ODD, BUT WOR'S...

like a BOOK—
because its volumes of more than 110 great success stories contain such startling results as: The candy company whose 10 stores were swamped by 5,000 people shouting, “Please, gee, gimme!” for a candy bar mentioned on one WOR announcement.

like a LAMP—
because it lights up the eyes of the majority of ¾ of all the people in the United States and makes them very eager to go out and buy maybe old mandolins and fabricated beeswax, or whatever you might like to sell for cash, fast.

like an EXPLORER—
because it trips daily into such places as the Gaspé, in Canada, and talks persuasively in counties like Prince and Queens and Kings on Prince Edward Island; which, we might add, is not just a bus ride from New York or Trenton. Southward you'll hear it talking pleasantly in Jenkins, Elbert and Oconee counties in Georgia, which are just a tired man's stroll from the Florida border.

coming!
TWO GREAT TELEVISION STATIONS
WOR-TV, NEW YORK...CHANNEL 9...WOIC, WASHINGTON, D.C.
Hartford, Michigan is about 125 miles from Chicago. Serving the needs of the rich Van Buren County agricultural area, it is also the home of Ohmstede Hardware Store, owned and operated by genial Eddie Ohmstede. A former Nebraskan, he has been in the hardware and lumber business most of his life.

Besides carrying a variety of general hardware items, Mr. Ohmstede has enlarged his business to include heavy household appliances, radios and toys. A progressive merchant, he recently added a new glass front, improved his display counters.

According to Mr. Ohmstede, the majority of his customers, who are from surrounding farms, listen to WLS for service and entertainment. Further, they often demand brand merchandise. That’s why Mr. Ohmstede insists on carrying only standard brands—radio advertised brands. He says, “It’s important to my business, since I deal with folks who listen to WLS.”

It is for these people that a large part of WLS service and entertainment has been developed. Frequent vegetable and fruit market reports and trends; daily farm news broadcasts; latest weather reports—these are vital factors for successful farming to the people of Van Buren County. WLS is their station, and they know it, too. For nearly a quarter of a century, a friendly, family spirit has existed between WLS and these listeners.

Van Bureau County represents a sizable market—with retail sales of over 25½ million dollars and an effective buying income of 52½ millions. WLS popularity in this market is further borne out by county BMB figures—72% day, 74% night.

The reaction of this one merchant and one county, in WLS’s 567 day-time BMB counties, speaks of confidence and trust in WLS service. This confidence and trust leads to acceptance and belief—the basic ingredients of advertising results. Your John Blair man will tell you how this confidence can be put to work for you.
INTERMOUNTAIN NETWORK OFFERS EVEN MORE FOR '49

All within the past year, the Intermountain Network has added 4 new stations and further improved the facilities of 7 more stations. And there has been no increase in rate.

So, for '49, you can buy 20 stations for intensive coverage of the intermountain west. Or, if you prefer, you can buy single groups exactly as you wish.

Note the changes during the past year:

More Power, Better Frequencies

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>State</th>
<th>Formerly</th>
<th>NOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>KOVO</td>
<td>Provo, Utah</td>
<td></td>
<td>250 watts</td>
<td>1000 watts, 960 KC</td>
</tr>
<tr>
<td>KVNU</td>
<td>Logan, Utah</td>
<td></td>
<td>250 watts</td>
<td>1000 watts, 610 KC</td>
</tr>
<tr>
<td>KFXD</td>
<td>Nampa-Boise, Idaho</td>
<td>250 watts</td>
<td>1000 watts, 580 KC</td>
<td></td>
</tr>
<tr>
<td>KFVS</td>
<td>Rock Springs, Wyo.</td>
<td>250 watts</td>
<td>1000 watts, 1360 KC</td>
<td></td>
</tr>
<tr>
<td>Koyo</td>
<td>Sheridan, Wyo.</td>
<td></td>
<td>250 watts</td>
<td>1000 watts, 1410 KC</td>
</tr>
<tr>
<td>KFOW</td>
<td>Powell, Wyo.</td>
<td></td>
<td>250 watts</td>
<td>1000 watts, 1260 KC</td>
</tr>
<tr>
<td>KLO</td>
<td>Ogden, Utah—Now operating with 5000 watts, plus directionalized power—a signal equivalent to 16,000 watts of power.</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

New Additions

<table>
<thead>
<tr>
<th>Station</th>
<th>State</th>
<th>Formerly</th>
<th>NOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>KMON</td>
<td>Great Falls, Mont.</td>
<td>5000 watts</td>
<td>560 KC</td>
</tr>
<tr>
<td>KRAM</td>
<td>Las Vegas, Nevada</td>
<td>1000 watts</td>
<td>920 KC</td>
</tr>
<tr>
<td>K וש</td>
<td>Richfield, Utah</td>
<td>1000 watts</td>
<td>690 KC</td>
</tr>
<tr>
<td>KOWB</td>
<td>Laramie, Wyo.</td>
<td>250 watts</td>
<td>1340 KC</td>
</tr>
</tbody>
</table>

INTERMOUNTAIN NETWORK Inc.

Concentrated Coverage where the people live

THE INTERMOUNTAIN NETWORK Inc.

Avery-Krodel, Inc. National Representatives

ANGUISHED hopes of prospective telecasters for prompt operation in ultra-high frequency band (500 me area) will be dashed temporarily anyway when reports on RCA-NBC UHF tests are released. Experimental station which has operated since last September in conjunction with WNBT Washington blew entire supply of tubes. Station went off air last week, having completed test cycle. Terrific heat in those frequencies burned out tubes, sometimes in minutes. This doesn't spell doom but means lots of laboratory work may yet be necessary.

REPORTS THAT AFM will hurry to revise copyright laws so musicians can obtain income from records spun on music machines were discounted Friday by Milton Diamond, general counsel of AFM. He said, "We are working on a problem but it is a long range matter which will require considerable study. It won't be worked out tomorrow."

ED CRANEY, head of Pacific Northwest Broadcasters, is resigning KXXL Spokane, which he owns in partnership with former Sen. Burton K. Wheeler family and with Saul Haas, president of KIRO Seattle, from trade association because of disagreement with NAB fight against White Bill at last session and his contention that NAB lacks standing in Congress. He also contends NAB has not functioned in best interests of independently-owned stations. No comment from NAB.

IN KEEPING with new approach toward co-operative action between Congress and administrative agencies, FCC Chairman Coy shortly will meet informally with Senate Interstate & Foreign Commerce Committee chairman-designate, Edward C. Johnson of Colorado, to discuss legislative picture. From that conference probably will stem kind of recommendations FCC would like to have committee consider next session.

BRISTOL-MYERS Co., New York (Ipana toothpaste) ready to place spot announcement campaign through Deholtz, Clifford & Shenfield, New York.

NEARLY COMPLETE FM Assn. analysis of station ownership expected to show at least 85% of all FM stations now on air are owned by newspapers.

RADIO'S top winter social event—annual dinner of Radio Correspondent's Assn.—slated in Washington Feb. 5. Understood acceptance received from President Truman.

PONTIAC shopping for TV exploitation of new models, probably using all-star film show timed for special floor showings.

CUBA and Argentina, which recently walked out of International High-Frequency Broadcast Conference, are again taking part in (Continued on page 86)

BUSINESS BRIEFLY

MOTOROLA TV PLAN • Motorola Inc., Chicago, planning network video show to be telecast one evening weekly. Motorola this year started minute movie for video, using spots throughout country. Firm expects to continue special events on TV. Agency, Gourfain-Colb, Chicago.


WPIT NAMES NBC SPOT • NBC Spot Sales appointed national representative for WPITZ (TV) Philadelphia, Philco-owned station.

TV OUTPUT SPURTS, RMA NOVEMBER FIGURES SHOW

OUTPUT of TV receivers zoomed in November to 12,230, four times January total, Radio Mfrs. Assn. announced Friday. This brings total TV output since war to 290,000 sets, of which 705,653 were turned out in 11 months of 1948. November TV jump of 28% over October due to efforts to meet pre-Christmas market (early story page 85).

AF-FM output of 166,701 units slightly under October due to two November holidays but weekly production rate 54% greater than weekly average for first nine months of year. Total November set production by RMA member-companies, 90% of industry, was 1,116,127 units, bringing 1948 total to 12,894,905. Output of straight AM receivers down again, 827,122 compared to 869,076 in October.

NEW YORK WEIGHS USE OF RADIO TO SELL CITY

NEW YORK CITY officials and business leaders Friday discussed sponsoring radio travel programs to sell city as tourist center and site for new industries.

Bernard F. Gibbel, Gibbel Bros. president, and head of New York Convention and Visitors Bureau, said: "Radio will be an important feature of our promotion because it reaches every part of the country." Abe Stark, New York commerce commissioner, also emphasizes value of using radio. Special committee will be appointed to make budget recommendations, including radio.

BROADCASTING • Telecasting
These six progressive stations are effectively creating sales for many national advertisers. Their unusual sales-producing ability is based on outstanding listener loyalty—developed and held through skillful local programming and NBC Network Programs—the best shows in radio. Write for full information and rates.

STEINMAN STATIONS

Represented by
ROBERT MEEKER ASSOCIATES
New York San Francisco Chicago Los Angeles

Page 5
To our many friends in radio, and to all who may chance to read this, our sincere and warm good wishes for a joyous holiday season.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON
YOU CAN CRACK THE
Heart of Flint!

...A $200,000,000 Retail Sales Market

- Business is good in Flint, where the retail trading zone boasts a population of approximately 277,500. Here, where manufacturing of automobiles and everything that goes into them is the prime industry, factory payrolls are enormous—average income high. In 1947 the per family income in Flint was $6,107—will be even higher for 1948.

Retail sales in Flint jumped from nearly $72,000,-000 in 1940 to approximately $200,000,000 in 1947—an increase of 175%. For Genesee County as a whole, they zoomed to over $234,000,000.

You can make sales history in Flint, too! You can get the same amazing sales results over WFDF that Flint's own radio-wise retailers are experiencing. Get into the picture—get the facts and let Flint's radio station favorite* spearhead your own sales drive!

*Latest hooplaings give all three listener-preference firsts to WFDF—morning, afternoon and night!

910 Kilocycles

WFDF
FLINT
MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFMBM Indianapolis—WEOA Evansville.
It's impossible

You can't cover California's Bonanza Beeline without on-the-spot radio

Your sales story may be strong. But is it being heard? That's your problem in the Bonanza Beeline—the 3¼ Billion Dollar market of inland California and western Nevada. Because you can't sell Beeline people with outside radio. Living inland, they naturally have strong local interests... and favorite local radio stations.

So to be heard in the Bonanza Beeline—where annual retail sales top those of Philadelphia†—use on-the-spot radio. Schedule the five BEELINE stations.

Together they blanket the whole area... individually they're long time local favorites. Bakersfield people, for instance, have been listening to KERN since 1932. And BMB shows KERN's city audience as 81% daytime, 94% at night. Ask Raymer for more BEELINE facts.

†Sales Management's 1948 Copyrighted Survey

McClatchy Broadcasting Company

KFBK
Sacramento (ABC) 50,000 watts 1530 kc.

KOH
Reno (NBC) 1000 watts 630 kc.

KERN
Bakersfield (CBS) 1000 watts 1410 kc.

KWG
Stockton (ABC) 250 watts 1230 kc.

KMJ
Fresno (NBC) 5000 watts 580 kc.
WFLA gives you MORE LISTENERS in the heart of Florida’s RICHEST, MOST HEAVILY POPULATED trade area—the growing, TAMPA - ST. PETERSBURG MARKET where industry, business and agriculture create steady year ‘round buying power.

WFLA - WFLA-FM
The Tampa Tribune Stations

WNEW New York, whose “Little Songs on Big Subjects” elevated the singing commercial to an educational and cultural plane, last week finished a new series of jingles which promise to be an even bigger hit than their predecessors. These are “Little Songs About the UN.” Like “Little Songs on Big Subjects,” which were simple but telling arguments for racial and religious understanding, the “Little Songs About the UN” are catchy tunes which can be sung easily. They include a country dance, march, polka, children’s play song and a Dutch clog dance, and their words point out the importance of peace (Continued on page 88)

Feature of the Week

Mr. Cott (l) supervises recording, as writers Singer (r) and Zaret (second from r) add instructions to The Jesters.

On All Accounts

HOOVER was in the White House, and kitchen-ware manufacturers were expanding their pots to accommodate a second chicken when a bright young lad of 17 walked into the Monte Proser publicity office in New York and walked out, an interview later, with a job as office boy for the firm.

That was Adrian Samish’s introduction to show business. Today, 20 years later, still very much a boy, Mr. Samish is president of one of the largest creative enterprises in radio, Show Productions Inc., a subsidiary of Dancer - Fitzgerald-Sample, New York.

A year after his baptism by Proser Mr. Samish joined Chester Erskine, producer, as an assistant stage manager. Shortly afterward he outgrew his “assistant” status to stage manage such Broadway productions as “I Love an Actress,” “Criminal Code” and “Subway Express.” He remained with Mr. Erskine for five years. From stage manager he progressed to composer, writing the score for a Schubert production, “Hello Paris.” When that show closed Mr. Samish journeyed to Montauk Point, N. Y., to direct a stock company, but he returned to New York in 1935 for his first job in radio as director of True Story on ABC, for the Kudner Agency. A year later he moved to Young & Rubicam where he was head of production and worked on such shows as We The People, The Aldrich Family, Helen Hayes, Silver Theatre and Screen Guild.

After six years with Y & R he went to Hollywood in 1942 to direct two pictures for Paramount, but on Dec. 7, 1941, Pearl Harbor Day, he returned to radio in Washington to produce, direct and edit The March of Time series. For his work on this series he was awarded the annual Advertising Award for exceptional achievement.

In 1943 Mr. Samish joined ABC as vice president in charge of programs and television. Under his direction such programs as the Henry Morgan show, I Deal in Crime, Bride and Groom, Ladies Be Served and four others were conceived, created and—what is equally important—sold.

In 1947 Mr. Samish resigned from ABC to join D-F-S and on Aug. 15 of that same year he was named president of D-F-S’s Show Productions. He is now responsible

(Continued on page 82)

Remember the story about...

Fulton’s steamboat that grew into the big ocean liner?

The huge beauties that rush across the Atlantic today are a far cry from the modest little steamboat that first churned up the Hudson River. So is today’s W-W-D-C in Washington a far cry from the W-W-D-C of a few years ago. Today, on both AM and FM, your sales message over W-W-D-C sails out like a mighty ocean liner. Get the full story from your Forjoe man today.

WWDC

AM-FM—The D. C. Independent

Represented Nationally by FORJOE & COMPANY

BROADCASTING • Telecasting
When you choose the Yankee Network to sell New England, you follow in the footsteps of men who are already successful in selling New England.

These men know the value of Yankee home-town stations to get their messages across with a smash. They know that in every trading area there is a large Yankee market, made up of habitual listeners to Yankee programs. They know that every Yankee station has acceptance with the local merchants who co-operate in brand promotions.

Every Yankee station is like a local salesman who knows his territory better than any stranger can know it, and covers it more thoroughly and with greater success.

The men who sell New England know that buying Yankee is putting 24 crack salesmen to work in 24 top markets. You can buy any individual station, or any group to fit your needs or the whole network.

"This is The Yankee Network"

Member Mutual Broadcasting System

In Knoxville and East Tennessee advertisers get amazing results at amazingly low cost on WROL, NBC for East Tennessee. Your Blair or Cummings Representative can give you complete details and availabilities.

Greater Coverage • Greater Audience • Lower Cost

John Blair & Co.
National Reps.

Harry Cummings
Jacksonville, Fl.
Southern Rep.

WROL-FM 76,000 WATTS, 97.3 MG, CHANNEL 247
East Tennessee's Most Powerful Station

IRVING D. AUSPITZ elected to post of executive vice president of Weiss & Geller, Chicago. For six years Mr. Auspitz has been vice president and creative director of agency.

MARC H. SPINELL, former senior television director for WRGB Schenectady, N. Y., and now TV production instruction for American Telecasting Corp., Hollywood, joins Television Unlimited, new Hollywood agency, as supervisor of TV productions.

BERNARD R. LINKINS appointed secretary of Kal, Ehrlich & Merrick, Washington. He is also general manager and director of layout. Mr. Linkins joined agency in 1933.

THOMAS J. RICHARDS, formerly with WSOY Decatur, III., joins Cox Adv., Columbia, S. C., as head of radio department.

GEORGE R. BIXBY announces formation of his own agency, George R. Bixby, located at 171 Westminster St., Providence, R. I. He was with Bixby-Hanaway Adv., which has been dissolved.

JIM McGARRY, manager of radio promotion and publicity at BBDO, New York, is the father of a boy, Seamus Kevin.

MARY DUNLAVEY, time buyer at Pedlar & Ryan, New York, for the past four years, announced her resignation effective Dec. 31. Prior to joining Pedlar & Ryan, Miss Dunlavey was with Futhraufl & Ryan, and Erwin, Wasey Co. in a similar capacity. She has announced no future plans.

CORNELL JACKSON, vice president in charge of Hollywood office, J. Walter Thompson Co., and OLIVER HOPPS, formerly assistant to Mrs. Lorena Danker, contact woman on Lux soap account, have absorbed duties of Mrs. Danker, resigned [Broadcasting, Dec. 12].


PAUL R. WADDELL of copy staff at Young & Rubicam’s Chicago office, appointed associate copy director.

ART HACKETT, formerly of James Lovick Ltd., Toronto, joins McKim Adv., Toronto.

RHOADES & DAVIS on Jan. 1 moves its San Francisco office to 79 Post St.

RICHARD L. EASTLAND, former account executive with Roy S. Darstine Inc., New York, joins Hutchins Adv., New York, as assistant to H. Pierson Mapes, vice president in charge of radio and television. EUGENE S. SCHIASS, formerly a director at ABC, also joins agency’s radio and television department.

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

ED HOLLEY, account executive with Martin Klitten Co., Los Angeles, is the father of a girl, Suzanne.

CHARLES HOGEN, vice president, N. W. Ayer & Son, Hollywood, transfers to New York office after first of year to handle new business. Also transferring at same time is ROL RYDER, agency account executive, who goes to Chicago office on United Airlines account which will be centralized there.

EDWARD A. GROSSFELD, formerly with Kuttner & Kuttner, Chicago, opens his own advertising firm, Edward A. Grossfeld & Staff, 225 N. Michigan Ave., Chicago.

WILLIAM GIRARD opens advertising and publicity offices under his name in Beverly Wilshire Hotel, Beverly Hills, Calif. Telephone: Crestview 1-5015.

MILLS, LUND & MANN INC. organizes in Chicago with offices at 53 W. Jackson Blvd. LLOYD MILLS, president, formerly was president of Schnell-Mills Inc.; MALCOLM LUND previously with Young & Rubicam, and HAROLD F. MANN formerly with publications in building industry.

BYRON PAGE LYMAN joins Frederick E. Baker & Assoc., Seattle, as account executive and radio director.
Here's wishing you...

in a good old-fashioned way...

a very merry Christmas & a happy New Year...

from one of the world's most prosperous markets:

WMTland

(Ask the Katz man for proof!)

WMT

600 KC., 5000 WATTS
CEDAR RAPIDS
DAY AND NIGHT
Basic Columbia Network
AND A MERRY CHRISTMAS TO YOU!

WHHM wishes to take this opportunity to thank those time buyers who bought spots or programs on WHHM in 1948.

We know the results more than justified your expectations—judged by the high rate of renewals and the merry ring of the cash register.

May you and your clients continue to enjoy the fine business that comes when you use the station that DELIVERS MORE LISTENERS PER DOLLAR IN MEMPHIS.

WHHM, Music, News and Sports 24 hours daily

memphis, tennessee

Patt McDonald, manager

FORJOE & CO., representatives

Member
Association of Independent
Metropolitan Stations


BARRICINI CANDIES, New York, appoints Madison Adv., same city, to handle advertising. Current radio schedule, sponsorship of Ted Houston Show (Mon.-Wed. and Fri., 5:30-5:45 p.m. on WMGM New York), will be maintained until Jan. 1, 1949, when new radio plans will be made.

WILSON & Co., Chicago meat packers, will sponsor transcribed across-the-board program on WMAQ Chicago, featuring vocalist Patti Clayton and organist Johnny Duffy from 11:45-12 noon, CST beginning Jan. 10, for 26 weeks. Agency: Cansady, Ewell & Thuber.


MORRIS B. SACHS Co., Chicago retail merchants, renew 52 week contract for the 10:15-10:30 p.m. CST period across-the-board on WENR Chicago. Program formerly heard at this time, But Not Forgotten, will be replaced with new show starring Skip Farrell, baritone, starting Dec. 27. Agency: Ruthrauff & Ryan, Chicago.

GENERAL APPLIANCE Co., Oakland, Calif., through Ad Fried Adv., same city, signs option contracts for half-hour program, Television Tryouts, with KPIX (TV) San Francisco, scheduled to go on the air this month, and KGLO-TV, same city, due on the air in early spring. (BROADCASTING, Dec. 6.)

EUGENE ROTHMUND Inc., Somerville, Mass. (ready-to-eat meat products), appoints John C. Dowd Inc., Boston, to handle advertising. Television will be used to promote new Rothmund product, Dutchman's Pork Sausage.

P. LORILLARD Co. (for Old Gold cigarettes) and NEDICK'S STORES Inc., both New York, sponsoring 10 Ivy League basketball games on WMGM New York.

PEPSI-COLA BOTTLING Co. of Cleveland to sponsor an 18-game college basketball schedule on WOR Cleveland Heights, Ohio.


YAMI YOGURT Products Inc., Beverly Hills, Calif. (cultured milk products), today (Dec. 20), starts additional radio schedules on three Los Angeles area stations,—six weekly quarter-hour recorded Dinner Concert on KGLK San Fernando Valley; two weekly quarter-hour sponsorship of Cecil Brown and the News on KHJ Los Angeles; and five weekly participation on Shopping High-lights on KNXK same city. All contracts for 52 weeks. Agency: William Kester & Co., Hollywood.


Network Accounts

W. WRIGLEY Jr. Co., Chicago, sponsor of Gene Autry Show, Sundays, 7-7:30 p.m. on CBS, switches shows to Saturdays 8:30-9 p.m. time slot effective Christmas Day.

ANDREW JERGENS Co., Cincinnati, renews sponsorship of ABC Jergens- Woodbury Journal, with Louella Parsons. The 52-week renewal contract, effective Dec. 29, was signed through Trough Robert W. Orr & Assoc., New York.

GENERAL FOODS, New York (Jello), sponsoring My Favorite Husband to replace Mr. Ace & June, Friday, 8:30-9 p.m. on CBS (BROADCASTING, Dec. 13). Agency: Young & Rubicam, New York.

KELLOGG Co., Battle Creek, Mich. (breakfast cereals), Jan. 8, starts new weekly audience participation program Mother Knows Best, on 30 CBS Pacific Coast Network stations, Saturday (12:00-12:30 p.m. PST). Program will be transcribed in New York. Contract is for 52 weeks. Agency: Kenyon & Eckhardt, Hollywood.
OUT OF THE MAGIC HAT-
The Magic Valley of Texas

Lower Rio Grande Valley
The strongest seat in America

KRGV IS THE VOICE
listened to by the 250,000 people living throughout the length and breadth of the Lower Rio Grande Valley of Texas... Located at the Southernmost tip of Texas in the delta of the Rio Grande. So rich that it can be compared with the valley of the Nile... So progressive that no other section in the entire United States has outstripped it in growth. In 1935 its bank deposits were $9,000,000.00 — in 1947 $118,084,714.00. The Farm Cash Income in 1935 was $12,500,000.00, but in 1947 it was $132,501,000.00 — nearly TWELVE TIMES AS GREAT within a period of twelve short years. Let KRGV deliver the land that Citrus, Vegetables, Cotton, Poultry and Oil has made known as the GOLDEN GARDEN OF AMERICA.

KRGV the Voice of the Magic Valley of the Rio Grande

WESLACO, TEXAS
1290 KC. — 1000 WATTS
Affiliated with National Broadcasting Co. and Lone Star Chain
Represented by Taylor - Borroff & Co., Inc.
The Patron of the week

DOTY EDOUARDE

Time Buyer & Television Director
Badger, Browning & Hersey, Inc.

To add to his many honors and titles, some attained as a buck sergeant in the ATC in India and others as a big league time buyer, Doty has just been elected a Patroon. Today, he received from the William G. Rambeau rep a certificate of membership in the Honorary Order of Patroons and the deed to a tract of land in the heart of Patroon country.

*PATROON - Aristocratic Landholder of the Hudson Valley

Only the WPTR-WBCA combination can give you these extras in the great Albany-Schenectady-Troy markets:
Regional coverage in New York State and New England at local rates.
Simultaneous broadcasts on America's first commercial FM station.

10,000 Watts of POWER Night and Day

Patroon Broadcasting Company, Hotel Ten Eyck, Albany, N. Y.
About the best copy we can think of at this time of year is a hearty

Merry Christmas

to all!

WSM
NASHVILLE
Your salesmen may blanket the area. Your salesmen spend a lot of time building up your distribution areas... making your product conveniently available to more and more people. Are you using the advertising medium that backs up their efforts by reaching the maximum num-

*Combined circulation of the largest newspapers in Schenectady, Albany and Troy, N.Y.
Total circulation in area — 119,877 (Audit Bureau of Circulations)

Total circulation in area — 194,544 (Source available on request)
Does your advertising?

ber of prospective customers? Is your advertising selling as effectively as your salesmen? ... Here are three maps of the Schenectady area. Which of the three major media can do the best job of backing up your salesmen?

**WGY** is just one example of the complete market penetration of stations represented by NBC Spot Sales. For a similar analysis of any of the markets listed below, call your nearest NBC Spot Sales Office. You’ll be amazed at how thoroughly these stations blanket the areas where your prospects live.

New York ................. WNBC
Chicago ................. WMAQ
Philadelphia ........... KYW
Cleveland .............. WTAM
Washington ........... WRC
Boston-Springfield .... WBZ-A
San Francisco .......... KNBC
Pittsburgh ............ KDKA
Denver ............... KOA
Schenectady ........ WGY
Fort Wayne ........ WOWO

**LEGEND**

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

**SPOT SALES**

EW YORK • CHICAGO • HOLLYWOOD • CLEVELAND • WASHINGTON • BOSTON • SAN FRANCISCO • DENVER
WHY is it that any given radio show may go like a house afire in one city, yet barely “get by” in another? You (and we) know that it’s often differences in the audiences involved.

For 23 years, we of KWKH have concentrated on knowing our audience in this particular section. We’ve studied our own and our competitors’ programming, surveyed our listeners, kept abreast of likes and dislikes. We know the type of program that gets listeners’ attention and buying action from every segment of our audience. We “wrote the book” for this area—and are still editing it!

Let us tell you the whole story. It’s unduplicated in the Shreveport area.

50,000 Watts • CBS •

Henry Clay, General Manager
**MUSIC PEACE**

(Also see AFM stories, page 22)

By HERMAN BRANDSCHN

The AFM ban against the transcription companies will be lifted this week, thus providing what is regarded as an important shot in the arm to the recorded program industry.

This became known in New York Friday only four days after the similar ban against recording companies had ended a union boycott of recording studios effective since Dec. 31, 1947. The transcription ban had started the same day.

Milton Diamond, general counsel for the American Federation of Musicians, said there was a possibility the actual signing would take place today (Monday). Walter Socolov, attorney representing many of the transcription companies, said the signing might be delayed beyond today in order to add further industry signatories to the agreement. It is known that the agreement is in type and could be presented around a council table with additional names of late starters added in a matter of hours.

**Early TV Film Pact**

Also forecast for early settlement is the problem of payment of union musicians for the making of films for television.

The ban against recording and transcription companies was applied by James C. Petrillo, AFM president, because the Taft-Hartley Law outlawed union-administered welfare funds. The formula that ended the recording ban, applying also to transcriptions, provides for establishment of an impartial trustee to administer a royalty fund for the benefit of unemployed musicians. The same trustee will administer both the recording and transcription funds.

The transcription royalties will be payable to the trustee at the rate of 3% of gross sales, the same royalties in effect under the old agreement. The transcription royalties in the new agreement are slightly higher than in the old.

Early last week, transcription company executives admitted that with the signing of the recording trust agreement, their own industry would be subject to immediate

**FCC Rules Paramount Controls**

FCC RULED last Thursday that Paramount Pictures clearly controls Allen B. DuMont Labs and proposed to deny Paramount-DuMont television applications for San Francisco, Detroit, Boston, Cleveland, and Cincinnati.

The decision, although "proposed" rather than final, revived speculation that Paramount may seek to sell its approximately 30% DuMont interest, on which FCC placed an estimated current market value of $8 million as against a total investment of $164,000.

But in any event the film company is expected to put up a fight for reversal of the decision before it is made final, and there was belief the fight would be carried into the courts if necessary.

If it stands, the decision leaves Paramount already in possession of its full quota of television stations. FCC's multiple-ownership rules forbid ownership of more than five TV outlets by persons or firms under common control. Through two acknowledged subsidiaries—Paramount Television Productions and Balaban & Katz Corp—the film company owns KTLA Los Angeles and WBKB Chicago, respectively. DuMont owns WABD New York, WTTG Washington, and WDTV Pittsburgh.

The decision, adopted as written by FCC Examiner Jack P. Blume, offered the Commission's first de-finitive study of "control" where overlapping signals are not a major consideration.

It held that Paramount, as owner of all of the Class B stock of DuMont, can exercise a veto power which "alone is sufficient to constitute control within the meaning" of the Commission's multiple-ownership rules. More than that, the decision continued, "the pattern of operations" gives Paramount "a large measure of control" over financial affairs, and its position as second largest Class A stockholder (2.9%) "supplements the control it possesses as owner of all of the Class B stock."

Dismissal of the pending TV appeal (Continued on page 58)

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GREEN LIGHT for the AFM-recording company trust and labor agreements was announced by Labor Secretary Maurice Tobin. It was accompanied by a letter supporting the opinion from Attorney General Tom Clark, repeatedly approving both proposed trust and labor agreements as being within the letter of the Taft-Hartley Act, as announced by the Justice Department. Approval of both proposed trust and labor agreements as being within the letter of the Taft-Hartley Act of 1947 which prohibits payments to a “representative” of employees of the recording companies. According to Mr. Tobin, Congress had unions or union agents in mind when using the term “representative.”

Interpretation of Sec. 302
Aside from the limited meaning, it was apparent that, under the trust agreement, there could be no question but that the trustee is not a representative of employees, the solicitor found. The trust agreement specifically states that the trustee shall not represent labor, or unions or employees, and also would require the trustee to refrain at all times from representing employees in carrying out the trust agreement, it was pointed out.

Under the Taft-Hartley Act, Subsection 302 (a) prohibits any employer, under threat of criminal penalties, to make any payments of money to any “representative of his employees.” Subsection 302 (b) renders it a similar offense for a “representative of any employees” to receive any money from the employer.

Does Not Conflict
Mr. Tyson had concluded: “If the trustee should in fact become a representative of employees by his own actions, it would, of course, be a breach of the trust agreement. Under all circumstances it is my opinion that (it) does not conflict with the Labor-Management Relations Act, 1947.”

The Labor solicitor added he had been informed that the recording companies had already indicated their collective choice of a trustee, “who from the information available appears to be an individual unaffiliated with the federation, capable of discharging his duties impartially and effectively.”

The plan, submitted to the Justice Dept. last month, did not identify Mr. Rosenbaum as trustee (see sketch on Mr. Rosenbaum) but dealt only with principles of the proposed agreement. Mr. Tobin, however, had been apprised of the selection of Mr. Rosenbaum and had indicated beforehand that endorsement hinged strongly on a prudent choice, it was understood.

Originally manufacturers and the union agreed on selection of an individual as an alternative to appointment of an organization, tentatively the Guaranty Trust Co., as trustee and administrator of the fund [Broadcasting, Nov. 15].

Channelling of the AFM Welfare Fund Plan by the Justice Dept. to the Labor Dept. originally for decision was deemed advisable in view of the former’s reluctance to rule on its legality in lieu of possible (Continued on page 44)

ROSENBAUM
Welfare Fund Administrator Well-Qualified

THE MAN whom record manufacturers and the American Federation of Musicians have chosen as impartial trustee and administrator of the union’s $2 billion royalty welfare fund has a solid radio background and is well known to both recorders and musicians.

Samuel Rawlins Rosenbaum, once president of WFLI Philadelphia, during the war commanding officer of Radio Luxembourg and presently a practicing attorney and vice-president and director of the Philadelphia Orchestra Assn., brings to his new post many years of wisdom and experience in public service.

The new $25,000 a year trustee would seem to enjoy the confidence and esteem of both parties to the relationship of endorsed trust and labor agreements, as well as the Labor Dept. itself.

The administrator of the trusteeship will become one of the biggest dispensers of instrumental music.

Conversant with musicians, music users and the radio industry, he brings in terms of the “economic and human problem.” Mr. Rosenbaum has staunchly advocated as a basic working formula a readjustment of music royalties, with Congress conferring a performer’s copyright, such as exists for composition and performance.

