainless steel top trim, side trim optional.
- Bright aluminum interior finish for improved illumination.
- Attractive, light, aluminum gray (Western Electric) exterior finish; others furnished to order.
- Handy spare tube socket supports (6 sockets each).
- Side knockouts facilitate inter-wiring of adjacent mounted racks.
- Cable forms each side.
- 110 volt receptacle box.
- Two ground terminations.
- Two large 6" x 6" cable entrances.

Here are excellent-quality, reasonably priced rack cabinets to facilitate the operation and enhance the appearance of your broadcasting and sound system equipment. Designed in accordance with R. M. A. "specs", they simplify problems of mounting and of servicing the apparatus.

Immediate deliveries of standard types, models, and sizes are now available from Graybar. Optional accessories include rear-panel rack mountings, front-mounted doors, drawer, power and audio terminal mounting. Graybar also can provide cabinets of any special designs you want.

Graybar has everything you need in broadcast equipment...PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds. To get the most suitable items the easiest, quickest way — for a small maintenance job or a complete new station — call your nearest Graybar Broadcast Equipment Representative, Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

Distributor of Western Electric Broadcast Equipment

GRAYBAR BRINGS YOU BROADCASTING'S BEST:

- Amplifiers (1) (See key to numbers at right)
- Antenna Equipment (1)
- Cabinets (5)
- Consoles (1)
- Loudspeakers and Accessories (1, 3)
- Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
- Monitors (1, 4)
- Receivers and Accessories (9)
- Speech Input Equipment (1)
- Test Equipment (4, 10)
- Towers (Vertical Radiators) (11)
- Toward Lighting Equipment (2, 12)
- Transmission Line and Accessories (13)
- Transmitters, AM and FM (1)
- Tubes (1, 2)
- Turntables, Reproducers, and Accessories (1)
- Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

MANUFACTURED BY:

(1) Western Electric;
(2) General Electric; (3) Whitney Blake;
(4) General Radio; (5) Karp Metal;
(6) Hugh Lyons; (7) Meletron;
(8) Hubbell; (9) Presto; (10) Weston;
(11) Blow-Know; (12) Crossen-Hinds;
(13) Communication Products;
(14) General Cable;
(15) National Electric Products;
(16) Triangle; (17) Bryant

There are Graybar offices in over 100 principal cities.

These are the Graybar Broadcast Equipment Representatives in key cities:

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<td>W. C. Winfree, Jacksonville 5-7180</td>
<td>R. R. Urity, Grand 0324</td>
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<td>C. C. Ross, Central 6454</td>
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Graybar... THE ELECTRICAL TO KEEP YOU ON AIR...
RADIO DRIVE

BROADCASTERS throughout the country will be asked to support the Radio Mfrs. Assn. "Radio-in-Every-Room" campaign, it was decided at the RMA board of directors quarterly meeting Thursday at the Roosevelt Hotel, New York. The board considered that the campaign had been a huge success and that it should be continued and even expanded if possible.

The only stickler the board was faced with was funds to project the drive into 1949. The campaign, which cost $70,000 last year and would cost even more if it were broadened,

It was decided to appoint a committee to canvas the entire industry for assessments or contributions. It definitely was decided that the drive no longer would be supported out of RMA dues.

Increases Resulted

The drive, it was reported, resulted in big increases in set circulation in the cities in which it was conducted. Unit volume of sets was said, increased as follows in the five cities where it was conducted: Hartford, Conn., 100%; New Orleans 31%; Indianapolis 50%; Trenton, N. J. 110%; and Salt Lake City 125%.

The board also considered the advisability of making court tests of tax and other local governmental limitations on radio and television usage. It considered the New York City ordinance prohibiting use of sound equipment without a police permit and the recent Pennsylvania Supreme Court ruling holding that talkrooms showing television must pay the same tax as if they showed moving pictures.

It was the general feeling of board members, it was reported, that the New York law was unconstitutional. The amplifier and sound equipment division of the RMA pointed out to the board that the ordinance sets a bad precedent which may be followed by other cities. It further pointed out that the ordinance is so broad that it could be applied to automobile radios and even airplane radios.

General counsel of the RMA, it was learned, will now conduct research to see if it is feasible to test the Pennsylvania tax case in an agency outside the state.

The board also approved a recommendation of the RMA service committee that the public, and particularly landlords, be made aware of the fact that multiple antennae or master antennae are available and practical.

The board also discussed the fact that many leases are so restrictive that tenants are discouraged from purchasing a television set. It directed that the legal department attempt to work out a more favorable standard lease clause, bringing in to aid it the Television Broadcasters Assn. and the National Realty Board.

The board also considered the threat of a tin shortage to the industry. Tin is allocated by the government to industrial users but the expansion of television manufacture has depleted industry supplies. One components producer said he may not be able to meet orders on hand unless supplies are increased.

The parts and sets division recommended that the board set up a voluntary industry conservation program for tin, cutting down the use of the metal wherever possible.

RMA to Ask Support

The board authorized a committee to set up to handle the problem and it asked the engineering department to make suggestions to solve the problem.

The board also discussed plans to enlist the aid of the entire broadcasting industry to help the RMA celebrate its 25th anniversary May 19 in Chicago. Racin stars and other notables from the entertainment field will be asked to kick off the silver anniversary.

FMA-NAB RUMOR

Merger Talk Denied

SIMULTANEOUS denials were made last week by NAB and FMA presidents, rumors that the two associations planned to consolidate.

A. D. Willard Jr., NAB executive vice president, wrote William E. Ware, KFMY Council Bluffs, FMA president, informing him that no such merger was in process. Replying to a letter sent by Mr. Ware to NAB President Justin Miller, who is on the West Coast, Mr. Willard wrote, "This will serve to deny categorically that NAB has had any discussions with FMA, or any plans within its own organization, to merge or consolidate the two associations."

In his letter to Judge Miller Mr. Ware said: "I am not in favor of, nor have I ever discussed with anyone a proposed consolidation between FMA and NAB," he wrote. He explained later that he had been quoted as advocating merger of FMA and NAB and that he felt a merger is not a remote possibility," he added.

Anti-merger views were expressed by Julian Campeau, president of WKNB and WKNB-FM New Britain, Conn., in a letter to Everett Dillard, WASH Washington, former FMA president whom Mr. Ware succeeded in September. Mr. Gross said he felt any major decision should be voted on by FMA members, with independents given a chance to voice their views.

HAL TATE

RADIO PRODUCTIONS

Chicago, Producer of the

"WHO'S TALKING"

Show,

DEMANDS

UNIVERSAL

For the Best in Transcriptions

Universal Recording Corp.

20 N. Wacker Dr.

CHICAGO
NAB POSTS
Two Staff Members Added

TWO appointments to NAB positions will become effective Jan. 3, one in the president's office and one in the office of the general counsel. Ruth A. Ingles becomes editorial assistant to President Justin Miller and Vail W. Pischke joins Don Petty, general counsel, as an attorney.

Miss Ingles is associate professor of sociology at the U. of Washington. Judge Miller selected her for the position after her participation in an American Bar Assn. panel last autumn. At the U. of Washington she teaches communications, including broadcasting, movies, magazines and other media.

As research assistant to the director of the U. of Chicago Commission on Freedoms of the Press, Miss Ingles wrote the book Freedom of the Movies. This book was part of the overall study undertaken by Time and other interest groups.

Mr. Pischke has headed radio activities of the law firm of Norman M. Littell, Washington. Previously he had been with Kirkland, Fleming, Green, Martin & Ellis. He is a graduate of Notre Dame with AB and LLB degrees. In 1944 he won the ASCAP annual award for his thesis on radio copyright law.

GF ‘Gangbusters’
GENERAL FOODS Corp., New York, will sponsor Gangbusters on CBS. The program, on behalf of Grape Nuts, will premiere on the network Saturday, Jan. 3, and will be broadcast 9-9:30 P.M. Eastern Time, on Kappan & Rubicam, New York, is agency.

Gardner Co. Named
BISHTON-WHEELER, Ilion, N. Y. (Millar retractable hall point pens) has appointed Fred Gardner Co., New York, to handle its advertising. Radio spots are currently being used in markets in Georgia, Baltimore, Washington, D. C., and Albany, N. Y.

WHAS
(Continued from page 21)

wise, the application reported, there are no immediate plans for changing present WHAS personnel.

The WHAS properties are licensed to WHAS Inc., which is owned by the Bingham family, also owners of the Courier-Journal and Louisville Times. Barry Bingham is president of both the radio and newspaper firms. The $1,293,000 purchase price specified in the contract with Crosley Broadcasting would be subject to adjustment of net current assets at the date of closing.

Crosley is owned by AVCO Mfg. Corp., from which FCC’s opening bidding rule derived its name when it was adopted following AVCO’s acquisition of Crosley properties. Crosley operates WLW and WLWT (TV) and associated relay, international and FM stations in Cincinnati. It owns WINS New York, Radio and FM stations in Columbus and Dayton, and is applying for TV in Indianapolis and FM in New York.

WHAS, a CBS affiliate, is on 840 ke with 50 kw fulltime. WHAS-TV, not yet on the air, is assigned Channel 9.

New Interview Show
BEAUTY Factors Inc., Los Angeles (Insta-curl) about Dec. 16 is starting a five-minute daily television interview program with Bill Stewart on 57 ABC stations coast to coast. The program is to be extended to five-weekly daytime schedule after the first of the year. When full schedule goes into effect, firm will be expending budget of approximately $14,000 weekly.

Kraft Renew
KRAFT FOODS Co., Chicago, for its mayonnaise, renews Kraft Television Theatre on NBC’s seven-station eastern network for 52 weeks from Jan. 5 through J. Walter Thompson, also Chicago. Telecast, aired Wednesdays, 9-10 P.M., is produced in New York with stage, TV and screen stars appearing in adaptations of plays and novels. Jack Galbraith is the NBC Chicago account executive.

BML Elects Two
JAMES E. WALLEN, treasurer, controller and assistant secretary of MBS, was elected to the board of Broadcast Music Inc. at the BML quarterly meeting Tuesday (Dec. 7). He replaced Robert D. Sweezy, MBS official who has resigned from the network. The board also elected Charles E. Lawrence, returned to BML after a year with Associated Music Publishers, to the post of assistant treasurer.

BROADCAST MUSIC INC.
580 FIFTH AVENUE • NEW YORK 18, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

December 13, 1948 • Page 77
TBA Annual Clinic
(Continued from page 85)

manager of KLTA (TV) Los Angeles, stated.

Local department stores and other retailers are better prospects for TV stations than they have ever been for sound broadcasters, he said, adding that local events seem to be more attractive for both sponsors and viewers than the big national network programs received via film recordings.

The upcoming Tournament of Roses parade has been sold locally by two TV stations, as the recent Santa Claus parade was, and "we practically had our pick of sponsors."

Participating sponsorship packages have proved attractive for low-budget local advertisers in Los Angeles, Mr. Landsberg reported. He cited KTLA's Shopping at Home, a ten-minute straight-selling demonstration program that has expanded from once to six times a week to care for local advertisers who want to get in on this video service. "The window shopping at home and not so hard on the feet." A station representative has to work much harder to sell TV time than he does in sound broadcasting, Eugene Kats of The Katz Agency, said. He made a strong plea to video broadcasters to give their representatives as much information as they can about their programs and facilities and particularly about the number of TV sets in their service area. He listed the principal things a representative wants to know about any TV station he represents, including: A detailed summary of the program schedule, including the complete operating schedule; a description of facilities; network affiliation and whether served by coaxial cable, radio relay or kinescopic recordings; TV circulation; rate card; details of camera equipment, film and slide projection facilities; film production facilities; an inclusive description of each locally originated program offered for sale to national advertisers, including itemized costs.

Agency Needs Information

The advertising agency also needs all the information it can get about programs and facilities and circulation if it is to present television properly to its clients, Doty Edouard, radio and television timebuyer for Badger, Browning & Powers, said.

His check list of what the agency wants to know about TV stations covered: A practical rate card. He urged TV broadcasters to follow the example of standard broadcasters in working out a standard rate card with the AAAA as soon as possible; up-to-date area set estimates; best available set-use information, ratings, mail counts, etc.; program logs and statement of operating hours; cable or relay availability data; program and announcement facilities, facilities for studio, film (16mm, 35mm or both) and remote programs.

In the question period, Fred Weber, general manager, WDSU New Orleans, asked for TBA to set up some plan for the exchange of program information for TV broadcasters. He volunteered to contribute at least a suggestion a month from WDSU-TV which was scheduled to begin operations on Saturday, if he could count on getting similar ideas from other stations in exchange.

TBA President Poppele said that already a column of the TBA weekly news report is devoted to program news and pledged an extension of this service to members as an important part of TBA activities for the coming year.