It is the Jukebox rather than radio which is the worst offender,” Mr. Rosenbaum wrote Broadcasting last year. “Radio does give substantial employment; the jukebox gives none. Radio alone could make its peace with the musicians, and continue to thrive mightily. But since legislation like Taft-Hartley, radio is now only part of the commercial music problem...”

The trustee is in the commanding position of having viewed and studied the problem from diversified angles. As chairman of the Independent Radio Network Affiliates from 1937-1947 he was among those directly instrumental in remoulding NAB. He served similarly on NAB’s Labor Relations Committee.

Mr. Rosenbaum entered radio in 1934 when WLIT Philadelphia, owned by Lit Bros. (of which he was director), was consolidated with WFI to become WFLI. Appointed president in 1936, he was

(Continued on page 58)
HOPE FOR WHAS

BOB HOPE, NBC comedian and movie star, filed a deadline application last Monday at FCC to match two pending applications (April 19th) by Mrs. Wildroot, of Louisville, Ky., radio properties of Courier Journal and Times there.

He would switch the WHAS affiliation from CBS to ABC, the application shows.

Mr. Hope, filing under the corporate name of Hope Productions Inc., under FCC's AVCO rule proposed to match offers of Crosley Broadcasting Corp. and The Fort Industry Co. Crosby, owned by AVCO Mfg. Corp. and licensee of WLW Cincinnati and other radio outlets, had filed the original bid two months ago [BROADCASTING, Sept. 27]. Fort Industry, also a multiple-station operator, filed a similar application in the Washington law firm of Long & Marks. The application said that "applicant will make available to local Louisville residents or organizations a stock interest in the corporation equal to one-half of the outstanding stock for $1000,000 for $1000,000, to be acquired and held by the chairman of the university, J. Verser Conner, said he was not aware of any.

Rogers Morton, president of Ballard & Barrad Co. and a trustee of the school, said he was acquainted with a Chicago representative of the Hope interests and that "we are trying now to work something out for the university." He said the school, a pioneer in education by radio, would not raise a majority of shares but that the basis on which they would be acquired had not been worked out.

Mr. Hope was quoted in the Louisville Courier-Journal, associated in ownership with WHAS, as saying he had heard the university was "very interested in getting a piece" of the station if he acquired local properties. He would be sympathetic to a move from CBS to ABC.

The station is a 50 kw 1-A clear-channel outlet on 840 kc. WHAS, which has not yet commenced operation, is assigned Channel 9 (186-192 mc).

The Hope application presented only bare essentials regarding corporate set-up, proposed program plans and other details. It was stated that all of these matters would be presented fully to the Commission in the comparatively short time expected to be ordered.

The application did report that the present WHAS station would be retained and that overall about 90 persons would be employed in the combined AM-FM-TV operation. This would include 52 persons in the program department, 10 in administrative, 3 in promotion and 6 in sales department.

"The applicant is keenly aware of the responsibilities of a broadcast station in presenting programs designed to serve the public interest," the application said. It continued, "At the same time the applicant has a keen realization of the importance of being in a position in providing entertainment programs of the finest character."

TV Factor

"With the advent of television broadcasting," it stated, "the applicant recognizes a keen responsibility for providing programs which will maintain the highest standards which Station WHAS has set forth in its past operations. The experience of Bob Hope in the entertainment field will be invaluable in creating and maintaining a corporation on the manner in which television productions will be carried out.

"The application request promised that "every effort will be made to provide a well-rounded service of diversified program material." Network programs would be carried and no program material would be placed upon local programs with "opportunities for local talent."

The application was filed last Monday. Deadline under the AVCO open-bidding procedure was the preceding Saturday; but under FCC rules the deadline is extended to the following Monday when it falls on Saturday or Sunday.

AFM FACTION

Protests N. Y. Election

FORMAL protest was made Thursday evening by the defeated faction in the recent election of New York Local of American Federation of Musicians.

The protest was filed by the union's "unity-coalition" party with the resultant administration was returned to office by a narrow margin, did not accurately reflect the voting.

According to Al Manuti, executive vice-president, who was defeated by 89 votes for the presidency by Richard McComb, a new election will result in a victory of his party over the "blue ticket."

'VOICE' DISCS

Shipments Abroad Renewed

"VOICE of America" has reinstalled its shipment of special musical discs to foreign countries after a year's discontinuance, according to the State Dept.'s International Broadcasting Division.

The 15-minute package programs, comprising music of all types, are being shipped once a month and are designed for relay by the German civilian-operated station in Berlin to people in the Soviet-occupied zone. They are exclusive of the regular "Voice" program schedule, which is normally relayed by the American Forces Network.

First shipment of 39 sets, numbering some 4,913 records, went out last month to 79 destinations. IBN currently is preparing December's shipment.

CBS-NBC BOUT

THE CBS-NBC tug-of-war for comedy talent last week settled down to a long pull, with neither side losing, nor gaining ground, according to the best reports.

The greatest interest was centered upon the CBS offer to the Phil Harris-Alice Faye show, a proposal which sent Ben Duffy, president of BBDO, scurrying to Hollywood for conferences with his client and the program's sponsor, Rexall Drug Co.

It was indicated that the drug firm was exhibiting some hesitancy in changing networks and time. The program, now heard on NBC Sundays 7:30-8 p.m., would be heard on CBS Sundays at 8-8:30 p.m. if the CBS invitation were accepted.

An additional problem confronting Mr. Duffy was the reschedulings of the Sonny Fox progam for Wildroot, another BBDO client, in the event Rexall and Mr. and Mrs. Harris agreed to go to CBS. Sam Spade now occupies the Sunday night time into which CBS would like to put the Harris-Faye program.

At week's end there was no resolution of the Rexall-Wildroot proposed shift.

Rexall Drug's contract with NBC for the Harris-Faye show runs through the broadcast of Feb. 20. Since CBS hopes to transfer the show to its network on Jan. 2 (the date of the first performance on CBS of Jack Benny), it was understood that CBS had offered to use a recorded rebroadcast of the program in the Jan. 2-Feb. 20 period. If it occurred, that development would be unique in network history.

CBS overtures to at least two other NBC shows, Fanny Brice and Red Skelton, were still in the discussion stage [BROADCASTING, Dec. 13].

Meanwhile, NBC announced it would move Fred Allen from his Sunday 8-8:30 p.m. period to Sunday 5-6:30 p.m. or 8:30-9:30 p.m. spot which will be vacated by Edgar Bergen, who announced a farewell after he would quit radio after his Dec. 26 broadcast. Mr. Allen is sponsored by Ford Dealers through J. Walter Thompson Co.

That still left NBC with the 5:30-6 p.m. Sunday period to fill. A second NBC star, Al Jolson, who is sponsored by Kraft through J. Walter Thompson, Thursdays, 8-9 p.m., is also reported as too, contemporary quitting radio.

Mr. Jolson, remarking that "Bergen is right," thought he might retire after his present season. He qualified his statements, however, by saying he would continue if his broadcasts could be tape recorded.

Agency sources in New York were inclined to minimize Mr. Jolson's inclination toward retirement.

Mr. Jolson was the third leading radio figure to announce intentions of retiring. Mr. Allen [BROADCASTING, Dec. 13] has spoken of quitting after completing this season. To date only Mr. Bergen has issued definite word of quitting.

No New Switches

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At this point, we called in the local radio station (WHEB Portsmouth) and explained our predicament and asked for their help. The station promptly offered to assist in any way they could and pointed out that if they were to be of real help they must have our full cooperation in setting up a logical radio campaign.

Explain Program

Many hours were spent explaining our merchandising program to the station and when this was completed the station made no suggestions, but did say they would analyze our problems and would then offer their advice. During the discussion of our merchandising plan, it was brought out that there were four distinct groups to whom our merchandise would appeal. In rating their importance (based on dollar inventory) the working girl was our best customer. The homemaker, teenagers and children were rated in that order.

The station pointed out that probably one of the reasons we had been unable to evaluate our present radio campaign was because it was aimed at only one of our four buying groups. The entire radio budget of the preceding years had been spent appealing to only the homemaker. The working girl, teenagers and the children naturally could not listen at 10 o'clock in the morning.

The station then explained the radio plan used by Joske's of San Antonio, Tex. We immediately saw the merits of the "Joske Plan," but doubted its practicability for a store the size of ours in a city of less than 20,000. It was explained that our problem was similar to becoming our programs at specific groups was sound, it would be modified to fit our needs and budget.

The idea of radio reaching into all adjacent communities through one station appealed to us since this could not be accomplished with less than eight newspapers.

We naturally were hesitant to approve any plan which meant a substantial increase in our advertising budget. Despite our original intention of reducing costs we agreed to listen to WHEB's plan. We realized that drastic action was needed and if a plan could be worked out perhaps it would turn the tide in our favor.

Plan Is Presented

Several days passed before that station said they had a plan for us. The company officials invited to the station for the presentation. Each of us was given a concise copy of what the station called the "Junior Joske Plan." They suggested four quarter hour programs, daily, appealing to our respective customer groups. They suggested that we sponsor a 7:45 a.m. program aimed at the school children. The time selected, they said, was the right time for most youngsters to arise and they felt this would help mothers overcome one of the early morning problems of getting their children up in sufficient time for school. The program would include news of school activities, constant reminders of the need to hurry along so as not to be late for school, snappy wake-up music and safety hints. The title of this program was the School Bell.

To appeal to the "homemaker group" the station offered a program called Memory Lane at 10 each morning. The station pointed out that this time was a very competitive time with the network programs and the program would present "Bill Elliot, mature baritone, appealing to a fairly wide age group with music from the '20's, '30's and '40's."

Teen-Age Show

Each afternoon at 4:30 we were to bring a show aimed at the teenager, the title suggested was Junior Disc Jockey, and the format included interviews with high school students who became "Junior Disc Jockeys" for the day; they selected their own music and introduced each selection.

One of the most important programs was the 6:30 Dinner Date program which was patterned pretty much after the network supper club shows.

The cost of these programs ran about seven times the current expenditure, but we admitted that drastic advertising plans were necessary. We pointed out that if this plan should fail it would probably mean the end of any radio advertising for our store, but if this plan could produce sales, then we believed that it was worth continuing.

'Drastic' Plan

The station said that they realized that their suggestion was pretty drastic, and that they were taking a gamble encouraging such a radical change in our store's advertising plans, and expressed that they were confident in the result this program would bring. They also pointed out that since our operations needed a substantial increase in volume, it would take a substantial advertising plan to do it.

Worth a Try

After several more meetings . . . it was finally agreed that the plan was worth a try. Our original commitment was thirteen weeks only, with the understanding that at the end of that time we would weigh the results, and then determine whether we should renew or not. The station more than lived up to its promises of promotional tie-in by installing radio in each department of the store. This was aimed at making the store personnel more conscious of what was being advertised on the air. Price headers were used throughout the store on radio advertising merchandise and three displays were set up promoting the four shows. Six months have passed since the "Junior Joske Plan" was inaugurated, which in itself indicates that the radio programs reflected substantially in our sales figures.
FIRST practical use of a newly developed method of extending television coverage over large distances by reducing interference between stations on the same channel is now in operation between two NBC stations, WNBW Washington and WNBT New York.

Announcement of the method was made by Brig. Gen. David Sarnoff, chairman of the board of RCA. It was hailed by RCA engineers as a system which will permit the number of video stations contemplated by the FCC originally to operate as planned, despite the interference factors which upset such plans and become one of the difficulties which led to the FCC freeze on TV allocations.

Operating Since Dec. 11
Known as "television carrier synchronization," the new method has been in regular operation since Dec. 11, employing facilities at the RCA Labs, Princeton, N. J. Gen. Sarnoff pointed out that introduction of the service permitted interference-free service to thousands of additional viewing families in the "fringe" of the two stations.

He added: "Use of synchronization permits closer spacing of television stations on the same channel than is possible without this method of reducing interference between stations."

RCA engineers stressed, however, that they did not consider it desirable for stations using the same channel to be less than 150 miles apart. Such spacing would make it possible for stations that close together to telecast on the same channel without interference, which was the original hope of the FCC. It was pointed out too that a similar system could be established to synchronize any two or more television stations operating on the same assigned channel. Although the equipment is not yet in production, engineers estimated it would cost no more than $5,000.

Announcement by Gen. Sarnoff followed less than two weeks after an engineering conference in Washington by the FCC to review the problem of tropospheric interference, as the co-channel disturbance is called.

At that time, RCA and NBC reported experiments on synchronization and recommended its use. FCC Chairman Coyne has been notified of initiation of the service.

The interference, which occurs for the most part in fringe areas of television coverage, shows up on TV screens as moving horizontal black bars. This is described as a "Venetian blind" effect.

The interference is due to characteristics of the troposphere or upper air masses, which cause television signals to be refracted over long distances with signals from several transmitting stations being received simultaneously in certain localities. The extent of interference depends on the strength of the interfering signal and the difference in carrier frequencies of the stations involved.

Kell Ideal
Ray D. Kell, head of the television section of RCA Labs, concentrated on the idea of synchronizing the carrier frequencies to reduce the cross-bar interference. As the difference in carrier frequencies is reduced, the number of interference bars diminishes. When there is no difference in frequencies, there are no bars. The equipment consists of two units. The first is at RCA Labs in Princeton; the second at WNBT. When the system is in operation, signals from New York and Washington stations are compared electronically at the output of the two radio receivers located at Princeton.

Information regarding frequency differences of the two distant transmitters is carried as frequency modulation of a 1,000-cycle tone by telephone line to New York. The frequency shift of this tone is utilized to change the frequency of the New York transmitter to maintain it on exactly the same frequency as the Washington transmitter. The operation of the system is entirely automatic and is said to require little or no attention.

Trammell Lauds Advance
Mr. Trammell, president of NBC, commented on the operation: "Another great engineering advancement in television broadcasting has been achieved by the RCA Labs Division of the Radio Corp. of America, and we at the National Broadcasting Co. are proud indeed to have had the opportunity to put it into operation immediately."

FEDERAL PAY
Commission Boost Backed
PROPOSED salary increases for top government executives, including FCC members, were given the weight of Presidential support last week.

Speaking for President Truman during hearings on the Flanders-O'Connor-Baldwin bill, which would boost the commissioners' pay from $10,000 a year to $16,500 [BROADCASTING, Nov. 15], Budget Director James E. Webb said the President suggested an even more liberal scale of salary increases for high-level federal appointees. Under this scale, FCC commissioners would get $17,500.

The committee hopes to have its bill, providing increases for 218 appointed officials, ready for Congressional action before Jan. 20. The measure also got support from former President Herbert Hoover, now heading the Hoover Commission on reorganization of the government, and from others who stressed the need for higher pay to attract and hold high-caliber executives.

MBS PRESIDENT Edgar Kobak (r) greets J. E. (Ted) Compeau, CKLW Windsor-Detroit president and general manager, at party CKLW gave recently in New York. CKLW is preparing to increase power to 50 kw early in 1949.

CAMPBELL CO.
Hoagland to Direct Radio
JOHN HOAGLAND, radio director of Robert W. Orr & Assoc., New York, joins Campbell Soup Co., Camden, N. J., as supervisor of radio programs in the company's advertising department, effective Jan. 3. Mr. Hoagland has been with the Orr agency since 1945 and prior to that was with NBC and ABC.

During the war he was awarded the Distinguished Flying Cross and an Air Medal with eight clusters. He was also made a member of the British Desert Air Force Late Arrival Club, composed of men shot down behind enemy lines but who managed to return to their bases.

In his new duties, Mr. Hoagland will be associated with Campbell Soup Co.'s Club 15, Edward R. Murrow and The News, Walter O'Keefe's Double or Nothing and a number of spot campaigns.

No replacement has been named at the Orr agency as yet.

HENNOCK TEA
Honors Commission Women
FRIEDA B. HENNOCK, first woman FCC commissioner, was hostess Dec. 15 at a reception and tea honoring the FCC commissioners' wives, Mrs. Wayne Coy, Mrs. Edward M. Webster, Mrs. Rosel H. Hyde, Mrs. Robert F. Jones, Mrs. George E. Sterling and Mrs. Paul A. Walker [BROADCASTING, Dec. 13].

Other guests included all women employees who have been with the FCC 10 years or longer, wives of members of the Cabinet, of the Supreme Court, of other government officials, of members of Congress from Indiana, state of FCC Chairman Wayne Coy, and the commissioners.

Entertainment included a mind-reader, Miss Walton of 1948 who sang, and the 52-voice Chesapeake Potomac Telephone Co. Choir. Paul A. Porter, former FCC chairman, served as master of ceremonies.

The reception was held in the Raleigh Room of the Raleigh Hotel, 5 to 7 p. m. ATTENDING the reception and tea given by FCC Commr. Frieda B. Hennock, for the wives of fellow FCC members and other radio women were (l to r) Mrs. Paul A. Walker and Commr. Walker and Mrs. Wayne Coy and FCC Chairman Coy.

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INAGURAL Coverage Plans Furthered

THE FIRST major on-the-spot news telecast from Washington to midwestern audiences will be made Jan. 20 when President Truman begins his second White House term. Stations of the four eastern and midwestern TV networks, to be linked by a pooled telecast of the proceedings. A Dalpe director of technical operations and special events director, is in charge of the pool committee and will be assisted by Michael Roskind, ABC manager of special events; WPTZ, director of programming, and Robert Bendick, CBS assistant manager of special events.

A committee to coordinate the engineering operations of the pool has been set under Mr. Schneider with Rodney Chipp, DuMont engineering director, as chairman.

Working with Mr. Chipp are George Millard, ABC director of technical operations; Paul Wittlig, manager of technical operations for CBS, and Ferdinand Winkle, NBC Eastern Division engineer.

 Participating networks in the television pool, having drawn assignments from a hat, will station their men at various locations throughout the capital to view the parade at close range. ABC cameras will cover the Esso Blvd. and Lafayette Park; DuMont is assigned to the Treasury Dept.; CBS will be posted at the Post Office Bldg.; while NBC cameras will be stationed at the Capitol steps.

In addition NBC is planning to televise events from an airplane, conditions permitting. WPX New York, while not moving equipment to Washington, will contribute personnel to the pool, and Telepix syndicated newscasts will record the events from four remote TV stations across the country.

AM Independent

The four aural networks covering the new year's first and probably biggest special event, will operate independently.

According to William F. Brooker, NBC vice president in charge of news and international relations, a staff of 250 will be involved in that network's combined video and radio coverage, including commentators, announcers, camera-rewriter men, engineers, reporters, directors and electricians. The network's AM and TV coverage will start at 11:30 a.m., with the Inaugural proceedings on the Capitol steps followed by the President's address.

Ben Grauer and John Cameron Swazy, NBC commentators, will describe the scene for the television audience. Radio coverage will be handled by NBC aural commentaries, including Morgan Beatty, H. V. Kalenborn, Richard Haskins and others.

Other NBC reporters will be stationed at Blair House, the Capitol dome, Capitol grounds and Washington Monument, outlining high-light events from Washington to midwestern audiences.

As many as 16 locations will be covered by ABC including, along with NBC, the top of the Washington Monument and the Capitol dome. ABC headquarters will be in a booth beneath the Capitol steps, from which all operations, under management of Mr. Roskind, will be co-ordinated.

CBS Plans

David Taylor, CBS vice president and director of public affairs, and Wells (Ted) Church, will supervise Columbia's radio pick-ups, which will originate from points along the Mall, including Black House, the Treasury, and the reviewing stands. Commentators describing the highlights will be headed by Edward R. Murrow, John Daly and Charles Collingwood. Emergency plans include the use of a helicopter. Edmund Chester, news and special events director, and Robert Bendick, assistant, will head the CBS video pool participation.

A. A. Schechter, Mutual vice president of news and special events, assisted by Hollis Seavey and Arthur Feldman, of the MBS Washington bureau, will coordinate the network's comprehensive radio coverage.

Special engineering crews from Mutual and NBC will go to Washington to assist crews on the scene, and several jeeps carrying mobile units will be used in addition to regular broadcast crews at Mutual vantage points. MBS commentators, including Fulton Lewis Jr., Bill Hillman, Henry La Cossitt, Cedric Foster and Bill Stanton, will cover such locations as the Senate chambers, roof of the Apex bldg., the Senate Office building and the marquees of the Raleigh and Washington hotels.

Mutual's plans actually will commence with reporting the army party on the evening of Jan. 19, with Inaugural day pick-ups starting at 11:30 a.m. when the President leaves his home for the Capitol.

The appointment of Samuel O. Youngheart, executive vice president of Mutual and Legler, New York, to head the national advertising participation committee for the Inaugural has been announced by David M. Hildreth, general chairman of the Inaugural committee.

Agencies Aid Asked

Mr. Youngheart's committee will solicit the aid of advertising agencies and advertisers in the dissemination of information concerning the history, traditions and significance of the Presidential Inaugural.

The vice president of Associated Press, Mr. M. Melville, of Warwich & Legler, and Donald Gibbs, head of the creative department of that agency, have been appointed chairman and member of the committee to assist Mr. Youngheart.

Representatives of the four TV networks involved—NBC, CBS, ABC and DuMont—met Thursday to confer with officials of AT&T and Chesapeake & Potomac, local telephone company, to discuss programming aspects and facilities. Plans for the Inaugural committee have not completely crystallized as yet and probably won't until a week or so before Inauguration Day.

Ab Honorifics, such as the state address, held at the White House by the President, will be followed by the President at the Capitol, is another likely Inaugural event.

NAB CONTEST

STATE winners in the second Voice of Democracy contest were announced Friday by NAB. The winners will compete for four nationwide $500 scholarships. NAB, Radio Manufacturers Assn. and U.S. Junior Chamber of Commerce, sponsors of the contest.

Judging will get under way soon, with the national judges selecting final winners from transcriptions supplied by the successful state contest winners. District of Columbia, Alaska and Arizona winners are participating.

As was the case last year, both boys and girls in the national competition but the four 1947 winners were girls.

Over 250,000 10th-11th-12th grade high school students took part in the competition, which started during National Radio Week when competitors listened to four model broadcasts by noted radio personalities. Without contest, the state winners in the NAB’s Voice of Democracy contest in 1947 drew 20,000 entries.

Some 15,000 winners took part in Philadelphia alone, the state contest, with a dinner held Thursday night in Philadelphia. Gov. David of Pennsylvania, presented the state award.

No Judging Date Yet

Although final judging has not been announced, winning transcribers were arriving at noon at WAB headquarters. From this group the judges will select the four national winners.

Local Junior chambers handled the most detail of the state, local level, with radio dealers contributing prizes and stations preparing the transcriptions for state and national judging.

Members of the national board of judges are Margaret Culkin Banning, novelist; Tom C. Clark, U. S. Attorney General; Dr. Harry Edwards, president of Riverside Church, New York; Mrs. Ovetta Culp Hobby, KPRC and Jack Fraser will be stationed at various vantage points throughout the city.

State Finalists Chosen for "Voice" Awards

State winners are:

Alabama, Mary Ann Watson, Lafayette; Alaska, winner's name to be announced later; Arizona, winner's name to be announced later; Arkansas, winner's name to be announced later; California, winner's name to be announced later; Colorado, Carolyn DeGoedt, Loveland; Connecticut, Elaine Nagal, Waterbury; Delaware, Janice Sable, Wilmington; District of Columbia, Alice Whitaker, Nevada; Florida, Randy Whitney, Lakeland; Georgia, winner's name to be announced later; Idaho, Robert Rapp, Pocatello; Illinois, Norman Young, Decatur; Indiana, Artie Flickinger, Indianapolis; Iowa, George W. Petersen, Muscatine; Kansas, George M. Jones; Hutchinson; Kentucky, Bill Winter, Newburg; Louisiana, Elizabeth Brack, New Iberia; Maine, Denise Paquet, Biddeford; Maryland, Susan Lyman, Annapolis; Massachusetts, Daniel Deykin, Great Rochester, Michigan; Neil Jackson, Redford; Minnesota, Kerren Johnson, St. Paul; Mississippi, winner's name to be announced later; Missouri, Linda Malitz, Florissant; Nebraska, Phyllis Clark, Havre; Nevada, Joan Wainwright, Reno; New Hampshire, Gertrude Penrod, Merrimac; New Jersey, Barbara Lettan, Spotswood; New Mexico, Robert Hernandez, Albuquerque; New York, Richard Harrington, Buffalo; Ohio, Marjorie Miller, Columbus; Oklahoma, Bob Smith, McAlester; Oregon, Edward French, Eugene; Pennsylvania, winner's name to be announced later; Rhode Island, Rita Bissone, Newport; South Carolina, Margaret Welt, Columbia; South Dakota, Robert Crutchfield, Orangeburg; South Dakota, Jack Newkirk, St. Paul; Tennessee, Max Notowitz, Memphis; Texas, Jackie Lockett, Chattanooga; Utah, winner's name to be announced later; Virginia, winner's name to be announced later; Washington, Bill Craner, Spokane; West Virginia, Richard Reeves, Wheeling; Wisconsin, John Lentzfelder, LaCroise; Wyoming, Carl Gini, Casper.
Listener Statistics Given; 774 Members

OF THE COUNTRY'S 39,950,000 families on Jan. 1, 1948, 94.2% or 37,853,000 owned 81,039,500 home radio receivers in working order, according to a BMB report issued last week. In addition, there were 5,946,000 portable sets and 9,416,300 families owning 10,037,900 auto radios—a grand total of 73,782,900 sets of all kinds in usable condition as of the first of the year.

Median daily listening was 5 hours, 53 minutes, BMB found: 1 hour, 48 minutes in the morning; 1 hour, 53 minutes in the afternoon; 3 hours, 6 minutes in the evening. Amount of family listening tended to increase by family size, the median being 4 hours, 55 minutes for families with one or two members; 6 hours, 16 minutes for three and four-member families, and 8 hours, 55 minutes for families with five or more people. Listening also varies somewhat with economic status, BMB reports, giving the median daily listening time as 6 hours, 2 minutes for upper families, 4 hours, 4 minutes for middle income families, and 5 hours, 23 minutes for the lowest income group.

A subscriber's listening habits most in the morning: 1 hour, 54 minutes, compared to 1 hour, 46 minutes for the middle and 1 hour, 44 minutes for the lower families. In the evening, the younger group listens 3 hours, 15 minutes, compared to 3 hours, 12 minutes for the middle group and 2 hours, 47 minutes for the lower.

The low income families listen most in the afternoons, 1 hour, 58 minutes, compared to 1 hour, 55 minutes for the medium income group and 1 hour, 45 minutes for the top income families.

Telephone subscribers listen more (daily median of 5 hours, 58 minutes) than non-phone families (5 hours, 42 minutes), while there is no difference between homes with and without electricity, each having a daily evening median of 5 hours, 53 minutes.

Breakdowns of the extent and type of radio ownership and daily listening by city-size, urban nonfarm and farm groups and by nine geographic regions are included in the 48-page report, which also has a page on the anticipated growth during 1948 (1,270,000 new sets had been bought by April 1; 2,621,700 families were planning to buy 2,646,400 during the remainder of the year) and a page on Canadian radio families (2,818,000, 89.9% of the country's total families). An insert revises certain regional figures—light of new-census data: a "Tale of Two Tracts" or: Who Owns Radios?" the booklet was prepared for BMB by O'Brien & Dorrance in the best pictures of the year with start-under-the-counter presentation, with amusing drawings and light, short copy on the left-hand pages balanced by tables on the right.

BMB, with 774 subscribers as of last Thursday, is more than three-quarters of the way toward the goal of 1,000 subscribers. That number was proposed by NAB as a total to be reached before the second national wide survey of station and network listening is undertaken next March.

The total also represents a considerable advance over the 686 members which had subscribed to BMB in December 1945, three months before the first cross-country survey. In fact, that survey had only 630 members nationwide when it started under the auspices of NAB, and a total only slightly over 700 when the area reports came out that fall.

The present subscriber list includes four national networks, four non-network networks, 926 stations, 127 FM stations and 13 TV stations. It represents an increase of 88 since July and of nine during December.

Also in line with NAB recommendations was the appointment of an engineering advisory committee to aid the BMB research committee in giving proper consideration to engineering factors in comparison with BMB audience measurements [BROADCASTING, Dec. 13, Nov. 29].

With Royal V. Howard, NAB director of engineering, as chairman, the engineering advisory committee also includes Neal McNaughten, NAB; William Dutter, NBC; Carl E. Johnson, MBS; William Lodge, CBS; Frank Marks, ABC.

January Meeting

Committee is expected to hold its first meeting in January. Its first task is to consider the relationship between nighttime signal and nighttime audience, so that it can help users of the BMB data to interpret nighttime audiences in terms of signal availability.

"At the conclusion of the area report, network report and complete set of station audience reports for Study No. 1, made in March 1946, BMB has reduced the prices of these reports to one-third the original price.

The area report, listed at $35, is now $11.50. The network report is down from $25 to $8.25. The complete set of reprints of the reports of the more than 700 station surveys in the first study, formerly costing $55, is now available for $21.50. Prices had previously been cut to half of the original figures.
Radio Act Revision?

By Ed Keys

A complete overhaul of the Communications Act and perpetuation of a Congressional probe of FCC will probably be the major recommendations to the 81st Congress of the House Select Committee to Investigate the FCC. Committee members will consider the report during an executive session Dec. 3.

The committee, rendered ineffective by the elections, abandoned its active investigation of the Commission during an executive session Dec. 3 [Broadcasting, Dec. 13].

Rep. Forest A. Harnes (R-lnd.), retiring chairman of the committee, gave a hint of the investigating body's temper last Wednesday. "I think it is absolutely necessary," he told Broadcasting, "that we revise the entire Communications Act, in light of our experience and the experience of the Commission since the last independent 'Complete Overhaul'."

Revisions, Congressman Harnes felt, should take the form of "a complete overhaul."

The Hoosier legislator lent confirmation to reports [Broadcasting, Nov. 22] that he would ask continuation of the Select Committee in an article appearing under his byline in the Dec. 8 issue of the Public Utilities Fortnightly.

"A continuation of the Congressional investigation of FCC," Congressman Harnes wrote, "is the principal recommendation of the final report by the House Select Committee of the 80th Congress."

The final report will be considered at an executive session of the committee at 2:30 p.m. Dec. 9, Frank T. Bow, committee staff attorney and executive counsel, disclosed last Wednesday.

Other sections of the report are expected to deal with the committee's hearings on the FCC's Pardon Huron decision on political broadcasts, the Scott case on atheists' right to equal radio time, the Blue Book, on post-assuming, licensing practices and the committee's investigation of communications matters in Puerto Rico.

Approval of the report is assumed by a Republican majority on the committee, but action which the reshuffled 81st Congress will take on it is problematical.

New Standards

There is a chance the investigation may be continued under a subcommittee in the new House Commerce Committee. Previous opposition of those who will hold key positions in the new House of Representatives, however, diminishes the possibility of the probe continuing under a Select Committee [Broadcasting, Nov. 22].

Congressman Harnes, in the Public Utilities Fortnightly article, emphasized that "despite its shift in political leadership, one of the really important problems to face our new administration and our people will be the 81st Congress unhesitatingly will be that of formulating a new set of regulatory policies by which to regulate, or to improve the regulation, of our vast communications industry."

...No overall estimate of the money invested in the various industries regulated by the FCC ever has been made by any authoritative source, so far as is known," he continued, "but it would be on the conservative side to say that FCC has an important economic effect on an investment totaling literally tens of billions of dollars, in which millions of Americans have a stake."

"Through its supervision of the vast radio industry, the FCC either encourages or discourages trends in both engineering development and in program content. These programs, as we know, are heard by millions of Americans every day and every week, as well as by other millions of citizens beyond the confines of our national boundaries."

Chairman Harnes indicated that the committee had found the FCC's activities in the role of "program adviser" to the nation's stations was indicative of "a potentially harmful trend in regulation."

When the Commission under-

takes to dictate the contents and character of radio programs, the legislator wrote, it is assuming an authority which has absolutely no basis in law.

"Is (FCC) policy-making and directing personnel," he wrote, "certainly are aware that the Commission does not have to wield a meat ax to exert pressure and influence upon broadcasters."

"Because the FCC's power to license and periodically renew license is literally the power of life and death, and the broadcasters must be sensitive to even the slightest implication on the part of the Commission. Former FCC Chairman Fly once amusingly spoke of this situation as 'regulation by raised eyebrow'. It was!"

Recalls Former Actions

Pleasing for "government by law, not man," Chairman Harnes recalls the Scotts and Pardon Huron decisions and pointed out that there is nothing to prevent future Commissioners from issuing decisions "even more detrimental to the public interest." Such fundamental liberties, he said, "should not be at the mercy of passing whims of political appointees."

Rep. Harnes urged Congress to "write out, in black and white, a better law to guide the FCC, the radio station owners, and our people,"

Hill Leaders

The legislators most prominently mentioned to head the Senate and the House Interstate Commerce Committees, which are responsible for radio legislation, last week indicated they would accept the chairmanship of their respective committees.