Asked about simultaneous, Mr. Moskovich cited We, The People as a program that has successfully been broadcast simultaneously on both mind and video channels. He warned, however, that the radio program must have good visual aspects to make it suitable for this treatment. With millions of people asking for tickets for radio shows, there is no doubt that people want to see what they have been listening to, he said.

Kirk on Showmanship

Myron Kirk, radio and television director of Rudner Agency, speaking on "Showmanship in Television," declared emphatically: "Television is not an extension of radio."

It calls for a special brand of showmanship, he said, which is more closely linked to the theatre and the movies than to sound broadcasting. The success of the Texaco Star Theatre, he said, is largely a result of experience of its producers, directors, talent bookers and other associated personnel, to say nothing of the actors themselves.

To the controversial question of whether TV programs, and TV agency or network, he came out strongly for the agency. The number of hours and people required to produce a video show by itself is sufficient justification for spreading the load over hundreds of agencies instead of dumping it all onto the four networks, he declared.

Pointing out that his agency has ten employees working fulltime on the Texaco Star Theatre, he said that this is not profitable for the agency today but he is sure that it will pay good dividends in the near future.

Walter Damm, general manager of WTMJ WTMJ-FM WTMJ-TV Milwaukee, presented a short film of an animation device which he said solved a "lot of one-minute, and 20-second spots to local advertisers." Technique involves the use of sliding cut-out figures, simple to make and handle, but effective in pepping up a static picture. He offered full details to anyone writing him for them.

Limitations on the musical video rights ASCAP is obtaining from its members may create such a problem of individual musical right negotiations that TV broadcasters may have to establish their own clearance bureau, Robert P. Myers, assistant general attorney of NBC, warned the clinic.

Reviewing the music rights situation, Mr. Myers reported that BMI grants television broadcasters the same rights as it does AM broadcasters in a broad license that covers practically all TV uses of music. But ASCAP, he said, has asked its members only for rights to license TV only for straightforward instrumental uses and uses by five or less vocalists, not in costume and not to use dialogue, dancing or scenery, or if the number in the script is dramatized or dressed up a special license is required.

Special licenses will also be needed for any production number, that is, music originally written for a stage show or motion picture.

When the TV music subcommittee of which he is chairman meets with ASCAP early next year to work out new contracts to succeed the present grants licenses, Mr. Myers said, they must find exact
HUDDLING at the TBA luncheon are (1 to r): Joseph H. Ream, CBS executive vice president; Joseph Bryan, president of the Jefferson Standard Broadcasting Co., and Howard S. Meighan, CBS vice president and general executive.

definitions for costumes, dramatizations, scenery, etc.

If a backdrop is used is that scenery?

Are two palms moved out behind the singers scenery?

Is a transparency scenery?

If a singer dons a wool cap to sing “Winter Wonderland” while confetti falls on his head, is the cap a costume and the paper snow scenery?

Silly as they seem, he assured his hearers that these are serious legal questions.

ASCAP attorneys are now studying all music used on New York TV stations during a single week, he reported, to determine which uses would be covered by a general license, which would have to be licensed individually and which are borderline cases.

When this is settled and the terms defined, then the two groups will be ready to start negotiating new contracts, he stated. He added that these contracts cannot run longer than two years, as that is the term for which ASCAP is getting the TV licensing rights from its members.

Dramatic rights must be negotiated individually, Mr. Myers said, but there are not apt to be complications unless the play has been sold or licensed to a motion picture company.

In that case, the terms of the contract must be carefully studied to avoid infringements. He urged that the broadcaster get his lawyer into the matter early and not, as has happened, after the TV show has been scheduled, cast and in rehearsal.

George M. Burbach, manager of KSD-TV St. Louis, summed up his assigned topic, “Television Management Do’s and Don’ts,” with one example of each.

“Do’s and Don’ts’

“Do everything you possibly can to stimulate interest in television in your community.

“Don’t let your imagination run away with you regarding the damaging effect which television might have on other advertising. Begin, and that includes your own AM radio operation, if you have one.”

He harked back to the early days of radio to cite dire predictions of its effect on movies, music and newspapers, none of which ever materialized.

The development and sale of local programs has proven to be the greatest source of revenue for KSD-TV, Mr. Burbach reported.

Many local advertisers, particularly sponsors of sports events voluntarily increased their appropriations for the second year, he said. One company, spending $35,000 for time on the station last year, will increase that sum by 25% this year and more “if we can find more sports for him to sponsor.”

Mr. Burbach reported unusual success in selling time through a policy of recommending a more or less inexpensive program to start.

“Once you improve with the possibilities of television they will voluntarily suggest a more impressive program and a larger appropriation,” he said, citing Anheuser-Busch Brewing as a typical example.

Program Format

“We submitted a musical program using the best violin player in St. Louis Symphony with our own Russ David at the piano. It costs $200 for 20 minutes and is a very fine show with excellent camera shots and carefully selected music. From this modest beginning we hope to develop a sponsor for the full St. Louis Symphony of 80 musicians.”

With 50 advertisers now compared to 30 a year ago, KSD-TV has been out of the red at times, he said, although it’s back in now that operation has been stepped up to seven days, 30 hours a week.

But the St. Louis Post-Dispatch, owner of KSD-TV, has gotten $150,000 worth of TV set advertising it would not have had, if it had not introduced television into St. Louis, Mr. Burbach stated, giving it at least a token return on its $40,000 investment in a video plant.

BMB has accepted the responsibility for meeting television’s foremost research need—“uniform reliable estimates of television families by individual markets,” Hugh M. Beville Jr., NBC director of research, announced. In contrast to present data, collected in a variety of ways by a variety of organizations, BMB will be able to establish standard methods which in effect will provide television with its own audit bureau of circulation, he said.

The second class of research information needed for video sales is “proof of performance” information about the station service area and technical reception, Mr. Beville said. “Surveys of technical reception by mail ballots or as a feature of diary or telephone interviews will be important evidence that your station is doing a satisfactory job of delivering a signal in your area.”

Third Requirement

Hooper and Pulse TV ratings, or diary studies where they are not available, help to provide TV’s third research need for data on program popularity and viewing habits, he said.

The fourth requirement of television salesmen for proof of responsiveness and sales effectiveness may be demonstrated by sponsor identification ratings or replies to video contests and offers, Mr. Beville stated. He added that “shoppers clamoring for products advertised only on television will certainly prove to be our best sales ammunition.”

“The major problem we face with respect to television reception is ignorance,” Robert L. Coe, general manager of WPIX-TV New York, said in a talk on reception problems. There is “ignorance on the part of the public as to what kind of reception they can expect from their receivers and ignorance, in too many cases, on the part of the seller of the set, the installer and the service man.”

Reporting that the problem of poor reception resulting from poor installation and service of TV sets seems to be fairly general, Mr. Coe stated that manufacturers should “devote a little more of their time and perhaps more money to this particular phase of their business. For, after all, the manufacturers are one of the few segments of this new television industry who might conceivably be operating in the black now, and certainly their whole future depends upon the success of our operations. Therefore, isn’t it reasonable to expect them to shoulder a major share of the responsibility for proper television reception? We think it is.”

GOOD ALL-ROUND MAN

If you have a selling job to do in Birmingham, or North Alabama markets, WSGN is your man. He’s a handy fellow to have on your side with special promotion, service and program tools that can help you do the job!

THEY BELIEVE IN US

WAIR listeners like our kind of programming and believe in and react to our kind of commercials. An investment in WAIR time is the best radio investment you can make in the Winston-Salem market.

WAIR

Winston-Salem, North Carolina
Representatives: Avery-Knodel, Inc.

BROADCASTING • Telecasting
Baseball
(Continued from page 21)

television, night games, Sunday and holiday games, "they're bound to get hurt."

"These baseball clubs are giving their product away. Radio stimulated the fans' interest to a degree where it eventually drove them to the parks to watch the games. But television comes very close to satisfying that interest."

Mr. Shaughnessy asserted that video brings the game to the customer at a "minimum expense to him in time, money and comfort."

"Since television certainly will improve, the situation becomes even more alarming," he added.

Reports of major league television having an effect on minor league attendance have come from Newark, N. J., and Baltimore, Md., homes of the International League Bears and Orioles, respectively. Proximity to Washington and New York, where major league telecasts emanate, is said to be responsible.

The AAA minor league circuits that would be affected by major paid pickup would be the International League and the American Assn., located in the same eastern and midwestern areas as the major leagues.

Television last season was available in all eight of the American League cities. In the National League, telecasting was not underway in Pittsburgh only, which will have an operating outlet prior to the 1949 campaign.

NATIONAL winner of the H. P. Davis National Memorial Announcers' Award for 1948 is Howard Reig (r), announcer with WGY Schenectady. Mr. Reig will receive the Davis announcer's gold medal and $500 cash. Paul Shannons (center) KDKE Pittsburgh, is the winner in the 50 kw stations class, and Dean Montgomery (l), of KELO Sioux Falls, S. D., won a Davis award in the regional stations class. Awards were announced last week.

HARPER NAMED
McCann-Erickson President

MARION HARPER JR., former assistant to the president of McCann-Erickson, New York, was elected president at the annual meeting of the board of directors this Thursday.

H. K. McCann, who was president of the agency, has been elected chairman of the board of directors. Mr. McCann founded the H. K. McCann Co. in 1912 and was its president. He has been president of McCann-Erickson since its formation in 1930. He will continue as senior executive officer of the company.

Harrison Atwood, one of the founders of the H. K. McCann Co. and senior vice president of McCann-Erickson, was named vice chairman of the board. He will continue to serve as chairman of the executive committee.

Mr. Harper joined McCann-Erickson as an office boy and trainee in 1930. Shortly thereafter, he was promoted to the agency's research department where he successfully advanced to manager of copy research, director of the research department and in 1945 to vice president in charge of research and merchandising.

In 1946 he was made a director of the firm, and in 1947 became assistant to the president and a member of the executive committee.

He is a member of the board of directors of the Advertising Research Foundation, and also is a director of the Knickerbocker Federal Savings & Loan Assn.

Important Correction

in MUTUAL'S BACK COVER ADVERTISEMENT
We are embarrassed!

Through an error, the map in our advertisement on the back cover of this issue of BROADCASTING purporting to show "IMPORTANT METROPOLITAN MARKETS IN WHICH MUTUAL POWER HAS BEEN OR IS BEING INCREASED"—is far from complete.

It shows 16 cities. The actual count is 31 cities. Here's the full list of power increase in metropolitan markets from January 1946 to November 1948.

ALTOONA, PA.
ATLANTA, GA.
Baltimore, Md.
BIRMINGHAM, ALA.
BUFFALO, N. Y.
COLUMBUS, OHIO
DETROIT, MICH.
DURHAM, N. C.
FALL RIVER, MASS.
HOUSTON, TEX.
INDIANAPOLIS, IND.
JACKSONVILLE, FLA.
KANSAS CITY, MO.
LOUISVILLE, Ky.
MADISON, WIS.
MEMPHIS, TENN.
MIAMI, FLA.
MINNEAPOLIS, MINN.
MOBILE, ALA.
NEW ORLEANS, LA.
PITTSBURGH, PA.
PORT ARTHUR, TEX.
SAN ANTONIO, TEX.
SACRAMENTO, CAL.
ST. PETERSBURG-TAMPA, FLA.
ST. LOUIS, MO.
SIoux City, IOWA
TULSA, IOWA
WARREN, O.
WASHINGTON, D. C.
WILKES-BARRE, PA.

MUTUAL BROADCASTING SYSTEM
The Major Market Network

CBS MEETING
Western Affiliates in L. A.

TWENTY-NINE executives from 22 CBS affiliates in 10 western states will attend the two-day Ninth District meeting being held at Columbia Square, Hollywood, today and tomorrow (Dec. 13, 14). On second day members will inspect facilities of CBS Hollywood TV outlet, KTTV.

Attending from New York are Joseph H. Ream, CBS executive vice president; H. V. Akerson, vice president in charge of station relations; William B. Lodge, vice president in charge of general engineering, and John J. Karol, sales manager.

Representing KNX and CBS Hollywood are D. W. Thornton, vice president in charge of Western Division and KNX general manager; A. E. Josel, KNX-Columbia Pacific Network director of operations; E. W. Buckalew, Western Division station relations field manager; and Harry A. werneman, director of network programs.

The complete list of executives attending the conference was announced last week by Clyde F. Baggs, KNX sales manager, and KARK Fresno and KROY Sacramento, CBS affiliates, and director of District 9.