Sen. Edwin C. Johnson (D-Col.), most likely candidate for the chairman of the Senate Interstate and Foreign Commerce Committee, indicated last Thursday that he expected to take the reins of that committee.

Rep. Robert Cossor of Ohio, ranking Democratic member of the House Committee, said last Thursday, "It is very unlikely that I will refuse the chairmanship."

Congressman Cossor will probably continue to devote the bulk of his energies to railroad and transportation legislation, observers believe. It was felt likely that he might appoint a communications subcommittee to deal with radio legislation. This subcommittee reportedly would be headed by Rep. Alfred L. Bulwinkle (D-N.C.), if he is fully recovered from his current illness, or by Rep. J. Percy Priest (D-Tenn.), who is a ranking Democratic member of the House Select Committee to Investigate the FCC, and fourth ranking Democratic member of the House Commerce Committee.

The veteran Colorado Senator, whose interests have also revolved principally about railroad legislation, emphasized that he intended also to concern himself with radio legislation.

Sen. Johnson told Broadcasting he was undecided on whether a communications subcommittee would be appointed if he assumed the chair. He is determined, however, to serve on a communications subcommittee, if it is appointed.

No decision will be reached on the advisability of continuing the Senate committee's study of communications until Congress convenes in January, Sen. Johnson said. He declined comment on what radio legislation might be expected from the committee during the new Congress.

K & E Xmas Gift

A REAL Christmas gift was made by Kenyon & Eckhardt last week. The New York agency gave to a group of radio editors the adoption of a child through Foster Parents Plan for War Children. The agency will assume the full cost of the child's care for one year, and every month during the year will receive both necessities and luxuries as a result of the gift. The child's name is Walter (Walus) Tomaszak, 13-year-old deaf and dumb youngster born in Warsaw, Poland.

WCOP WINS

First in Wheatsie Contest

WCOP Boston has been declared first prize winner in the Wheatsie-Wilson "See the Game" contest conducted recently among ABC affiliates by the network's promotion department.

Prize was an all-expense trip to the National League professional championship football game yesterday (Sunday) for Station Manager Craig Lawrence. Nine runny-penny prizes—footballs autographed by members of the teams—were awarded WBSR Pensacola, Fla.; WLCX La Crosse, Wis.; WELI New Haven, Conn.; KIPF Boise Falls, Idaho; KOME Tulsa, WDAK Columbus, Ga.; KBIO Burley, Idaho; WXKY Albany, and WBCM Bay City, Mich.

ABC, Gillette

Will Air Sugar Bowl Game

The SUGAR BOWL football classic, played New Year's Day between the universities of Oklahoma and No. Carolina, will be broadcast exclusively by ABC. The play-by-play account of the post-season clash between the two unbeaten titans will be sponsored by the Gillette Safety Razor Co., New York.

Harry Wismer, ABC sportscaster, will describe the game for the seventh consecutive year. The annual Sugar Bowl game broadcast is a featured highlight of the Gillette Cavalcade of Sports series.

Pepsi-Cola Plans

Negotiations between Pepsi-Cola Co., its agency, the Bow Co., and ABC officials were under way last week for the soft drink firm to buy two half-hour weekly shows on ABC starting Jan. 11. It was understood that one of the programs to be placed on the series is Counterspy, and gross annual billings would total $1.8 million for the time.

Broadcasting • Telecasting
Success story:

WLEE helps new business enterprises as well as old in Richmond.

Recently a plumbing and heating man left the contractor he was working for and went in business for himself. He decided to use the 10 a.m. news on WLEE to advertise his new venture. His phone started to ring by 10:15!

This new business has already started to thrive through the sale of complete heating systems directly traceable to the announcements on WLEE. New personnel has been added due to the increase in business. Also, because of the calls through WLEE, he is now offering an extra line of heaters to his growing list of customers.

Follow the lead of the local Richmond merchants! More of them use WLEE than any other station in town. And they get results. So will you. Call in the Forjoe man, and get the full WLEE story.

WLEE Mutual in Richmond

TOM TINSLEY, President • IRVIN G. ABELLOF, General Manager • FORJOE & CO., Representatives
SPROTS VIDEO

TELEVISION is the biggest threat college sports have ever faced, and the only thing such institutions can do for their own protection is to take a stand against it.

That opinion was expressed to Broadcasting last week by Rome F. Schwagel, athletic director of Georgetown U.

The nature of the stand colleges must take against video, he said, is to refuse to permit the televising of any football game.

Mr. Schwagel made the statement following a debate of the proposition, "Resolved That Television Will Be Beneficial to College Athletics, Especially Football." The debate was part of the program of the Eastern College Athletic Conference at the Biltmore Hotel in New York.

He labeled as "just plain silly" the argument of television proponents that a telecast of a football game would be good for the game and the gate.

"Analog 'Isn't There?'"

"Such an argument," he said, "draws an analogy between radio and television. The analogy just isn't there."

He indicated it was true that radio did what the curiosity of listeners and did finally make new sports converts who filled stadia around the country.

But television, he said, "doesn't whet curiosity. It satisfies it and leaves nothing to the imagination."

The result is, he believes, that continued televising of gridiron games will rob colleges and universities of the income from their only profitable sport.

"When that happens," he said, "all college sports will be doomed. Football pays for all the others -- for 8 to 16 other sports."

He emphasized that colleges had finally awakened to the problem television posed. As a member of the television committee of the ECAC, he said, he was in part responsible for obtaining commitments from virtually every eastern seaboard college to delay signing contracts for football telecasts for 1949.

Such colleges will withhold decision on gridiron agreements until after a meeting Jan. 7-8 in San Francisco by the National Collegiate Athletic Assn., at which an NCAA committee will make a report on a survey it is conducting on the effect of television on college athletics.

Meanwhile, said Mr. Schwagel, he personally is going to take the road in a campaign around the country to awaken other colleges to what he considers the danger of telecasting of grid contests.

Already, he emphasized, television has hurt football gates. At Georgetown, he said, he refused to permit telecasts this year. They were stopped last year after it was decided they adversely affected attendance.

Alumni have made threats, too, he pointed out. An alumnus told Bill Bingham of Harvard, he said, that unless the alumnus got a ticket inside the 20-yard line next year he'd rather stay home and see the game televised.

"Well, the Harvard Stadium has 58,000 seats and only 20,000 of them are between the two 20-yard stripes," Mr. Schwagel said. "Wouldn't you consider a statement like that a threat?"

Basketball doubleheaders in Madison Square Garden in New York also have suffered from TV, he asserted. He said that for the first time in years it has been possible at every doubleheader this season except one to buy tickets at public sales. Television, he emphasized, is the reason.

Pro football in Washington also has been affected, he said. He pointed out that for the first time in nine years the Redskins in the District of Columbia are not playing to capacity.

Watch It in Comfort

"And if you have a television set," he went on, "why go to the game? I get two complimentary tickets to these games, every Sunday. But why should I go? I can sit in my living room, in a comfortable chair, in my bedroom slippers, watch the game -- and at the same time be home with my family."

Hardest hit of all, if television expands further, will be the small colleges, he argued.

"Why would anyone want to go to a small college game when he can see the biggest game of the day in his living room?" he asked, and then added:

"The televising of just one big game over an eastern seaboard network could kill the gate for scores of smaller colleges and even for some big universities."

Already, he said, many small colleges have felt the impact of television competition from telecasts of bigger games in their areas -- and it has given them considerable concern.

Mr. Schwagel emphasized further that he is not opposed to television as a medium. He is a set owner, has appeared on telecasts several times and has enjoyed seeing and being seen.

"The trouble with it," he said, "is that it can carry a football game with eyewitness effect. In fact, it is possible to follow the ball and the backfield on the television screen better than from many seats in the grandstand."

Others Seem to Agree

He expressed the opinion that he did not believe arrangements whereby a sponsor or network would guarantee a given college remuneration for loss of gate would help the general situation. Such a contractual formula, he believed, might help one institution while others not being televised at all would suffer.

Following the debate, sentiment from other athletic directors appeared to favor his stand enthusiastically.

Mr. Bingham, Harvard athletic director, said a lot of people informed him they would see the next Harvard-Yale game on television rather than sit behind the goal posts.

H. Jamison Swarts, athletic director at U. of Pennsylvania, said Penn's crowds in 1947 were larger than during the past season, which witnessed a rapid growth in television set circulation.

Rev. James A. Carey of Seton Hall, declared that "television will hurt us in preventing us from taking care of the maximum number of boys in sports."

Asa Bushnell, secretary of the ECAC, closed the discussion by asking, "How can you expect to get new customers if they are offered seats that give a poorer view than you get on television?"

The argument that television would benefit rather than hurt football was made by Noran Kerst, executive assistant to the vice president in charge of television of NBC and by Edwin F. England, research associate of NBC.

Their arguments were: Aural broadcasts of baseball had boosted attendance and telecasts would do the same; telecasts can't bring all the color of a game that actual attendance experiences and so on-the-spot eyewitnesses will always come; there is the possibility that if football is not telecast, followers of the game might be wooed to other interests and interest in the gridiron sport would die.

GODFREY FANS now have the opportunity to see as well as hear him. He joined the roster of television stars Monday, Dec. 6, when the Godfrey's Talent Scouts, sponsored the CBS-TV network, simultaneously by Lipton's Tea, was telecast over with the aural broadcast over CBS, 8:30-9 p.m.

Spot Sells

THREE one-minute spot announcements on WPIX (TV), New York News station, brought 1,500 orders for Televising Guide, a magazine which offered a one-year's subscription and a Walco filter for $3.00. Complementing the station, Samuel Tabak, publisher of the publication, reported that the responses covered the entire WPIX reception area from Connecticut to New Jersey, Westchester to Long Island, as well as New York City.
FOUR CHANNELS and 819-line definition will be provided in standards to be established in France looking toward a national television system, according to a preliminary French Government notice.

Prospects for establishment of a national system in the immediate future were not considered bright, however, in view of the heavy costs involved. The system will be under government control.

The preliminary notice said four channels will be used, located in the 162-216 mc band. Three of the four will be in the 174-216 mc area, which is also the upper region of the band assigned to commercial television in the U. S. The 819-lines definition compares with the U. S. 525 lines.

Meanwhile, it was reported that the medium-definition transmitter (450 lines) now operating intermittently in the Paris area on 42 mc will continue in use until January 1950.

ABC-TV

Hammons Named Advisor

EARLE HAMMONS, president of Lion Television Pictures Corp., New York, has been named film consultant for ABC's video operations. The appointment, said to be first in a series of moves to secure superior film fare for television, was announced by Paul Rowsey, national director of ABC television.

Mr. Hammons is the founder and former president of Education Pictures Inc., New York, and is president of the Lion Corp., he heads what is said to be the first major company concerned exclusively with producing and distributing motion pictures for video.

Commenting on his new post, Mr. Hammons said he would carry out plans to combine the best virtues of the motion picture art with the power of the video industry.

“THE YEAR 1948 has seen no new methods of doing television commercials, but there has been a considerable improvement in overall quality of production,” says Geyer, Newell & Ganger, New York. In its third annual report on television, released last Wednesday, it was prepared under the direction of Donald S. Shaw, agency vice president in charge of radio and television.

Report divides video commercials into seven types:

- Straight voice commercials—"drop-in" announcements done without interruption to camera action, announcing on or off the camera.
- Straight voice commercials on audio—with the camera on the product only.
- Voice and sight commercials with both product and announcer in camera and
- A product being demonstrated. B. Product just being sold by voice description.
- An amplification of (3) with a cast assisting the announcer. C. "Interview" or "interview-montage" type of commercial, with or without an announcer to assist with and without the product being shown.
- The "live puppet" commercial as originated and developed by Ganger, Newell & Ganger, with audio being done by announcer or cast not on camera—while the cast "acts out" the commercial on camera. This method allows for "models without voice", makes possible copy which would be awkward in the first person singular, and cuts down rehearsal time.
- Film Commercials. Films, usually of one-minute duration, and applicable to all the general types of commercial, as well as in film of outdoor shots, factory, manufacturing methods, etc.
- Deeplifying the advertiser whose determination "to wring the last drop out of his allotted time succeeds only in most thoroughly annoying the viewer" and the almost irresistible temptation to be "cute" or "tricky," the report states: "We at Geyer, Newell & Ganger believe in the philosophy of keep it simple. It’s a lot better to err on the side of simplicity than it is to submerge a sales message in a veritable welter of visual effects. The type of commercial should be chosen to fit the program. No one word has ever been more abused than the description ‘integrated’ as applied to commercials—yet the success of a commercial depends as much on its clever in..." (Continued on page 33)

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Production Quality Improves, Says Agency

Mr. Lasky About half of KPIX’s weekly schedule will be sponsored time, Mr. Lasky said. Initial sponsors include Philco, Emerson Radio, Hoffman Radio, Disney Hats, RCA dealers. Bank of America, Ross Bros. (apparel chain), Emporium, San Francisco department store), Benrus Watch and Polaroid.

Keith Kerby is program director of the set of shows, and James Campbell is commercial manager. KPIX, granted to Associated Broadcasters Inc., will operate on Channel 5 (7610). Studios are in San Francisco’s Mark Hopkins Hotel. One of the station’s major initial telecasts will be the New Year’s Day Shrine East-West football game.

KDYL-TV CBS

Brings Affiliates to 20

KDYL-TV Salt Lake City is now a CBS affiliate effective immediately, Herbert V. Akerberg, network vice president in charge of station relations, announced last week. The addition of KDYL-TV brings the total number of CBS television affiliates to 20. The station operates on Channel 4, and is owned and operated by the Intermountain Broadcasting Corp., Salt Lake City, with S. S. Fox general manager.

KSL continues as Columbia’s 50 kW AM outlet in Salt Lake City.

LEISURE TIME ACTIVITIES AFFECTED, SAYS ARI

TELEVISION is likely to produce some drastic changes in the way people spend their leisure time, declared Audience Research Inc. after conducting simultaneous surveys of the evening activities of television and non-television markets in New York, Philadelphia and Los Angeles.

ARI, said to combine non-commercial TV viewers with non-commercial neighbors, has found that TV families. Asked a subjective question about movie going, 58% of TV owners said they saw movies less frequently than before they had a TV set; 46% said about the same, and 14% said more frequently.

When the time spent on leisure activities was analyzed, ARI found an average of 182 minutes (3 hours, 2 minutes) per non-TV owner on hobbies, reading, listening, etc., compared to 87 minutes (1 hour, 27 minutes) for the video set owners. Itemized, with times in minutes, the comparative time spent on each activity follows:

TV Non-TV

<table>
<thead>
<tr>
<th>Activity</th>
<th>TV Owners</th>
<th>Non-TV Owners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visited friends or relatives</td>
<td>13%</td>
<td>20%</td>
</tr>
<tr>
<td>Had friends or relatives</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spent time on hobbies</td>
<td>18</td>
<td>24</td>
</tr>
<tr>
<td>Attended the theatre (play or concert)</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Attended sporting event</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Went to movies</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Listened to the radio</td>
<td>28</td>
<td>62</td>
</tr>
<tr>
<td>Listened to records</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Watched television</td>
<td>19</td>
<td>25</td>
</tr>
<tr>
<td>Read books</td>
<td>9</td>
<td>11</td>
</tr>
<tr>
<td>Read magazines</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>Read newspapers</td>
<td>64</td>
<td>69</td>
</tr>
</tbody>
</table>

Investigating the movie attendance question more deeply, ARI asked why the going during the previous three weeks, found 55% of TV set owners and 66% of non-TV set owners had attended. When the percentage attendance of television families averaged 25% below that of non-TV families. ARI’s most recent home ownership survey indicates that the metropolitan areas now served by television stations have some 1.6 million home sets, with those in public places estimated at about 75,000.

KPIX (TV)

To Start by Christmas

KPIX (TV) San Francisco plans to begin programming by Christmas with a 14-hour basic schedule, according to Philip G. Lasky, general manager of KPIX and its A.M. affiliate, KSFQ. Test patterns were slated to begin last week.

Mr. Lasky About half of KPIX’s weekly schedule will be sponsored time, Mr. Lasky said. Initial sponsors include Philco, Emerson Radio, Hoffman Radio, Disney Hats, RCA dealers. Bank of America, Ross Bros. (apparel chain), Emporium, San Francisco department store), Benrus Watch and Polaroid.
ABC'S WIGHT
Leaves to Head Mathes TV

REAL Hamilton Wight, a member of ABC's television sales department and executive producer for ABC's "Stop the Music," became director of the radio and television department of J. M. Mathes Inc., New York, effective today (Dec. 20).

Mr. Wight was also executive producer of ABC's The Paul Whiteman Record Club. Before joining the firm, Mr. Wight had been associated with the William Morris Agency as manager of the Chicago and Midwest radio department.

During 1933 and 1944 Mr. Wight was vice president of World Broadcasting System, acting as manager of the Chicago office. He was in charge of the system's sales and sales organization as well as the manufacture of electrical transcriptions. Prior to that he was in the advertising department of Proctor & Gamble where he handled radio activities when the soap company first went into radio advertising.

John Bates, radio director of WJMA, and William H. Vilas, director of television and motion pictures, have resigned. Mr. Bates expects to reveal future plans after Jan. 1. Mr. Vilas will announce his soon.

VIDEO TALENT
4-Union Merger Proposed

TWO-FOLD PLAN for setting up national jurisdiction over television talent was reached last week following several days' discussions between representatives of talent unions in Hollywood.

Plan involves: (1) Merger into one union of Actors Equity, American Federation of Radio Artists, American Guild of Musical Artists and Chorus Equity; and, (2) formation of partnership between merged unions and Screen Actors Guild to determine television rulings for all membership.

According to agreement, all television collective bargaining contracts must be approved by both partners.

It was further agreed to invite American Guild of Variety Artists to join merger.

In addition, group decided that each partner should contribute initial sum of $100,000 for immediate use in television organization and administration.

Plan will be submitted for approval by governing boards and memberships of unions involved, as well as American Federation of Labor International and Associated Actors and Artists of America.

POWER BOOST
WHNC-TV's Request Denied

WHNC-TV New Haven, Conn., was denied permission by FCC last week for modification of its special services authorization to increase operating power. The SSA, granted in June for commercial operation, calls for 500 w power on assigned Channel 6 (50-88 mc).

FCC last week also placed in its pending file, until lifting of the freeze on television actions, applications of seven television networks, an advertising agency and a video station.

"We are encountering difficulties in our leasing or obtaining television rights for dramatic adaptations," he wrote in his invitation.

"In the course of pursuing these rights, we find the agents and authors seem to be quite well organized in their demands, but it appears to me that we, the buyers, do not present a united front and this weakens our efforts."

Representatives of ABC, CBS, DuMont and NBC television networks, WPIX New York, J. Walter Thompson Co., and Film Equities attended the conference. Further conclusions were reached, Mr. White said.

VIDEO BUYERS
Discuss Standardization

STANDARDIZATION of literary property contracts for television was discussed at a meeting called last Thursday in New York by Henry S. White, president of World Video Inc., and attended by representatives of television networks, an advertising agency and a video station.

"We are encountering difficulties in our leasing or obtaining television rights for dramatic adaptations," he wrote in his invitation.

"In the course of pursuing these rights, we find the agents and authors seem to be quite well organized in their demands, but it appears to me that we, the buyers, do not present a united front and this weakens our efforts."

Representatives of ABC, CBS, DuMont and NBC television networks, WPIX New York, J. Walter Thompson Co., and Film Equities attended the conference. Further conclusions were reached, Mr. White said.

ZELE Chevrolet Co. and Torrington National Bank and Trust Co., both Torrington, Conn., have signed to sponsor play-by-play coverage of 19 basketball games over WTOR Torrington.

TELEVISION TONIGHT
A program no advertiser can afford to miss

See what experience can do to make the most effective use of advertisement's most powerful new selling medium. Turn to

WNBT 7:05 P M
For Philco's presentation of Collier's All-American 1948 football team

Produced by W. WALLACE ORR, INC.
New York--Philadelphia
Plaza 3-7800

ADVERTISING to advertisers is the new plan being used by W. Wallace Orr Inc. Above is a reproduction of the type newspaper advertising used by the agency in New York papers to plug one of its client's television shows.

FORD TELEVISION
Will Abandon Kinescoping

EFFECTIVE with the first telecast of the Ford Television Theatre on CBS-TV in January, the show will not be kinescopied because of the difficulties of getting dramatic properties, it was disclosed last week by Kenyon & Eckhardt, agency handling the show for Ford.

With the decision to abandon recording the show the agency will be able immediately to telecast plays and stories which have been previously filmed by Hollywood. Since the television program will not be kinescopied but telecast live, none of the kinescope clearances will be needed. In addition, a wider source of properties will be available.

To get the widest possible coverage for the live program, K & E is extending the program to midwestern network, if CBS succeeds in its request for that time on the East-Midwest cable link opening Jan. 15.

TV LEGAL SCRAP
Do AM Rights Cover Video?

QUESTION of whether the word "broadcasting" in a legal contract includes telecasting is raised in a suit filed by Baltimore's Century Athletic Club against the New York owners of the Baltimore Coliseum. Attorneys arguing the point before Judge E. Paul Mason in Circuit Court in Baltimore, last Wednesday said they could not find a previous legal ruling on it.

Century got broadcast rights for Monday night boxing shows from the Coliseum under a lease and assignment in 1943. The club contends rights include television.

Attorneys for Arena Realty Co., New York, owners of the Coliseum, countered with the assertion that there is a vast difference between aural broadcasting and television and that TV rights are distinct from radio. "No broad casting," Counsel planned to file briefs Friday, and Judge Mason will deliberate on a decision.

TV AND RELIGION
Eiges Gives His Views

A CHALLENGE in presenting spiritual and moral thinking is offered on television, Sidney H. Eiges, NBC vice president in charge of press, told the Chicago Institute for Religious and Social Studies Thursday. "Radio and television act as mirrors of public likes and dislikes," he said, urging the "proper use of the media to translate religious thinking for public consumption."

Mr. Eiges was one of three persons discussing radio as a part of "current religious thought—expression and challenge in the contemporary culture." Others were Erik Barnouw, chief of the radio program bureau of Columbia U. and president of the Radio Writers Guild of the Authors League of America, and the Rev. Wilfred Parsons, professor of political science at the Catholic U. of America.

NEW FILM FIRM
To Specialize in Musicals

TELECONCERT Inc., a new company for the production and distribution of musical films, has been formed in New York. With both a film and television organization, the new firm will create films for television, motion picture, theatre and home.

Although official spokesman for the company have announced "the engagement of Leopold Stokowski" to select the music, conduct the orchestra, supervise the visual aspects of the program, the conductor was not one of the firm's employees. In addition the films, Broadcasting learned that Mr. Stokowski is actually co-owner and president of the firm. Henri Leider, film producer and vice president of Tele-Concert, is associated with Jack Robbins, vice president of the new corporation.

IN-FLIGHT TV
Kitty Hawk Event Covered

AN EXCLUSIVE in-flight telecast took place last Friday when NBC's full eastern television network carried the video version of dedication ceremonies welcoming back the Wright brothers' Kitty Hawk plane to the Smithsonian Institute. The program was fed through facilities of WNBW (TV), network's Washington outlet, in cooperation with the Air Force.

NBC's telecast, which began at 8:40 a.m., included interviews with pioneer pilots Wilbur and Orville Wright and present day aviators. A short film, showing early flight of the Kitty Hawk, opened the telecast from NBC Washington studios. Chief Justice Fred Vinson introduced Vice President Elect Alben Barkley, who delivered an address.

The network used three cameras—one in the C-47 plane, and one each inside and outside of the Institute. The telecast was transmitted from the plane to a ground receiving station and then converted by coaxial cable to WNBW studios.

The Air Force furnished a flight of 18 B-26s, 24 jet fighters and one B-56 for the ceremonies. The planes circled the ground twice. NBC's Jack Roney handled the description of the flight.
"Is that-un the Biggest you got?"

Porch paint or pianos, the Red River Valley hay-seed buys with a lavish hand because he makes big dough.

The Effective Buying Income of the average North Dakota family in the Valley is $5,599! (Sales Management, 1948.) That’s higher than the average of any state in the Nation — well above the $4,975 for the whole of North Dakota.

WDAY’s 26-year hold on our Rural Rich is one of the amazing stories of the Nation. Write us — or Free & Peters — for the facts!
VIDEO TUBES

Zetka Plans 16" Glass

BATTLE between glass and metal tubes for television receivers is forecast by announcement that Zetka Television Tubes Inc. will put 16-inch glass tubes into production in the first quarter of 1949. Present 16-inch tubes are of the metal variety. In announcing the new tube, Hamilton Hage, president of Zetka as well as of United States Television Mfg. Co., receiver manufacturer, stated:

"The all-glass television tube is expected to be superior in many respects to metal-jacketed tubes of the same size. The price will be more attractive and the glass tubes will have a longer performance life."

In addition, a lower power drive can be used and no protective jacket will be needed to protect public from voltage danger due to metal sides of tubes. Under present conditions, the glass tube will not run head on into the shortage of special alloys necessary for metal tubes. The picture area of this 16-inch tube is definitely larger than that of the 16-inch tube."

At the same time it was announced that Zetka common stock is being offered to the public at $1 a share through Willis E. Burnside & Co., New York brokerage firm.

The 280,000 shares, with a par value of 10c each, will, if all sold at $1, net the company $224,000 after the underwriter has received his discount of 20c a share or $56,000. Proceeds will be used, among other purposes, to repay loans of $42,564.31.

RCA VICTOR, Camden, N. J., has announced production of new AM-FM table model radio. Retail price is $49.95.

Season's Greetings
FROM NASHVILLE . . . CENTER OF THE RICH MIDDLE TENNESSEE MARKET

BETTER BUY WSIX

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

National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

TV FEE DEMAND
Pa. Asks Bars to Pay Up

THE PENNSYLVANIA State Liquor Control Board in Harrisburg, was holding licensees of the Supreme Court's November ruling, is demanding $350,000 in amusement permit fees from 5,000 bars showing television for their customers.

The bulk of these bars are in the Philadelphia area. They are being asked to pay $120 a year, or 20% of the annual liquor license fee. Licenses holding amusement permits are not affected.

The board is also preparing to rule that coin-operated sets are not tax-free. The Philadelphia Retail Liquor Dealers Assn., however, contends that coin-operated television sets should escape the tax since the law exempts coin-operated motion picture machines from the levy.

"We will likely rule that this is not the case," said Horace A. Selibbaum, the board's deputy attorney general. "I don't think that was the intent of the Legislature."

The PRLDA has had a test machine installed in the cafe of Patrick Cavanaugh, association president and one of the appellants from the board's original ruling.

The city of Philadelphia soon is expected to follow the state's demand for additional license fees with similar demands for amusement fees.

WRIGHT PLANT
DuMont to Use for TV Lab

CLIMAXING more than six months of negotiations, the Allen B. DuMont Labs, New York, last week officially took title to the former Wright Aeronautical Plant in East Paterson, N. J. Announcement of the transaction was made by Dr. Allen B. DuMont and George English, Mayor of East Paterson.

The plant was acquired from the War Assets Administration. It consists of a modern one-story structure, with a floor area of 560,000 square feet.

The new headquarters will be used for television receiver assembly, general offices and engineering laboratories. It is said to be the largest and most modern television assembly plant in the world. Machines and equipment for production lines will be moved immediately, and an estimated 4,000 persons will ultimately be employed at the new plant, the firm said.

DuMont recently acquired a modern plant in Clifton, N. J., for cathode-ray tube production.

KOA Denver has been honored by the Forest Service, U. S. Dept. of Agriculture, in recognition of Distinguished Public Service for broadcasting the fire prevention programs Forests Aflame, for participating in the Cooperative Forest Fire Prevention Campaign, and in other ways giving continued support to the conservation of the Nation's forest resources."
Words

A few years ago we published an advertisement in which we stated that ‘words are tools of peace’. How true this statement is becomes even more evident at the Christmas season for then so many words are sent and spoken and they all speak of ‘peace and good will’!

As we look back over this year now drawing to a close we are heartened by the progress men have continued to make toward peace even in the face of tremendous and stubborn opposition. In this progress radio broadcasting has played a great and willing part. It has been a test of this medium’s worth and the test has been well met.

As we look toward a New Year let us resolve that each tomorrow will find American broadcasting meeting its obligations in the ‘public interest, convenience and necessity’ willingly, honestly and eagerly that all the world may continue to learn that free men still live and treasure the American Way of Life!
A NEW STAR IS BORN - -

On Sept. 29 "T-Day"—a happy-hearted puppet smiled into a television camera—and into the heart of Atlanta! Overnight a new Star was born—

WOODY WILLOW—Woody, with all his puppet friends, has won a permanent place in the affection of a constantly growing children's audience with a tremendous buying influence.

WOODY WILLOW was created exclusively for WSB by Don and Ruth Gilpen—the talented couple who give life to the puppets, and is televised five days a week. WOODY WILLOW is but an example of the creative and production ability—the program know-how already evidenced at . . .

THE EYES OF THE SOUTH

Represented Nationally by

EDWARD PETRY CO.
COMMERCIAL TELEVISION broadcasts accounted for 431 hours of time in the first week of November—an increase of 46 hours from the preceding month, according to the 37-station Rorbaugh Report on Television Advertising. Of this time, 96.8% was program time, and 4.2% announcements. (See Table I). Programming occupied 13.5% more of the total in November than in the previous month.

Sports programming was especially heavy during the height of the gridiron season—with a total of 208 hours of remote sports broadcasting, most of which was football. Sports commentary casting, most of which was football.

Second ranking program type was dramatic, which was fourth ranking in October. Other major types of entertainment on television in November were news, variety and children's programs.

Dramatic shows jumped two notches from October to reach second place in video programming.

while variety fell from second place to fourth. News stayed in its third place spot in both months. Children's programming climbed from seventh place to fifth place in the month. (See Table II).

Excluding sports remote broadcasts, which occupied more than half of the commercial telecasting programming, 145 hours of programming originated in the studio with live talent. Films occupied 49 hours of telecasting; and a combination of film, slide, or live broadcasting in the studio made up the rest of the national television diet (See Table III).

Nearly two thirds of all announcements were on films; while 24 of the 29 hours of new programing were news-film telecast. Dramatic programming was made up of network live shows, for the most part—with only 4 of a total of 47 hours on film.

The following program types showed an increase in percent of total broadcast time sessions during November.

Audience participation, 1.1%; children's, 1.2%; drama, 7.9%; education, 1.1%; fashion, 0.1%; household hints, 1.1%; musical, 0.3%; sports, 2.9%; special events, 0.5%.

The following types showed a decrease:

Discussion, 2.7%; news, 1.2%; variety, 1.7%; weather announcements, 1.3%.

Though there is still heavy emphasis on sports programming—other and more widespread forms of television entertainment are going on the air as can be seen from Table III. Dramatic programming, particularly variety, have gained a total of about 25 hours from the previous month. These figures are for all forms of telecasting advertising.

Separating the network program content from spot and local programming the story is slightly altered. Here, as in the over-all picture, sports are predominant. In the spot and local field, sports make up nearly two-thirds of all programming, while the next ranking category is announcement, totaling 7.4% of commercial time (See Table IV).

News, variety and children's programs are the next most popular form of advertising in the local field.

The final table shows the breakdown of advertisers by sponsorship of programming. More than half the spot advertising bought programs, while 201 of the 378 local advertisers confined their time purchases to weather, time and other commercial announcements (See Table V).

**TABLE II**

<table>
<thead>
<tr>
<th>Rank of Video Programs (Commercial) by Broadcast Hours</th>
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<tbody>
<tr>
<td>Oct. 3-9</td>
</tr>
<tr>
<td>Audience Participation</td>
</tr>
<tr>
<td>Children's</td>
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<tr>
<td>News</td>
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<tr>
<td>Variety</td>
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<td>Drama</td>
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<td>Education</td>
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<td>Household Hints</td>
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<tr>
<td>News</td>
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<tr>
<td>Sports</td>
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<tr>
<td>Special Events</td>
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<tr>
<td>All Announcements</td>
</tr>
</tbody>
</table>

**AGRICULTURAL VIDEO**

County Agents, Colleges Are Good Sources

LAND GRANT colleges and county agents, as well as farm families and organizations, are the sources of "very usable TV material" and it is the responsibility of television stations to use information provided by them. That is the feeling of radio farm directors with aural stations either having video outlets or due to begin operation soon, according to Ken Gapen, U.S. Dept. of Agriculture director of radio and video information.

Mr. Gapen attended the annual convention of the National Asso. of Radio Farm Directors in Chicago last month. A panel discussion on "RF Television in Action" had a packed last-day session, during which members raked the pros and cons of their relationship to the overall TV picture.

Some points raised by farm directors during the session:

TV should serve as an educational medium to acquaint city dwellers with agricultural happenings and facts, and bring rural people information by demonstration not available on AM.

Station management (TV) should be made aware of video farm program potentials and plan accordingly.

In the near future stations will find greater need for guidance and advice from farm directors along agricultural lines.

Personnel is a key problem among many TV outlets, with the question of how to absorb TV operation within limited man-hours. TV management is disposed to "make more money" by enlarging facilities to encompass rural programming.

Farm directors are thinking more in terms of live programs than film possibilities. And production simplicity is their prime aim.

NARFD members were strongly urged to become more familiar with top management, especially in television, and also with TV specialists. Radio farm directors considering this source of material should be concerned with building as much of a library as possible in line with the budget at their respective disposal. Mr. Gapen believes, since all film is more expensive than still pictures. He told RFDs that if they operate on a small budget, they should build a library of visual aids.

Types of material in order of greater availability and inexpensiveness are these: he foresees: Stills, strips and slides, then feature film and footage.

December 20, 1948 • Page 37
NEW WABD (TV) New York daytime advertiser is General Mills who presents Ted Steel (seated, center) five times weekly, 12:30-1 p.m. With Mr. Steele are (seated, l to r) Bill Cash, assist. adv. mgr., and Lowry Crites, dir. of media, General Mills, and standing: Russ Neff, radio and TV dir. Knox Reeves; Humboldt Grieg, Dumont sales mgr., and Ed Smith, G. M. radio-TV prod. dir.

THAT'S not a new type reading lamp on the desk of David B. Stein (l), WNEW New York account executive—it's a Theraplate. Demonstrating the new therapeutic lamp is Frank W. Kingett, president of Infra-Appliance Corp., Theraplate manufacturer, sponsor of two shows on WNEW.

HELPING celebrate 14th anniversary of Your Neighbor, heard on WMAQ Chicago and sponsored by Wieboldt Stores, is Paul McCluer, NBC Central Division sales manager. Mr. McCluer was formerly announcer on program. Present show commentators are Kay Lane (l) and June Marlowe.


WHEN Hirsch Clothing Co. offered $25 dresses for $9 during its Passing Parade on WGN and WGNB (FM) Chicago, half of 1,500 women shoppers bought them. Surveying results are (l to r) L. I. Hirsch, firm founder; William McGuiness, WGN commercial manager, and Walter Schwimmer, exec. v.p., Schwimmer & Scott.

BEAMING about new KNBH (TV) Hollywood mobile unit are (l to r) A. H. Saxton, chief engineer, NBC Western Division; Albert (Bud) Cole, KNBH mobile unit supervisor; R. W. Clark, TV operations supervisor, and John E. Burrell, video field supervisor. The 9,500 pound unit is equipped with racks for cameras and micro-wave equipment and can handle four camera chains.

F. W. MITCHELL (r), general manager of Motor Sales Inc., approves the format of Motor Caravan, a five-a-week show to be sponsored by the firm on WTCN and WTCN-FM Minneapolis-St. Paul. In on the make-up of the nightly half-hour strip are (l to r) F. Van Konynenburg, vice president and general manager of the stations, and Ray C. Jenkins, account executive with Erwin-Wasey, Minneapolis agency on the account.

LATEST wind information for residents of the "hurricane belt" is provided WSWN Belle Glade, Fla., listeners thanks to this Bendix "Windial" at the station. Inspecting the equipment is Tom Watson Jr., president of Seminole Broadcasting Co., Inc., performer of the stations.

THOMAS B. McFADDEN (r), manager of WNBC New York, accepts a citation for station's part in juvenile delinquency control from G. Howland Shaw, chairman of the Nat. Conference on Prevention and Control of Juvenile Delinquency.
Takes all kinds....

For any advertiser who wants to attract a major audience and keep it coming back for more...make conversation and comment among customers...promote prestige, build business and better sales...WPIX presents the widest possible variety of remote pick-ups and studio productions...Children's shows, sports events, pertinent programs for the homemaker...comprehensive news coverage, public service presentations...comedy, drama, movies...all offer the advertiser an unusual opportunity to reach more prospects in a new major market with a new major medium—big enough now to rate room on any advertising schedule...and coming up fast in New York!

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

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

SANDERS OF THE RIVER... Henry the Eighth...
Scarlet Pimpernel... The Ghost Goes West...
Things to Come... Drums... Elephant Boy—
famous Korda movies millions of people enjoyed...and now can see again!...TV'd full length on WPIX every Monday evening at eight-thirty...
KLAC-TV BID

FCC REFUSED last week, for the second time, to permit Oilman Edwin W. Pauley's Southern California Television Co. to file an "AVCO" competing bid for Mrs. Dorothy Thackrey's KLAC-TV Los Angeles without bidding for all the Thackrey stations up for sale.

The ruling left the pending $1,045,000 sale of KYA San Francisco and KLAC and KLAC-TV to Warner Bros. Pictures unchallenged by any competing offer under the AVC0 open-bidding rule, since the deadline for rival bids fell Nov. 29. Even so, FCC's next step apparently has not been decided.

The complicating factor is Southern California Television's request that its offer to buy KLAC-TV be considered an application for KLAC-TV's channel if it could not be accepted as a "competing bid" under the AVC0 Rule [BROADCASTING, Dec. 6]. FCC did not discuss or even mention this request in its order.

FCC already has two applications for KLAC-TV's channel and has taken no action on either. One was filed last March by KPRO Riverside, which had a grant for Channel 1 before that channel was reallocated from television to fixed and mobile services. The other was filed in September by KFAC Los Angeles.

In last week's order, adopted with Comm. Robert F. Jones dissenting, the Commission not only refused to let Southern California Television bid on KLAC-TV separately, but also refused to hear oral argument on the question.

Southern California had argued that the Court of Appeals decision in the WJR Case [BROADCASTING, Oct. 11] required FCC at least to listen to oral argument before deciding. But FCC drew a distinction between the rights of "an existing licensee," which was involved in the WJR case, and those of "a possible competing transferee" such as Southern California. FCC declared:

The Commission does not consider that it is required on the basis of the decision of the Court of Appeals to extend to a possible competing transferee, such as the instant petitioner, the same right to oral argument there given to an existing licensee, and does not, in the exercise of its administrative discretion, deem oral argument necessary to its consideration of the question of whether separation of broadcast stations is required for the purposes of the AVC0 Rule.

The order reaffirmed the earlier denial of Southern California's request that Mrs. Thackrey be required to place a separate price on each of the three stations being sold, so that competing bids could be filed for any one [BROADCASTING, Nov. 1].

Southern California, in indicating that it planned to apply for KLAC-TV's channel if not allowed to bid for purchase of the station separately, said it would reimburse Mrs. Thackrey for "reasonable expenditures" she has thus far incurred in building and operating the station.

BASEBALL

Minors' TV Ban Rejected

A PROPOSAL by the minor baseball leagues that network broadcasts and telecasts of major or minor league games be prohibited was flatly turned down Monday by major league magnates at their annual winter meeting in Chicago's Palmer House.

Last week the minors, meeting in Minneapolis, voted unanimously to amend major-minor club rules so that aural radio and television play-by-play reports would be limited to stations whose transmitters are within the club's "home territory." [BROADCASTING, Dec. 13.] But the proposal had to be ratified by the majors before it could become an amendment to the major-minor working agreement. This the majors refused to do.

The action was taken during the opening minutes of the two-day huddle. Observers said there was little discussion and the vote was taken "with dispatch." It is expected, however, that the minors will press their point during the coming year when they expect television to start making inroads into their "gate."

The minors had defined "home territory" as the area within a 50-mile radius of the club's ball park. Play-by-plays of a club's road game could be carried by stations in the club's "home territory," but only with the consent of the other club involved in the game, they proposed.

Court Video Ban

NEW JERSEY, in a new ruling from the State Capital at Trenton, will prohibit the telecasting of criminal trials. A ban on picture-taking and radio broadcasts in courtrooms already is in effect.

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

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

*Leo J. ("Fite") Fitzpatrick and J. R. ("Kee") Lassaherry

In Buffalo

COLUMBIA

AND

WGR

ARE THE BIG NAMES FOR 1949

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N.Y.

Buffalo's Columbia Network Station

National Representatives: Five & Peters, Inc.
You're sure
WHEN IT'S 100% PRESTO

Pictured here is an all-Presto single channel recording system. Above is the block diagram, worked out for this equipment by Presto engineers.

WHEN YOU NEED recording or transcription equipment you can't go wrong if you make the complete system 100% Presto.

For Presto is the world's foremost manufacturer of recording and transcription equipment and discs. And Presto's experience with countless installations, including all the big ones, will aid you in achieving greater efficiency and trouble-free operation.

The recorder is the 8DG with direct gear drive. The amplifiers are the 39-B three channel preamp, the 41-A limiter, the 92-A 60 watt recording amplifier, and the 89-A monitor.

Multiple channel installations consist of as many duplications of the basic channel as are needed with the addition of switch or patching facilities. When you think of recording, think of PRESTO.

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

BROADCASTING • Telecasting
ADVERTEST STUDY

TELEVISION set ownership has grown over 58% in the past six months. This and other information on video ownership and viewing has just been released by Advertest Research, New Brunswick, N. J.

Advertest used panels as a basis for its research, concentrating its efforts in three counties of north-central New Jersey. This area was chosen because it is well within the reception distance of metropolitan New York TV stations and the population is sufficiently varied so as to be indicative of total video set ownership.

Several reasons prompted Advertest to use the panel system, including: (1) The highly volatile composition of the TV audience; (2) the experimental nature of TV programming in the use of the new medium; and (3) the need for inexpensive drawing information that was accurate from this constantly changing audience.

Initial Panel

The initial panel consisted of 150 members who were selected from 463 prospects. Data in the report is based on information drawn from the first panel and corroborated by two others. The period of the report covered Sept. 20 to Oct. 17, 1948.

Panel members receive a questionnaire each week, on which they report all programs watched and the number watching. Special questions, to be answered by the respondent before returning the form, also are included. This has proved effective, Advertest reports, in recording the habit changes in the TV audience.

Set-owning families were found to average 3.65 members. Single people own only 1% of the sets with families of six or over having only 8%. Families of four were highest with 33% while families of two own 19%, three 26% and five 14%.

The table model set is found to be the most popular, accounting for 61% of the sets as opposed to 39% for consoles.

RCA leads the field in this survey with 36% of the sets while 31% of the sets are Philco. In third place is DuMont with 14%.

As of Nov. 1 it was reported that over 85% of all sets had been purchased within the last six months. Advertest found that 91% of the sets had been purchased within the last year. Set owners of 18 months or over accounted for only 3%.

As in other surveys, the Advertest report showed radio listening far below average in television homes. The average home reported it listened to the radio about 11 hours a week. A total of 69% reported they listened less than ten hours with 31% reporting more than ten hours.

The average radio listening for these TV owning families has decreased an average of 57% with 81% reporting their radio listening has decreased over 40%.

Movie attendance also has dropped for the families surveyed, with six out of every ten TV set owners indicating that they now see a great deal fewer movies since buying TV. Only one out of ten said that movie attendance remained the same.

Father Selects Programs

When it comes to who selects the programs, father still wears the pants. He reportedly selects the programs most often in 47% of the families. Mother gets her pick 25% of the time and the children get their say most often in 22% of the families. Guests and other people select the programs to be seen 6% of the time.

On the controversy of film or live entertainment, approximately one-third of the adult audience remained impartial, with a marked majority favoring live shows. A plurality of the children's audience, however, favors films. Of the total response 17% like film best, 46% like shows best and 37% like both equally well. A detailed breakdown indicates the following:

<table>
<thead>
<tr>
<th>WOMEN:</th>
<th>MEN:</th>
<th>CHILDREN:</th>
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<tbody>
<tr>
<td>like films</td>
<td>like films</td>
<td>like films</td>
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<tr>
<td>best</td>
<td>best</td>
<td>best</td>
</tr>
<tr>
<td>7%</td>
<td>8%</td>
<td>44%</td>
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<tr>
<td>like shows</td>
<td>like shows</td>
<td>like shows</td>
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<tr>
<td>best</td>
<td>best</td>
<td>best</td>
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<td>60%</td>
<td>61%</td>
<td>16%</td>
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<td>like both</td>
<td>like both</td>
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<tr>
<td>equally</td>
<td>equally</td>
<td>equally</td>
</tr>
<tr>
<td>33%</td>
<td>31%</td>
<td>40%</td>
</tr>
</tbody>
</table>

Those who like the films say they enjoy the excitement and diversification offered. Comments against films include "poor quality" and "old." Films were also indicated to take too much time.

Live Shows

Those who cast their vote for live shows gave such reasons as "not too long and good entertainment," "... top notch performers," "... original and educational."

As to the question of eye strain, 57% indicate it does occur. On this subject Advertest has this to say: "Many respondents listed stations on which eye strain occurs most frequently. It is noteworthy that all metropolitan stations were mentioned to a fairly equal degree. Therefore it is likely that such factors as make, screen size, antenna, installation etc. of the TV set are the chief causes of television eye strain."

"Old films" were named as the cause of eye strain by 36% of the set owners. Almost 15% said that it occurred in watching "ice hockey." Long periods of watching also accounted for eye strain with 40% indicating it occurs after three or more hours.

In giving an estimate of the number..."
BIG Christmas Greetings to you from the BIG Middle West. And in this BIG area the BIG station KFAB sends you BIG wishes for a BIG year to come.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE

BROADCASTING • Telecasting
WHAS "Star"

KENTUCKIANA'S
IROQUOIS AMPHITHEATRE
The World's Most Beautiful Outdoor Theatre
A CIVIC, NON-PROFIT ORGANIZATION

and therefore Selling

the only radio station SERVING all of the
Broadway legit box office had sagged badly... Road show business was also off... everywhere movie house grosses were fading.

It was a gloomy prospect for Kentuckiana's Iroquois Amphitheatre. Coming up was the 10th anniversary season of summer outdoor musical shows staged by this civic, non-profit organization of Louisville. Rising production costs demanded greater attendance—yet the theatre was in a slump.

WHAS stepped in to provide the answer. The Amphitheatre's promotional campaign was overhauled to give it more popular appeal. The ticket-selling story was woven into an entertaining musical broadcast with star vocalists, actors, chorus and studio orchestra. WHAS sold 25 Louisville firms on sharing the cost with the station. And for six weeks, "Music Under The Stars" took to the air—telling Louisville and Kentuckiana listeners of the Amphitheatre's summer attractions.

Text of letter to Victor A. Sholis, Director, WHAS, from James W. Henning, President, Louisville Park Theatrical Association.

"Our books have just been closed on our 1948 summer season. The results are extremely cheering to all of us on the board of the Iroquois Amphitheatre.

"Theatre box office receipts in general were down this summer. In the face of this prevailing situation, the paid attendance and receipts from ticket sales at the Amphitheatre this summer surpassed those of 1947.

"Much of this success must be credited to the new star salesman we had on our side this year—Station WHAS. It was a great job your staff did in producing this series of elaborate musical broadcasts. But it was an even greater job the WHAS programs did in promoting more business for our box office.

"Please convey our sincere thanks to everyone at the station."
Editorial

Santa Wears A Mask

CHARITABLE impulses are characteristic of this season, but it may be that recording companies have let their generosity exceed reason in presenting James C. Petrillo's union with $10 million.

The restoration of the AFM royalty agreement, with only those modifications required to comply with an inconvenient law, cannot be defended as good business practice. It was an arrangement conceived in a wartime economy, reared in a post-war inflation and revived, after a year of inactivity, to a state of such maturity that it will be difficult if not impossible ever to know it down.

The five-year contract will oblige record manufacturers to pay an estimated $2 million a year into a welfare fund whose purposes, however admirable, have implications beyond this instance. What happens when Mr. Petrillo calls upon broadcasters and telecasters for similar deals?

In restoring the royalty system the recording companies have agreed in return for new production after a year's lapse—a manifestly desirable objective—but they have also established a principle which may not be so easily obeyed in the event the current boom period is followed by anything approaching bust.

True, the royalty payments are in proportion to sales, but a diminution of sales volume would necessitate a greater profit per unit of sales. It would be then that the pinch of royalty payments would begin to be felt.

Transcription companies are by way of following the record makers in obedience to the royalty principle. A distressing question is: Who will be next? An even more distressing question is: Five years from now, how much?

FCC Pay Scale

This CONGRESS évé, as on similar occasions during the past dozen years, there's political lip-service about the plight of policy-level Government executives because of low pay. The average take-home pay is $10,000 a year—the identical pay provided for the old Federal Radio Commissioners 21 years ago.

If you're to believe the reports, Congress will take up salary increases as one of the first orders of business when it convenes two weeks hence. Non-policy-level employees, and indeed Congress itself, have been provided for with increases. On the FCC, department heads appointed by the commissioners draw more dollars than their bosses, named by the President, with the advice and consent of the Senate.

We have said harsh things about the FCC, this one and its predecessors—and meant them. But we have deplored the low scale as a deterrent in obtaining qualified men to serve on that increasingly important agency.

This Commission, we believe, is the best ever to serve as an overall group. We've seen them all. That is not to condone all that this FCC does or has done.

We can't conceive of a single voice in opposition to an increase to $16,500 for commissioners, and perhaps $17,500 for the chairman.

If Congress doesn't increase the schedules—and rather promptly—we suspect two and possibly more members of the FCC will resign.

Chairman Wayne Coy will probably find himself forced to leave without completing his term running until 1951. Comr. E. M. Webster, who sacrificed a $5,000-year retired pay as a Coast Guard commodore to accept the $10,000 FCC post (he can't draw his retired pay while working for the government) will have a decision to make when his term expires next June, if pay isn't increased by that time.

Comr. Robert F. James voluntarily relinquished a seat in Congress, which with pay and other benefits netted him more than double the FCC scale. Comr. Frieda Hennewick gave up a law practice, paying at least five times the FCC's per annum, to accept the FCC call.

Congress, having taken care of itself, and of the government masses, now should see to it that the handful in the highest echelon of civilian government are paid a livable wage commensurate with their stations.

Red Riding Hoax?

IS THERE Communist infiltration of radio?

Such charges are being made with greater frequency and intensity—particularly against network radio. Several affiliates have asked their networks to screen their talent and program staffs. The other day a station notified its network it will drop a particular program unless allegations of "Communist front" connections are disproved.

Much of the talk probably is irresponsible. But there should be no indifference or lethargy. Radio, after all, is the most direct and potent means of reaching the people.

Recently, Counterattack, publication of an organization which styles itself as using "facts to combat Communism," alleged that it had discovered Communists appearing on three of the biggest programs sponsored by three of the very large corporations in America.

It seems to us that the networks, which have the responsibility of clearing programs for their affiliates—the licensees—should screen personnel charged with program origination or production, just as the government now is requiring a loyalty check. Stations, as individual licensees, have the same responsibility. Those who may be Communists, or who lean that way, should be dismissed.

They who argue to the network and the station—not to the advertisers, the agency or the producer. Let's get the facts and take appropriate action, if action is needed.

Who Gets The Gate?

IN THE OPINION of a number of college athletic directors, television is going to do what neither snow nor rain nor chilly cement seats could do—keep the public away from football.

The proposal going to amend delegates to the Eastern College Athletic Conference meeting in New York last week portends a gloomy future for telecasters who hope to carry college sports. Unless telecasters, acting in unison, produce cogent reasons to change this opinion, they are likely to find their cameras barred from many stadia.

One network, NBC, was represented at the college meeting, and, as far as impartial observers could detect, the arguments failed to abate the fears of the athletic directors, who seem convinced that people won't make the effort to attend games in person if they can watch them in the comfort of their homes.

Plainly, no single network or station can stem the growing belief that television will kill the college sports gate. If telecasters want to continue to carry college games, they will have to act in concert and quickly to change the course of the prevailing winds.

Our Respect To

DON BERNARD

WHEN youthful Bernard Schweitzer was given a major part in the stage play "The Bad Man" back in 1923, the producer declared his name wasn't Spanish enough to carry the role. In fact it sounded anything but Spanish, so the young actor-singer was billed as Don Bernard.

It looked so good on that Chicago theatre marquee he has used it ever since.

But many of his other "credits" have passed under the bridge since those days when he did "two a day." Although on occasion his fine tenor voice is heard in song, he finds no time to engage in professional stage theatricals today.

Now headquartered in Hollywood, he is directing West Coast operations of the William Esty Co. In addition to his administrative duties, Don Bernard supervises production of NBC Screen Guild Players and The Jimmy Durante Show, both sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes).

With Delaware, Ohio, as birthplace and the date Aug. 19, 1902, he received his grade and high school education in that city. After school and during vacations he worked for his father, John J. Schweitzer, now a retired justice of the peace who then operated a wholesale cleaning and dyeing plant. Don drove a truck for his father. He also used it at night to pick up his "date."

Entering Ohio Wesleyan in fall of 1918, he majored in music. A violinist as well as singer, he played the lead in many a campus production. He also toured the hinterlands in light opera during summer vacations. He graduated in 1922 with a B.A. His next move was to Chicago.

He enrolled in Busch Conservatory of Music and Dramatic Arts, and at the same time secured a job as singer on KYW (now Philadelphia). This was the start of his radio career. On the station's inaugural program he was co-starred with Mary Garden, famed soprano of yesteryear.

Busy for the next two years, what with school and KYW assignments, Don Bernard also conducted a boys' choir at Holy Name Cathedral and oratorio and choral societies around Chicago.

To augment income he also worked for Balaban & Katz theatre chain as singer, playing three shows per day. It was five daily on Saturday and Sunday. He was lead tenor in many of the feature picture prologues.

With completion of his Chicago musical (Continued on page 38)

BROADCASTING • Telecasting
And a "Bagful" for You,

Mr. Advertiser!

These days in Texas, the wool crop is measured by the carload, instead of bagfuls. Texas is first among the states in sheep raising and wool production. And most of the annual yield is produced in the WOAI Daytime Primary Area*.

Add the cash return** from cattle, cotton, spinach - a few more in which Texas is first - and you have bulging pocketbooks ready and waiting for WOAI-advertised products.

In this prosperous territory, WOAI is the only single medium affording complete coverage. Think what that means in high homes per dollar - low cost per sale - and see your Petry man about availabilities, now.

*BMB 50% - 100% Counties
**Net Farm Income $255,821,000
© SM 1948 Survey of Buying Power

WOAI
San Antonio
NBC-50,000 W-CLEAR CHANNEL-TQN

Represented by EDWARD PETRY & CO., INC. - New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston
The patient, painted cigar-store Indian did a good job of bringing the people in, of distinguishing one store from all others...until everybody had a wooden Indian. Then somebody had to create some new characters to attract the customers.

It's like that in radio today. Everybody knows the job radio can do in calling the customers in. But who stands out "in front of your store" is still very important. It's got to be the right show.

That's why so many of the country's biggest and smartest advertisers are turning to CBS Package Programs. They've found it pays to have shows like Suspense, My Friend Irma, or Arthur Godfrey out there in front.

There are 21 sponsored CBS Package Shows on the air today—the largest operation of its kind in all radio. But it doesn't stop there. Right now, in work or on the air, are other shows, ranging the whole field of programming. Among them, very likely, is the show to stand in front of your store, and call the customers in.

(For instance, have you heard Life with Luigi? Or My Favorite Husband?)
JAMES M. MATHEWS, assistant manager of Carroll Broadcasting Co., licensee of WLBB Carrollton, Ga., has been appointed general manager. He succeeds JAMES C. VO-CALIS who resigned to enter business in Atlanta (Broadcasting, Oct. 25).

FREDERICK F. CLAIR has been appointed manager of WHJY Newport News, Va. In addition to his duties as manager Mr. Clair will be program and technical director.

RICHARD WILLIAMS, sales manager of KFRO Riverside, Calif., has been appointed manager of KFRO (FM), under construction at San Jose, Calif. KFRO is owned by Broadcasting Corp. of America, and KFRO is owned by FM Radio Corp. W. L. GLEESON is controlling stockholder in both corporations.

CHARLES S. YOUNG, general manager of KEX Portland, Ore., has been appointed to the Board of Regents of Multnomah College in Portland.

FRANK J. LYNCH, general manager of KKYE Oklahoma City, Okla., is the father of a girl, Linda Lou.

GRANT POLLOCK has resigned as sales manager of Los Angeles office, W. S. Grant Co., to become general manager of KVON Napa, Calif.

CHARLES B. PLATT, formerly manager of KTTC Vinton, Calif., has been appointed general manager of KOST Fresno, Calif. New station, owned by Baker Broadcasting Co., will go into operation about Feb. 1, with 1000 w on 1600 kc. Other announced staff includes PETE ONNICH, chief engineer.

ROGER PATRICK has been appointed general manager of KBUT Bozeman, Mont. Mr. Patrick was formerly program director at KYOS Bellingham, Wash., and before that announcer and weathercastor at KLAS Hollywood.

RILEY GIBSON, former manager of KREO Indio, Calif., has joined KOPP and KOPP-FM Odgen, Utah, as general manager.

MORTIMER W. LOEWI, executive assistant to the president of Allen and DuMont Laboratories, Passaic, N. J., has become associated with investment firm of Van Alstyne, Noel & Co., as a limited partner. Mr. Loewi is a member of New York Stock Exchange.

FRED B. BATE, assistant to WILLIAM F. BROOKS, NBC vice president, has been appointed night executive officer.

BENEDICT GIMBEL Jr., president and general manager of WIP and WIP-FM Philadelphia, has been appointed to board of directors of Junior Achievement Inc.

WILTON E. HALL, former U. S. Senator and owner and operator of WAIM and WCAC Anderson, S. C., has been selected chairman of committee seeking to build Hartwell Dam, at a cost of $80 million, on the Savannah River near Anderson.

KMPC-FM Hollywood has added two one-half hours to daily schedule. Station now broadcasts nine hours daily, seven days a week.


**PASSENGER TV**

**Transportation Aid Seen**

TELEVISION can go far toward relieving the problem of chronic passenger monotony and fatigue within the transportation industry, according to John W. Craig, vice president of Avco Mfg. Corp., Croxley Division, and Croxley general manager. Mr. Craig spoke last week before a joint luncheon meeting of the Ohio Valley Transportation Advisory Board, Cincinnati Traffic Club, Chamber of Commerce Forum and Board of Trade members.

Pointing out that experiments in railroad coaches and airplanes have already proven successful, the Croxley official said tests with motor car television in Philadelphia had shown the possibility of video as a passenger service aboard inter-city buses.

Mr. Craig scored the assumption that TV is progressing at radio's expense as "not borne out by the facts."

"A study of the radio industry shows that 14 million units would have been projected for this year, even had television not existed," he declared. "Obviously, there are few, if any, families which want television to the exclusion of the radio and phonograph. The three services complement each other, and will continue to do so for many years."

Ted Maxwell

TED MAXWELL, 49, veteran radio writer, producer, actor and head of Maxwell Productions, show packaging firm, died Dec. 8 in Culver City, Calif., following a long illness. Funeral services were held Dec. 10 from Hollywood Cemetery Chapel. He is survived by his wife, Bobbe Deane, radio actress.


MARSHALL HANKS

Had Texas Radio Interests

MARSHALL BERNARD HANKS, 64, president of Reporter Broadcasting Co., KRBC Abilene, Tex., licensed to die of a heart attack Dec. 12.

Mr. Hanks rose from carrier boy to publisher of the Abilene Report- er. His KRBC is the only station in that city.

He was associated with Houston Harte, of San Angelo, Tex., in ownership of other radio and newspaper properties in Texas. Stations in which Mr. Hanks had an interest, besides KRBC, were KTRN Wichita Falls, KRIS Corpus Christi, KPLT Paris and KBST Big Spring.

KBS ADDITIONS

Total Now 372 Outlets

KEYSTONE Broadcasting System last week announced the addition of 27 new affiliates. This brings the number of KBS affiliated outlets to 372, of which 298 are in one station markets.

The new stations and their locations are as follows:


EVANS ON LEAVE

First Vacation in 9 Years

PHIL EVANS, farm service director of KEMC-KFRM Kansas City, is on vacation which is news in Kansas City radio circles. Mr. Evans had not missed any of his scheduled farm service broadcasts since he joined KMBG Oct. 1, 1938 until he began a month's leave Dec. 12. He had appeared on 8,480 broadcasts.

Mr. Evans with KEMC by presenting one morning and two noon Mon.-Fri. programs, one Saturday show and one regular night-time feature. When KMBG's affiliate, KFRM, took the air Dec. 7, 1947, Mr. Evans added several daily features on that station. In addition, he has made many personal appearances at farm meetings, fairs and other public functions connected with agriculture.

WBEM Chicago's documentary series, formerly titled That Men May Live, has returned to the air as To Be Continued. A weekly public service feature, the series is 15 years old.
NOW 5000 WATTS

More than 199,000 stout Kansan hearts beat to the tempo of the Wichita opus. It costs you less per unit to sell the Wichita market because Wichita People are quicker to sense the relationship of quality to value—they're quick to buy because employment continues at top levels in the oil industry, agriculture, manufacturing, and livestock raising—the BIG 4 contributors to steady business everyday in this vital heart of Kansas. Nearly everybody has a hand in Wichita's financial wealth, the extent of which is indicated by check clearings through Wichita banks, amounting to over $1,350,000,000.00 for the first half of 1948. Reach this rich market through KANS, the station with a place in every Wichitan's heart!

5000 WATTS DAY • 1000 WATTS NIGHT

Represented by TAYLOR-BORROFF and CO., INC.
ROBERT MANBY, former manager of WONX Hartford, Conn., has joined Yankee Network, Boston, where he will handle Trans-Radio operations.

ALEX KESE will rejoin WFAA Dallas, on Jan. 1, 1948, as regional sales director. Mr. Tese was with WFAA until four years ago when he joined Taylor - Howe - Snowden, now Taylor - Borroff Inc., Dallas representative firm.

MAITLAND JORDAN, previously station manager at KJR Seattle, has been appointed national sales manager for station. DON REED, former editor of Alaska Life, takes over Mr. Jordan's post of promotion manager.

KENNETH M. CURTO has been appointed local sales manager for WPGF Providence, R.I. He has been with the station for nine years.

JOHN D. GALE, account executive of Paul H. Raymer Co., Los Angeles radio representative, for past two years, replaces LESTER AX, resigned, as manager of office.

NIELSEN INDEX

43 Sign in One Month

"CONFIDENCE of leading businessmen in the value of marketing research" is reflected in the increased sales of its index services, the A. C. Nielsen Co., Chicago, reports.

In the month following Election Day, when market research reaction plummeted, 43 new contracts, representing newspapers, magazines or any interested persons in key cities, were signed at the firm's Chicago headquarters. This exceeds new business receipts for "any previous month" in Nielsen's 25-year history.

"Individual contracts range in value from a few thousand dollars to more than $100,000. Most of the commitments cover two or three-year minimum periods for food, drug, radio and consumer index services.

Reynolds Takes Bowl

THE ANNUAL New Year's Day Cotton Bowl football classic at Dallas, featuring this year a clash between Southern Methodist and Oregon U., will be broadcast via MBS. The R. J. Reynolds Tobacco Co., Winston-Salem, N.C., will sponsor the play-by-play, the ninth consecutive exclusive MBS airing of the classic. Wm. Esty & Co., New York, is the Reynolds agency.

DON L. CHAPIN has joined sales staff of WLWT (TV) Cincinnati. He was formerly head of sales at WIMA Lima, Ohio.

HARRISON W. MOORE Jr, has been appointed commercial manager of WBSM (FM) New Bedford, Mass. Station will take air in January 1949.

ROY S. SINOR has resigned as regional sales manager for KROU Brawley, KUCB Blythe and KREO Indio, all California, to join KOPP and KOPP-FM Ogden, Utah, as national sales manager.

JOE MILLER, former commercial manager at KTTO San Bernardino, Calif., has joined sales staff of KSJD San Diego.

ARTHUR H. BERG, former radio program director at MacFarland, Ave- yard & Co., Chicago, has joined sales staff of WGN-TV Chicago.

FOR JOE & Co., Chicago, has moved its offices from 350 N. Michigan Ave. to 258 N. LaSalle St., Suite 1119.

JAMES R. CONNOLLY continues as manager of office.

DULUTH IN BOWL 5 Sponsors for Big Game

FIVE Duluth, Minn., business concerns sponsored a direct-wire play-by-play broadcast of the Little Rose Bowl football classic Dec. 11 featuring Duluth Junior College and Compton College on KDAL Duluth. The game was played at Pasadena, Calif., and Don Dahl, KDAL sports announcer, gave the running account. Sponsoring firms include Andersen-Ryan Coffee Co., the Duluth Clearing House Assn., Duluth, Mesabi and Iro- Range Railroad, Minnesota Power & Light Co. and the Coolerator Co.

Big community-wide promotional effort preceded the selection of the Duluth college as one of the Little Rose Bowl competitors this year. Duluth stations KDAL WREX WDSM WEBC, newspapers and civic groups helped to raise the $8,400 contributed by residents of the Duluth-Superior area to win a Little Rose Bowl bid for the college and to send the team to Pasadena.

A prime mover in the promotional campaign was Mr. Dahl, who made extensive use of the KDAL mobile sound truck for the "On to Pasadena" drive. Duluth got its Little Rose Bowl bid after winning the North Junior College Conference championship for the third consecutive year.