The roster, omitting those mentioned previously:

California: Ralph R. Bruston, KOQK San Francisco; Charles E. Falk and Graham Moore, KDOP San Diego; F. E. Pfeffer, KGDM Stockton; Dick Joy, KCRM Palm Springs; Eleanor McCatchy, John Hamlyn and Walter Harkis, KEERN Bakerfield.

Arizona: John L. Hogan and Albert D. Johnson, KOY Phoenix; Lee Little Glenn Snyder and George Cook, KTUC Tucson.

Washington: Loren Stone, KERO Redding; Ed Craney, KXLY Spokane; Darwin W. Black, KIMA Yakima, W. T. Wagner, of the Alaska Broadcasting Co., which operates 2 CBS affiliates in Alaska, also will attend from Seattle.

Montana: J. F. Wilkins, KFBB Great Falls; W. N. Stover, KGVO Missoula; Nevada: David McKay, KOLO Reno; C. L. MacIntyre and Richard E. Goebel, KLAS Las Vegas.

From CBS affiliates in other western states: Frank Bentler, KNOM Elko, Idaho; Harry H. Buckenheimer, KOIN Portland, Or., D. W. Lawrence, KOYB El Paso, Tex.; Carl Dunbar, KSL Salt Lake City.

A Real Xmas Bonus
RADIO SALES TRAINING SCHOOL
Columbus, Ohio • Dec. 28-29-30

Subjects include:
• HOW TO SELL LOCAL RADIO
• SELLING OPEN-END TRANSCRIPTIONS
• SELLING CO-OP SHOWS
• HOW TO HELP YOUR NAT'L. REP.
and the proven 10 Point Plan of Sales and Services

More than 100 satisfied graduates

Maximum personal attention. Wire Now

FRED A. PALMER
Columbus, Ohio
6800 N. High St.

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BROADCASTING • Telecasting
SALVATION ARMY

PRESENTS CHRISTMAS SHOW

HALF-HOUR TRANSCRIBED CHRISTMAS SHOW, ARMY OF STARS PREPARED BY SALVATION ARMY FOR DISTRIBUTION TO STATIONS THROUGHOUT THE UNITED STATES, ALASKA AND HAWAII, WILL FEATURE MERRITL WILSON, STAR OF HIS OWN ABC SHOW, KATHLEEN NORTIS, NOVELIST, AND FOUR OPEL STARS: EXIO PINZA, KURT BAUM, WINSFRED HEDRIT, SET SVENHOLM. JIMMIE WALLINGTON IS ANNOUNCER ON PROGRAM WHICH WAS WRITTEN AND PRODUCED BY GLENN WHEATON.

PRODUCER JOHN MASTERS.

PRODUCTION ASSISTED BY NORMAN STOVER.

THE PROGRAM WILL BE HEARD ON ALL SAN FRANCISCO AM AND FM STATIONS BETWEEN DEC. 13 AND DEC. 25.

TUBE SALES

SALES OF BROADCAST RECEIVING TUBES IN OCTOBER BY MEMBER COMPANIES OF RADIO MFRS. ASSN. TOTALLED 19,521,368, RISING MORE THAN A MILLION OVER SEPTEMBER BUT SLIGHTLY UNDER OCTOBER 1947. OF OCTOBER'S VOLUME 14,101,605 WERE SOLD FOR NEW SETS; 5,467,054 FOR REPLACEMENTS; 1,690,365 FOR EXPORT; 53,063 FOR U.S. AGENCIES. TOTAL RECEIVING TUBE SALES BY RMA COMPANIES FOR 10 MONTHS OF 1948 WERE 164,331,340.

MEMO TO FRED STOUTLAND, BBDO:

WCKY HAS CONSISTENTLY GIVEN ADVERTISERS THE LOWEST COST PER THOUSAND IN CINCINNATI. IN JUST ONE OF MANY CASES, WCKY SHOWED AN ADVERTISER WHERE HE COULD MORE THAN DOUBLE HIS IMPRESSIONS PER WEEK, AND IT COST HIM LESS PER WEEK THAN HE WAS SPENDING ON ANOTHER STATION.

50,000 WATTS OF SELLING POWER IN THE AIR EVERYWHERE 24 HOURS A DAY

SLOAN AWARDS

TRUMAN LAUDS RADIO ROLE

RADIO AS A "VITAL FACTOR" IN THE NATION-WIDE PROGRAM FOR HIGHWAY SAFETY, IN JUST TWO YEARS THE PROGRAM, UNDER PROMOTION BY PRESIDENT TRUMAN, HAS BEEN COMMISSIONED BY PRESIDENT FRANKLIN D. ROOSEVELT, CHAIRMAN OF THE ALFRED P. SLOAN FOUNDATION.

THE FOUNDATION IS SPONSORING A GROUP OF AWARDS TO BROADCASTERS FOR OUTSTANDING PUBLIC SERVICE ACTIVITY.

EMPHASIZING THE NEED FOR FULLER COOPERATION OF NETWORKS AND STATIONS TO COPE WITH THE TRAFFIC PROBLEM, MR. TRUMAN SAID: "... THE ACTIVE SUPPORT OF RADIO... HAS BEEN A VITAL FACTOR IN THE SUCCESS OF THE ACTION PROGRAM DEVELOPED BY THE HIGHWAY SAFETY CONFERENCE... IT IS MY HOPE... THAT EVERY NETWORK AND STATION WILL PARTICIPATE IN THE ALFRED P. SLOAN RADIO AWARDS, THEREBY TESTIFYING TO A TRULY COMPREHENSIVE EFFORT ON THE PART OF THE INDUSTRY..."

FIVE SLOAN AWARDS ARE BEING OFFERED FOR COMMERCIAL AND SUSTAINING PROGRAMS. LOCAL, REGIONAL AND CLEAR CABLE STATIONS AND NATIONAL AND REGIONAL NETWORKS ARE ELIGIBLE. SPOT ANNOUNCEMENTS AND OTHER SAFETY FEATURES UNDER THE ADVERTISING NATIONWIDE AWARDS PROGRAM MAY ALSO BE ENTERED.

ENTRIES SHOULD BE SUBMITTED IN THE FORM OF STATEMENTS OF ABOUT 1,000 WORDS. ADMINISTRATOR OF THE PROGRAM IS THE AUTOMOBILE SAFETY FOUNDATION, WASHINGTON.

THE FOUNDATION HAS DISTRIBUTED A DESCRIPTIVE BROCHURE ON THE PROGRAM TO RADIO EXECUTIVES. MANY OF THE RESPONSES HAVE SUGGESTED THE NEED FOR RECOGNITION OF TELEVISION AS WELL AS AM AND FM.

VCWCHS CHARLESTON, W. VA.

"VIC" DIEHAN SAYS:

WE WERE CONGRATULATED...

... by top-notch advertisers, promotion managers, production managers and agency representatives. WHY? BECAUSE WCHS/NBC not only sells time, but really promotes the program.

We're in the heart of the Anthracite and Industrial region of Pennsylvania. We've got facts and figures to show you how your advertising dollar will result in sales gains for your products.

NATIONALLY REPRESENTED BY ROBERT MEEHER ASSOCIATES, 321 E. WASHINGTON AVE., PITTSBURGH, PA.

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

AFFILIATED WITH NBC/MSB

WASHINGTON COMMUNICATIONS

BROADCASTING - TELECASTING

DECEMBER 13, 1948 - PAGE 51
DO YOU WANT to talk to Santa Claus? "KROW Oakland, Calif."
Christmas show, "Let's Talk to Santa," aired from 6:30 to 7 p.m., Mon.-Fri., from Dec. 21, under sponsor's name, of Maxwell Hardware Co., gives one and all that opportunity. Youngsters who want to talk to Santa leave their name and phone number on a "call card" at sponsor's store, and during program St. Nick talks to them on their home phones with chats about their wants for Christmas. In addition Santa asks them questions with awards for correct answers. Agency for Maxwell is Brooke, Small & Gauthereaux, Oakland.

Students vs. Teachers
NEW Rural Radio Network (FM) show, "Master Minders," pits teams of students against teams of teachers. Program offers prizes outside the satisfaction of toppling the opponent, and is transcribed at regular school assemblies and broadcast over network Mondays 8:30 to 9 p.m.

Landing by Instrument
DURING observance of "Air Force Day," WVEC Hampton, Va., broadcast an actual instrument landing of a transport plane under simulated "zero visibility" weather conditions. Complete operations were recorded, with Peter Edman, WVEC announcer and program director, in the plane describing how he felt to fly "blind." By using a common radio communication channel between pilot, Air Force ground controller and WVEC announcers listeners were able to hear mixture of all voices concerned. Recorded broadcast was aired the following day over station, and was arranged in conjunction with HQ. AAGS, U. S. Air Force, Langley Field, Va.

Christmas Shopping by TV
OPPORTUNITY for Detroiters to do some Christmas shopping without having to wander for hours in crowded department stores and specialty shops has been provided by WWJ-TV Detroit. "Let's Go Shopping," is aired Mon.-Fri. at 3:30 p.m., and gives viewers chance to see what there is to buy and for how much. Sponsors currently participating include: Federal Department Store, Good Housekeeping Shops, Floor Covering Inc., Podeswa Shoes and Friedberg Jewelry, all Detroit.

On Scene at Trial
WKRC Cincinnati was there—at scene of recent poison-murder trial of Mary Clay Watts. Tom McCarthy, news director at WKRC, phoned the verdict of acquittal and other stories and interviews to station where they were wire recorded. Mr. McCarthy had phone all of the information while crouched under a desk to prevent background noises from interfering with recordings being made.

Talk to the President
LISTENERS to the Ernie Tannen Show heard Monday through Friday from 7:30 to 9 a.m. on WGAY Silver Spring, Md., had an opportunity to ask a message directly to President Truman. Mr. Tannen called the White House and told President Secretary Charlie Ross about his plan to have listeners report to the President on how they felt about current issues, and he would repeat their conversation over the air. If the President was listening, he heard comments and complaints such as, "... build less monuments for ex-presidents!" WAGY reports the response was overwhelming and the opportunity was appreciated to the fullest extent.

Parent Education Series
IILLINOIS CONGRESS of Parents and Teachers begins parent education series, "Forward United," Dec. 21 on the U. of Illinois station. WILL Champaign, Ill., to acquaint listeners with work and organization of the ICPT. Scripts are produced in cooperation with the university and the Radio Council of the Chicago Public Schools. Transcriptions are being made available to local stations.

Name a Tune
EVERY listener a song writer! That's goal of "Calling All Song Writers," new musical program with a contest gimmick on KOMO Seattle. Wednesdays (7:15 p.m.) under sponsorship of Morrison Music Co. Each week's program will feature a new, unnamed melody, and listeners are invited to supply title and lyrics. Everyone entering contest will receive a prize, and top winner gets $100 cash as well as participating in royalties of the song after publication.

Kitchen Doings
WBAL-TV Baltimore's new program, "In the Kitchen with Mary Landis" (broadcasting, Dec. 6), will be aired from 4:30-5 p.m. instead of 2:30-4 p.m. Program takes air today (Dec. 13).

Music from Library of Congress
ON Friday, Dec. 10, WQXR-FM Washington began series of chamber music programs from Coolidge Auditorium of Library of Congress. Initial program was by Julliard String Quartet, quartet-in-residence at Julliard School of Music. Prominent artists will be featured on each program, including a spring series by the Budapest String Quartet, starting in March. Programs will be broadcast live.

RCA Victor Records
*for radio stations only... special couplings on Vinylite!

Your Questions About Food
ANSWERS to questions concerning food, recipes and a story or two on the relevance of food, format of new show on WMID Atlantic City, N. J. Program is conducted by Pete Ladd, known as the prognosticator chef, and now executive chef at Hotel Traymore in Atlantic City.

French Music—for Americans
FIVE centuries of French music adds an international flavor to program scheduled by WAER, Syracuse U., Syracuse, N. Y. Series is presented through facilities of French Broadcasting System and features works of French artists. Other French programs to be offered include lessons, information on provinces of France, and background and culture of French people.

Inauguration Ceremonies
WBB-TV Atlanta cameras were trained on Herman Talmadge and recent ceremonies making him governor of Georgia. Station took air at 11 a.m. and remained with the inaugural ceremonies until closing.

'Betty's Adventure Club'
NEW show designed for youngsters of the "penny gallery" age, Betty's Adventure Club, bowed Dec. 4 on WOSU Columbus and WKEE Network. Designed for children from 3 to 14, show features Betty Tyson, m.c., who asks questions and provides prizes for correct answers. Highlight of program are true life stories of famous people, which children dramatize. Another feature of show is Adventure Club "Story of the Week," a tale of heroism or achievement related by the child author.

Twisting the Knife
FRED ALLEN, never one for the downcast eye or muffled whisper, and the equally impious Henry Morgan, salted NBC's sorest wounds last Sunday night (NBC, 5:30-9 p.m.). In a routine which featured the unemployed Mr. Morgan dressed as Santa Claus collecting funds for "The Morgan Foundation," radio's bad boy protested Mr. Allen's sympathy. "I'm doing very well," bragged Mr. Morgan, "I've got a capital gains deal with this chimney outfit. "Oh," countered NBC's dour comedian, "going over to the other side, eh?"
the answer to your Christmas gift problems...

BROADCASTING—Telecasting
at these lower rates

$7. for the 1st gift
$6. for the 2nd
dollar 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 & TV Showsheets—what's on the nets, time, sponsors, adjacencies and availabilities; Agencies—personnel changes, mergers, new firms; SalesSuccess—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. BROADCASTING today means better broadcasters and brighter futures tomorrow.

Remember, when you give BROADCASTING you give the finest in radio for 52 weeks, plus radio's encyclopedia—the 1949 Yearbook.

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 gift with a full-color Christmas card.
A 1 1/2 BILLION DOLLAR MARKET
spread over two states

Basil Ruydsahl, for past ten years announcer on NBC Jack Benny Show and Hi Hum parade for American Tobacco Co., has resigned due to movie commitments. RANK MARTIN replaces him.

FRANK WOODRUFF, former radio production head of Lennen & Mitchell, Hollywood, has joined CBS Hollywood television station, KTTV, as staff director.

Ben Martin, author and playwright, has been appointed continuity director for WFIL and WFIL-TV Philadelphia. He joined station in June 1948, and has been preparing TV programs.

ENOC QUIRRIE, newspaper reporter and radio man, has joined Rural Radio (FM) Network, Ithaca, N.Y. He will conduct daily 10 minute program, The Circuit Rider. He was formerly with KORN, Portland, Ore.

ROBERT GUGGENHEIM, Jr., former assistant producer at Twentieth Century-Fox, Hollywood, has added film department of KNBH (TV) Los Angeles.

Rudy Bretz, production manager of WPDX (TV) New York, has resigned that post to complete a book, The Tools of Television. DICK ROBBINS of Television Workshop, and GLORIA BRENNAN, formerly with WFLP Philadelphia, are assisting Mr. Bretz.

JIM SIMPSON will join staff of WOIC (TV) Washington, effective Jan. 10, 1949. Mr. Simpson will leave WARK Hagerstown, Md., when he assumes his new position.

DON GIBSON and ELSBETH HOFMANN (Mr. Gibson) have joined WSB TV Atlanta, Ga., program department. At present time Mr. Gibson is producing all of his wife's starring TV women's feature, At Home With Elsbeth.

WARREN DANA has joined WCAE Pittsburgh as assistant to program manager JOHN LEBAE. Mr. Dana replaces EDGAR LEWIN, who will take charge of station's merchandising. Other WCAE personnel additions include: MRS. BETTY ANDERSON, music librarian and MARY REIS, continuity department.

BILL GENETT, staff announcer at KSTT Davenport, Iowa, has been promoted to chief announcer.

BOB PETERS has joined announcing staff of WHW Lebanon, Pa. He was formerly with WAND Canton, Ohio.

CHARLES W. CHRISTEBERRY, freelance radio and television producer, has joined WQX York City, Pa.

ARTHUR E. PEDERSEN, announcer at WGDN Camden, N.J., and Carolyn Gower were married Dec. 4.

JACK MORRISSEY has joined announcing staff of WAKR Akron, Ohio, where he will emcee morning Music Clock show. He was formerly with WHK Akron and WHK Cleveland.

DOUG WHELAN, former chief announcer of CKGB Timmins, Ont., has been transferred to CKW Kingston, Ont.

Guy Savage has been appointed program director of KLEE Houston, Tex., Mr. Savage was associated with CBS Savage in Broadcasting, Nov. 29.

Kay Doris has joined continuity staff of CBEX Peterborough, Ont.

SHELDON O'CONNELL, former news director of WFOS Owen Sound, and CKCR Kitchener, has joined announcing staff of CKGB Kitchener.

Tom Lockard of CBS Arthur Godfrey Show, is the father of a girl, Paula.

Jeanne Gray, of KMPC Hollywood's Woman's Voice, has been appointed to board of directors of women's division of Los Angeles Chamber of Commerce for coming year.

Mark Starbird, formerly of CKGB Timmins, has joined announcing staff of CJFL Kirkland Lake, Ont.

BERNIE ALLEN, formerly of KFJ Hollywood, has joined announcing staff of WIND Chicago.

Gil Brooks has resigned as program manager of WTRR Sanford, Fla., to join WXN CHARLESTON, W. Va., as announcer.

MILT MITLER, production manager at WMID Atlantic City, N.J., has been promoted to program director.

Mark Sheeler, former disc jockey at WNAF Providence, R.I., has joined Marketcast Network, New York, project of Musialc Corp., as program director.

Jack M. COMBES has joined KANA Anaconda, Mont., as program director. He was formerly with WFUN Huntsville, Ala., and WMPS Memphis, Tenn.

BRUHL KARNER, ABC's home economist at WENR Chicago, and WILLIAM J. POWERS, her announcer-producer, have announced their marriage.

WILLIAM L. STATES, former NBC New York television studio director, has transferred to KNBH NBC Hollywood television outlet, in similar capacity.

WES BATTERSEA is m.c. for new KNX Hollywood Call for Help audience participation show.

Eugene F. Kilham, WBZ-FM Boston program supervisor, and Elizabeth Scalise were married Nov. 25.

Al Ross, announcer and m.c. at WBAL and WBAL-TV Baltimore, and Alice Mason were married Nov. 27.

Mike Warren of Sudbury, Ont., and George Hall of CKCR Kitchener, Ont., have joined announcing staff of CKGB Timmins, Ont.

Walton Rowegan, formerly of CFCH North Bay, Ont., has been transferred to CKGB as chief announcer.

Poll Payoff

Radio Pollsters missed the jackpot Nov. 27 by not asking the $64 question. John Henry of KVVO Tulsa, was doing his play-by-play of the U. of Arkansas and Tulsa football game when the phone in the radio booth rang. With time out, he signaled for a commercial. Mr. Henry picked up the phone and a voice said: "Are you listening to your radio?" Mr. Henry came back with: "Yes, I'm listening to John Henry's exciting play-by-play account of today's game over KVVO." She didn't ask how many people were present. "Just think of it," he says, "there were 22,000 people there."

**KCKN-FM STARTS**

**Copper's Fourth Station**

KCKN-FM Kansas City took the air Nov. 29 as the fourth station of Copper Publications Inc., Ben Ludy, general manager of the license company, announced. Other Copper stations are KCKN Kansas City, KCBW and WIBB-AM Topeka, Kan.

Sports with Larry Ray will be featured on KCKN-FM, which will duplicate all KCKN sports features and originate others for FM only. KCKN-FM operates on Channel 29 (106.7 mc), with an effective radiated power of 20 kw.
AMERICAN TOBACCO

BOTH American Tobacco Co. and the government rested their cases Tuesday (Dec. 7) in the four-year-old complaint of the Federal Trade Commission against the company for alleged misleading advertising of Lucky Strike cigarettes on the radio.

At a hearing in the FTC offices in New York before Trial Examiner John L. Horner, each side announced that it had no further evidence to present.

A quick decision on the merits, however, is not likely. Next step in the case will be the filing of motions taking exceptions to Examiner Horner's rulings on admissibility of evidence.

Mr. T. Hitchcock and Walter T. Southworth, company attorneys, who are members of the New York firm of Chadbourne Wallace, Parke & Whiteside, asked for 60 days to prepare such motions. In asking for so long a time, they pointed to the nearness of the long holiday season and the complexity of the case.

The complaint itself has been hotly contested by the company, which has denied the charges of misleading advertising. Altogether, more than 700 witnesses have been heard, 10,000 pages of testimony taken and hearings held in Washington, New York, Los Angeles, Chicago, all the cigarette tobacco belts and many other places.

Examiner Horner ruled that the briefs on the motions should be presented by Feb. 1 and that argument on them be held in Washington Feb. 8.

In the complaint, American Tobacco is alleged to have misrepresented Luckies in network commercials, in magazines and newspapers. Commercials read on Lucky Strike shows during the five-year period prior to March 1944, were introduced in evidence.

Among the misrepresentations alleged are: That Luckies are toasted; that among tobacco experts such as buyers, auctioneers and warehousemen more than twice as many smoke Luckies as any other brand; that Luckies are less acid, less irritating to the throat and contain less nicotine than other brands; that Luckies...

HOOPER POLLS

“GALLUP is an opinion poll... Hooper is a fact poll.”

That fine distinction was painted out in a letter, which came to light last week, by Campbell Arnoux, president of WDSU Norfolk, Va., in defense of radio audience ratings. The letter, written Nov. 11 during the heat of post-election explanations, appeared in a column by Warner Twyford, of the Norfolk Ledger-Dispatch. Mr. Twyford had attacked radio measurements as inaccurate and likened them to the Gallup Poll.

The WDSU president declared: “The Hooper Surveys have never been regarded by either networks, agencies, stations or advertisers as absolutely exact measurements but each is subject to some variation... so stated. They are intrinsically comparative studies and they have proven sufficiently accurate to warrant very hard-headed business men to spend large sums of money... to have them.”

Mr. Arnoux then scored the basis of Mr. Twyford’s intended comparison between the Gallup Poll and Hooper Survey, one also drawn by Harry Bannister, WWJ Detroit general manager, last month [BROADCASTING, Nov. 8]. Maintaining there was no resemblance, Mr. Arnoux wrote: “The Gallup Poll is based on questions asked individuals of their opinion or intentions, either of which could change. The Hooper Survey is based on questions of concrete fact, i.e., ‘Is your radio now turned on?’ etc... As you see, Gallup is an opinion poll... Hooper is a fact poll.”

PRESENT when Ohio Northern U. conferred an honorary Doctor of Laws degree on Comr. Robert Jones [BROADCASTING, Nov. 29] were (I to r) Comr. Jones; Fred Palmer, head of The Fred A. Palmer Co., radio consultants, and Dr. Robert O. McClure, president of Ohio Northern who made the presentation.

HOFFMAN

WHFC Owner to Congress

RICHARD W. HOFFMAN, owner and operator of WHFC and WEHS-FM Cicero, Ill., will be one of the new legislators seated during the 81st Congress when it convenes Jan. 3.

Mr. Hoffman, who will celebrate his fifty-fifth birthday Dec. 23, will represent the newly re-apportioned Tenth Congressional District of Illinois. A Republican, he defeated Marvin J. Peters, Democratic candidate for the seat.

A resident of Berwyn, Ill., Mr. Hoffman is also a co-owner of Life Printing and Publishing Co., which publishes the Berwyn Life, the Cicero Life and the Stickney Life, each issued three times weekly. Currently he is president of the Berwyn Board of Education, a post he has held three times previously. He is a veteran of World War I.

CAB Toronto Move

CANADIAN ASGN. of Broadcasters is moving its Toronto office on Jan. 1 from 80 Richmond St. West, to 57 Bloor St. West, Toronto. Pat Freeman, newly appointed broadcast advertising manager, will be in charge of the office.
December 3 Decisions

By Commissioner Webster

(Continued)

RADIO CONSULTANTS

-box 1479

MISSOULA, MONTANA

PHONE 7802

Philip Merryman & Associates

• Heather Dell Road
• 1500 Colorado Ave.
• Dobbs Ferry 3-2373

RADIO CONSULTANTS

Page 86 • December 13, 1948

VACANCY

YOUR FIRM’S NAME in this “vacancy” section will be seen by 15,500 readers—

doctors, lawyers and merchants. Chief

engineers and technicians—applicants

AM, FM, Television and facsimile

writers. Write or wire ...

BROADCASTING

December 6 Applications

ACCEPTED FOR FILING

AM—1550 kc

Home Bxtras, Inc., Loganport, Ind., for new AM stn 1550 kc D AMENDED to request 500 w.

AM—1200 kc

Wachusett Bx, Co., Fitchburg, Mass., for new AM stn 1200 kc D AMENDED to request 1200 kc.

AM—1600 kc

Wheeling Bx, Co., Wheeling, W. Va.—CP, new stn 1600 kc 250 w D AMENDED to request 500 w.

License Renewal

License renewal applications for AM stations received from: WPM, Marysville, Ga.; WMPC, Lapeer, Mich.; KFWM, Johnstown, Mo.; KWN, Amarillo, Mont.; WENY, Elmira, N. Y.

Assignment of License


CP Stellfansen, Calif.—license changes from hour to unverified as of 9:00 to 7:00 p.m.