THE FIRST ENTRY for a 1948 George Foster Peabody Radio Award in the field of public service by a local station has been submitted by WDSR Lake City, Fla., Dean John E. Drewry of U. of Georgia's Henry Grady School of Journalism announced.

Owen W. Parnacott, WDSR program director, indicated the entry was based on the station's activity in promoting a community recreational and camping program for Lake City's children.

The awards are presented annually to radio stations and programs having made outstanding achievements in the various fields of broadcasting activity. The total number of prizes was raised this year to eight, with the addition of an award for the most outstanding program promoting international understanding.

Other Awards

Other prizes will be presented to the program or series by a regional station making an exceptional contribution to the welfare of the community or region the station serves; the program or program series by a local outlet making a similar contribution to its community; outstanding reporting and interpreting of news, entertainment in drama; entertainment in music, educational program and children's program.

"Listening post" committees of prominent citizens in key cities, have been keeping records of accomplishment and are preparing their recommendations for final consideration. Recommendations may also be made by stations, networks, radio editors of newspapers or magazines or any interested person or organization.

The awards presented each spring at a New York City meeting of radio stars and executives, are administered by the Henry W. Grady School of Journalism.

Transcriptions, scripts and general information should be sent to Dean Drewry at the university's school of journalism. Deadline for entries is Jan. 8, 1949.

WNBC Award

(See Radiorama, page 38)

FOR LAUNCHING National Youth Month last September with an all-day "Salute to Youth," WNBC New York has been awarded a citation by the National Conference on the Prevention and Control of Juvenile Delinquency. Citation was presented to Thomas B. McFadden, station manager, by G. Howland Shaw, chairman of the conference, at a symposium at Washington's Mayflower Hotel. An album of transcripts of the program, was presented by Mr. McFadden to President Truman.
Video Report
(Continued from page 51)

tegration as it does on what is seen or heard.”

Discussing television spot announcements, the report states:

“The one-minute announcement of the new football sta- tion would give the stations the opportuni- ty to do a strong selling job both, like its counterpart in radio, the placing of these spots in juxtaposition to a good program is becoming difficult.

“Most stations now limit spot announce- ments to 20- or 30-seconds during the prime viewing hours of 7:30-10:30 p.m. With the growth of TV network operations, the 20-second announce- ment is obviously going to offer the greater audience availa-

bility.

“Many advertisers are now pro- ducing spots so arranged that they may be adapted to 20-, 30-, or 60-

second versions. The successful production of commercial spots of only 20-seconds length is going to impose hard work and keen judg-

ment on the part of advertisers and their agencies. As a matter of fact, it is questionable whether some products lend themselves to this brief form.

20-Second Spot

“Many stations sell the 20-sec- ond station break spots only as a so-called ‘service spot’—that is, either time or weather. Unless the advertiser’s product is defini-

tively tied up with time or weather, this can be a little absurd—and is tolerat-

ed by the advertiser in order to get the spot.

“Just why some stations have established this absurd restriction is unknown, unless it is a thin excuse to allow chain breaks, when radio (particularly networks) has been so vehement in its denuncia-

tion of the ‘parasitical spots’.”

What to do about programs is still the major problem for the advertiser in television as it was last year, the agency points out in introducing a section of its report devoted to programs.

This section discusses the growing popularity of studio programs, particularly of variety shows which have gone ahead rapidly since the dropping of the AFM ban on the use of live musicians on television, and the changes during 1948 in sports, news, audience participation and service pro-

grams, as well as in the use of motion pictures in television.

The 1948 report on television also gives the latest statistics on the number and distribution of video stations and receivers, the TV network situation and outlook, the number and types of advertisers using this new medium and an analysis of facilities costs. It concludes with a look at ultrafax, which, it says, “may well combine with regular television to upset all our present day methods of distributing printed matter—
including advertising copy.”

DURR’S NEW ROLE

Appears Before FCC as ACA Attorney

CLIFFORD J. DURR, former FCC member, made his first Commis-

sion appearance as a private attor-

ney last Wednesday, but withdrew after oppos-

ing counsel protested.

He appeared as an attorney for the American Communications Assn. (CIO). The hearing was FCC’s investiga-

tion of a merger of operations of the American Cable & Radio Corp. Mr. Durr came armed with an FCC waiver of its rule prohib-

iting former members to appear for two years in any case they handled while on the Commission.

But James A. Kennedy, AC&R attorney, objected to his partici-

pation on grounds that the case had its inception while Mr. Durr was on the Commission.

Mr. Durr contended he had never taken a position on the case during his commission-ship, and, in effec-

t, that it didn’t actually become a “case” until after he left, since the Commission did not call the hearing until after his term ex-
pired last June 30.

He said he saw nothing im-

proper in his participation and that, further, he had been given advance approval by Edward K.

Wheeler, partner and son of Burton K. Wheeler, counsel for AC&R’s parent company, Inter- national Telephone & Telegraph Corp.

Comr. Paul A. Walker, presiding, ruled that Mr. Durr was pro-

perly in the case; but Mr. Durr, saying he wished to avoid any possibility of embarrassing the Commission by remaining, with-

drew voluntarily.

College TV Series

BELIEVED to be the first weekly video series by an American university, The Johns Hopkins Science Review, was inaugurated on CBS TV last Friday, 9-9:30 p.m. The programs, presenting scientific lab-

oratory demonstrations, are tele-

cast over the network via WMAR-

TV Baltimore. The series will not be aired on Christmas or New Year’s eves.

KMLB

M O N R O E, L O U I S I A N A

* T A Y L O R - B O R R O F F & C O., I n c .

National Representatives

* American Broadcasting Co.

5000 Watts Day * 1000 Watts Night

HAS MORE LISTENERS IN NORTHEASTERN LOUISIANA THAN ALL OTHER STATIONS COMBINED

HERE the music is both sweet and hot. KMLB serves a 223

million dollar market encompass-

ing 97,410 radio homes—all within KMLB’s one

milevolt contour.

This area includes 17 parishes in

Northeastern Louisiana and 3 coun-

ties in Arkansas.—And when it comes to radio listening,

the important thing to know is that KMLB is the

TUNED-IN station in these parts.

Know how they do it in Monroe?
FM DELETIONS
Four Get FCC Approval

FOUR FM stations were granted del...
FM GRANTS
29 Actions Taken by FCC

NINE FM construction permits, eight of them Class B station permits, were granted Dec. 15, by the FCC en banc.

The Commission also granted FM CPs to seven outlets, in lieu of previous conditions, and suspended FM CPs to five existing stations.

The Commission adopted an order setting aside its Class B conditional grant to WRDW-FM Augusta, Ga., the subject to the condition that the antenna site and construction be approved by the CAA. The application, FCC said, was dismissed for failure of prosecution. The assignment for WRDW-FM was Channel 254 (98.7 mc) with effective radiated power of 20 kw.

CPs Issued
FM construction permits issued and facilities were:


WKRK, Waukegan Broadcasting Corp., Waukegan, Ill.—Class B, Channel 224 (87.2 mc), ERP 1 kw, antenna 300 ft., conditions.

KCON, Continental Broadcasting Co., Atlantic City, N. J.—Class B, Channel 250 (106.5 mc), ERP 20 kw, antenna 200 ft., conditions.


WCDP-FM, Seripos-Howard Radio Inc., Circleville, Ohio—Class B, Channel 250 (105.1 mc), ERP 10 kw, antenna 650 ft., conditions.

KBMA, First Baptist Church of Beaumont, Beaumont, Tex.—Class B, Channel 300 (107.8 mc), ERP 2.9 kw, antenna 300 ft., conditions.

KBKU, Buckner Orphans Home, Dallas, Tex.—Class B, Channel 300 (107.9 mc), ERP 3 kw, antenna 300 ft., conditions.

KESB, San Antonio Baptist Assn., San Antonio, Tex.—Class B, Channel 250 (105.7 mc), ERP 2.8 kw, antenna 370 ft., conditions.

The following stations were granted the indicated changes over previous conditions:

KFAC-FM Los Angeles.—To change power from 270 kw to 58 kw and antenna from 2,700 ft. to 1,700 ft., old expiration date, Dec. 31, 1949.

WWN Wabash, Ind.—To change power from 21 kw to 25 kw and antenna from 360 to 320 ft.

WROK Rockford, Ill.—To change power from 17 to 18 kw and antenna from 1,000 to 600 ft.

KWOW Omaha, Neb.—To change power from 42 to 81 kw and antenna from 550 to 540 ft.

WIDL Allentown, N. Y.—To change antenna from 800 to 830 ft.

WHFA-AM Racine, Wis.—To change power from 2.1 to 9.4 kw and antenna from 130 to 190 ft.

WAUX-FM Waukecha, Wis.—To change power from 190 to 325 kw.

New construction permits to replace expired permits were issued to the following:


WPRG-AM, Directors of the Chicago Theological Seminary, Chicago.—Channel 222 (177 mc), ERP 1 kw, until April 14, 1949; old expiration date, April 14, 1949.

KOPP-FM, James B. Littlejohn, Owner, Channel 250 (106.5 mc), ERP 1 kw, until Feb. 12, 1949; old expiration date, Sept. 1, 1944.

WMUL-FM, Owensboro, Ky.—Channel 222 (177 mc), ERP 3 kw, until April 24, 1949; old expiration date, Oct. 24, 1948.

KAAU-FM, Monetta Bay Broadcasting Co., Santa Cruz, Calif.—Channel 223 (176 mc), ERP 3.4, until April 24, 1949; old expiration date, Oct. 24, 1948.

BROADCASTING  •  Teletasking

STATION SALES
Four Ask Approval

SALE of WTRR Sanford, Fla., by James S. Rivers to Myron A. Reck for $50,000 was disclosed last week in application filed with FCC for approval. Mr. Rivers desires to devote full time to his WMJM Ordele, Ga. Mr. Reck was formerly with WCFL Chicago.

Approval of the Commission also is sought for transfers involving WHOL Allentown, Pa.; WCNU Owingsboro, Ky., and WOOF Dothan, Ala. Details of the transactions follow:

WTRR Sanford, Fla.—Assignment of license from James S. Rivers to Myron A. Reck for $50,000 as Station WTRR for $50,000. Mr. Rivers wishes to devote full time to his other station, WMJM Ordele, Ga. Mr. Reck with Home Broadcasting Co. also has received fulltime consent to purchase WXXI, Peoria, Ill., but deal was not consummated, application said. Mr. Reck formerly had been with WCFL Chicago. WTRR is assigned 250 kw on 1400 kc, fulltime.

WHOL Allentown, Pa.—Request of control of George D. Gartland, national executive secretary, CAA, as owner and controller of WMJM Ordele, Ga., by FCC said, was dismissed with fulltime cause. WMJM formerly relinquished. New owner was also understood to retain rights to scripts that they formerly relinquished. It is understood that the writers were won contacts in this direction.

Next step after putting the terms down in writing will be to submit the drafts to members on both sides for ratification.

STUDIOS of KTUC Tucson, Ariz., receive a face lifting with the addition of an eight-foot Bulletin clock to the roof. Station held a cocktail party to dedicate the timepiece, inviting all the Bulova dealers in Tucson. Clock was unveiled and turned on by Tucson's Mayor Houston.

POLK SUCCESSOR

Kendrick is Named by CBS

ALEXANDER KENDRICK has been appointed Near East correspondent for CBS, with headquarters in Ankara. He succeeds the late George Polk.

Mr. Polk's death, and its mysterious circumstances, is still being investigated by American and Greek authorities. Winston Burdett and John Secordari, CBS newsmen, are also continuing the independent investigation instigated by the network.

Veteran newsmen and radio reporter, Mr. Kendrick has been CBS's Vienna correspondent for the last several months.

RADIO WRITERS
Freelance Pact Reached

DISCUSSIONS to reach a contract for the first time for freelance radio writers have been successfully concluded except for a few minor details, according to a joint statement by Austin M. Fischer, chairman of the management committee, and Roy Langham, national executive secretary of the Radio Writers Guild.

The industry committee represented advertising agencies, independent producers, and sponsors. Important details of the agreements, which are expected to take about a month to draft, will be the same for the various industry segments represented.

The agreements verbally reached are said to cover rights, and minimum fees. Biggest hurdle to be cleared was the question of whether the writers would be permitted to retain rights to their scripts which they formerly relinquished. It is understood that the writers won concessions in this direction.

Local residents with a buying power 'way above the average... visitors from everywhere...retail sales that are holding their own...and, increased employment over a year ago...these are the factors that make Florida's lower east coast its No. 1 market! And, we have the listeners, too...just check B. M. and Hooper!'

THE RIGHTFUL owner of a bucket of Uncle Sam's currency, found by an elderly Missouri hunter, can regain same by contacting Charley Stookey, farm editor for KXOK St. Louis.

After discovering the money, which included some $50 bills, in a pile of driftwood near the mouth of the Missouri River, the hunter, Fritz Boedefeld, wrote a letter to Mr. Stookey asking him to locate the owner. Mr. Boedefeld, however, is making sure that only the real owner gets the bucket and its contents, which is enough to represent someone's life savings. He is using the quiz program idea to locate the owner.

If anyone wants to prove that he is the rightful owner, four questions must be answered: "How much money is in the bucket?"
"What kind of string was used to tie up the rolls of bills?"
"What town was the newspaper they were wrapped in printed?"
"What color is the inside of the bucket painted?"

Mr. Boedefeld has deposited the money in a bank for safe keeping until one of Mr. Stookey's listeners can come up with the correct answer to his quiz.

THE WINNING HAND

5 WATTS • 610 KC • NBC

All WIOD-AM programs are duplicated on WIOD-FM without extra cost to advertisers

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STOOKEY'S QUIZ

Winner Gets Money Bucket
FM PROMOTION

FM Lays Plans For 1949


An FMA board member, Mr. Dillard said the board had adopted a flexible 1949 budget permitting use of more funds for promotion, with a reserve fund established.

"FMA must get to the public," Mr. Dillard said, pointing to the 3,000,000-plus FM receivers in listeners hands. Among promotional measures will be local campaigns by stations as well as national drives. He said FM has been sold as a technical medium, and now must be sold as a business medium.

Cordial Relations

Mr. Dillard, also a member of the NAB board representing FM stations, foresees cordial relations between the two associations, with NAB doing the overall industry job and FMA serving strictly as a promotional agency. No negotiations for merger have been held as in the case of NAB and Television Broadcasters Assn., he said, in discussing relations of the two associations, but the two groups are coordinating better.

Members of the Inland press group are forming a committee to discuss FM promotion with FMA, following the two-day Chicago meeting. Member IDPA members have said that newspapers have been in existence for hundreds of years but are still promoting extensively. They pointed out that advertising business organization must keep on promoting.

William E. Ware, FMA president, who called the joint meeting, staged a demonstration of program service of Western FM Network. The network's inaugural program was fed to the Chicago meeting via WEAW Evanston, with each station along the route signing off in order.

Mr. Ware complained that AT&T refused to lease a segment of long line to plug a gap in the rebroadcast relay used by Western, claiming the company insisted he use land lines for the whole network if it desired the link. The FMA board directed Leonard H. Marks, general counsel, to investigate and take "appropriate action."

The board adopted unanimously a resolution opposing merger with any other organization. Text of the resolution follows:

WHEREAS there exists a continuing need for a strong promotional organization to further the specific interests of FM broadcasting, and
WHEREAS this need brought about the formation of the FM Association, now therefore
BE IT RESOLVED that the FM Association Board of Directors go on record in favor of expanding the promotional activities of the Association, and
BE IT FURTHER RESOLVED that the Board unanimously oppose any merger with any other organization.

Resolution to FCC

Another resolution instructed Mr. Marks to prepare a resolution for the FCC rectifying FMA's stand in favor of granting low-power FM stations to church groups, using the present 88-92 mc educational band. Named to the FMA budget committee were Ben Streue, WWDC-FM Washington, chairman; Frank A. Gunther, REL New York; David G. Taft, WCTS Cincinnati; Edward Wheeler, WEAW.

Among speakers at the joint meeting were Edwin H. Armstrong, inventor of FM; Frank E. Pellegrin, national sales manager of Transit Radio and R. E. Lindgren, president of Store Broadcasting Service, Chicago.

In explaining his plan to compete with wired music services through FM, Mr. Lindgren drew objections from some of the FM broadcasters who objected to omission of commercial by use of supersonic devices on sets in public places. Several observed that their main purpose is to reach as many listeners as possible with sponsors' messages.

PRE-CHRISTMAS

England Greets via NBC

PREMATURE but sincere Christmas greetings from the Atlantic to England to America Sunday via NBC coast-to-coast.

Last month Mr. and Mrs. Arthur Butler of London addressed a letter to "NBC—USA," asking the network to forward their good wishes to American soldiers whom they entertained during the war in their British home. They asked also that "Auld Lang Syne" be played.

L. E. Showerman, NBC vice president in charge of the Central Division, who received the letter, directed that the song be aired last Sunday on Dave Garroway's program (10:30 p.m. CST).

Joseph Galluccio and his orchestra played the music, Mr. Garroway (a Navy veteran) read the Butler's letter, and a transcription of the show was sent to the couple as a return greeting.

ADDRESS delivered by Col. Robert R. McCormick, editor and publisher of the Chicago Tribune, on the Nov. 6 Chicago Theatre of the Air and WGN Chicago and Mutual will become a part of the permanent records of the Class of 1949 of the U. S. Naval Academy. Entitled "Take Her Down!", the speech cited three naval officers who died on duty.

AMARILLO

WHAT'S A FEW MILES BETWEEN MARKETS—PLENTY! when the next biggest is 122 miles away

Amarillo is 122 miles from the $500 million Lubbock area. Fort Worth 290... El Paso 380. In Texas distances are vast, community interest strong. It takes KCBD — programmed for the South Plains folks — to sell this 30-county area. More local merchants use KCBD than use the other two stations combined. It sells in the South Plains.

KCBD

1000 WATTS UNLIMITED
LUBBOCK, TEXAS
Joe H. Bryant, Gen. Mgr.
A Mutual Station
Rep. by JOHN E. PEARSON CO.

CBS NEWSCAST for Proctor & Gamble Co. takes on father-and-son touch as Lowell Thomas Jr. (1) is interviewed by his famous Dad, Lowell Sr. Broadcast afforded one of the rare occasions the two Thomases have been photographed together. Lowell Jr. is a world traveler in his own right.

SERVICE BIDS

Contract Costs Revised

A NEW SECTION of the Armed Services Procurement Regulation, dealing with allowable costs in cost type contracts for the Army, Navy and Air Force has been adopted by the three departments after coordination by the Munitions Board, it was announced last Wednesday.

Developed by the Armed Services Audit Coordination Committee, headed by Rear Admiral Frank Baldwin, the new section is based upon the principle that reasonable and necessary costs of performance should be allowed.

Among the four major items now permissible, but previously not allowable in computing contract costs, is advertising in trade and technical journals.

Admiral Baldwin described the new section as "a little more favorable to advertising than it was during World War II." He said that none of the advertising benefits allowable during the last war had been lost.

The section does not apply to general competitive bid contracts. It becomes mandatory on Feb. 1, 1949, for all cost-plus contracts, for which radio advertising was not allowed during World War II, Admiral Baldwin said.

Adoption of the section is described as a further step in the development of uniform procurement regulations for all three departments, officials explained.

Taishoff Speaks

REGULAR meeting of the Chicago Radio Management Club Dec. 15 was highlighted by an address by Sol Taishoff, editor and publisher of Broadcasting. Mr. Taishoff spoke on "Radio—Horizons Unlimited." Largest turnout in the history of the club was reported.

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WEATHER FAX

FIRST transmission via facsimile of an official U. S. weather map, was made last Monday night by WGHF-FM New York. Establishing what it hopes will continue as a regular public service feature, the FM station, in cooperation with the U. S. Weather Bureau, will transmit the maps daily at 5:55 a.m. and 9:35 p.m.

Monday night’s broadcast was recorded in the offices of the New York City Board of Transportation, the first organization to make official use of the service. The station, owned by Capt. William G. H. Finch, USNR, will also interrupt by signal regular FM broadcasts to present special facsimile bulletins and maps when conditions so necessitate.

According to Capt. Finch, interest has already been expressed in possible sponsorship of the weather map broadcasts which can be of considerable aid to transportation companies, common carriers, shipping outfits and farmers in the Rural (FM) Radio Network area, which also receives the service.

Later, Capt. Finch hopes to transmit the maps via multiplex, so that voice and pictures are sent simultaneously, and those with FM receivers, as well as facsimile recorders, will receive a complete oral report, without interruption of FM service.

Capt. Finch, designer of the Weathertax, an adaptation of the original facsimile, said to be more effective in recording such pictures as weather maps and similar charts, explained that such reports will be received by facsimile machines of any type.

Transportation officials in New York said that the facsimile system would be used to maintain a more effective co-ordination between the weather bureau and the transit system, in an effort to avoid emergencies like those that resulted from the snowstorm of last Dec. 26.

If weather transmission by facsimile proves successful, the system may be installed throughout the transit system for transmission of messages of various types.

The facsimile weather service is also planned for Chicago. [Broadcasting, Nov. 15.]

IRE 1949 MEET
March 7-10 in New York

THE INSTITUTE of Radio Engineers will hold its 1949 national convention March 7 to 10, 1949, at New York’s Hotel Commodore and Grand Central Palace.

“Radio Electromics—Servant of Mankind” will be the theme of the technical sessions, social events and manufacturers’ exhibits.

Every aspect of electronics, including studies of nuclear energy, ion, radar, aural radio and television, will be discussed as well as many new developments as yet unknown to the layman.

Conclave will be launched by a get-together cocktail party, a luncheon to honor the IRE’s incoming president, Stuart L. Bailey, and the annual banquet, at which the 81 members newly elevated to the fellowship will be welcomed.

STAFFERS BLEED
CBS Forms Blood Bank

CBS is really getting blood from its hard-working staff members. On Wednesday, Dec. 15, a blood reserve system for its own personnel and their families got underway.

In cooperation with the Red Cross, a Columbia blood bank is being collected to which all members of the organization are being urged to contribute.

The Red Cross mobile unit was at Studio 3, 21st floor, CBS Bldg., at 245 Madison Ave., 11 a.m.-4 p.m. Wednesday. The bank will be re-supplied after a year.

WAR RADIO BAN
Unlikely Under NSRB Plan

THE EMERGENCY powers law recommended by the National Security Resources Board to President Truman Dec. 10 does not preclude a war muzzle for the nation’s radio industry and press, an informed source revealed last week.

A section on censorship of communications calls for mandatory censorship only of transmissions to or from this country. Domestically, the World War II voluntary censorship system would be in force for radio stations, newspapers and publications, according to authoritative reports.

An outline of eight reports on legislation required to install the 20-point program was orally presented to President Truman and Cabinet members at an earlier date than had been originally intended. [Broadcasting, Dec. 15.]

The war muzzle has been regarded in official circles as a tribute to NSRB Chairman Arthur M. Hill, whose resignation became effective last Wednesday.

Mr. Hill during his service on the board was on leave of absence from his position as chairman of the executive committee and director of the Greyhound Corp. He learned the day before the program was presented at the White House that he had been elected a director of the International Telephone & Telegraph Corp.

John R. Steelman, Presidential advisor, has been named acting director of NSRB until a permanent appointment is made by President Truman.

NSRB proposals will be presented in written form to the President early in January. If the recommendations are accepted, President Truman will seek Congressional approval of them.

The program includes many measures on the books during World War II. The bulk of these were repealed in the postwar period.

The basic aim is to reinstall these legislative measures, such as priorities, so that they will be in effect when and if an emergency occurs.

WNAG GRENADE
Construction Work Begun

CONSTRUCTION has begun on WNAG Grenada, Miss., and is expected to be completed within 60 days. An affiliate of Mid-South Network, it will operate with 250 w unlimited on 1490 kc. Licensee is Birney Imes Jr., of Columbus, Miss.

Studios, offices and transmitting plant will be on the ground floor of Grenada’s Hotel Barwin. The station will use RCA equipment and will be affiliated with MBS and the Keystone Broadcasting System as well as Mid-South.

Station manager is Monroe Looney, a member of Mid-South’s engineering staff for eight years. His wife, Barbara Looney, will handle traffic and secretarial work.

Reproduction of map sent by Fax.

BROADCASTING • Telecasting

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Now! Direct Publisher-to-Station Service
in Tailored Radio Picture Albums

Direct Publisher to Station Service

Albums created especially for your station available at no cost to you...

Write or phone today... exclusive rights to only one station in each city.

Phone 4-3282

DuMont

(Continued from page 21)

plications as proposed—two filed by DuMont and three by Paramount—would ease the competition for already scarce channels in four of the five cities involved, although hearings would still be necessary in three. Applications which were denied under FCC's proposal:

Paramount Television Productions' bid for San Francisco (where there are four other applicants for two channels and the hearing has already been completed); United Detroit Theatres in Detroit (one channel, one other application, hearing completed); New England Theatres in Boston (seven other applications, one channel); and Allen B. DuMont Labs in Cleveland (four other applications, two channels) and in Cincinnati (one channel, no other applications).

The Commission did not undertake to rule whether Paramount controls Gulf State Theatres, listed as a 100% subsidiary in which it is seeking a television grant at Tampa; Tri-State Meredith Broadcasting Co., a Des Moines applicant which is half owned by Paramount; and Inter-State Circuits Inc., a withdrawing applicant for Dallas, also half owned by the motion firm. The question of control of these companies was not at issue in the hearing. But observers felt the Commission would act promptly when and if its proposed decision on the Paramount-DuMont question is made final.

The proposed decision upholds an earlier opinion issued by the Commission holding that DuMont is under Paramount control [BROADCASTING, Dec. 23, 1946], but goes more exhaustively into the question. "The record in the instant case," FCC said, "move amply supports the conclusion previously reached." The decision continues:

When, as here, the stock of a corporation is widely distributed in small amounts among some 8,500 stockholders and when one, and only one, of these stockholders has the right to exercise veto power over actions requiring the approval of the stockholders; it is the absolute right to select a minimum of three of the eight directors and four of the six officers of the corporation; when its nominees have control of the books and records; . . . and must give their written approval before monies can be paid out or contracts requiring the payment of money executed or effective; and where this pattern of operation cannot be changed without that stockholder's approval, then no other conclusion is possible than that this stockholder exercises control over the corporation . . . .

"No Merit"

The decision found "no merit" in Paramount's argument that it has never exercised control over DuMont. Nor did FCC consider it "decisive" that "thus far Paramount has not interfered with the day-to-day manufacturing and broadcasting activities of DuMont." "Control," the decision held, "exists if the right or power to control is present, and it is not necessary that the right or power be exercised." Further, the decision said:

The fact is that Paramount can and has exerted its authority and influence upon the activities of DuMont as clearly as the corporate policy, and the facts are in the record as to what has occurred in connection with the operations of Paramount. For example, did it not happen that to force approval of officers of the DuMont application for a television station in Boston the Commission determined that it desired to serve this market?

And further:

The fact is that Paramount has been able to force upon DuMont the formation of corporate operations which it employs with its other subsidiaries is proof enough of its actual control over the latter corporation. Nor have the Paramount officers who serve as officers and directors of DuMont failed to fully exercise their responsibilities under the pattern of Paramount operations.

As long as Paramount remains the holder of all of the Class B stock of the corporation and the second largest block of Class A stock and possesses the rights which flow from such stock ownership, it does control DuMont within the contemplation of Sec. 3.600 (multiple-ownership rules).

The only dissenting vote on the Commission was cast by Comr. Robert F. Jones, and his objection was directed solely to the proposed decision of the Paramount-DuMont applications. In that respect he said he thought the Commission was "unnecessarily harsh."

Comr. Jones felt Paramount should be given a chance to sell, if it wishes, its interests in the subsidiary firms and in DuMont, "so that the applications involved could be given comparative consideration."

Comra. Rosel H. Hyde and George E. Sterling did not participate in the decision.

Paramount officials concededly have considered selling the film company's DuMont interests—at a price of about $10 million, according to FCC's findings. But the question has not been submitted to the Paramount board of directors.

Paul Raibourn, Paramount vice president in charge of television, who also is treasurer of DuMont, testified during the hearings that personally he thought Paramount would be willing to accept television grants to its subsidiaries upon condition that the DuMont interest be sold. But he thought such a condition would be acceptable only if Paramount were allowed an exclusive period in which to sell, not a mere 60 or 90 days.

Among those mentioned as prospective purchasers have been A VCO Mfg. Corp. and CBS [BROADCASTING, Feb. 9]. AVCO's Crosley Broadcasting Corp. currently has three TV stations—WLWT Cincinnati, WLWC Columbus, WLWD Dayton—and is seeking to buy WHAS Louisville, including WHAS-TV. Presumably it would have to dispose of one if it acquired the Paramount interest and if the interference continued to be regarded as control. CBS has only one wholly owned television outlet—WCBS-TV New York—but has bought WBTB Waltham, Mass., subject to FCC approval, and has a 49% interest in KTV Los Angeles.

Dr. Allen B. DuMont, president of DuMont labs, and owner of the largest block of Class A stock (5.5%), also is considered a potential purchaser of the Paramount interest, perhaps in conjunction with some other associates. He has said lately that the company is not for sale [BROADCASTING, Feb. 9].

Holder Since 1938

Paramount has been a DuMont stockholder since July 1938. As sole owner of Class B stock, it has the right to elect the secretary, assistant secretary, treasurer, assistant treasurer, and three of the eight directors of the company. No corporate action requiring the approval of the stockholders may be authorized without the affirmative vote of a majority of the Class A and Class B stockholders, voting separately.

In addition, FCC's decision noted, Paramount has a voice in the election of the president, vice president, and five of the eight directors, who are also Class A stockholders. Unless specifically authorized by the directors, company checks must bear two signatures: That of the president or vice president (named by Class A stockholders).

Ridge Picked Truman

MAJ. EDNEY RIDGE, president and general manager of WBIG Greensboro, N. C., "called the Truman dramatically as far back as February and stuck to his predictions." The Greensboro Sun makes this remark from Ridge's radio policy as a political forecaster in a column headed "Just Don't Get Excited," in its Dec. 9 issue. In addition to his February prediction on Mr. Sun quotes Maj. Ridge as saying in September, "Truman is picking up strength, not losing it." In the Sun says the newspaper, Maj. Ridge said the Truman campaign was gathering strength at American "crossroads" and that when the vote was counted Truman would be re-elected. The WBG head man just didn't get excited. He knew Truman was in.
Rosenbaum

(Continued from page 22)

an active figure in the music battles of 1937 and 1942.

A native of Philadelphia, Mr. Rosenbaum received a law degree from the U. of Pennsylvania in 1913. His book, The Rule-Making Authority in the English Supreme Court, published by the same university in 1917, served as a basis for the reform of court procedures in this country.

Mr. Rosenbaum was named assistant U. S. Attorney in Eastern Pennsylvania after World War I, prosecuting cases which arose under war statutes. General law practice followed in 1919, and from 1920 to 1924 he was assistant city solicitor in charge of all litigation relating to public utilities in Philadelphia.

The new trustee has long been active in the realty and music fields. In 1926 he engaged in real estate and mortgage financing, and four years later was elected a vice president of Bankers Bond & Mortgage Co. and Bankers Securities Corp.

Music-wise Mr. Rosenbaum has been a board member of the Philadelphia Orchestra, since 1925, and supervised the Robin Hood Dell concerts in Philadelphia from 1938 to 1941.

Directed Radio Luxembourg

In World War II, as a colonel, he directed Radio Luxembourg, the Army's potent psychological weapon. He was awarded the Legion of Merit and numerous decorations from the Duchy of Luxembourg, Czechoslovakia and other European countries.

Under his command the joint Army-OWI Psychological Warfare Division’s use of tricks and scoops gave Radio Luxembourg a reputation as a live-wire news station and an enviable record for listenership in German territory. Some of its biggest scoops: First broadcast of complete military government trial; first answer in Germany to Hitler's last speech; text of Yalta Declaration in several languages; V-E and V-J coverage in as many as 13 languages.

Col. Rosenbaum broadcast commentaries regularly in French and German as “an American lieutenant colonel.” OWI's review of the stations paid tribute to him as a man whose “leadership, management and tact...accomplished harmonious cooperation.”

Michigan state chairman of the Communist Party.

In refusing Mr. Winter's request, Mr. Pomeroy wrote that “we will not knowingly permit broadcasting over Radio Station WLS by the Communist Party or any other organization or individual unless we are ordered to do so by the FCC or by statutory mandate of the Congress.”
GLICKMAN

Signs 2-Year WMGM Pact

MARTY GLICKMAN, WMGM New York sportscaster, has signed with the Metro-Goldwyn-Mayer outfit for a two year contract. Reportedly squashing efforts of other local radio and television stations to obtain his services, Mr. Glickman's new contract so increased his fees that his total earnings will be in the neighborhood of $30,000 per year.

With Mr. Glickman's contract expiring Jan. 1, strong rumor had persisted that he would resign to accept the number two baseball spot with Russ Hodges for WMCA New York and Chesterfield. Bert Lebar, Jr. (Bert Lee), the station's key man in sports broadcast negotiations, instigated the new contract to prevent a local replica of the network raiding parties now making headlines.