December 6 Applications

ACCEPTED FOR FILING

AM—1570 kc

Home Bxtras, Inc., Loganport, Ind., for new AM stn 1570 kc D AMENDED to request 500 w.

AM—1200 kc

Wachusett Bx, Co., Fitchburg, Mass., for new AM stn 1200 kc D AMENDED to request 1200 kc.

AM—1600 kc

Wheeling Bx, Co., Wheeling, W. Va.—CP, new stn 1600 kc 250 w D AMENDED to request 500 w.

License Renewal

License renewal applications for AM stations received from: WPM, Marysville, Ga.; WMPC, Lapeer, Mich.; KFWM, Johnstown, Mo.; KWN, Amarillo, Mont.; WENY, Elmira, N. Y.

Assignment of License

KSPI San Luis Obispo, Calif.—Acceptance of license from Frank W. M. Warner to Notyour Bestg. Co. Inc.

Modification of CP

KFBR Sacramento, Calif.—Mod. CP increased power to unlimited hours.

WKLB Blackstone, Va.—Assignment of license from Frank W. Wagner to Notyour Bestg. Co. Inc.

Modification of CP

WIPR Portland, Ore.—Modification of CP.

December 3 Applications

ACCEPTED FOR FILING

Assignment of License

WKLV Blackstone, Va.—Assignment of license from Frank W. Wagner to Notyour Bestg. Co. Inc.

MODIFICATION OF CP

KFBR Sacramento, Calif.—Modification of CP.

December 3 Applications

ACCEPTED FOR FILING

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Modification of CP

KFBR Sacramento, Calif.—Modification of CP.
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Use the TOP Hooperated Station in Nebraska's Capital City Market

* KFOR, LINCOLN * OVER 100 MILLION DOLLARS ANNUAL RETAIL SALES

BASIC ABC Represented by PETER

IT'S A GREAT DAY on WLV and WLV-FM

WLV - 28.1% Station B - 22.6% Station C - 22.2%

Contact the John E. Pearson Co.

ABC for Grand Rapids

Power Plus Perfection

FCC Actions
(Continued from page 86)

Decisions Cont’d:

WXWZ-FM Houston, Tex. — Granted voluntary assignment of li-
ensure that assigned stations of six different groups be co-

KENE Belen, N. Mex. — Granted mod. co. to exchange vertical and trans. and studio.

B. A. N. — Granted mod. co. for extension of completion dates as shown: WMAR-TV Baltimore, to 1-15-

WRK Cleveland, to 2-1-48; WCVB Boston, to 1-15-48; WPBM-FM Columbus, to 3-15-48; WGBS-

*KF7 -11, A V C co. of Reno, Nev. — Granted first license for new standard station.

WJYJ Montgomery, Iowa. — Granted license for new standard station, 1500 kc.

WHOD Homestead, Pa. — Same 860 kc, Granting license for new experimental relay.

KCVR Lovelady, Calif. — Granted license for new standard station.

Howard Radio Inc., Cleveland, Ohio. — Granted license for new experimental relay.

WRFS Alexander City, Ala. — Granted mod. co. to exchange vertical and trans. and studio.

Robert Manchur, Minn. — Granted license for new standard station.

CP reinstates AM CP. WFLB West Fairmont, W. Va. — Granted license to exchange vertical and trans. and changes in ground system.

CP exchange vertical and trans. on WQO in Allentown, Pa.


Carter Publications Inc., Fort Worth, Tex. — Granted license for WFLX-FM.

WTNS-FM Construction Bst., Columbus, Ohio. — Granted request for new experimental.

WLV Carville, Pa. — Granted mod. co. to change type trans.

Following were granted mod. CPs for extension of completion dates as shown: WCAM-TV Carmel, Ind. to 1-15-

WKU Louisville, Ky. — Granted license for new experimental.

Channel 7, KPST Los Angeles, Calif. — Granted license for extension of completion dates.


nü.

December 8 Decisions...

BY COMMISSION EN BANC

FM Authorizations

CPS for one Class A and two Class B FM stations authorized by Commission for non-commercial educational stations. Licenses were granted to: WNW in New York, WTNZ in Tampa, Fla., and WRGB in Springfield, Mass.

Modification of CP

WMZT-TV Binghamton, N. Y. — Granted mod. CP to build a new trans. site, install new ant. and increase power to 100 kw at 310.7 mc.

KSDK St. Louis, Mo. — Granted license for extension of completion dates.


KTRB Modesto, Calif. — Granted license for exchange of vertical and trans. and studio.

KSRL Creston, Iowa. — Granted license for new standard station.

KDSX Denison, Tex. — Same 1220 kc.


KKEK Norfolk, Va. — Granted license for exchange of vertical and trans. and studio.


KTRB Modesto, Calif. — Granted license for exchange of vertical and trans. and studio.

WAVG Granada, Miss. — Granted license for exchange of vertical and trans. and studio.

KWZT Charlotte, N. C. — Granted license for exchange of vertical and trans. and studio.

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Milestones...

- Special 18 page television section was published by The Milwaukee Journal, licensee of WTMJ-TV Milwaukee, on Nov. 28 to honor station's first anniversary on air. Front page and some advertisements were in color, and section featured television news stories, features and highlights of WTMJ-TV's first year of operations.
- St. Georges & Keyes, New York advertising agency, held a ninth-anniversary party attended by 100 guests. Proceedings, including election of "Miss Coverage," an annual anniversary event, "mock televised" by WCBS-TV.
- Undergo RMA STANDARDS, Engineers, equipped either manually or by facsimile or television to a receiving station system for ordinary signalling, have been announced by Radio Mfrs. Assn. Adoption of RMA standards by manufacturers is strictly voluntary.

SARNOFF

Invents Signalling System

A PATENT covering a secret signalling system has been issued to Brig. Gen. David Sarnoff, president and chairman of the board of Radio Corp. of America. Following the practice of other RCA inventors, Gen. Sarnoff assigned his patent to the company.

The signalling system permits ordinary messages to be converted to a succession of arbitrary symbols and to be transmitted by facsimile or television to a receiving and decoding terminal.

Decoding of the message at the receiving terminal may be done either manually or automatically, the patent papers revealed. Under the manual method, an operator, using a special typewriter equipped with keys carrying the symbols, reads the characters, presses the proper keys and converts the message to its original text.

The manual method may be made automatic at the receiving point by adding coded impulses to each secret symbol at the time of facsimile transmission.

Down in Carolina

"Nothing Could Be Finer"

WNAO Raleigh

The News and Observer Station

5000 WATTS • ABC • 850 KC

Ask AVERY KNODEL, INC.

BROADCASTING • Telecasting

FIRST IN THIS BIG WEST TEXAS MARKET

KFYO Lubbock

LUBBOCK'S 300,000-WATT MARKET

ONLY STATION SATURATING RICH WESTERN WASHINGTON MARKET!

KIRO CBS Seattle Tacoma

THE PIONEER 50,000-WATT STATION OF THE PACIFIC NORTHWEST 710 KC

December 13, 1948 • Page 89
Help Wanted

Manageable

Wanted—Manager with selling ability for 250 watt Wisconsin station. Box 450, BROADCASTING.

Situations Wanted (Continued)

Help Wanted

Managerial

Chief engineer—250 watt, full-time network studio operation, large market desires experienced, industrious, team player, with record of success. Will work as production manager, vice-president of station. Start at $700. Address full resume to Station G, Bloomington, Illinois.

Wanted—12 radio broadcast technicians with telephone first class licenses, to begin work within next 30 days. Pay better than average. Location south-central. Give references, whether presently employed, also last employer. Box 450, BROADCASTING.

Engineer, first phone ticket. Single man preferred because of local housing shortage. State salary and experience, if ready to accept position. New location. Box 450, BROADCASTING.

WANTED—Combination licensed engineer and announcer, WLK, Blackstone, Va. Since fifteen years experience, local station. Box 466, BROADCASTING.

Staff technician, 5000 watt DA Albuquerque, New Mexico. Knowledge of electrical and mechanical. Box 467, BROADCASTING.

WANTED—Operator for 250 watt and 10,000 watt broadcast stations. Start at $50.00. No experience necessary. Box 468, BROADCASTING.

WANTED—Complete classified engineer—announcer, WTK, Blackstone, Va. Since five years experience, good voice. Box 469, BROADCASTING.

Box 470, BROADCASTING.

Readers calling attention to their problems want worth effort. Box 471, BROADCASTING.

ANNOUNCERS

Announcer—Wanted for New York State station. Must have good educational background and no accent. Box 472, BROADCASTING.

WANTED—Announcer, S. C. needs three announcers, sportswoman, and newsmen. Top talent, insurance, and bonus. Will accept only experienced announcers. Send resume for interview—Box 473, BROADCASTING.

WANTED—Announcer, WMN, Orangeburg, S. C. Same as above. Box 474, BROADCASTING.

WANTED—Announcer, WAM, Savannah, Georgia. Interested in employment in eastern or southern states. Personal interviews only. Box 475, BROADCASTING.

EXPERIENCED ANNUCER—Midwest CBS regional. Substantial salary. Minimum six months experience. Must have experience in advertising. Box 476, BROADCASTING.

ANNOUNCER—Opening near future for all-round, eager young announcer with good voice and good background. Box 477, BROADCASTING.

ANNOUNCER—Engineer-announcer-engineering manager for an independent station. Opportunity for expansion and advancement. Send resume and full particulars. Box 478, BROADCASTING.

Situations Wanted

MANAGEMENT

Sales manager—Assistant general manager now working 500 watt affiliate major market desires change. Wide experience all phases radio. Programming, production and administration, public relations, promotion, news, sports, sales, general station management. Send full resume. Box 419, BROADCASTING.

Executive (early 30's). Now in education. Excellent college degree; Hill TV; New York City; desires position as small station manager. Worked with network and commercial director. Experienced local and network news. send resume, including references, to Box 535, BROADCASTING.

Executive—15 years experience, 500 watt AM with national network. Excellent facility. Has national contacts. Will work part of country. Box 536, BROADCASTING.

Situations Wanted (Cont'd)

ANNOUNCER—30 years experience in all phases of staff operation. Recently employed. Box 479, BROADCASTING.

ANNOUNCER, 28, married, college graduate. Three years experience as program director. Hill TV; New York City; Former communications officer. Accept position as manager or senior announcer in a small station in midwest or southeast. Box 537, BROADCASTING.

ANNOUNCER, 22, 19 months experience, excellent voice. Operate console. Box 480, BROADCASTING.

ANNOUNCER, experienced in commercial writing. Will travel. Able to handle writing and complete production work. Box 481, BROADCASTING.

ANNOUNCER, graduate radio school with experience in top Western markets, as a news announcer. Desires permanent position. Box 482, BROADCASTING.

ANNOUNCER—Broadcasting, 15 years experience. Desires employment in Western states. Box 483, BROADCASTING.

ANNOUNCER, formerly newspaper editor. Desires to return to broadcasting. Will travel. Box 486, BROADCASTING.

ANNOUNCER—21 years experience. Interested in sales and news announcing. Disc jockey commercials. Can operate board. Must be willing to travel. Box 487, BROADCASTING.

ANNOUNCER—Wanted, married. Experienced in staff work. Box 488, BROADCASTING.

CAPABLE ANNOUNCER—Wide experience. Interested in entertainment. Will consider all situations offering future opportunities. Box 489, BROADCASTING.

ANNOUNCER—Experienced. Presently employed by N. Y. network affiliate. Good voice, stage, disc jockey. Box 490, BROADCASTING.

ANNOUNCER—Wanted: Formerly employed in eastern station. Desires to remain in New Jersey. Available immediately. Box 491, BROADCASTING.

ANNOUNCER—Wanted: Recent graduate of Radio Technique, Radio City, New York. Will travel. Box 492, BROADCASTING.

SPORTS ANNOUNCER—Nine years dedicated experience. Box 500, BROADCASTING.

ANNOUNCER—Wanted: Experienced, capable sports announcer, disc jockey, college graduate, with national work. References. Midwestern preferred, consideration given to all offers. Box 501, BROADCASTING.


ANNOUNCER—Single, age 25. College graduate. Two years experience with Coast station. Desires position with Radio City, New York. Capable in all phases of radio work. Reference available. Box 503, BROADCASTING.


ANNOUNCER—Wanted: 3 years experience all phases of broadcasting. Will work. Box 480, BROADCASTING.

ANNOUNCER, 28, married, college graduate. Three years experience as program director. Hill TV; New York City; Former communications officer. Accept position as manager or senior announcer in a small station in midwest or southeast. Box 537, BROADCASTING.