Mr. Glickman's new contract gives him the right, provided he's not booked for football broadcasts on WMGM, to do play-by-plays on other radio broadcasts not heard in the New York area, or on any television game broadcast without restrictions. Simultaneously, Mr. Glickman is being relieved of his sports director duties, with a replacement in that post to be announced shortly.

TREASURY Dept award went to WAKR-TV Chicago for special half-hour show, F. U. Treasury Suicides, on behalf of U. S. savings bonds.

BENNY IS TOPS

Named 'Best Comedian'

"CHAMPION of champions" and "best comedian" honors went to Jack Benny Dec. 14 in Motion Picture Daily's 13th annual radio poll for fan magazine. Newspaper and magazine radio editors and columnists voted both honors to the NBC star, soon to become a CBS personality.

Fred Allen won both classifications last year and was second this year.

Other honors awarded included:

Comedian Herb Shriner, most promising star of tomorrow; Eve Arden, best comedienne; Fibber McGee and Molly, best comedy team; Bing Crosby, best m.c., best male popular vocalist and film personality most effective in radio; James Melton, best male classical vocalist; Dinah Shore, best female popular vocalist; Rise Stevens, best female classical vocalist, and Don Wilson,' top announcer.

MEMO TO:

ANNE WRIGHT, J. WALTER THOMPSON.

When you buy Cincinnati, look at all stations and see who gives you:

1. Cincinnati Metropolitan Audience
2. Cincinnati Trading Area Audience
3. Bonus 10 state outside audience and AT NO EXTRA COST.
Your Answer? WCRC—of course!

50,000 WATTS OF SELLING POWER

CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

BROADCASTING • Telecasting
**MONITOR RULE**

Tightened for AM Outlets

ALL STANDARD stations after March 1 must employ frequency modulation and modulation monitors, FCC has announced. The rule was relaxed by the Commission under certain conditions during the war because the monitors were not readily available.

Some stations granted after the war also have been allowed to operate without monitors for this reason and a number are believed to be still so operating. FCC said it has found that the units are available in sufficient quantities and waivers of Commission rules on use of monitors no longer are necessary.

Amendments to Sec. 3.23

The Commission also has reported amendments to Sec. 3.23 of its rules regarding operating hours to allow Class IV stations licensed for daytime or limited hours only, to operate any additional hours upon notifying FCC and the Commission district engineer. About six outlets may benefit from the changes.

Meanwhile, FCC explained last week that its grant of a fortieth hour to WPFB Middletown, Ohio, for 100 w night operation on 910 kc, a regional facility, does not set a new policy [BROADCASTING, Dec. 13]. WPFB is licensed as a Class III outlet for 1 kw daytime on 910 kc. It asked 100 w night operation (Class IV authorization) because no local service was available there. The station showed the night operation would not interfere with any existing station.

FCC pointed out that several other stations have been operating in this manner for some time and that the Commission's rules provide for such authorization where the applicant proves he meets the requirements and will serve public interest. One Commission spokesman said there are few areas in the country where this would work because of engineering factors.

**FREELANCE Directors’ Contract Talks**

EFFORTS of the Radio and Television Directors Guild to obtain a contract for freelance radio directors were still in the preliminary stage last week after meetings in New York Tuesday and Friday between the union and representatives of sponsors, agencies and networks.

Aim of the union is to reach a contract which will, in its scope, affect almost every director of every national program. If a contract cannot be written out, it is believed, a code governing fees and working conditions may be established. The directors have never before been under union contract.

On the management side negotiations were handled by: Francis Barton Jr., Federal Advertising Agency; I. S. Becker, CBS; F. H. Brown Jr., Radio Council; J. F. Devine, Walter Thompson Co.; Kenneth Godfrey, AAAA; Howard L. Hausman, CBS; John Ives of Phillips H. Lord Inc.; L. V. Lauterstein, MBS; P. Lynch Jr., ABC; George Norris Jr., Chief Opfinger, MBS; Ernest De La Ossa, NBC; William Ramsey, Procter & Gamble; James Sauter, Air Features; E. Souhami, NBC; William White, ABC.

Representing the guild were: Lester O'Keefe, national president; Newman H. Burnett, executive secretary; Oliver Nicoll, Marks Loeb, Ed Byron, Richard Leonard, Ted Corday, Ernest Ricca, Mitchell Grayson, Steve Price and Ben Myers.

**RECOGNITION**

LABOR is so impressed with the job radio did in the recent election that a budget which may reach as high as half a million dollars may be used on the airwaves in the next 14 months for political education drives and in actual elections.

The money would be spent by Labor's League for Political Education, whose by-laws are to be changed to permit the organization to accept ten-cent contributions from all AFL members for the purpose of "political education.

A meeting to discuss the plans was held in Washington on Tuesday by the league's steering committee. The committee discussed the advisability of daily radio broadcasts.

It also is known that two types of programs are to be considered: Transcriptions made by legislators, which will be given local publicity before being aired, and national and regional network programs which will permit a local "cut-in."

The local "cut-in" programs were highly regarded in the November political campaign. They were the strategy of Morris Novik, radio-labor expert and former aide to the late Mayor Fiorella La Guardia. Mr. Novik bought late network time and had 60 to 100 local cut-ins for local can-

**N. Y. BAR HIT**

Hearing Ban Plan Blasted

ALBERT L. WARNER, WOL Washington - Mutual commentator and president of the Radio's Correspondents' Assn., blasted the New York Bar Assn. in his MBS broadcast Saturday for its attitude on Congressional committee hearing broadcasts.

One of the association's proposals for revision in the conduct of Congressional investigations was one for prohibiting broadcasts and the taking of pictures at committee hearings. The association gives as its reason for the proposal its desire to insure fair treatment for all persons under investigation.

"It is difficult to see how the banning of radio broadcasting of public hearings, whether it be live broadcasting or by recording for later presentation," said Mr. Warner, "has the slightest connection with preserving the rights of the individual. If an individual is being treated unfairly, it will show up in the actual voices of the hearings—the questions, the answers, the comments—even more clearly than in a newspaper account."

Pointing out that a public hearing is aimed at educating not only members of Congress but the public at large, Mr. Warner added: "What kind of horse-and-buggies reasoning is this that would let newspaper reporters into a hearing but not the medium [radio] which is reporting factually to the public the actual testimony and the whole scene?"

**Tv course**

**Given in San Francisco**

R. A. ISBERG, chief engineer of KRON-TV and KRON-FM, San Francisco Chronicle stations, is conducting a television course for radio operators in conjunction with the San Francisco Public Schools. Of the class of 250, 75% are radio servicemen, according to Mr. Isberg.

Guest speakers and an alternate teacher, George Mathison of KPIX (TV) San Francisco, have assisted Mr. Isberg. Basic text for the course is Television Simplified by River (D. Van Nostrand Co.).

**Best Wishes for th’ Holiday Season**

from all th’ gang

at WCHS

Yrs.

Algy

5000 Watts at 580 Columbia Programs

WCHS

Charleston, W. Va.

December 20, 1948 • Page 61
Music Pact

(Continued from page 21)

he reconciled the peace pact with his statement that he would never permit musicians to make another record.

"Great Americans," he replied, "have a right to change their minds. You know Abe Lincoln did."

"Shall we call you Abe after this?" asked Mr. White.

"No," was the modest reply.

For the benefit of the cameras, Mr. Rosenbaum signed the trust agreement.

"That's a pretty nice handwriting for a lawyer," observed Mr. Pettrillo.

Points Agreed On

But when all the horseplay of the conference was completed, these points were made:

(1) About 5,000 union musicians will be employed at one time or another in the next year in the making of records.

(2) The record business, which has been down as much as 35%, according to Mr. White and other industry executives present, hopes to get a much needed shot in the arm from new music disc.

(3) The settlement will mean no increase in cost to record buyers, although it may mean slight increases in costs of manufacture. The manufacturers will absorb the increases.

(4) Since the creation of the recording and transcription fund in 1945, about $5,000,000 was collected and about $1,250,000 remains in the old fund. How this surplus will be spent will be decided by the AFM executive board, but veterans hospitals and boards of education are expected to have the bulk of the free instrumental music to be supplied by the fund.

(5) Mr. Rosenbaum will open a New York office to administer to his trusteeship. With an estimated $2,000,000 yearly to spend for musical entertainment around the country, Mr. Rosenbaum will become one of the world's biggest dispensers of instrumental music, able to cover areas not touched since vaudeville days.

(6) The Taft-Hartley Law's applicable provisions can be circumvented by the ingenuity of lawyers. Milton Diamond, AFM lawyer, is given credit for conceiving the formula which ended the deadlock.

The news conference followed announcement in Washington on Monday evening that the welfare fund agreement did not violate the Taft-Hartley Law. Legality of the agreement was upheld by Attorney General Tom C. Clark and William S. Tyton, solicitor for the Dept. of Labor.

The Attorney General's opinion was regarded as rather unusual, amounting to an advisory opinion. It was noted, however, that the Attorney General did not give his opinion to private individuals but to the Dept. of Labor, thus fulfilling a proper function of his office of giving the executive department legal advice.

In answering the question he had to deecide was:

"Does the agreement naming a trustee violate Sec. 302 of the Taft-Hartley Act, which makes it a criminal offense for employers to make any payments to "representatives of his employees" and for employees to accept such payments?"

Position of Trustee

Both Mr. Tyson and the Attorney General held that the trustee was not a representative of the employees, since he is named by the employers. It also pointed out that the trustee shall not represent labor unions or employers. The trustee is named by the employers and his successor by the Secretary of Labor as long as the T-H Law is on the books. The ruling from Washington set in motion the signing which took place Tuesday and the news conference following it.

Mr. White began the conference by issuing the following statement:

"The participating record companies are equally satisfied that these negotiations have come to such a mutually satisfactory and successful conclusion. We appreciate the cooperative spirit evidenced by Mr. Pettrillo and members of his executive board, and by his general counsel Mr. Diamond, who originally suggested the plan on which the present settlement is based. And we are particularly happy that we have been able to procure the service of such an able person as Samuel Rosenbaum to administer this public trust."

Mr. Pettrillo then issued this statement:

"The ruling by the Justice and Labor Departments and the signing of agreements continuing the free public music program adds up to a very nice Christmas package—for the record industry, the Federation and, most importantly, for the public. Since the recording ban went into effect almost a year ago we have been trying to devise a plan that would be constitutional in effect of the Taft-Hartley law on our profession without forcing abandonment of the free public music program that for the last two years has performed a notable service to the people of the United States and Canada."

Acceptance of our formula by the record industry two months ago was the first important step. The ruling yesterday by the two governmental departments means that the federation's trusteeship proposal meets the requirements of law and permits us to execute the necessary contracts today. Without the cooperation of Secretary of Labor—Tyson and John C. Hartley it would not have been possible.

More than 100 days after the public is to be congratulated upon industry's acceptance of the plan of Samuel R. Rosenbaum as trustee, a proposal in which union members will also be interested.

The agreements signed today put into effect the trusteeship and a contract governing the employment of musicians for recording.

We are advising our locals immediately of the action. This means prompt resumption of recording.

Then Mr. Rosenbaum was introduced and the trust agreement was given out.

132-page Document

The agreement was a 132 page legal document, printed, covered and bound like a brief. About 20 pages of it set up the terms of the agreement and most of the remainder set forth a schedule, dividing the trustee's jurisdiction into geographic parts and setting forth what percentage of funds were to be spent in each area.

The agreement provides for payments to the trustee as follows:

(1) 1% on all records selling under $1.50
(2) 1 1/2% on records over $1 but not over $1.25
(3) 2 1/2% for each record selling over $1.25 but not exceeding $1.50.
(4) 5% for each record selling for more than $1.50 but not over $2.
(5) 2 1/2% for records priced over $2.
(6) For records, wire or tape recordings which are made up of two or more ordinary records selling at less than $1 each, 1% of the retail price of each component record. However, in no case will more than 1 1/4% of the manufacturer's retail price of such multiple jobs or wire or tape recordings be collected.

Multipurpose Recordings

(7) Where multiple jobs, wire or tape recordings are made up of records selling for more than $1 each but not more than $1.25 each, 1 1/4% of the manufacturer's suggested retail price of each record will be charged. However, in no case will more than 1 1/4% of the manufacturer's suggested retail price of such multiple jobs or wire or tape recordings be collected.

These payments are slightly higher in some respects than those under old schedules.

Under the old royalty agreement, 3/4% was paid for each 354 record sold, 1/2% for each 50¢ record and 3/4% for each 75¢ record and 1¢ for each $1 record. Now 1% is to be paid on all records selling for less than $1.

A slight increase in payments also will take place in the next category—1 1/2% will now be collected on records selling for more than $1 but not more than $1.25. Under the old agreement, 1¢ was paid on such records.

Records selling for more than $1.25 but not more than $1.50 will now be taxed 2 1/2%. These used to be subject to a 1¢ levy.

Records selling for more than $1.50 but no more than $2 will now be hit for 5¢, whereas the old charge was 2 1/2¢.

When prices of records exceed $2, the royalty fund will get 2 1/2%,
just as under the old agreement.

Each of the 12 record companies which are signatory to the agreement, paid to the trustee upon signing the agreement, a sum amounting to 33⅓% of the payment which it is estimated will become due by Feb. 14, 1949.

Length of Agreement

The manufacturers then are required to pay at the scheme set forth for the various priced records for all discs made from masters recorded between Sept. 20, 1948 and Dec. 31, 1947 and between Oct. 1, 1948 and Dec. 31, 1949. The agreement thus will run for 5 years and 17 days.

The record makers will have the payments within 45 days after the end of each calendar half-year (45 days after June 30 or Dec. 31) at the trustee's New York office. But to help the manufacturer's bookkeeping, they can work out other half-yearly payment times.

Manufacturers, however, will have the burden of supplying considerable information to the trustee: The number of discs, or tape recordings sold during the period, their suggested retail price, excise and sales taxes borne by the manufacturer. The trustee will also have the right to examine and audit a manufacturer's records for the purpose of verifying information supplied to him.

The trustee not only has the duty of keeping the funds but also of spending them through performances of instrumental musicians throughout the United States, its possessions and Canada.

Mr. Rosenbaum is instructed in the agreement to arrange for such performances as will "contribute to the public knowledge and appreciation of music."

During each half year, he is required to spend not less than 90% of the total amount in a trust fund and existing on the previous Dec. 1 or June 1, as the case may be. Thus, he will have about $900,000 to spend each six-months period, if collections turn out as forecast.

In spending the money, he will pay musicians on the union scale, engage concert halls, arrange for advertising and publicity, consult with business, civic, school and institution officials on such performances. He will not act as an agent of the union, it is emphasized.

Instruments are also set forth as to handling and banking of money, the right to sue for sums owed by record companies who may become in default. For his part, the trustee is required to furnish financial statements of his operations to the record companies and the union.

Although Mr. Rosenbaum was designated as trustee by the record companies, his successor will be picked not by the companies but by the Secretary of Labor.

But in the event the Taft-Hartley Act is repealed, the agreement provides that the incumbent trustee shall resign and the president of the APM be permitted to designate a successor.

The trustee is permitted, under the agreement, to sign trustee pacts with other manufacturers not yet signed. At the initial signing, the following were present to sign for their companies:


Columbia Records: Mr. White; Ralph Coli, general counsel.

Dana Music Co.: Walter Dana, president.

Decca Records: Milton Rackmih, executive vice president; Henry Greenfield, counsel.

Deluxe Record Co.: Dave Raun, president.

King Records: Jack Pearl, vice president.

Low's Inc. (M-G-M records):

Irv.ing N. Greenfield and Frank B. Wallen.

Mercury Record Corp.: John Hammond, vice president; Paul Kern, counsel.

National Sound Corp.: Albert Green, president; Warren Troob, counsel.

Radio Corp. of America: James Murray and Joseph McDonnell, both vice presidents of RCA Victor Broadcasting.

Mr. Rosenbaum, Philadelphia lawyer and 1932-42 president of WFIL, said the 13 recording firms expect to gross $250,000,000 in the next year.

He estimated that at least $1,000,000 would be paid during the first year of the agreement as record manufacturers already have paid $100,000, one-third of the total amount due for the last quarter of 1948, into the trust fund.

Business Reduced

"At the present time, the record business is greatly reduced," Mr. Rosenbaum said, "but we expect the fund will receive an estimated $2,000,000 each year. The payments are spread out among the manufacturers and when they estimate gross sales at $250,000,000, the royalty payments will be fully absorbed. The agreement will not affect the sales price to the consumer. Extravagances from the fund, under terms of the agreement, must be for live musicians divided geographically in fixed percentages in areas corresponding to the union's 654 locals.

"The purpose of the trust," Mr. Rosenbaum explained, "is to arrange and organize the presentation of personal performances by instrumental musicians throughout the United States and Canada on such occasions and at such times and places as in the judgment of the trustee will contribute to the public knowledge and appreciation of music."

Mr. Rosenbaum estimated Philadelphia will receive approximately $450,000 during the next year from the fund for such events as free public concerts, veterans' and hospital entertainment and other projects.

The funds will be distributed on a per capita basis of union membership and in such a way as to "avoid disproportionate" spending in the three areas of greatest membership-New York, Chicago and Los Angeles. Of the funds, $300,000 of each $1,000,000 will be spent in the 13 leading cities in this country and Canada.

New York will receive $51,500; Chicago, $40,000; Los Angeles, $59,500 and Philadelphia, $20,500, out of each $300,000. Montreal, the smallest of the 13 cities, receives $7,500. The lowest amounts received by any geographic areas are less than $100 per year. Thirteen Texas counties, for instance, will get only $51.10.

"For a long time," Mr. Rosenbaum said, "I have believed it is in the best interests of the mechanical musical industries to do something to counteract technological unemployment caused by their processes. To do so is not a private WPA, for it helps to encourage a future supply of live talent without which our methods of record production are helpless."

"In 1938, the radio industry adopted a voluntary Plan of Settlement to help in this direction. Now the recording publishers are offering their contribution. No doubt other segments of the commercial musical industries eventually will join in a more equitable solution. It is obviously unfair for the recorders alone to carry the burden."

WCMl IS CBS

For Ashland, Ky.; Ironon, Ohio and Huntington, W. Va.

A Coverage Pattern That Fits The Tristate Area Like A Glove.

NOW . . . .

complete duplication of AM schedule on FM—from sign-on to sign-off. A "know" coverage for advertisers.
future litigation involving the Attorney General's office.

Atty. Gen. Clark's sanction, in the light of that established tradition, was held in some quarters to be of an advisory nature to another government agency within a government circle rather than a conclusion of ordinary procedure. Mr. Tobin, in his letter to Atty. Gen. Clark, had solicited "your advice as to conclusions" of the solicitor, it was observed.

In any event, his opinion fell within the realm of government endorsement sought by recording companies and the AFM, which had already agreed among themselves, and paved the way for contractual negotiations.

The Attorney General's inclusion of the words "in good faith, according to their terms," together with "assumption," was interpreted to reserve the possibility of government prosecution should any illegal means develop. Only violations of existing law would be involved, however.

Furthermore, observers pointed out, the decision now removes any inclination on the part of the union and manufacturing companies to hike the plan without government approval.

In his Dec. 10 letter to Atty. Gen. Clark, Secretary Tobin noted that the "trustee is to be designated by the recording companies (collectively) and successor trustees are to be selected by the Secretary of Labor. In the event, however, that applicable laws in the future shall not prevent such action, the president of the union may then designate the successor trustee."

In effect, it meant that if the Trust Agreement were to eventually be pealed or amended, or otherwise altered to permit such action, "then, and only then," may Mr. Petito as Federal Trustee designate the successor trustee.

It was observed that the union is given limited rights and privileges with respect to administering the trust agreement, "sometimes alone and to consultation with other organizations. . . ."

Union rights, coincident with AFM's "very definite interest in and relation to the trust agreement and can assert on the trustee," were advanced by Mr. Tyson in his memorandum opinion.

The solicitor explained that the "trustee must consult the federation, or other parties, who may report to the federation, the trustee must consult the federation, whether or not members of the Federation."

The Trustee is to be designated by the recording companies collectively, and to be appointed by the Secretary of Labor. The Labor-Management Relations Act, 1947, should be construed to permit the latter to be appointed by the Secretary of Labor, and may not be otherwise changed so as to permit such designation. The Trustee, and the president of the Federation designate the Trustee, and the members of the Union, shall vote on the designation of the Trustee. Other provisions of the Agreement will be mentioned below as far as they are relevant.

It is true that the term "representative" in Section 302 is defined as a representative of any union of employees, or of any union of employees, whether or not members of the Federation. The Trustee is to be designated by the recording companies collectively, and to be appointed by the Secretary of Labor. The Labor-Management Relations Act, 1947, should be construed to permit the latter to be appointed by the Secretary of Labor, and may not be otherwise changed so as to permit such designation. The Trustee, and the president of the Federation designate the Trustee, and the members of the Union, shall vote on the designation of the Trustee. Other provisions of the Agreement will be mentioned below as far as they are relevant.

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The labor agreement between the companies and AFM provides that the trust agreement is to be amended or repealed. The "independence" of the trustee was also emphasized in the performance of his functions "on the sole basis of the public interest, without regard to the personal good of any other parties, and without any consideration of any personal or pecuniary advantage to himself." The basic questions raised by the Trustee are: (a) whether the Federation clearly removes the latter from any position of control over their activities. The basic question raised by the Trustee is whether the Federation clearly removes the latter from any position of control over their activities. The basic question raised by the Trustee is whether the Federation clearly removes the latter from any position of control over their activities. The basic question raised by the Trustee is: (a) whether the Federation clearly removes the latter from any position of control over their activities.

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RADIO's POWER luncheon. Mr. F. Johnston, WSGN Birmingham, NAB District 5 director and Alabama Broadcasters Assn. president, presided at the Birmingham luncheon. John Fulton, WGST Atlanta, Georgia Asst. of Broadcasters president, presided at the Atlanta luncheon.

Allen Woodall, WDKA Columbus, Ga., told the Georgia Broadcasters shop "there is no finer medium than a local news broadcast to develop listeners and to sell merchandise for your sponsor. He said local news sponsors renew better than any other type of sponsor. He urged every station to have a "news reporter."

James Hardin WHBF CARTERS- ville, said news is the "right arm of management, advancing development of news activity at stations."

Station's Backbone James Vocals, WLBJ-CG Carrollton, Ga., said news is the backbone of the station and the station becomes the heartbeat of the community, with listeners supplying much news and two country papers giving coverage. In exchange for teletype news, W. C. Wood, WWDJ Dawson, Ga., said his station is the only news source in the community, that listeners are interested in news which is pertinent to the business. Religious and obituary items are carried regularly.

George Theuringer, WRBL Columbus, Ga., said the station has been working for a year getting listeners liking the practice. He conditioned stations are not fulfilling their duty to the public if they do not get a "No" vote.

S. J. Carswell, WSFST Thomas, Ga., declared the station scoops the paper that owns it, with no cooperation between the two. He said his station carries five times as much news as the newspaper and uses three tape recorders regularly. Dale Clark, WAGA Atlanta, said his station schedules newscasts at prime listening times and uses special diligence in selection of items.

The Alabama workshop followed the meeting that Georgia with Arthur C. Stringer, NAB staff executive, participating in both sessions.

Lee Gooch, WSFA Montgomery, read a paper by Howard E. Pil, WSFA president, and urged stations to develop a news personality, with rounded coverage serving as a powerful audience winner. Louis Read, WABB Mobile, said the public believes in radio news, with sponsors usually willing and anxious to buy what the public believes in and wants.

On-the-Spot Coverage James Reese, WWJB Jasper, Ala., foresees a growth in news gathering by stations. James T. Owby, WCTA Andalusia, Ala., spoke on on-the-spot coverage by small stations, describing Missis- sippi broadcasts cooperative. He said up from the Democratic Convention last summer under the name "States' Rights Network."

The project more than paid expenses and spurred local interest in radio news.

Charles A. Felly, managing editor of the Birmingham News- Age-Herald, predicted stations will find themselves "more and more actively engaged in news-gathering on their own resources." For all practical purposes, he said, "news and newspapers and broadcasters differ only in the fact that one uses graphic arts, the other speech arts.

AMONG participants in NAB Alabama Radio News Clinic Dec. 12 at Birmingham were (1 to r): Charles A. Felly, managing editor of The Birmingham News- Age-Herald; George H. McClain, executive vice president of The Birmingham News Co. and managing director of WSGN and WSGN-FM Birmingham, and Arthur C. Stringer, NAB.

W.M.T. Dublin: E. F. MacLeod, WGOA Gainesville; Sue Marshall, WEKU Griffin; Edwin Mullinax, Herbert Wilt, WLAL Lafayette; Paul Bigelow, Frank Proctor, Harold Beaty. WBMJ Marion; Weston Cobb, Red Cross, Ben Chatfield, Herb Kassner, WMZ Macon; Carl J. Woolf, WMQV Milledge- ville; W. B. Davies, WLAT Rome; "Cap" Hicks, WREG Rome; Flair Jesse, Van Murray, WBOC Rome; Richard Lanier, WUOF Savannah; William Parr, WTCO Savannah; Worth McDougal, WAFV Statesboro; Shep Carswell, WSFT Thomasville; W. F. Scott Jr., WKGV Thomasville; Ray E. Craig; Roy E. Galen, Charles Gales, WLET Toledo; Robert L. Renfro, WLTV Topeka; Robert Miller, WRIF Vicksburg; Flo Baskette, Emory U.; John C. Carlisle, Wesleyan College; Bernard Bremer, William C. Wilson, United Press; Robert Brown, John Henry, International News Service; Ed Bernd, Shepard Wilson, Associated Press; Ray F. Curtis, WBTT Charlotte, N. C.; Arthur C. Stringer, NAB Washington.

AN ENGINEER from the Collins Radio Co., Cedar Rapids, Iowa, literally gave his support to a WEAW (FM) Everett, Mass., job as a sub- puler. Station engineers were trying to find some material for repairing the device when one of them spotted Mr. McConnell's belt. When last seen, the Collins man was heading for the Cedar Rapids train holding up his suitcasse with one hand and his trousers with the other.
Cheyenne ‘Bonus’

THE CHRISTMAS auction marking climax of the annual city-wide holiday season bonus project sponsored by KFRC Cheyenne will be held Dec. 22 in Cheyenne Junior High School. Area residents then will have opportunity to use the “bonus money” they have been saving to bid on a large assortment of prizes. Business firms in the Wyoming capital have been giving the “bonus money” to their customers. Each customer gets as much in “bonus money” as he spends.

RADIOVOTER

Electronic Audience Measuring Planned

RADIO listeners who blow their tops for want of sazzling announcers, announcers, and sponsors who desire immediate answers to such questions as “Do you like a L-O-N-G cigarette?” will have their Utopia when National Electric Ballots Inc., New York, gets firmly established.

Introduction of the firm’s Radiovoter, a continuation of the work of the late Dr. Neil Monroe Hopkins, inventor and developer of the Hopkins System of Radiovoting, was made Tuesday, Dec. 7, at New York World’s Fair. The Radiovoter system is encased in a large assortment of electronic devices and will be a part of any radio or television set.

At present the Radiovoter is a small electro-mechanical device that plugs into any outlet. The listener’s radio plugs into the device which, to woo home set owners to allow installation, is encased in a wood cabinet housing a clock.

The gadget consumes about 2c worth of electricity per month, switches on automatically with the radio.

Operating from a radio broadcasting station as its central point, the Radiovoter system works by means of a high pitched tone signal, transmitted by a signal oscillator to the listener’s Radiovoter. Various sound frequencies are used for different purposes. Tone “A” for example, determines immediately the sending station’s listening audience. Tone “B” enables audience participation in a registration for a particular poll. The “C” tone can be varied in pitch to survey segmented groups, etc. and otherwise. Persons, interviewed at time of Radiovoter installation, and belonging to specified groups, recognize designated signal pitch.

Listener Joins Survey

At repeated signals, the listener signifies first his desire to participate in a poll, then his “aye,” “no” or “don’t know.” Within a half-hour, the company’s spokesman said, results of highly controversial issues, or reactions to a sponsor’s query, can be made known to interested parties.

Measurements of both the listening audience and survey results are immediately recorded by a remote power factor reactive power indicator at a central electric power station. Individual votes by known set owners are not recorded, but the mass vote is easily determined against the registration of those previously indicating desire to participate.

Making its pitch to the radio industry as a whole, National Electric Ballots foresees its system as an overall accurate measurement bureau for all radio stations. Since recorders for all stations can be placed at one neutral point, the firm feels that its figures can be used for the radio industry as a whole.

TV FUND INC.

Issues First Annual Report

NET ASSETS of Television Fund Inc., Chicago, after its first two months of operation, is $274,983, equal to $9.12 per share, according to the first annual stockholders report issued Friday by President Chester D. Tripp. The Oct. 31 portfolio had a $169,626 market value, representing common stocks of 24 companies within the television and electronic industries. Net unrealized appreciation totaled $3,762, with cash amounting to $107,628, Mr. Tripp reported.

Television Fund was incorporated last May 27. Actual operation began after stock was sold Aug. 20.

WNAX

VANKTON - SIOUX CITY

OUR 26 YEARS
DEVOTED TO
WINNING LOYAL LISTENERS
PLUS
CONSTANT ATTENTION TO THE RADIO PREFERENCES AND BUYING HABITS OF OUR BIG MARKET MAKES YOUR ADVERTISING PAY ON WNAX

Represented by THE KATZ AGENCY
570 KC
500 WATTS
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ASC

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POLISH TONGUE

Program Service Offered

POLISH Program Service, Passaic, N. J., producer of several daily Polish language programs, has announced the inauguration of a transcription service for radio stations.

Stations subscribing to the service submit commercial scripts for translation by the firm’s language experts. The announcement or commercial is recorded on a 16-inch aluminum platter, and after each a record is played on the platter. Plays and comedy shows in Polish are frequently produced in addition to the regular fare. Polish talent is usually used.

Transcribed programs are sold on a per-platter basis, with the station retaining full ownership and right to as many repeat air performances as it desires. Transcriptions are cut for half-hour segments. John Nowak is director of Polish Program Service.

Long-Range Selling

SCANDINAVIAN Airlines is engaged in long-range selling of the Alaska Broadcasting System’s five stations even though the airline has no passenger facilities in Alaska. Sales pitch of the airline is directed to Scandinavians in Alaska. Nearest airline pickup point is Seattle, 1,000 miles away.

USDS Pamphlets

U. S. Dept. of State, Office of Public Affairs, has published two pamphlets—Telling America’s Story Abroad and International Educational Exchange. Former deals with Department’s overall Information and Educational Exchange program, including “Voice of America” activities, while latter treats in particular of U. S. Adviser Commission on Educational Exchange, giving brief resume of the State Dept.’s program.
WSNY

CHARGES that his former partner's complaint against him was part of a plan to "seize sole and absolute control" of WSNY Sichenectady have been filed with FCC by Winslow P. Leighton, president of the station.

Replying to allegations filed by George R. Nelson, former WSNY manager, [Broadcasting, Aug. 16], Mr. Leighton flatly denied any improper stock transactions and charged that Mr. Nelson's petition to the contrary was "in bad faith."

Mr. Leighton, filing the answer for Western Gateway Broadcasting Corp., WSNY licensee, told the Commission: "The inferences raised as to the stock acquisitions are groundless. There was and is no concealed ownership. Full, complete reports of all stock acquisitions were made promptly. There was no intent to violate any statute and it was not and is not believed that any statute is violated."

Asked Investigation

Mr. Nelson had asked for an FCC investigation of "a series of stock transactions" by which he claimed Mr. Leighton, with whom he formed WSNY in 1942, had resided control without his knowledge or FCC's consent. Mr. Leighton increased her interest from 4 shares to 17, he said, Mr. Nelson saw "a real threat to his original plan" and persisted in his effort to "take over" the station despite Mr. Leighton's assurances that her acquisitions would not endanger his position in the station.

But the situation "grew steadily worse," Mr. Leighton declared, with the result that he dismissed Mr. Nelson as general manager last June 21. Concerning eight employees Mr. Nelson had said were dismissed or resigned because of Mr. Leighton's conduct, Mr. Leighton said Mr. Nelson himself arranged for the resignation of Cecil Woodland to become manager of WCSS Amsterdam; that two were dismissed; that three resigning to join Mr. Nelson in George R. Nelson Inc., and that two others resigned and later went to work at WCSS or WOKO Albany.

He submitted affidavits of employees to support his contention that Mr. Nelson sought to undermine his authority.

Mr. Leighton asked FCC to dismiss Mr. Nelson's petition and also to rule on whether the law's requirement of FCC approval of transfers is applicable to the WSNY transactions. He argued that only minority interests are involved and that therefore there has been no "transfer of control." But if FCC rules otherwise, he asked Commission approval of the transactions.