ANNOUNCER, 22, 19 months experience, excellent voice. Operate console. Box 480, BROADCASTING.
Situations Wanted (Cont'd)

Announcer: Present New England deejay seeks permanent affiliation with progressive East Coast market. Likes present setup, mostly fees guaranteed. Must have 2, 3, single, excellent appearances. Two college, four years radio, including some TV, hotel, work. Good voice, CW, DIP, photos, references available. No paper. Attractive, unusually tall. Award winning disc jockey in recent nationwide sweepstakes. Call or write Box 400, BROADCASTING.

Announcer: Eight years experience, heavy on news, special events, and musical annotations. College graduate. Fined network, 1st class engineer. Box 401, BROADCASTING.

Announcer: 29, married, desires position with progressive station. One year experience, much broader, presently employed. Special interest, Promotion. Box 402, BROADCASTING.

Announcer: Wanted one year as announce-engineer with 250 watt station. One year experience, two years radio work with announcing chores. Will also consider job requiring engineering skills. Box 403, BROADCASTING.

Announcer: Sought for metropolitan station with good production, promotion or programming. Excellent references. Box 404, BROADCASTING.


Announcer, experienced, some program directing and much copy writing. Approximately ten years experience in radio, now employed in NYC. Desire change for better. Single. Box 523, BROADCASTING.

Announcer: Slightly used combination announcer, sales office, office work, good all around. Good with newsmen and salesmen. Experienced. Reliable. Formerly employed in major markets. Box 524, BROADCASTING.

Top announcer with punch delivery that sticks. Desires a job that will provide opportunity for development. Personal and personality jockey. Bonus, no matter how small. Box 525, BROADCASTING.

Technical

Chief engineer, 20 years experience, construction and rebuilding. Will build station for right price. Desires to go to a progressive, expanding station. Box 485, BROADCASTING.

Engineer, desires top position in progressive station, no bad habits. Experienced, reliable. Box 457, BROADCASTING.

Engineer, first choice, veteran, three years television and radio engineering at large Chicago station. AM with TV plans. Box 462, BROADCASTING.

Engineer, eight months broadcast, marine, amateur, factory experience, television training in progressive position with western station contemplated television. Desire early call on request. Box 463, BROADCASTING.

Chief engineer, eight years supervisory experience, network and indepen dent. First class, single, CW, DIP, exceptional military communications record. Presently with major Eastern deejay with excellent references including present employer. Desired position with Eastern deejay. Box 464, BROADCASTING.

Engineer, first class phone, six years broadcast experience, three as chief, wants position. X'mas in studio, studio announcement. Available two weeks. Box 465, BROADCASTING.

Technician, transmitter supervisor, ten years experience including AM and FM installations desires connection with expanding station in west. Box 411, BROADCASTING.

Engineer, 1st class phone, servicing radios at present. Age 27, married. Has built station own car. Combination man or transmitter maintainer Desires Long, 44, Vertal, R. 1, Box 517, Dallas, Texas. Box 412, BROADCASTING.

Chief engineer - 10 years experience, transmitter designer, tight coupling directional systems. Highest engineering references. Welcome new construction, replication of 7100, 516, BROADCASTING.

Chief engineer, Announcer. Two years experience. Desires position with progressive station. Excellent references. Box 517, BROADCASTING.

Chief Engineer, desires position in midwest, six years in radio. Constructed two 1 kw stations. Married, have car. Box 518, BROADCASTING.

Production-Programming, others

Combination sales, promotion writer, Fighter writer with leading station in New York for over four years. Would like to be located in north central state area. Box 519, BROADCASTING.

Announcer, Young woman executive, ten years stage, movie production experience. Desires position in coast. Will relocate. Have packages available. Salary open. F. O. Box 681, Santa Monica, California.

Good news editor, program director. Desires connection. Box 520, BROADCASTING.

Attention small station owners. If you haven't got it, you may be interested in proposition from experi enced announcer. Box 521, BROAD CASTING.

Program director. Twelve years experience including announcing, production and management. Desire to travel for interview. Box 525, BROADCASTING.

Production programs not up to standard? Will revamp program department on temporary or permanent basis. Box 536, BROADCASTING.

Expert in Radio TV Employment. Do you want to hire? Take your pick of the best. Box 547, BROADCASTING.

Producer-program director, writer, announcer. Desire top job in progressive station. ChΔ, Simms, 10 years experience. References. Box 478, BROADCASTING.

Program director - announcer. Six years experience in progressive market. References. Box 479, BROADCASTING.

Production manager. Desires position in coast. Box 480, BROADCASTING.

I am a radio man. If you need a professional salesman, manager or production man or hire, write me. Box 487, BROADCASTING.

Program director presently employed in large metropolitan area, desires change to smaller town on west coast. Experienced in drama, sales, management, public relations, TV. Interview available. Box 482, BROADCASTING.

Program manager - A penn point. That brings you qualifications. Box 472, BROADCASTING.

Program opening in your advertising department? Long on ambition? Company agency with University training will teach you. I'll be the right man for you. Box 493, BROADCASTING.

Want copy with punch? Need a gal with that "Good voice for the woman's show," public relations work? I'm the one.曝, cool voice, 12 years experience, six months radio sales office. Studied dramatics, radio, inter view, special shows. Prefer progressive station with reasonable qualifications on request. Box 569, BROADCASTING.

Experienced radio news editor, sub editor, writer, has worked large city Cincinnati area. Desires position in coast, sales, management. Desires position, no salary. Box 580, BROADCASTING.

Situations Wanted (Cont'd)

For Sale

Equipment, etc.

Have extra set 2 WE 109-A reproducing speakers, one 11R-204A amplifier, war type, perfect condition. KWHW, Altus, Oklahoma.

1 RCA 76B console complete with power supply and K5000, Adams Hotel, Phoenix, Ariz.

1 WE 25 B new console and one 140B, Cash or swap. Write, telephone, W. Noll, DWXW, Utica, N.Y.

New crystal controlled signal generator, 30 to 60 mc. Box 525, BROADCASTING.

Presently with TV station in middle west, desires position with west coast network. Box 478, BROADCASTING.

For sale: One Presto model Y-4 portable recorder. F. A. unit practically new. One model K-8 portable recorder-play back, used 8 months. Make offer. Excellent condition. Box 526, W. Bacon, Buffalo, N. Y.

WANTED

Commercial combination to do SPORTCASTING and DISC JOCKEY. SOBER, RELIABLE, with good personality. Talent fees must have selling voice. This is a new 1000 watt unlimited in the south, wonderful place to live. On the air Feb. 15th, 1949.

Reply Box 464, BROADCASTING.

WANTED . . . PROGRAM DIRECTOR

With Following Qualifications

Understands programming; can create ideas; handles announcers. A good M.C.

A GOOD VOICE THAT CAN SELL MERCHANDISE. CAN PLAY HAMMOND ORGAN AND PIANO; SOBER, RELIABLE, A NICE MIXER.

A GOOD SALARY AND TALENT FEES AWARTS THE PERSON WITH THE above qualifications.

THIS IS A NEW 1000 WATT UNLIMITED TIME. WILL BE ON THE AIR ABOUT FEB. 15th 1949. A WONDERFUL PLACE TO LIVE IN THE SOUTH. REPLY TO BOX 465, BROADCASTING.

SCRIPT WRITER-EDITOR

Radio script writer-editor, experienced, capable handling complete scripts, commercials, obtaining free lance writers. Mail order experience, wide knowledge of production detail and talent important. Excellent opportunity. State experience and salary.

Box 495, BROADCASTING.

(Continued on page 92)
FM NETWORKS

Continental Signs Rural

RURAL Radio Network (FM) last week signed an affiliation agreement with Continental Network (FM). Rural will take Continental’s 15 kc service off the direct wire from WASH (FM) Washington, Continental key, to Alpine, N. J., carrying it to its own high-fidelity line from New York and relaying by air pickup.

Agreement was signed by Bruce Gervan, Rural general manager, and Everrett L. Dillard, Continental president. Rural operates six outlets in New York State.

Continental has added a series of tape hookups to its wire-air network in the East. Tape affiliates, receiving service by air mail, include KSBR San Francisco, KEAW Chicago and WLRD Miami Beach, Fla. Continental is negotiating with other stations and regional hookups to expand its station list.

With addition of stations in the East and Midwest, Continental envisions a vast network of outlets taking service off the air from key outlets. This method has led to Continental’s development in the East, supplemented by the Washington-New York 15,000-cycle wire link. KSBR, KEAW and WLRD are expected to feed the Ranger-tone tape recordings, processed by Continental in Washington, to regional hookups.

The Rural contract is the first regional affiliation signed by Continental. Plans for development of Continental’s program service, including coverage of important events, are being considered by the FM hookup.

MIAMI CITY

WGBS in Political Middle

A LONG-STANDING feud in Miami city government circles came to the fore last week when four city commissioners obtained equal time on WGBS to answer Mayor Robert L. Floyd’s weekly public service broadcasts.

Since his election a year ago, Mayor Floyd, a former FBI agent, has been presenting a Saturday evening program, Our Mayor Speaks, devoted to city hall activities. Recently four of the five commissioners criticized the Mayor for broadcast remarks concerning the closing of a night club on city-owned property, and requested equal time.

Stanton P. Kettler, WGBS managing director, announced that the segment following the Mayor’s program would be set aside for a commission representative to present his views. Mayor Floyd’s weekly reports to the people will continue “unhampered,” he added.

Marketbook Information

The following information should be inserted on page 132, BROADCASTING MARKETBOOK. Pope County: Total families 3,750, per cent radio 97.6%, radio families 3,660. Ramsey County: Total families 95,190, per cent radio 98.7%, radio families 94,000.

National Radio Employment Agency

1655 NORTH CHEROKEE ST. • HOLLYWOOD 28, CALIF.

Page 92 • December 13, 1948
FM GRANTS

Three Given CPs

CONSTRUCTION PERMITS were granted by FCC last week for one Class A and two Class B FM stations, all of which heretofore have held conditional grants. Each FM outlet received modification of their CPs for new powers and other conditions.

Ohio State U, Columbus, Ohio, licensee of AM educational station WOSU there, was granted permit for noncommercial educational FM outlet on Channel 209 (98.7 mc) with effective radiated power of 14 kw and antenna height above average terrain of 300 ft. Estimated cost of construction is $42,000.

WCHC Greenwich, Conn., owned by Greenwich Broadcasting Corp., received Class A CP for Channel 240 (98.8 mc) with ERP 240 kw and antenna 160 ft. WRSW Warsaw, Ind., owned by Reub, Williams & Sons, received Class B CP for Channel 210 (107.3 mc) with ERP 36 kw and antenna 230 ft. WVFWM Fairmont, W. Va., owned by Fairmont Broadcasting Co., received Class B permit for Channel 222 (92.3 mc), ERP 14 kw, antenna 240 ft.

CPS in lieu of previous conditions were granted to the following:

WTUX-FM Wilmington, Del.—Change antenna height from 390 to 395 ft.

WNVA Indianapolis, Ind.—To change power from 15 to 48 kw and antenna height from 590 to 320 ft.

WYEP-FM Pittsburgh, Pa.—To change power from 15 to 15 kw and antenna height from 230 to 190 ft.

WXMD-FM Sedalia, Mo.—To change power from 15.3 to 15 kw.

WNYL Fairview, N. Y.—To change power from 7 kw and antenna height from 710 to 710 ft.

WACR-FM Syracuse, N. Y.—To change power from 14 kw to 16.5 kw and antenna height from 410 to 610 ft.

WTOJ-FM Toledo, Ohio.—To change antenna height from 300 to 340 ft.

WPBO-FM Providence, R. I.—To change antenna height from 430 to 450 ft.