Dog's Life

ALTHOUGH some skeptics may feel radio is going to the dogs, Bill Tedrick, manager of KWOC and KWOC-FM Poplar Bluff, Mo., feels the dogs may be coming to radio. When a Kiel resident found his dog missing, he enlisted station's aid. Two hours after an announcement had been aired, Byron Kearsey Jr., program director, found the dog sitting on the studio doorstep, waiting for someone to let him in.

RCA

The standard of comparison... RCA beam-power tubes

- RCA pioneered in the design of beam power tubes for broadcasting—and RCA has the most complete line in the field. In your transmitter, these are the tubes that make possible fewer stages, fewer components, fewer tuning controls. And, with their conservative ratings for hour-after-hour service, RCA beam tubes assure you maximum performance for your money.

For your convenience, the complete line of RCA beam tubes are now available directly from RCA, or from your local RCA Tube Distributor. For data on any RCA tube, write RCA, Commercial Engineering, Section LP36-2, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA.
A PLAYBACK ONLY TAPE REPRODUCER

Here is Santa’s answer to letters from sponsors, program directors, and FM “tape networks”.

A tape playback flat ± 1 DB from 45 to 15,000 cycles with better than 50 DB signal to noise and undetectable distortion or flutter. Completely self contained on a rack panel 19” x 31½”, it is manually controlled and functionally designed with no relays, solenoids, or tiny frills.

Fast FORWARD or REWIND without rethreading and a playing time of 3 minutes for “SPOTS” to 72 minutes for Opera using SAFE double faced reels to protect the tape.

Casting less than half our famous companion RECORD-PLAYBACK unit it is now available for delivery. Phone, Wire, or Write!

On Radio Silence

EDITOR, BROADCASTING:

I have read your editorial "Radio Defense Reserve" [Broadcasting, Nov, 22] and have given this subject considerable thought... and have been quite concerned because there has been no definite indication that radio is being included in the plans for mobilization for war—or as you refer to it in your article—the "Civil Defense Plan."

In your article you state—"Radio silence, which was never invoked during World War II, remains an open question. In that last conflict the horrors of war were kept from our shores."

Our experience here on the Pacific Coast does not bear out your contention that radio silence was never invoked during World War II. As you probably know, KNBC (then KPO San Francisco) was the key station for all of northern California and was used by the Fourth Fighter Command to control all radio services during blackout and radio silence periods.

In the early part of the war, following Pearl Harbor, there were many times that the Fourth Fighter Command deemed it necessary to invoke complete radio silence in this area, sometimes lasting for several hours at a time.

I think you would be interested in knowing that we set up a very simplified system of coded messages which worked very efficiently and effectively throughout the entire war period. Also during the war the emergency control system was expanded to include Pacific Regional Network facilities for the use of the Fighter Command. The system was set up in cooperation with all four networks plus all independent stations in the area. While this system was never used, it did prove to the Fighter Command during tests that it would be a valuable asset in the event of emergency.

It occurs to me that the successful experience of this area during World War II would be of invaluable assistance to whoever is delegated to integrate radio into the mobilization plans... KNBC and its entire personnel stand ready to cooperate in any way possible.

John W. Elwood General Manager NBC San Francisco

PROPOSED Transit Radio rate formula for advertising use of its FM service to bus riders is 75¢ per thousand riders during rush hours, $1 a thousand for other times, according to General Manager Frank E. Pellegrin told a group of New York agency executives on Wednesday.

Those prices, he explained, are for a 50-word announcement on a 240-time contract. In addition, Transit Radio plans a "run-of-schedule" package based on total audience rather than number of announcements, at a 10% discount.

One announcement every 20 minutes and one newscast an hour are set aside as "national option time," permitting the sale of these to national advertisers without delay for time clearance.

Copy Limited

Copy is limited to 50 words per spot, except for spots of 150 words and over. There is no charge for running spots at half time.

Transcriptions are acceptable, Mr. Pellegrin said, if they are made so as to permit use of the "voice emphasis" which steps up the volume of newcasts and announcements as reproduced in the buses. Announcements are limited to not more than one every five minutes, less than allowed by the NAB code in number of announcements.

Delayed Action

TWENTY-TWO years ago, Gayle Grubb, now general manager of KGO San Francisco, entertained Midwest radio listeners with piano and vocals. One of the numerous songs he wrote at that time was "Etiquette Blues," which received modest sale in sheet music form. After all those Capitol records has released his song, featuring Butch Stone and Van Alexander's orchestra.

Plan

Under Plan FM stations currently operating under the Transit Radio plan are: WCTS Cincinnati, KXXO-FM St. Louis, KPRC-FM Houston, WPLH Huntington, Va., WZZW Wilkes- Barre, Pa. Contracts have either been signed or are in negotiation in a most every major market throughout the country, Mr. Pellegrin said.

Luncheon meeting at the Stork Club was attended by Linnea Nelson, J. Walter Thompson Co.; Frank Silverman, BBDO; Frank Coulter and John Clark, Young & Rubicam; John Kucera, Biow Co.; Beth Black, Joseph Katz Co.; George Kern, Benton & Bowles; T. J. McDermott, N. W. Ayer & Son; Gordon Mills, Kudner Agency; Henry Clohessy, Compton Adv. Transit Radio representatives were Mr. Pellegrin, William Ensign, William Shrewsbury.

FM BUS ADS

75¢ per 1,000 Riders
Is Rush Hour Rate
AFRA VOTE
N. Y. Local Elects

AFRA's New York local last week announced the members elected to its 1949 board in elections which closed Nov. 30.

Total number of ballots cast was 958, a drop of 100 from the 1145 figure of 1947. Elected were:
- Actors: Clayton Colyer, 491 votes; Karl Swenson, 441; *Anne Seymour, 371; Alan Bunce, 368; Virginia Payne, 364; Ted De Corsa, 347; Vinton Hayworth, 336; *Tony Martin, 330; Ray Utsha, 326. (Failing of election were: Leon Janney, 299; Elizabeth Morgan, 299; Arnold Mose, 289; Lottie Wall, 289; Ann Thomas, 274; James Van Dyke, 258; Frank Butler, 256; Horace Braham, 218; Ralph Camargo, 212; Bill Gunn, 212; Sydney Smith, 169; Linda Carlson Reid, 112; Philip N. Clarke, 66.)

Announcers: Nelson Case, 477 votes; Ben Grauer, 461; Edward Herlihy, 457; Dan Seymour, 388; Kenneth Banghart, 371. (Failing of election were: George Hicks, 366; Dwight West, 340; Richard Stark, 314; Don Honecker, 272; and John Patrick Costello, 267.)

Singlers: Lanny Ross, 447; Irene Beasley, 395; Conrad Thibault, 336; Willie Conway, 353; Travis Johnson, 328; Gordon Cross, 222; Chuck Goldstein, 221. (Failing of election were: Genevieve Knox, 312; Eugene Lowenthal, 302; Donald Dane, 258; John Nehier, 217; Norman Hones, 214; John Smith, 204; Janie Baumgartner, 175; Mike Stewart, 169.)

Staff Announcers from Independent Stations: Gene March, 308. (Failing of election were: Joe O'Brian, 324.)

Sound Effects: Robert J. Prescott, 639. (Re-elected.)

AFRA HITS T-H

Revealed Advocates

DEMAND for repeal of Taft-Hartley Act and immediate re-employment of Wagner Labor Relations Act was voted by the annual meeting of the New York local of AFRA, according to its publication, "Stand By!"

Other business reported at the meeting: Report by George Heller, local executive secretary, on the progress of plans to merge all performers' unions; report that negotiations with television management were so unsatisfactory that it was decided to drop talks and concentrate on merger as "the most practical method of securing an ultimately satisfactory TV agreement;" report that the local closed its fiscal year as of Sept. 30 with a surplus of $72,136.61.

DISCUSSION in the trial procedure is format of What's Your Verdict? which debuted Dec. 6 over WLWT (TV) Cincinnati. Judge Nelson Schwab, Hamilton county Common Pleas Court, presides, and studio audience acts as jurors. Home viewers also vote on such questions as: "Should businesses be forced to provide parking facilities for customers?"; or "Should Ohio adopt a unicameral legislature?" Show is heard each Monday from 8:30 p.m. to 9 p.m. "The Booking Agent."

WMAR-TV Baltimore has inaugurated new weekly variety program, "The Booking Agent," televised Wednesdays at 8:45 p.m. The 15 minute comedy format is used as showcase for guest musical talent. Each week a situation is worked in the script to spotlight visiting "big name" act from stations such as "How Can High School Girls Be Popular With the Boys?" will be taken up on new weekly half-hour Teen Forum series on KMPC Los Angeles. Each week panel of six students from a different local high school will discuss the subject.

Santa's Here Again

FACED with 18 years Santa Claus has appeared on WCSC, Charleston, S. C., and this year he's back again. He listens to letters written by children and transcribed for his listening on the air and he reads aloud letters sent by children and comments on them. Before he arrives from the North Pole he speaks by shortwave to the youngsters who can't write. The first 1,000 letters sent in by children are personally answered by Peter Pixie, Santa's helper, mailed from Canada, and most original and sincere letters have a chance to win $25, $10 or three $5 prizes. In addition to Santa's reading letters Mickey Pixie and his "speedy orchestra" and songstress Trissie Pixie entertain the children with music and song. Mickey's speedy orchestra is accomplished by playing a 33 1/3 record at speed of 78 r.p.m.

"KFBC's 'Mystery Man'"

KFBC Cheyenne, Wy., has its own "Mystery Man" show. Program heard from 9:15-9:45 a.m. features giveaway jackpot of prizes to lucky winner who identifies the "Mystery Man." Show is sponsored by Wyoming Trading Post Piggy-Wiggly Store and originates from there each day (Mon.-Sat.). On Saturdays a local student is honored as store by the boy or girl of the week.

Christmas Memorial Program

KNBC San Francisco carried a special Christmas Memorial program dedicated to Luther Burbank and broadcast from his home on Dec. 11. Program featured a narrative on life and spirit of Mr. Burbank and was climax by a description of the lighting of the giant Cedar of Lebanon tree under which Mr. Burbank is buried. Christmas music was supplied by Madrigal Singers of Santa Rosa Junior College.

Names, Names, Names

BILL GOLD, who writes a column in The Washington Post, began Mon.-Fri. series of half-hour programs on WTOP, Washington, Nov. 29. Program, This Is Washington, will carry into radio formula that made "The District Line" one of most popular features in the Past: Local news, names, short quips, names, local features, names and names. In addition, This Is Washington will bring neighbors to the WTOP microphone to tell their own stories.

"Midnight Dancing Party" Back

WBT Charlotte, N. C., Midnight Dancing Party is back on the air. Popular disc show with Kurt Webster as m.c. had been off the air for seven months, but popular demand has brought it back. Show is heard each Saturday from 10:30 p.m. to midnight.

CBS (TV) Touts of the Town made its Midwest debut on WJBK-TV Detroit on Dec. 19.

Howard J. McCollister
10660 Bellagio, Los Angeles, Calif. 90070

HoWARD J. McCOLLISTER
10660 BELLAGIO, LOS ANGELES • BR 04705

Shows with a Hollywood Heritage • Member N.A.B.

BROADCASTING • Telecasting

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TLAK 'BURN'

FOR THE SECOND time Southern Bell Telephone Co. failed to provide adequate line facilities for use by WLAG LaGrange, Ga., according to a statement by the station Dec. 2. A Bell official admitted that WLAL lines once again through misunderstanding had been disconnected a few hours before the scheduled broadcast of a football game in Atlanta, Nov. 29, according to the station.

WLAG had previously filed a protest with the Georgia Public Service Commission charging Southern Bell with failure to set up lines for coverage of a game in Gainesville Nov. 12 and asking for a "complete investigation" [BROADCASTING, Nov. 22].

The second "failure" arose Nov. 29 after the telephone company's Atlanta office had originally issued an order for lines to service WLAL Friday, Nov. 26, according to C. J. Yates, Georgia manager of SBC. When the game was postponed, WLAL requested similar facilities for the following Monday. Station employees found, instead, that all lines were dead, Ed Mullinax, WLAL manager, reported.

Mr. Mullinax quoted Mr. Yates as having admitted a Bell employe disconnected "special telephone services ordered by WLAL, and while there he also cut the line for the WLAL line to feed the football game." Station had ordered phone service to prevent recurrence of the situation which was reported by Mr. Mullinax. The line condition was reported in ample time for repair but none was forthcoming, Mr. Mullinax said.

Investigation Made

The Public Service Commission investigated the original WLAL complaint and Southern Bell presented its position in which it stated every precaution had been made to prevent such slippages, according to Mr. Mullinax. In reply to WLAL's complaint, Walter R. McDonald, commission chairman, said that the "employee . . . failed in his duty" and that the test board man who was contacted at the time "did not know of the temporary arrangements which had been made." He said the company had been advised to set up necessary machinery in the future to double-check such matters.

Mr. Yates said he regretted the two misunderstandings in his office, but added the latest would not have occurred if the game had not been postponed. The Gainesville and Ft. Macon difficulties were "exceptions," he said.

Commenting on Mr. Yates' letter after the first experience, Mr. Mul-

Olympus Minstrels

Here is entertainment that capitalizes on the new "look see" technique . . . and captivates Sunday evening audiences of WLAL-T. The troupe of twenty five is complete with interlocutor, ten men, solists, quartet and 15-piece orchestra. With all of the sight and sound appeal of the old-time minstrels, this half-hour show is a natural for selling the WLAL-T market.

Ftc Secretary

Daniel Succeeds Johnson

FEDERAL TRADE Commission last Monday announced the appointment of D. C. Daniel as Commission secretary, succeeding Otis B. Johnson, who retires at year's end after holding that position for 28 years. His appointment is effective Jan. 1, 1949.

Mr. Daniel has been an attorney on FTC's trial staff for more than 11 years. He was admitted to the Tennessee bar in 1929, engaging in private practice of law and serving as city attorney in Paris from 1933 until 1938.

Mr. Johnson, whose government career spans nearly 44 years, has been Commission secretary since August 1922—the third person to hold that position. He entered federal service at age of 15 and joined the Commission in 1915 when the Bureau of Corporations was merged with the new agency created by the FTC Act of 1914.

WLAL Youngstown, Ohio, presented awards to Mahoning County high school football stars at its sixth annual WLAL football banquet.

WILLIAM R. SETH, former media promotion director of W. B. Adk., New York, has joined the Musak Corp., New York, as head of new advertising and promotion division.

FREDERIC W. ZIV Co., Cincinnati, has announced following sales: David G. Evans Coffee, St. Louis, through Gleason Stocker & Assoc., same city, has purchased Favorite Story show in nine Midwest markets; WHAI Greenfield, Mass., is now carrying Wayne King Show and Favorite Story. Renewals announced by Ziv include: Owy Lombardo Show on WMPS Memph.; The Wayne King Show on KSL Salt Lake City and KANS Wichita, Kan., and Easy Aces on WKRT Cortland, N.Y. Also announced was the purchase of seven of its transcribed shows to KSUM Fairmont, Minn. Sale included five half-hour and two quarter-hour shows.

CHARLES MICHelson Inc., New York, has announced placement of 17 new transcription program contracts during week of Dec. 6.

M. C. GREGORY, former general manager of WHBS Huntsville, Ala., has joined Houston office of Frederic W. Ziv Co., and will represent Ziv in southeastern Texas.

GUILD RADIO FEATURES Ltd., Toronto, has been appointed Canadian sales representative for new syndicated quiz feature Who's Talking, produced by Hal Tate Productions, Chicago.

JIM BRIDGES, writer-producer for Frederic W. Ziv Co., Cincinnati, and Gloria Jean Picone were married last month.

Mullinax said: "The promises of Southern Bell certainly must be taken with an air of suspicion. It would be better to see where a public utility would make such statements before the Commission without actually doing something in good faith to back them."

The company has agreed to cancel $9.70 and $22.80 in line charges for the two failures.
OFFICERS of the Maine Broadcasters Assn. for 1949, elected at organization's second annual meeting Nov. 23 at Augusta, are (1 to r): Creighton E. Gatchell, general manager of WGAN Portland, president; Carleton D. Brown, president of WTVL Waterville, secretary-treasurer, and Edward E. Guercsey, general manager of WLBZ Bangor, vice president.

GEORGE DEAN, formerly director of community affairs for KOMO Seattle, has been placed in charge of public service and public relations.

PAUL MOSS, sports authority, has been appointed boxing consultant and producer for CBS. Mr. moss will handle coverage of CBS-TV boxing attractions, utilizing films from training camps and interviews in order to give a more complete picture of the event at hand.

S. M. SERNOTA, WIP Philadelphia, director of education and special events, will conduct the 1949 Philadelphia Junto Radio Workshop for the fifth year beginning Jan. 31. DALLAS BURNETTE, former sports-caster with WVEC Hampton, Va., has joined WFMD Frederick, Md.

SIG MICKELSON, head of news, special events and production at WCCO Minneapolis, has been appointed to the state Citizens Mental Health Committee, and has been named chairman of radio activities for Gov. Luther Youngdahl's Mental Health crusade.

BOB LINDSAY has joined WKOW Madison, Wis., as news editor.

KEN EVANS, formerly heard as WMAL Washington Senate Reporter, has joined WOIC (TV), same city (to begin operations next month), as news editor.

NEALY, formerly of KLAC Hollywood news department, has joined KPMV (FM) same city, as news editor and special events director.

Baltimore's Listening Habit

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, President

GEORGE R. BOKER, General Manager

Exclusive National Representatives

New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

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NOW—completely new.

YOU CAN BE SURE... IF IT'S Westinghouse

Full accessibility: built-in lighting, convenience outlets, full-length doors, and ample working space.
the NEW Westinghouse
50 KW AM transmitter

Completely new design—not just a “worked over” old design—embodies every engineering improvement the present state of the art affords. The new Westinghouse AM 50 HG-2 includes features not available in any other transmitter today. Check these high lights of the latest addition to the famous Westinghouse line:

1. No tube rectifiers: the use of metal rectifiers in all power supplies eliminates rectifier tube replacement cost and greatly increases reliability and dependability of operation.

2. Extended supervisory control: complete supervisory control system, co-ordinated with sequential interlock system and with overload and safety protection systems, is provided.

3. Minimum floor space: the transmitter proper, which determines the basic building requirements, consists of only six individual, uniform cubicles. Floor space requirements are minimized and installation is simplified.

4. Fewer tubes and tube types: only twenty operating tubes of only seven types are used in the entire transmitter, including three diodes for r.f. rectification and a voltage regulator tube.

5. Centralized control: Operation is made easy and definite by provision of complete controls and indicators on the front panels of the transmitter cubicles. Motor-driven controls are used.

6. Built-in spares: the transmitter includes a complete spare crystal oscillator unit, a spare blower and motor unit, and complete provisions for a spare tube for each power amplifier and modulator tube.

Add to these features the uncompromising quality of every Westinghouse transmitter, and you can see immediately why the new Westinghouse 50 HG-2 is your choice for 50-kilowatt operation. Call your local Westinghouse representative today, for full details, or write the Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

Westinghouse
PLANTS IN 25 CITIES... OFFICES EVERYWHERE

FIRST IN BROADCASTING
**Production**

**WKBW**

*Your Hartford County Station*

**Announces**

The appointment of

**FORJOE & CO., INC.**

*As our National Representative*

☆

**Sell the complete**

**HARTFORD-NEW BRITAIN**

Market through

**WKBW**

The Clear Channel Station on 860 Kc's with 1000 Watts

HARTFORD

11 Asylum Street

NEW BRITAIN

213 Main Street

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**TERRY MALERBA** has joined KWJP (FM) Pittsburgh as music librarian and assistant in the production department.

**ALVIN FLANAGAN** has joined KTBL (TV) Los Angeles as producer.

**ROBERT ROBB**, head of KECA Los Angeles continuity acceptance department, appointed national co-chairman for radio for National Security Week in Southern California.

**DENNIS DAY**, of NBC Day in Life of Dennis Day and Jack Benny Show, is the father of a boy, Patrick J.

**WILLIAM STEWART**, KLAC Hollywood disc m.c., and Roberta Maig, secretary to Fred Henry, KLAC assistant general manager and program director, have announced their marriage.

**WILLIAM HENDERSON** has joined announcing staff of KEEN San Jose, Calif.

**Virgil Smith**, chief transcription man at KWK St. Louis, is the father of a boy.

**RITA CLOVER** joins KTTV (TV) Los Angeles as scenic director.

**BOB WALSH** and RUTH LAWSON of WPOX Clarkesburg, W. Va., have announced their marriage.

**Charles Lansford** has joined WPAY Portsmouth, Ohio, announcing staff. **John R. Kornbach** also has joined station in that capacity.

**WILLIAM HENDERSON** has announced his departure from Keen San Jose, Calif.

**WHAT-FM on AIR Has Foreign Tongue Shows**

**OPERATION OF WHAT-FM Philadelphia started Dec. 10 on Channel 287 (105.3 me) with 20 kw.** Station is an AM affiliate of **WHAT**, are licensed to Independ- ence Broadcasting Co., Philadelphia.

**WHAT-FM duplicates all regular programs of WHAT and carries in addition to its English and Negro programs, foreign language broadcasts in Italian, Jewish, Lithuanian and Spanish.**

**Vet Video Films**

**VETERANS Administration** has announced a change in format for its series of video films now being used by 43 television stations throughout the country. A new lead for each one-minute cartoon and more animation characterize the new films, which will be released shortly to supplement previous stock of 38. Series is available without cost to stations, on request from a VA branch office. A new film is released each week, with stations retaining prints in their libraries.

**DON JOHN ROSS**, vice president of Hartford (Conn.) Chapter of AFRA, and morning man at WDBR Hartford, is being included in the forthcoming publications of the International Who's Who and Who's Who in America.

**GEORGE W. CREEMENS** has joined WDKF Peoria, Ill., as program manager. He has been with KRTV Des Moines, where he created first Junior Town Meeting of the Midwest.

**LESLIE GOODMAN** has joined ERI San Diego, Calif., as traffic manager. Mrs. Goodman replaces L. R. S., E R I M. A. KRAUSE, who has resigned to join her husband in Honolulu.

**STEVE PHILLIPS**, formerly of WIBM Jackson, Mich., and a freelance announcer, has joined announcing staff of WBBM Chicago.

**DALE C. SMITH** has joined WBB Carrollton, Ga., as announcer and copywriter.

**BOB MICHAEL**, m.c. of Midnight Dancing Party on WRTA Altoona, Pa., has been appointed station’s music director.

**WINSTON** (Winkle) HOPE, midnight Ballroom disc m.c. on WTR Norfolk, Va., is the father of a boy, John Christopher.

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**ALLEN ON TOP**

First in Canada Ratings

U. S. network programs piped into Canada and heard on Canadian networks still continue to draw the largest Canadian audiences, according to the November national ratings released by Elliott-Haynes, Toronto, Dec. 8.

Fred Allen has climbed into first place with a national rating of 36, followed by Radio Theatre 35.2, Charlie McCarthy 34.1, F. O. M. gee & Molly 31.3, Bob Hope 26.5, Amos 'n Andy 24.7, Ozzie & Har- riet 24.5, Album of Familiar Mu- sic 23.9, The Outer Limits 23.8, and Music Hall 20.3. Ratings are taken in 15 Canadian cities. There are 39 sponsored English-language evening network programs heard every week in Canada. Fred Allen also has highest Canadian sets-in-use rating for November with 52.4.

First five English-language day- time shows in November, out of total of 14 sponsored programs, were Big Sister 15.7, Mr. Perkins 15.7, Pepper Young's Family 15.6, and Hap- py Gang 14.5 (Canadian pro- gram).

Leading French evening pro- grams, out of total of 27 sponsored programs, were Un Homme et Socie 23.5, Le Fil de l'Ontario 24.5, and Mon-Des 24.5.

Leading French daytime pro- grams, out of total of 13 sponsored programs, were Jeunesse Doree 29.5, Rue Principale 27.7, Les Joyeux Troubadours 21.6, Tante Lucie 20.3, and Grande Soeur 20.2.

**Mutual Board Meets**

MUTUAL's board of directors held its semi-annual meeting at Chicago's Ambassador Hotel Dec. 13-14 with a discussion of budget matters occupying the major part of the time. MBS President Edgard E. Kock announced Tuesday. Mr. Kock described the meeting as "routine, short and sweet."

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**Agriculture**

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.
Advertest Study
(Continued from page 48)
ber of hours they would watch daytime TV were it available, 29% of the families indicated two hours a day. Thirty-six percent said they probably would watch at some time but said it would depend on the programs. The average estimate was approximately two and a half hours.

Average sets in use over the period showed 49.9% before 6 p.m. and 80.5% after that time. Broken down by weeks, Advertest noted one consistent factor, "The television audience of today will turn on their sets to a fairly equal degree each week."

Broken down by days, Saturday afternoon was highest with 59.5% of the sets in use before 6 p.m. In the night period, Tuesday was high with 93% of the sets in use. Saturday night had the lowest rating with 61%.

Program popularity varied widely from week to week in both one-time-a-week shows and those of greater frequency. The daytime programs did not vary widely, however, as those in the evening periods.

The Advertest report also covered the station preference for different types of programs and which station the panel members felt gave the best reception.

KRTN STARTS
Raton Outlet on 1490 kc
KRTN Raton, N. M., began operations Dec. 12 on 1490 kc with 250 w unlimited. The station is using a temporary antenna under special FCC authorization, granted after KRTN had experienced construction delays which prevented its scheduled November opening.

KRTN and its sister station, KFUN Las Vegas, N. M., are owned and operated by Southwest Broadcasters Inc., Las Vegas. Stanley K. Brown has been named KRTN manager.

Trilling Joins
LIONEL TRILLING, novelist, critic and professor of English at Columbia U., joined the advisory board of NBC University Theater, succeeding the late Dr. Harry Morgan Ayres. At a meeting of the board on Wednesday (Dec. 8), plans were made to build a two-year curriculum for NBC University Theater and to blueprint long-range plans for the network's education-by-radio project in the field of literature.

AH FM relay link between Kansas City and Topeka was completed Dec. 4 when this 16-element FM receiving antenna went into service. Inspecting the installation are R. W. Meyer (l), assistant manager of the Kansas Hotel on which the antenna is mounted, and Ben Ludy, general manager of WIBW and WIBW-FM Topeka.

TENNESSEE ASSN.
Sowell Heads New Group
REPRESENTATIVES of 31 Tennessee stations formed the Tennessee Ass'n of Broadcasters Dec. 10 at Nashville. F. C. Sowell, manager of WLAC Nashville and a member of the NAB education committee, was elected president.

Mr. Sowell announced, will be a closer coordination of the public service activities of Tennessee stations. In addition to his radio activities, Mr. Sowell serves as president of the Nashville Advertising Federation and vice president of the Nashville Sales Executive Council.


C. E. Arney Jr., NAB secretary-treasurer, attended the meeting and assisted in drafting the organizational plans.

FRANKLIN O. PEASE, general manager.

TEL AIR Assoc, New York, has opened Hollywood offices at 1508 Crossroads of the World. Principals are MORT SINGER Jr., president; SEYMOUR KAPLAN, partner; JAMES JUDSON COX, sales promotion manager.

Television
JOHN SUTHERLAND Productions, Los Angeles, preparing series of one-minute live-action and animated commercial films for National Dairy Ass'n. Films being produced in technicolor for distribution to theatres, and will be converted to black and white for television.

RALPH H. WHITAKER Co. and HOLLY FILMS Inc., both New York, have formed a working combination for production of television commercials on film.

CLAYTON BERGMAN has joined Television Adv. Producers, Chicago, as producer of firm's Under 21 teen show on WKBK (TV) Chicago. Mr. Bergman replaces DON FAUST, resigned.

CYCLO/AUDIO Productions has opened radio and television packaging offices at 524 S. Beverly Drive, Beverly Hills, Calif. Phone is Bradshaw 2-4000. Principals are CARL SCHLICHTER, writer-producer, and former radio director for Tuberculosis Ass'n; ALAN SANDS, writer-producer; DANIEL E. ANDERSON, president of PR Inc, Los Angeles (public relations offices). New firm plans to use established literary properties and top name artists. First production, a television property, is scheduled for January.

Use
WTAD-WTAD-FM
Quincy, Illinois

Serving a rich market Almost equally divided between rural and urban listeners, it is ideal for testing. Use these foremost stations to get real sales push.

WTAD 580 kc 1000 Watts Channel 255 EEM CBS Affiliate 53,000 Watts Covera 15 Madison Valley counties core of productive Illinois-Missouri rural agricultural regions. WTAD-FM carries AM programs, with 53,000 watts ERP a whopping big plus coverage feature.

Represented by WEED & COMPANY

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The Georgia Trio

The C.B.S. Affiliates in Georgia's First 3 Markets

ATLANTA

MACON

SAVANNAH

The C.B.S. Affiliates in

ATLANTA-MACON-SAVANNAH

Represented, individually and as a group, by THE KATZ AGENCY, INC.

BROADCASTING • Telecasting

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December 10 Decisions . . .

DOCKET CASE ACTIONS

Petition Denied

Announced memorandum opinion and order denying petition for reconsideration in ECONOMIC BROADCASTING CO., INC. et al. v. Comm. (WKNB), New Britain, Conn., the Commission to reverse its decision announced April 15 in its re-illumination and those of Central Connecticut ABC, New Britain, and the Hartford Times Inc. (WTHI), Hartford, or in alternative, seek said decision and order further hearing.

AM-1450 kc

Upon petition of Ben K. Weather and Fred W. Good for reconsideration of ECONOMIC BROADCASTING CO., INC. et al. v. Comm. (WKNB), New Britain, Conn., the Commission to reverse its decision announced April 15 in its re-illumination and those of Central Connecticut ABC, New Britain, and the Hartford Times Inc. (WTHI), Hartford, or in alternative, seek said decision and order further hearing.

AM-1450 kc

Adopted memorandum opinion and order denying petition for reconsideration in ECONOMIC BROADCASTING CO., INC. et al. v. Comm. (WKNB), New Britain, Conn., the Commission to reverse its decision announced April 15 in its re-illumination and those of Central Connecticut ABC, New Britain, and the Hartford Times Inc. (WTHI), Hartford, or in alternative, seek said decision and order further hearing.

AM-1460 kc

Adopted order (a) severing from con- ducted proceedings and removed from hearingocket amended application of Crescent Bay BC, Co. for new station at Santa Monica, Calif., 1460 kc 1 kw D; (b) denial application of Tom C. Carroll tr/as Valley Best, Co. with respects to station Santa Fe a, Calif., 1460 kc 250 w D.

AM-30 kc

Upon petitions filed by WLPX, Lexington, Ky., and Queen City Best, Inc. Cincinnati, Commission adopted memorandum opinion and order, (1) denying petition of American Best, Corp. (WLAB) to correct order providing for further hearing in this proceeding; (2) dismissed as moot petition of Queen City Best, Inc. for postponement of date of further hearing; (3) denied Queen City's petition for leave to amend its application; (4) granted petition of Queen City for or- der requiring selection of application for prosecution by Scripps-Howard Radio, Inc. (WNL) to correct order providing for further hearing in this proceeding; (5) applications for transfer of control of WVLK (tain sec r., Calif.) to Scripps-Howard Radio Inc., Cincinnati, and associated application to move WVLK to Cincinnati, and dismissal application it desires not to prosecute; and further ordered that Scripps-Howard is de- rected to make selection as to which of foregone applications it desires to prosecute and to notify Commission of its choice within 30 days after date of release of this memorandum opinion and order and to file with Commission application it desires not to prosecute (Comms. WALK-вер, Hyde, and Wills).

BY COMMISSION EN BANC

AM-1400 kc

John T. Assey Jr., Helen M. Assey and memorial petition, and order, (1) adoption memorandum opinion and order granting certific staten station 1460 kc 700 w D; (2) denal application of John B. Good, gra- nted application for WNLK, Orange, N. C., 1460 kc 250 w D; (3) Johnson County Best, Co. atlan, Kan., granted certific staten station 1460 kc 700 w D; (4) obtain engineering cond.; estimated cost $29,900.

AM-1460 kc

Adopted order (a) severing from con- ducted proceedings and removed from hearingocket amended application of Crescent Bay BC, Co. for new station at Jackson, Tenn., 1460 kc 250 w D; (2) denial application of Tom C. Carroll tr/as Valley Best, Co. with respects to station Santa Fe a, Calif., 1460 kc 250 w D.

December 10 Decisions . . .

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE

Exact Measurements of any time

RCA COMMUNICATIONS, INC.
Riverside, N. Y. - Riverside 2250
FREQUENCY MEASURING SERVICE

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1121 Vermont Ave., Wash. S. C.

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Radio Consultants

Philip Merrymen & Associates
Heatherdell Road
ARDISLEY, N. Y.
Dobbs Ferry 3-2737

BROADCASTING . . .

Radio Consultants

Philip Merrymen & Associates
Heatherdell Road
ARDISLEY, N. Y.
Dobbs Ferry 3-2737

December 20, 1948
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REPUBLIC 3083
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SPRINGFIELD, MISSOURI

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5651
1833 M STREET, N. W.
Executive 1220 WASHINGTON 4, D.C.