CAST of The Mark of Shaw, dramatic series airing on WEA-FM Evanston, Ill., will cooperate with Mothers of World War II in distributing Christmas gifts to veterans at Vaughan General Hospital, Maywood, Ill.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Oct. 31: 289
Number of network commercials starting during November: 4
Number of network commercials ending during November: 2
Number of commercials on the four nationwide networks, Nov. 30: 291

November Additions

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<td>Kozer-Freese</td>
<td>Guy Lombardo</td>
<td>CBS</td>
<td>Sun., 10-9 p.m.</td>
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<td>Kozer-Freese</td>
<td>Adventures of This Man</td>
<td>MBS</td>
<td>Thurs. 10:30-10:30 p.m.</td>
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<td>Conti Products</td>
<td>Years for a Song</td>
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<td>Fri. 7-9:30-9:55 p.m.</td>
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<td>Weaver Camera Co.</td>
<td>Jo Stafford Show</td>
<td>ABC</td>
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<tr>
<td>Fordworth Radio &amp; TV Co.</td>
<td>Opera Auditions of the Air</td>
<td>ABC</td>
<td>Sun. 4:30-5:00 p.m.</td>
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<td>Closs Yogurt</td>
<td>The Story Tellers</td>
<td>ABC</td>
<td>Tues. 8-55-9 p.m.</td>
<td>WMHo</td>
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November Deletions

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<tr>
<td>WP 1</td>
<td>Thanksgiving Show</td>
<td>NBC</td>
<td>Sun. 25, 4-6 p.m.</td>
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<tr>
<td>WP 1</td>
<td>Chevrolet Motors Division, General Motors Corp.</td>
<td>NBC</td>
<td>Sat. 3:30-3:45 p.m.</td>
<td>WMHo</td>
</tr>
<tr>
<td>WP 1</td>
<td>Democratic Nat'l Committee</td>
<td>NBC</td>
<td>Mon., 10:10-11 p.m.</td>
<td>WMHo</td>
</tr>
<tr>
<td>WP 1</td>
<td>Republican Nat'l Committee</td>
<td>NBC</td>
<td>Mon., 9-11 p.m.</td>
<td>WMHo</td>
</tr>
<tr>
<td>WP 1</td>
<td>WM Wrigley Jr. Co. Thanksgiving</td>
<td>NBC</td>
<td>Mon. 10-30-10:45 p.m.</td>
<td>WMHo</td>
</tr>
<tr>
<td>WP 1</td>
<td>Democratic Nat'l Committee</td>
<td>NBC</td>
<td>Mon., 11-30-12 p.m.</td>
<td>WMHo</td>
</tr>
<tr>
<td>WP 1</td>
<td>Curtis Publishing Co. Election Returns</td>
<td>NBC</td>
<td>Mon. 5-30-5:30 p.m.</td>
<td>WMHo</td>
</tr>
<tr>
<td>WP 1</td>
<td>Gillette Safety Razor Co.</td>
<td>NBC</td>
<td>Mon. 5:30-6:15 p.m.</td>
<td>WMHo</td>
</tr>
<tr>
<td>WP 1</td>
<td>Kozer-Freese Corp. Election Returns</td>
<td>NBC</td>
<td>Mon. 6:15-7:00 p.m.</td>
<td>WMHo</td>
</tr>
</tbody>
</table>

Network Accounts

(Continued from page 16)

EFFECTIVE Dec. 27, What Makes You York, sponsored by PROCTOR & GAMBLE Cincinnati (Ivy Flakes), moves to CBS, Mondays, 2:45 p.m., from its present time and network, and 11:45 a.m. on ABC. Meanwhile show will be heard on both networks, sponsored on ABC and sustaining on CBS until Dec. 27 move, Agency: Compton Adv., New York.

MUTUAL BENEFIT HEALTH and Accident Assn. of Omaha renews its MBS contract for the fifth year Jan. 2 when it replaces Behind the Front Page with Mayor of the Town, Sundays at 7:30 p.m. EST. Contract is for fifty-two weeks. Agency: Rutherford & Ryan, Chicago.


BARRASOL Co., Indianapolis, effective Jan. 2, to sponsor CBS-TV Week in Review program comprising film highlights of Monday through Friday CBS Television News. Program will move from 7-7:15 p.m. spot to 10-10:15 p.m. period. Agency: Erwin, Wasey & Co., New York.

PROCTOR & GAMBLE, Cincinnati, renews Ma Perkins show, Mon.-Fri., 1:15-2:00 p.m. on CBS, effective Dec. 27. Agency: Dancer-Fitzgerald-Sample, New York.


NATIONAL BISCUIT Co., New York (Nabisco shredded wheat), to sponsor The Straight Arrow, an adventure series, three weekly on MBS effective about Feb. 1. Exact days and times of half-hour program have not been set, but one half-hour will be aired in the evening and two in the daytime. Agency: McCann-Erickson, New York.

GENERAL FOODS, New York, through its agency Young & Rubicam, New York, announces cancellation of Mr. Ace & Jase program, Fridays on CBS, effective Dec. 31. Replacement is to be announced.

PROCTOR & GAMBLE, Cincinnati, renews Big Sister (1:15-1:30 p.m.), Young Dr. Malone (1:30-1:45 p.m.) and The Guiding Light (1:45-2 p.m.), all Monday through Friday on CBS. Compton Adv, New York is P & G agency.

Date: December 13, 1948
**Open Mike**

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

'Superbly Good Job'

EDITOR, BROADCASTING:

On page 3 of this week's issue of **TELECASTING** (insert in Nov. 29 **BROADCASTING**-**TELECASTING**) is an article done by Bruce Robertson on Bulova television. I want you to know that we think Bruce did a superbly good job on this and his factual approach to our television effort is more than normally recognized and appreciated by us because of the aversion of our client to publicity. In his case, all the remarks on the article from the executives of the company have been laudatory—no more can I say.

Terence Claye
Vice President
The Blow Co.
New York

**Fills a Crying Need**

EDITOR, BROADCASTING:

I should very much like to have this particular sheet [TV Showsheet] sent on to me each month. For some time there has indeed been a crying need for just such a graphic and easily assimilated collection of television facts. Congratulations on your work and thanks again.

Willem M. Tuttle
Vice President
Radio Director
Rutheuff & Ryan
New York

**Proof Positive**

EDITOR, BROADCASTING:

The **TELECASTING** Showsheet fills a great need. We liked it so well we bought the front and back covers.

J. L. Van Volkenburg
Vice President
Director of Television
CBS Television Network

**WNAX Farm Show**

EDITOR, BROADCASTING:

I want to thank you for carrying as your feature of the week in the November 29th issue, the story on our Minnesota winner of the WNAX Farmstead Improvement Program. But I wonder if you caught the significance of that story and its connection with an article on Page 59 of the same issue, wherein the National Planning Association's Agricultural Committee stated that radio has a job to do in the maintaining of farmers' prosperity.

This statement by the committee, and released at this time, urged farmers to 'buy convenience, comfort, and shorter working hours with their boom-time profits.'

This is exactly what the WNAX Farmstead Improvement Program has actually had in operation for over a year, and the banquet story carried in the "Feature of the Week" was the culmination of the first year of this program, wherein the objectives are clearly defined to influence farm families exactly along the lines indicated by the National Planning Association.

It may be of interest to you to know that during the past years, 1,043 farms in 203 counties in five states have been doing a concerted and active job in converting their profits into durable and consumer goods, rather than the utilizing of this money to buy more land inflated prices. This policy is a furtherance of a program which WNAX has carried ever since the war, called Your Land and Mine, in which we have pointed out continuously to the farmers the danger of high inflated land prices.

The WNAX Farmstead Improvement Program in its first year has gone far to divert the attention of the farmers in its five state area to these problems.

"Hats off" to **BROADCASTING** for recognizing this problem and giving it space.

"Hats off," too, to the National Planning Association's Agricultural Committee for a scholarly report on a problem which WNAX recognized nearly eighteen months ago, and has been doing something constructively about.

Robert R. Fisheer
Vice President
General Manager
WNAX Yankton, S. D.

Long Step Forward

EDITOR, BROADCASTING:

While I had occasion to mention it to you in person while I was in Washington I just wanted to once again let you and your staff know how much I enjoyed the supplement, **TELECASTING**, in your magazine of Nov. 29. It looks beautiful and for my money the longest step forward **BROADCASTING** has taken in a long time.

Keep up the good work.

G. Bennett Larson
Director of Television
WCAU Philadelphia

**On All Accounts**

(Continued from page 18) and participated in four major battles.

In December 1945, upon his discharge, Mr. Kearns returned to the Bates agency where he took over the Brown & Williamson account and served this important advertiser until May 1948, when he was named vice president and supervisor-in-charge in C-P-P. He became a partner Nov. 30 (**BROADCASTING**, Dec.).

The account currently sponsors the Dennis Day Show on NBC, and Our Miss Brooks on CBS. In addition Colgate Dental Cream is one of the biggest spot announcement users in radio. Colgate will also enter television early next year.

The Kearns—she is the former Caroline Dodge—have been married since 1930 and live in Manhattan. Mr. Kearns is a member of the Springfield Golf Club, and the Lawrence Beach Club, L. I. During his Nebraska advertising days he was president of the Omaha Advertising Club in '24 and was reelected in '35.

His hobbies are golf and swimming.

**KMUS-FM to 10 kw**

KMUS-FM Muskogee, Okla., is off the air for two weeks—Dec. 6 to 20—while the power is boosted from 1 to 10 kw. Transmitter moves from the studios to AM transmitter, according to Virgil G. Evans, station manager. Licensed to Muskogee Broadcasting Co., the FM outlet is on Channel 268 (101.5 mc).
Parents in Concord, N. H., have received a Christmas gift, plus WXKL Concord and the Chamber of Commerce have given the parents of that city a whole week of Christmas shopping free from Jan. 1. From today (Dec. 1) until Dec. 18, the station and C. J. C. of Will conduct a baby-sitting Christmas party, complete with Santa Claus, gifts and refreshments. Youngsters will be interviewed by WXKL disc men at a local church, where the party will be held, and the recordings will be played back during the evening so parents can enjoy the fun their children had.

'This Is WRFD Speaking'... WRFD Worthington, Ohio, speaks for itself. In a letter to agencies and advertisers station gives a summary of its work for past year. Letter enumerates its position in radio world, plus advantages of being a WRFD advertiser, its financial position, its listening audience, and confidence which people have in it.

Local Winner Makes Good... NATIONAL winner in contest sponsored by RCA Victor to find "the lone-somest gal in town," was Jean Hershey of Lancaster, Pa. Contest was started to promote Jimmy Kaye's RCA recording of "Lonesome," and disc jockeys were asked to choose a local "lonesome gal" to compete. When Bob Harnish, disc man at WLBN Lancaster, entered Miss Hershey, the local listeners were moved to think of her as a local potential celebrity on his hands. But as things worked out Miss Hershey proved herself the "lone-somest gal" with a radio show called and enjoyed the fun during church, where the puppies are displayed, their owners being mailed monthly by WMAQ Chicago as evidence of station's promotion activities. Folders contain copies of all advertising, promotion and publicity matter from each contest. Format of kit is nine-by-twelve inch folder of dark blue, printed in red and white. Pockets inside jacket can be used as files for promotion data.

Santa Takes the Air... IN Erie, Pa., Santa Claus arrived early, and by air. But Donner and Blitzen, and the sleigh stayed home. WIKK Erie sponsored his arrival via helicopter. Santa landed on the roof of Sears Roebuck department store in downtown Erie, to usher in the Christmas season.

Music for Shoppers... WCSC Charleston, S. C., is bringing music to harassed Christmas shoppers. Station arranged with members of Retail Merchants Assn. and other retail merchants to sooth the nerves of shoppers and salespeople with music. From 10:30-11:30 a.m. and 3:30-4:30 p.m. each shopping day WCSC brings shoppers a program of uninterrupted Christmas music.

Housewives Are Heard... IN ORDER to promote public relations, and be of public service to its listeners outside of its county WCBS Columbus, Ind., has started a roving street interview program. Show is transcribed one week in advance of broadcast, and features interviews with housewives in six southern Indiana towns.

ROCH ULMER, m.c. of KSTP Minneapolis-St. Paul morning Clock Watcher show, hasn't missed a single broadcast despite fact he has been confined to Miller Hospital, St. Paul, since Nov. 7. His 8-9 a.m. show is broadcast direct from bedside via special remote installation. Sympathetic listeners have deluged him with cards, flowers and telephone calls.

Music: For Sales

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Aids Salvation Army... KMOX St. Louis will aid the Salvation Army in its sponsorship of "Tree of Lights," part of annual Christmas Kettle program. Army goal is $40,000. "Tree" has 400 dark bulbs, and for each $100 contributed a bulb will be lit. When goal is reached a lighted star will appear on top of "Tree." Kick-off ceremonies were broadcast on Dec. 2 over KMOX with civic and service leaders in community participating. Station will carry report broadcasts throughout campaign.

Timebuyers Guide... IN ORDER to keep radio timebuyers informed on progress of WCSI (FM) Columbus, Ind., station is printing a monthly Radio Time Buyers Guide. Guide shows station's outstanding success story each month along with detailed breakdown of schedule during every program and availability. Guides will be distributed on 15th of each month.

Radio Uses Radio... PROMOTION for national "Favorite Story Contest" took a new twist when KOIL Omaha, Neb., used radio to promote radio. Station aired two spot announcements daily over KOUC, owned and operated by Creighton U. in Omaha, to announce contest to student body on campus. According to KOIL, response for contest blanks has increased.

WMAQ Promotion Folder... FOUR-HUNDRED presentation kits for local and network advertisers are being mailed monthly by WMAQ Chicago as evidence of station's promotion activities. Folders contain copies of all advertising, promotion and publicity matter from each contest. Format of kit is nine-by-twelve inch folder of dark blue, printed in red and white. Pockets inside jacket can be used as files for promotion data.

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PERSONNEL

IRWIN ZELTNER, publicist in entertainment field, has joined "Arthur Godfrey's Talent Scouts" stage shows as publicity director.

FRANK McGUIVER, promotion-publicity director of WCFL Chicago, is the father of a boy, David Francis.

GEORGE A. KOEHLER has been appointed assistant director of advertising, promotion and public relations for WYTI Philadelphia and its FM TV and facsimile affiliates. Mr. Koehler has been with station for three years in special events and as publicity director.

FLORENCE MORSE of MBS publicity staff, and Richard Webb, film actor, plan to be married Dec. 18.

KIBH Seward, Alaska, has become fifth CBS Alaskan affiliate and 57th affiliate of the network. Station, owned by William J. Wagner, operates with 350 w on 1340 kc.
COOPERATIVE Broadcasting Assn., licensee of WGN (AM) Washington, is packaging two new transcribed series, Your Washington Correspondent and Embassy Row: for weekly release to stations. Each show is designed for a 15-week, 15-minute use, commercial or sustaining.


Embassy Row will present representatives of Washington's embassies.

WTMJ-TV Milwaukee reports that number of television sets in use in the area has increased 2542 as of Dec. 1. Total sets now number 11,395.

**IT'S MAGIC**

Chicago Ad Club Executives Give 'Pitches'

MAGIC designed to snare advertisers by pointing sales "pitches" will be demonstrated in Chicago Thursday. Occasion is the Chicago Federated Advertising Club's annual benefit luncheon for boys and girls in the Off-the-Street Club given by Chicago agency executives, all members of the Society of American Magicians.

Holman Faust, vice president and radio director of Mitchell Faust, will illustrate, with magic, "How Long Copy Should Be," and another advertising message with a true-life fish story. "With apologies to Thomas and Toni," he will exact a "hair-raising" episode in a facsimile voting booth with Jack Laemmer and L. J. Sholty, account executives at Foote, Cone & Belding and Maxon Inc., respectively. (Thomas and Toni is a weekly establishment throughout the country for men who prefer their locks in lieu of baldness.) After the importance of sequence in a presentation to a client is emphasized, Mr. Sholty will illustrate the point-of-sale type display.

The luncheon at the Stevens Hotel will be opened with an invitation by Dr. Preston Bradley, pastor of the People's Church, and conductor of his own religious program on WGN.

Gordon Taylor, vice president and account executive at Reindel, Meyer & Finn, will introduce Jim Ameche, radio artist. The Off-the-Street chorus will sing Christmas carols, and boys and girls who are members of the club will bring with a special tumbling act. Jerry Colonna, star of the Bob Hope Show, will highlight the luncheon performance, scheduled to include also two barbershop quartets comprised of CFAC members and George Alexander, "doubletaker."

**WGCH (FM) DEBUT**

Greenwich Outlet Starts

BILLING as a "new type of community radio station," WGCH (FM) Greenwich, Connecticut, bowed on Sunday, Dec. 6. The station is the outgrowth of the Greenwich Broadcasting Corp., whose officers are Walter S. Lenzon, president of World-Wide Broadcasting Foundation, Boston, president; Charles W. Pettengill, attorney and president of the Greenwich Community Forum, Brunswick School, and president of the Connecticut State Bar Assn., vice president; and Carl Jensen, Greenwich architect, treasurer.

Operating on 89.9 mc, the new station's programs are supervised by an advisory program council, comprising representatives of 33 civic organizations in the Greenwich area, including the YMCA, YWCA, Boy Scouts, Girls Scouts, Red Cross, Boys' Club, Rotary, Kiwanis and Lions Clubs, Greenwich public and private schools and similar agencies.

United Press news service will be used, as well as reports directly from the United Nations over a leased wire from Lake Success to Boston's shortwave station WRLU, passing through Greenwich.

**MYERS TO N.Y.**

Dolans Shifts to WRC WNW

LORIN S. MYERS, former promotion manager of overall New York operations — WRC WRC-FM and WNW (TV)—has been transferred to NBC advertising and promotion department in New York, James H. Nelson, advertising and promotion director, announced Dec. 3. He will serve as assistant to George H. Wallace, network sales promotion manager.

Tom Dolan, press chief at WMAL WMAL TV, WABC's Washington stations, for three years, has been appointed to succeed Mr. Myers at the NBC Washington outlets.

**FUND DRIVE**

Coast Guard Names Seearle

DON SEARLE, former ABC vice president, has accepted the chairmanship of the Radio Television Committee for the U. S. Coast Guard's national drive to raise $400,000 for a Perpetual Memorial Interfaith Chapel at the Coast Guard Academy, New London, Conn.

Heading the television division of the committee will be Harry R. Lubbers, television director of Don Lee KTSW-WXAO. He will be assisted by Carlton Winckler, program coordinator of KTSW-WXAO.

William Beaton, president of the Southern California Broadcasters Assn., has been appointed chairperson of the Independent Radio Stations Division. He will be aided by Robert Reynolds, manager of KMPC Los Angeles, and Harry Malisash, general manager of KFWB Los Angeles.

Lisut Conmr. Robert C. Cannon, USCGR, has been recalled to active duty to serve as program coordinator for the Coast Guard.

Other members of the Radio and Television Committee are Charles (Bud) Barry, ABC vice president; Donald Thornburn, CBS; Sidney Strotz, NBC vice president; Willet Bruce, vice president of CBS Mutual; J. Donald Wilson, national program director, ABC radio and television; Norman Ostby, assistant to ABC vice president in Hollywood; Lewis Frost, executive assistant to Mr. Strotz; Homer Canfield, NBC Western Division program director; Robert Sprague, NBC special events; Patrick Campbell, director of station relations, Don Lee-Mutual, and William Brennan, special assistant to Mr. Thornburn.

**AP RADIO**

Arkansas Group Meets

DURING an organizational meeting of the Arkansas radio members of Associated Press, the group elected Leon Sipes, KELD El Dorado manager, president. Al Godwin, manager of KFPW Fort Smith, is vice president. Meeting took place in Little Rock Dec. 1.

A resolution congratulating the AP on its 100th anniversary and pledging cooperation in the mutual's growth was adopted. Pat Garner, KFPW, and Paul King, KARK Little Rock, drew up the resolution and submitted it to the group.

**SEND COUPON NOW**

THE NATIONAL RESEARCH BUREAU, INC. 1600 17th Street, N. W. Washington, D. C. 10 ILLINOIS Please send me the following service without cost or obligation:

**Send Coupon for Law Firm**

EDWARD F. KENEHAN, chief of FCC's New and Changed Facilities Branch (AM), Broadcast Division, Bureau of Law, resigned from the Commission last Wednesday to join the Washington law firm of Welch, Mott & Morgan as attorney.

Mr. Kenehan joined FCC in March 1946 upon resignation from the Army as major. His first assignment was as an assistant in the branch (then section) of which he subsequently became chief. He was named hearing examiner by the Commission in June 1947, but resigned that appointment immediately to head the AM branch (Broadcasting, June 23, 1947).
FCC GIVES SCRIPPS-HOWARD CINCINNATI ULTIMATUM

FCC RULED Friday that Scripps-Howard Radio must decide in 10 days which it wants to do: (1) apply to FCC for a construction permit to use WVLK Cincinnati from 1230 to 630 kc, or (2) its proposal to buy WVLK Versailles, Ky., and move it to Cincinnati [Broadcasting, Sept. 20]. Inhibition was based on 5-2 vote of second NARB meeting which saw President Robert K. Hinchley, Earl E. Anderson, C. Nicholas Priaux, Joseph A. McDonald and Frank Marx.

Progress of network was reviewed during informal discussions. Understood that pending FCC business was avoided, as was recent negotiation with Twentieth-Century Fox for acquisition of ABC ownership or control. Tactfully understood, however, that all negotiations for sale are off.

1 FULL-TIME, 4 DAYTIME CPs GRANTED BY FCC

CONSTRUCTION PERMITS for one full-time, four daytime AM stations granted by FCC Friday. Three existing outlets won facilities improvements.

KAST Astoria, Ore., granted switch from 250 on 1230 kc to 1 kc on 1370 kc, directional. WPFB Middletown, Ohio, operating 1 kc day on 910 kc, given authority to use 100 kc after local license. KGII Alamosa, Col., given change of hours from specified (7 a.m.-4:30 p.m. and 6:30 p.m.) to unlimited, operating 250 on 1460 kc. New station grants:

Georgetown, S. C.—Dr. John T. and Helen M. Assey and Raymond L. Duncan, 1460 kc, 250 w, full-time; estimated cost $29,000. Dr. Assey is local physician while Mr. Duncan is vice president and general manager of WDUK Durham, N. C. Each holder holds third-interest.


Birmingham, Ala.—The Magic City Broadcasting Co., 1250 kc, 1 kw, daytime, estimated cost $50,000. Partnership: E. M. McElroy, Reo truck and bus distributor; J. E. Reynolds, ex-manager WVOK Birmingham, now in radio analysis research.


NAB COMMITTEE TO REVIEW CONVENTION WEEK PLANS

PROGRAM for NAB Broadcast Engineering Conference, April 6-9, one of major events of NAB annual convention, will be worked out at Jan. 10-11 meeting of NAB Engineering Executive Committee, according to Neil McNaughton, assistant director of engineering. Already plans have been made for series of technical sessions, radio and television engineering developments. All will be on "how to do it and how to improve it" level. Committee session will be held at NAB Washington headquarters.

WPIX EMPLOYS VOTE

TECHNICAL employs of WPIX (TV) New York Thursday and Friday voted on seven bargaining units as agreed on by IATSE, NABET and IBEW after NLRB hearing. Of 37 TV engineers, 30 voted for IBEW, four for NABET, three did not vote. All five film producers voted for IATSE (No. 306). Film laboratory technician vote was seven out of eight for IATSE local (No. 702). Both film sound engineers voted IATSE (No. 50) and all Trim Stage employees for IATSE (No. 1). Of 10 film cameramen, nine voted for IATSE (No. 644). All five film editors voted IATSE (No. 771). Negotiations to start after NLRB certification.

WMEX HEARING DEFERRED

FCC HEARING on WMEX Boston license-renewal and transfer application, slated today (early story, page 24), postponed by FCC Friday to Jan. 4.

AMBASSADOR THURSTON HEADS U. S. DELEGATION

WALTER THURSTON, Ambassador to Mexico, named chairman of U. S. delegation to International Broadcasting Conference succeeding Special Ambassador R. Henry Norweb, recuperating from spinal operation in Cleveland. FCC Commissioner George E. Sterling, vice chairman, moved up to alternate chairman. Fred J. Thurmmer, chief of International Radio Frequency Section State Dept., named vice chairman.

Carlos Maristany, chairman of Cuban delegation, walked out of Mexico City conference, resigning in protest over second NARB in Washington two years ago. He protested procedure of H. J. Van Den Broek, conference chairman. Con- ciliation urged by Lazo Barajas, vice chairman, on suggestion of Jacques Meyer, of French delegation.

Technical subcommittees had completed work on antennas and confirmed work of original planning committees. Several committees to continue work during holidays since no general recess has been called.

IMPASE DEVELOPS IN COAXIAL ALLOCATION

QUESTION of inter-network allocation of westbound coaxial cable linking eastern and midwestern television stations was still under- lined last week despite efforts of AT&T to evolve compromise.

After two days of sessions called by telephone company and attended by representatives of four television networks and one two-station coalition, allocation of 7-8 p.m. Monday through Saturday period and of entire Sunday evening time was still in dispute. None would yield in requests, and executives of the companies involved tried to pin their own allocations on this week. Participants in allocations scramble are ABC, CBS, DuMont, NBC and special two-station association of WGN-TV Chicago and WPXI New York.

Closed Circuit

(Continued from page 1)
NEW YORK'S YEAR-ROUND COVERAGE BLANKET

WINS 1010 ON YOUR DIAL • CROSLEY BROADCASTING CORPORATION
Where Most Sales Are Made—
There, MUTUAL has added New strength

Over 64% of the nation’s retail and food sales and over 65% of the drug sales are made in the 137 Metropolitan Market districts. And in these very same Metropolitan Markets Mutual has been steadily adding new strength as an advertising medium. Now, advertisers get even more value from Mutual in markets where most sales are made.

The charts below picture four aspects of Mutual’s strength. Another point, not shown, is that Mutual uses enough power for coverage and wastes none. That’s why Mutual offers this major market coverage at a profitably low cost.

Mutual is a “Major Market Network”—with a plus of economical selective coverage of “middle” and “main street” markets. More and more Mutual deserves consideration in your selling plans for 1949 and the years ahead.