December 20, 1948 • Page 77
December 15 Applications . ..

AM—1570 kc
Lakes Area Broadcasting, Pryor, Okla.—CP new AM station 1100 at 266 w-D AMENDED to request 1570 kc (Con
gress on RAC changing to 910 kc).
AM—278 kc
Lakeost, Co. Inc., Gary, Ind.—CP new AM station 1390 w-D AM-
AMENDED to change stockholders.

AMENDED LICENSE

WAGA-AM-FM-TV Atlanta, Ga.—As-
ignment of license for AM and CP for
FM and TV stations to The Ford Indus-
tury Co.
WDJK-WFMJ-TV-Detroit—Assign-
ment of license for AM and CP for FM
from Detroit Bcstg. Corp. to The Ford
Industry Co.
—Assignment of license for AM and CP
for FM from Wheeling Bcstg. Corp. to
The Ford Industry Co.
WCL, Fort Wayne, Ind.—Assign-
ment of license from Farnsworth Tele-
vision and Radio Corp. to News-Sentin-
el Bcstg. Co. Inc.
WMWN-Fairmont, W. Va.—Assign-
ment of license from Monongahela Val-
ey Bcstg. Co. to The Ford Industry Co.

License Renewals

License renewal applications were filed by following AM stations: WDEC
Americus, Ga., WDBO Banger, Me.,
KWWO Winsona, Minn., KYJQ Medford,
Ore., KEV-AM Longview, Wash., KOXO
Naugatuck, Conn., WFXA Fredericks-
burg, Va., WYFP Pulaski, Va.

License for CP

WYMC Mt. Carmel, Ill.—License to
cover CP new AM station.
KLEB Rochester, Minn.—Same.
KOUM-AM Dubuque, Iowa.—Same.
WNA-AM Peoria, Ill.—Same.
WACB Kittitas, Pa.—Same.
WIB Jeep St. Louis, Mo.—License to
cover new AM station and change loca-
tion.
KBTN Raton, N. M.—License to cover
new AM station and studio location.
WIDK Hammond, La.—Same.
WKDN Camden, N. J.—Same.

Modification of License

KXLA Pasadena, Calif.—Mod. license to
remove limitations imposed by FCC on
license.
KDYL Salt Lake City—Mod. license to
change name of licensee from Inter-
mountain Bcstg. Corp. to Inter-
mountain Bcstg. and Television Corp.

Modification of CP

WMBD Peoria, Ill.—Mod. CP increase
N power for extension of completion
date.
WHIS Bluefield, W. Va.—Mod. CP in-
crease power for extension of com-
pletion date.

License Renewal

WTRF-FM Parkersburg, Ohio—Renew-
AL AM station.

License for CP

KWKN-FM Reno, Nev.—License to
cover new CP station.

Modification of CP

WSFA-FM Huntsville, Ala.—Mod. CP
new AM station for extension of com-
pletion period.
WNNI Wabash, Ind.—Same.
WMIB-AM Muncie, Ind.—Same.
WDX-Jackson, Miss.—Same.
WVCK Columbus, Ohio—Same.
WESB-AM Bradford, Pa.—Same.
WEAN-AM Erie, Pa.—Same.
WSBP-AM Eau Claire, Wis.—Same.
WSBF-AM Atlanta, Ga.—Same.

UNESCO

Hanna Harbors Missavigs On ’49 Radio Program

IN SPITE of general agreement among UNESCO nations on the neces-
sity for world-wide mass communication by radio, Michael R. Hanna, U.
S. representative and advisor to UNESCO, returned from the confer-
ence with misgivings as to the general success of what he termed
“an excellent 1949 program.”
Mr. Hanna, general manager of the Cornell U. stations, WHCU and
HCU-PM Ithaca, N. Y., and director of NAB District 2, was U.
S. representative at the Paris UNESCO Radio Program Com-
mittee and conference and advisor to the U. S. delegation to the gen-
eral UNESCO conference at Beirut, Lebanon.
Acceptance of the American pro-
posal that the radio commission of
the UN group be essentially a pro-
am only in the democracies,
Mr. Hanna said.
Support for the “clearing house” idea which came from several
nations including Hungary and Czechoslovakia, "Iron Curtain" countries, he
interpreted as indicating a desire to
obtain all possible information, but with reservations as to whether
and how it might be put to use
within their boundaries.
A proposal that UNESCO estab-
lish a world network to assure uni-
versal broadcasts of its program
was shelved in favor of Mr.
Hanna’s arguments for making the best
possible use of existing broad-
casting facilities.
He noted the inadequacy of the UNESCO budget for so large
and expensive an operation as the con-
struction and staffing of a world
network, the waste in duplicating
existing facilities, and the disad-
vantages of such a network in
attempts to reach mass audiences
in competition with established
and commercial broadcasting
facilities.
Among the recommendations approved by the Radio Program Commis-
ion and the UNESCO general conference were eight pro-
gram projects for 1949. These
included:

UNESCO Radio Bulletin:
A weekly collection of news items of
international significance and of
particular interest to UNESCO in
development, education and science,
and of 12 to 15 minutes in length.

World Books: Program material
on new books of international im-
portance.

Hopes of Tomorrow: Program ma-
terial designed to illustrate the
theme that no nation lives alone and
that each nation benefits from the
inventions of all other nations, both
in the field of ideas and in the
field of achievements.
The Masters Meet: Suggestions
for programs built around
remarkable personalities of one country
explaining the work and achieve-
ments of comparable personality
from another country.

Modern Life on Trial: Program ma-
terial designed to provoke dis-
cussion on the pros and cons of
current developments in such mat-
ters as educational methods, in-
dustrialization, medical dis-
covemtes, etc.

Crossovers: Program material
prepared by international experts,
designed to increase pop-
ular understanding of the problems
of world population and world
food resources, and of what is
can be done to resolve this problem.
CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation advertisements minimum $1.00 per 25 words. All other classifications 25¢ per word—$4.00 minimum. No charge for blank box number. One inch ads, acceptable, $12.00 per inch including return, box numbers, photographs, scripts, etc. forwarded to box numbers.

Help Wanted

Managerial

Medium sized station in large metropolitan city in central states needs program manager aged 30. Box 554, BROADCASTING.

Regional network in large metropolitan area seeks combination station manager - sales manager aged 30. Box 554, BROADCASTING.

Salesmen

Salesman—Opportunity to write two to three thousand dollars a month. You draw guaranteed for two months to expenses. Midwest. Box 561, BROADCASTING.

Excellent opportunity for salesman of record to move to a larger market. Must have experience. Box 561, BROADCASTING.

Announcers

Experienced announcer—Midwest CBS region. Minimum salary requirements, audition and references. Box 486, BROADCASTING.

Announcer—Opinion near future for all-round, eager young announcer with Midwest NBC network. BROADCASTING.

Wanted—Combination announcer-engineer, first class ticket for southeastern interstate network. BROADCASTING.

Announcer-engineer with emphasis on announcer for daytime city station. Send disc and full information. Box 572, BROADCASTING.

Technical

Wanted—Transmitter engineer. Experience unnecessary. For 1 kw station in Florida. Must have a salary $45.00 for 4 hour week. Reply Box 555, BROADCASTING.

Combination man with experience to act as chief engineer. Must maintain the station during emergency and announce relief. Single man preferred. Box 556, BROADCASTING.

Engineer—First class ticket. For 250 watt station in large market. $4.00 for 4 hour week. Good location. Box 447, BROADCASTING.

Wanted—Operator for 250 watt AM and 10 kw FM station. Send complete details first letter WPKT, Kingsport, Tennessee.


Situations Wanted

Manager—Now working at 1000 watt station. Knowledge all phases of radio broadcasting. Selling, announcing, etc., needed. Want manager's job in southern station. Box 575, BROADCASTING.

General manager, independent station, past 5 years. Previously manager network. $5000. All references. Newspaper background. Could invest $5000. Box 576, BROADCASTING.

Continuity director for major eastern market seeks new connection. Legitimate experience with present management, fourteen years experience in control. Director of topflight network shows. Thirty-four years old, married, dependable. Has knowledge of multistation operation. Excellent references. Box 551, BROADCASTING.

Manager, program director. Well educated. Must have experience at a small and major markets. Known commercial and radio. Box 410, BROADCASTING.

General manager available. Seeks large, diversified, fast growing network. Experience. Top management position. Box 414, BROADCASTING.

Announcer-engineer now employed desires to make change. Sober family. No reference necessary. Box 578, BROADCASTING.

Situations Wanted (Cont'd)


Radio manager to man with background of selling and other phases of station operation. Must be an expert in management, or manager-commercial man. Has managed chain. Box 579, BROADCASTING.

Announcer-engineer with background of time selling and other phases of station operation. Must be an expert in management or manager-commercial man. Has managed chain. Box 579, BROADCASTING.

Situations Wanted (Cont'd)

Top notch disc jockey and sports announcer work and play with progressive station east. South. Complete knowledge of football, basketball. Successful all night and early bird shows wanted for a progressive station. Writer for local sports poll national magazine. BROADCASTING.

Small market needs full time commercial announcer with copy writing ability for new station. Box 416, BROADCASTING.

Top notch announcing, writing and advertising for successful station in smaller markets. Available immediately. BROADCASTING.

Combination announcer-engineer. Fifteen year experience in broadcasting including studio and sales. Box 580, BROADCASTING.

Disc jockey—man 28 years, single. Will stick. News comment desirable. Send disc, references, picture. Any location. Box 580, BROADCASTING.

Radio station in Midwest seeks announcer. Good salary. Box 581, BROADCASTING.

Veterans—21 year experience. Strong on sports and newscasting. Disc jockey work and play. Can operate in either medium. Box 581, BROADCASTING.

Experienced announcer desires to break into management. Excellent copy writing ability. Box 581, BROADCASTING.

Top-notch announcers wanted for west coast stations. Call or write Herb Gottschalk, 5024 Adams st., Los Angeles 18, Calif. BROADCASTING.

Announcer, age 22, 19 months experience. Desires play-by-play announcing on one of the major metropolitan market. BROADCASTING.

Announcer, age 22, one year play-by-play announcing experience. Interested in permanent position with station offering $60.00 minimum. Box 472, BROADCASTING.

Chief announcer, program director, desires position west coast. Available immediately. Contact Jerry DeHana, 3465 Collins Ave., Miami Beach, Florida. BROADCASTING.

Announcer, 28, graduate leading radio show. Desires a position. Available immediately. Disc on request. Box 556, BROADCASTING.

Announcer, 22, single, seeking position in city with all-round commercial background. References. Disc and photo and any further information on request. Please include approximate salary required. Box 556, BROADCASTING.

Continuity director, experience, combination men, emphasis announcing. Desires to handle engineers, and take charge of entire studio. Strong on news and newscasting. Capable of running entire studio. Radio. Box 479, BROADCASTING.

Capable staff announcer formerly employed by local New Jersey outlet desire position with established station. Available immediately for personal appearance. Will travel anywhere. Box 479, BROADCASTING.

Veteran, age 25, single experience. Stock, experience, traditionally trained in technique at Radio City. Willing to travel. Disc available. Box 520, BROADCASTING.


Announcer—21 years experience. Desires play-by-play announcing in city with good facilities. Will travel. Disc available. Box 488, BROADCASTING.

I'm employed, but want east coast situation. New Yorktet. Box 291, BROADCASTING. Will do staff job if able to do sports. Age 22. Single. Lives in the city. Interview by appointment only. Box 291, BROADCASTING.

New England morning personality looking for big city that could use top man for play-by-play announcing. Desires play-by-play announcing. Box 505, BROADCASTING.

Announcer-engineer now employed desires one station. Confirmed copy writing ability. Desires a position. Box 507, BROADCASTING.

Veteran, age 25, college background in journalism. Some experience. particularly East or south. Box 547, BROADCASTING.

1949 baseball announcer, seasoned in all sports, versatile all-round announcer. Excellent copy writer. Will work anywhere after January 1st. Linda 322, 537 West 50th St., N. Y. C.

Top-notch disc jockey and sports announcer work and play with progressive station east, south or west. Complete knowledge of football, basketball. Successful all night and early bird shows wanted for a progressive station. Writer for local sports poll national magazine. Necessary. BROADCASTING.

A veteran announcer, now employed by local New York station, desires any position in city with good facilities. Will travel. Disc available. Box 377, BROADCASTING.

Announcer desires staff position. Thor- ough experience newscasting and selling, newscasting, production, writing. Has handled all play-by-play sportscasts, etc. Will write and broadcast daily kitchen type program and daily extemporaneous report from the national sports pool. Box 421, BROADCASTING.


WANTED—Continuity writer, WMCH, Columbus, Ohio. Has had experience in commercial continuity writing. Will fill job immediately. Box 482, BROADCASTING.
**Situations Wanted (Cont'd)**

Staff announcer, Single, veteran, university graduate, interested in playing football at leading radio school Radio City, New York City. Box 559, BROADCASTING.

Metropolitan station is in search of experienced announcer seeking a position in the South. Happy in present job, but have understanding position available in the South. Box 559, BROADCASTING.

Announcer—3 years experience all phases program production in Los Angeles. Partly employed. Box 429, BROADCASTING.

**Technical**

Chief engineer—Desires permanent, attractive position with future in progressive organization. I am 40 years old and have an opportunity to further my engineering, character, and ability. Twenty five years experience AM, FM, TV. Congenial working environment more important than salary. Give full details first reply. Strictly confidential. Box 551, BROADCASTING.

Engineer, first phone, veteran, three years experience. Experienced in every phase at large Chicago station. Prefer TV or AM with facilities for learning. Box 489, BROADCASTING.

Technician, first phone. No broadcasting experience, but has radio 10 years, radio servicing 10 years, knows well warm climate. Lloyd County, 2867 West 1st St., Los Angeles, Calif.

Chief engineer. Eighteen years supervisory experience, network and independent. For one to five kw. Installation and maintenance engineer. One and half years AM, two years FM. Fm. Excellent references. Present job 5 kw. Excellent reference while including present employer. Desires permanent position. Joseph T. Binder, 1886 Hedding Court, San Jose, Calif.

Chief Engineer desires position in midwest. Six years in radio. Constructed two kw stations. Have car. West, 295, Madison, Wis.

Desires transmitter operating job, no bad habits. Experienced, reliable. Box 552, BROADCASTING.

Engineer, eight months broadcast, marine, amateur. Excellent production-conscious. Happy at leading radio school. Metropolitan stations. Box 552, BROADCASTING.

**Employment Service**

Job-dump! There is no job-dump here, but for those (more than 3 years experience) stations hire. Automatic ad. Employment Bureau, 4313 South Michigan Avenue, Chicago, Illinois.

**For Sale**

Stations

For sale: New 250 watt station in Connecticut and agricultural and business center in the heart of Puerto Rico. Address Box 594, BROADCASTING.

Equipment

For sale, new General Electric 250 watt FM transmitter complete with tubes and crystals, GE FM station monitor, 200 ft 1/4 inch rigid coax. Also RCA Tube. In good condition. For sale only. J. H. McRaney, 1310 Market St., N. W., Washington, D.C.

For sale. One used 250 watt FM transmitter, complete with spare tubes. Also RCA 250 watt complete with tubes. Great buy. Box 567, BROADCASTING.

For sale: New portable FM transmitter 10 kw complete with frequency and modulation equipment. 4 kw. 200 ft. of 7/8 coaxial line with fitting. Write Ray Boot, Chief Engineer, Broadcasting Company, 723 N. 3rd Street, Milwaukee, Wisconsin.

For sale—200 dollars less than current net. Latest model RCA 68-B audio equipment and RCA 69-C digest. Automatic revoler. Crated for shipment. Box 594, BROADCASTING.

**Help Wanted**

Manager, Salary $55 to $60. Columbia Broadcasting Co., New York City.

Salesmen

**Situation Wanted (Cont'd)**

Engineer-announcer experienced all phases of engineering and progressive station. Southeast pre- viously and now seeking permanent position for ten years. Excellent references. Box 557, BROADCASTING.

Production-Programming, others

Program director—a penny post card answers. Also 1097-E, 622, BROADCASTING.

Farm director available immediately. Two years experience with news, live and talent, DJ at 1000 watt. Excellent references. Mike W. Please use 114 E. Barker, Tuscola, Illinois. Call 117-T.

Production, programming knowhow. Thoroughly familiar with continuity heading and affiliate. Network script sales. For man to work with major film company. Two years public relations experience in manufacturing business. Age 36, interested in continuing education. Radio, California, pref. Box 553, BROADCASTING.


For sale:

- RCA 12k transmitter, repainted and in excellent condition. Modified to 15 kw. Excellent condition. $150.
- GE console. Excellent condition. $200.
- GE console. Good condition. $150.
- Former stock player major network, desires position in radio. Box 557, BROADCASTING.

Future an announcer, desires comparable position with progressive station. Able to produce and direct programs. Must have a good track record. Also accept a position as assistant to any manager who will give an opportunity to prove my ability. Box 567, BROADCASTING.

Employment Bureau, 4313 South Michigan Avenue, Chicago, Illinois.

**Help Wanted**

Manager

Commercial manager who loves to sell. If married, has a brand new apartment ready to move into. Station on the air 8 years. Turn over a nice volume to man who qualities. Excellent sales ability, plus monthly and yearly bonus. Position open now or the first of January, 1948. Our employee's associations find this commercial manager leaving to become general manager of station for over $8,000 per year. Please write Box 588, BROADCASTING.

WANTED

Commercial manager who loves to sell. If married, has a brand new apartment ready to move into. Station on the air 8 years. Turn over a nice volume to man who qualities. Excellent sales ability, plus monthly and yearly bonus. Position open now or the first of January, 1948. Our employee's associations find this commercial manager leaving to become general manager of station for over $8,000 per year. Please write Box 588, BROADCASTING.

**Salesmen**

Radio time salesman. We need a top salesman to sell space in appearance and a ball of fire for the service. He must have a long living experience and be active city on radio time sales. The right man can carve a prosperous future for himself. Our station is in New Jersey. Write or phone.

- Box 545, BROADCASTING

- Box 546, BROADCASTING

**WANTED**

Commercial manager who loves to sell. If married, has a brand new apartment ready to move into. Station on the air 8 years. Turn over a nice volume to man who qualities. Excellent sales ability, plus monthly and yearly bonus. Position open now or the first of January, 1948. Our employeess associations find this commercial manager leaving to become general manager of station for over $8,000 per year. Please write Box 588, BROADCASTING.

RADIO TIME SALESMAN

Two first phone engineers with one kw transmitter experience. $60.00 for 40 hour week. Nonunion. Box 587, BROADCASTING.

**Miscellaneous**

Miscellaneous

For sale: Former stock player major network, desires position in radio. Box 557, BROADCASTING.

**Production, Programming, others**

STATION OWNERS

Are you operating in the RDI?

If yes, are you operating a new station?

I know how.

Box 550, BROADCASTING

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in all phases of radio broadcasting by Hollywood's outstanding professionals.

**The Style School of Radio and Television**

8800 Wilshire Blvd.

Appr. for veteran

1420 W. Washington Blvd.

Los Angeles, Calif.

BROADCASTING.

For Sale

- RCA 250 K 250 watt transmitter or similar equipment. Must be in good working order and capable of producing good tone. $125.00 is asking price. Contact Bob McRaney, Radio Station WNGA, Grenada, Mississippi.

- RCA 250 K 250 watt transmitter or similar equipment. Must be in good working order and capable of producing good tone. $125.00 is asking price. Contact Bob McRaney, Radio Station WNGA, Grenada, Mississippi.

Miscellaneous

Wanted

For sale: RCA 12k transmitter, repainted and in excellent condition. Modified to 15 kw. Excellent condition. $150.

- GE console. Excellent condition. $200.

- GE console. Good condition. $150.

- Former stock player major network, desires position in radio. Box 557, BROADCASTING.

Future an announcer, desires comparable position with progressive station. Able to produce and direct programs. Must have a good track record. Also accept a position as assistant to any manager who will give an opportunity to prove my ability. Box 567, BROADCASTING.

Employment Bureau, 4313 South Michigan Avenue, Chicago, Illinois.

**Help Wanted**

Manager

Commercial manager who loves to sell. If married, has a brand new apartment ready to move into. Station on the air 8 years. Turn over a nice volume to man who qualities. Excellent sales ability, plus monthly and yearly bonus. Position open now or the first of January, 1948. Our employee's associations find this commercial manager leaving to become general manager of station for over $8,000 per year. Please write Box 588, BROADCASTING.

WANTED

Commercial manager who loves to sell. If married, has a brand new apartment ready to move into. Station on the air 8 years. Turn over a nice volume to man who qualities. Excellent sales ability, plus monthly and yearly bonus. Position open now or the first of January, 1948. Our employee's associations find this commercial manager leaving to become general manager of station for over $8,000 per year. Please write Box 588, BROADCASTING.

**Miscellaneous**

Managers and Program Directors from coast to coast are needed. All are married, and all are married to someone with personal welfare. We are married.

Send for free booklet B. Approved for G.I. Training.

**Radio Broadcasting Stations**

BUYERS! SELLERS!

Prompt Confidential Service

RADIO BROADCAST STATION BROKERS

5031 Sunnyside Blvd., Norwood, 7848

Los Angeles 27, California

Are you interested in new or used

counties? Salted and seasoned sales

staff will develop accounts for

your station on co-sponsored fea-

tures programs. Inquiries solicited

—immediate action.

Mutual Radio Features

112 N. Allen St.

Albany, N.Y.
On All Accounts
(Continued from page 10)

for the following programs: The Lone Ranger, Betty Crocker and Light of the World, ABC; Beulah's
Shine, Jack Smith's, CBS; Miss Perkin's on NBC and CBS, and Brighter Day on NBC.

Show Productions television lists the following: Mary Kay and Johnny on NBC-TV and Small Fry on WABD, DuMont New York video outlet. In addition, both Betty Crocker and Lone Ranger will be in television next spring.

The Samishes—the she is the former Tira Witte—were married on March 15, 1947. They live on their own farm, Hickory Hallow, in Belvid Village, N. Y.

Mr. Samish's favorite hobby is the breeding of boxer dogs on his farm. He also hunts and loves to fish for trout, salmon, and—as he puts it—talent.

WKZO PLANT
Dedication Announced

FORMAL DEDICATION of its new "block-long radio city" is planned for the week of Jan. 1 by WKZO Kalamazoo, Mich., and its sister station WJEF Grand Rapid, Mich.

Housed on the second floor of the Burdick Hotel, the "radio city" has been in construction for over a year and will cost approximately $150,000. The station is owned by Fetzer Broadcasting Co.

The plant contains four new "floating" studios, all cushioned on air and acoustically engineered. There is one ultra-modern poly-cylindrical studio, one of the Midwest's largest theatre studios and two working studios.

New engineering facilities include a master control console desk with separate and complete control rooms for each studio. Complete space and plans have been included for the addition of TV facilities, when such plans go into use.

WAVE-TV Louisville, Ky., has announced there are 2,316 TV receivers in use in that area.

HOOPER TOP 20 STATIONS
September 13, 1948

MORNING AFTERNON-OCTOBER
Station Share of Audience Station Share of Audience
WCCO Minneapolis 47.7 WKCQ Houston 42.3
WSB Atlanta 42.1 KDKA Pittsburgh 41.7
WFIE Dayton 41.7 KELO Des Moines 41.1
WKBV Des Moines 41.3 KOA Denver 38.8
KOCI Omaha 40.6 WSBF Toledo 38.6
KAXO Sioux Falls 38.9 WRSB Binghamton 37.5
WSPD Toledo 38.9 WWIN Des Moines 36.3
WSBQ Buffalo 36.1 WKBV Youngstown 36.1
WBOB Buffalo 35.6 WWSA 34.0
WNAS Louisville 34.4 WODA Miamia Beach 32.7
WPRO Providence 32.6 WFBM Indianapolis 32.5
KGO San Francisco 31.8 WRYK Oklahoma City 31.7
WJON Birmingham 31.7 WKYX Detroit 31.5
WACE Pittsburgh 31.3 WJDC 30.8
WAGE Syracuse 31.3 WJZ 30.5
WPSB Baltimore 31.2 WBZ 30.4

This tabulation includes subscribing stations in those cities where City Hooper ratings were measured during the week of Jan. 1 by the following stations operating in the city.

(Editors' Note: These ratings do not necessarily mean that stations in unsurveyed markets are below the share of audience ratings indicated. They simply constitute one in a series of top stations in the markets in which Hooper conducts continuous competitive database surveys.)

ERIE GRANT

The POSSIBILITY of a court test of FCC's general preference for non-newspaper applicants was seen last week as the Commission issued its final decision in the Erie, Pa., 1,400 ke case.

The decision, effectuating FCC's earlier proposal in the case (Broadcasting, July 26), granted Erie Broadcasting Co.'s application for 1,400 ke with 25 w and denied those of Times Publishing Co. and Community Broadcasting Co., also seeking 1,400 ke.

In another decision handed down Monday the Commission made final its proposed decision to grant the application of Bay County Broadcasting Co. for a new 250 w station on 1,400 ke at Panama City, Fla., and to deny St. Andrew Bay Broadcasting Co.'s request for the same assignment (Broadcasting, Oct. 11).

FCC eliminated the Times Publishing Co. application from consideration in the Erie case on Court Test of Policy At FCC May Enue

Feature of the Week
(Continued from page 10)
values of a strong United Nations.

The new series was prepared by the station in cooperation with the radio department of the UN. The content of making records and distributing them to radio stations throughout the U.S. will be borne by WNEW.

The jingles will get an even wider distribution than was gained by the tolerance jingles, which have been played on more than 1,200 U.S. stations so far. Through the offices of the UN, the BBC may even wind up broadcasting the jingles—which antecedents plainly enough are the commercials which British radio cannot abide.

Radio diffusion Francia is recording the jingles in French, with Edith Piaf, a Parisian chanteuse now in New York, singing the lyrics, and will play them on her facilities.

Australian and New Zealand radio systems have already spoken for the addition of the time NEWE and the UN radio department get their distribution campaign in full swing, the jingles will be broadcast in dozens of different languages and regions, it is believed.

The UN jingles were written by Hy Zaret and Lou Singer, the team that turned out the successful tolerance tunes. Sung by The Jesters, a male trio, the jingles were recorded by the WNEW studio orchestra with a few musicians added.

Titles include "I Want to Live in a Friendly World," "We're Building a Happier World," the "UN Charter Song," the "Round the World Polka," and "The Alphabet Song."

Sample lyrics:
If I run short of a cup of milk and somebody in, I want to know that she won't say "no" to the flavor of my skin, or the church I worship in. . . or the man I love in. . . or the case I came. . . or my great grandfather's name.

Ted Cott, WNEW vice president and program director, who supervised production of the jingles, announced that radio stations desiring to use the new jingles could request them either from WNEW or from Dorothy Lewis, of the UN radio department at Lake Success, N. Y.

* Copyright 1948 Argosy Music, New York, N. Y.

based on operation as an independent.

Ownership of the grantee companies:
Erie Broadcasting—Thomas Phillips Jr., chief engineer of WRPT Ringsport, Tenn., own 50%; William M. Schuster, wholesale radio dealer, and his wife, Ethel, own 25% each; and Sylvia Gallasky, sister of Mrs. Schuster, has the balance.

Bay County Broadcasting, the rival applicant, had not filed exceptions to the original proposal to grant Bay County's application.

Erie Broadcasting contemplated CBS or Mutual affiliation, Bay County Broadcasting's plans were
production with special musical scoring and sound that John Eldwood, then head of NBC New York programs and now general manager of KNBC San Francisco, invited him to join the network staff in New York as producer-director.

In the fall of 1926 he found himself at NBC's 71 Fifth Avenue studios. His credits on well known programs are numerous. Included were Lucky Strike program with B. W. Allee's 75-man orchestra and the Atwater Kent Hour.

Don Bernard incidentally is credited with handling the first grand opera broadcasts in the United States. They were from famous Cadz Cuts Opera House. He commuted between the two cities each week to direct those broadcasts.

When NBC made him Central Division program manager in the winter of 1927, Chicago again became his home. There he helped the network in planning its Merchandise Mart Studios. Making that his headquarters for the next five years, he produced such well known network shows as Empire Builders for Great Northern Railroad; The Armour Hour, scored by Armour Packing Co.; The Chicago Symphony broadcasts for Standard Oil Co.; and Studebaker Champions for Studebaker Automobile Corp. He also devised and produced for five consecutive years the annual Good Friday epic The Seven Last Words of Christ.

Takes Agency Post

Hays MacFarland Adv. (now MacFarland, Aveyard Co.) offered him the post of radio director. Don Bernard left NBC, taking over in September 1932. In his new capacity he was responsible for such shows as NBC's Lives at Stake for General Tires and CBS Pennzoil Parade, with Hal Kemp, sponsored by Pennsylvania Gulf Corporation.

Don Lee Broadcasting System, then western outlet of CBS, invited him to join the regional network as West Coast program director in the fall of 1935. He packed bag and baggage and moved to Hollywood. With the networks dissolving affiliation some two years later, Mr. Bernard joined CBS as Hollywood staff director.

Meanwhile, in 1934, a producer's berth became available in the William Estey & Co.'s New York radio department. He took it. Continuing with the agency for two years, he produced CBS's Camel Show with Benny Goodman; NBC's Luncheon at The Waldorf with Ilka Chase for Camel cigarettes; CBS's Meet Mr. Meek sponsored by Lever Bros.; and a variety of daytime series for other agency clients.

Then Don Bernard resigned to freelance. He took on various production assignments for the next four years. Included was Wooden Cheeks From the Camps for General Motors Corp. and the War Dept. for 26 weeks.

Then the Treasury for its war bond selling sent him to Hollywood to produce the one-hour film-star-studded Over There program on NBC.

And he remained in Hollywood producing the pictures of both selling transcriptions. During this time he also took over freelance producing of the weekly CBS Blondie program, then sponsored by Camel cigarettes, and later by Colgate-Palmolive-Fleet; The Abbott & Costello Show for ABC; Life of Riley sponsored by Armour Packing Co., and later by Procter & Gamble.

When Thomas D. Luckenbill, vice president and radio director of William Estey & Co., invited him to return to the fold in November 1942, he rejoined that agency as West Coast manager in charge of Hollywood operations, the post he has held ever since. In addition he continues with his freelance producer-director contracts.

The Mrs. is Eleanor Holland, Chicago interior decorator. She met her first on a blind date, at a dinner party tendered him by the late Dr. Frederick Stock, conduc-

tor of the Chicago symphony. It was love at first sight. They were married Feb. 15, 1930.

With 17-year-old son David, the Bernards now make their home on a 10 acre estate at Northridge, Calif., in San Fernando Valley by American Mest Institute and later by Procter & Gamble.

Great outdoors are his principal hobby. His wife and young David often join him on hunting and fishing trips. They go in for horseback riding too. Making 16mm sound motion pictures is one of his relaxations. Breeding of Irish setters which started out as a hobby has now become a profitable business venture for the Bernards.

Six foot one, with brown hair and brown eyes, and weighing a good 190 lbs., Don Bernard carries with him the energy of a bounding rubber ball.

He likes to enthuse over the grand gang he has to work with—stars, writers, supporting players and script girls. A pat on the back goes to the engineer and sound effects too.

He maintains membership in the Masquer Club of Hollywood and Radio and Television Directors Guild. He was the latter's first West Coast president.

GENERAL FOODS
Say TV Cost High

RISING television production costs were the reason for General Foods and The Theatre Guild of the Air's decision to quit negotiations for a video presentation on NBC-TV, an agency executive has revealed to BROADCASTING.

Until a joint statement was released by the guild and General Foods last Wednesday, it was expected that the show would go on the television network sometime after Jan. 1.

Meanwhile General Foods will continue to hold its p.m. Sunday night NBC-TV time for the time being the present shows Author Meets the Critics and Meet the Press will continue to be featured during that period.

Benton & Bowles, New York, and Young & Rubicam, New York, handle the General Foods television programming.

Walters: ORLANDO
FLORIDA
1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

BROADCASTING * Telecasting

For Art's Sake

IF YOU hear Jesse James—the wrestler, not the historical figure—boasting one of these nights at Turner's Arena, "I've got so much more than Gorgeous George, why should I fight it?" don't be surprised, for it's literally true. The effective D. C. grappler has been snatched up by WOIC (TV), imminent Bamberger station, as a fulltime artist and staff designer—so he's that good. WMAL-TV Washington had the same idea the past year during which he served them on a parttime basis while touring the wrestling circuit. Jesse—Sotieros Anton Pappas, in part—wanted to give up the game but WOIC has wisely insisted he continue to appear at the Arena—for a while at least. He will handle station's TV art work.

Respects

(Continued from page 46)

course in the fall of 1924 the young band came to New York. There he played the Publix theatre circuit from coast to coast and in scenes from light and grand opera. Through an illness contracted while touring in the South, he temporarily lost his singing voice.

Following a much needed rest, Mr. Bernard went to work on neighboring WAIU (now WHKO) Columbus, Ohio. That was in early 1925. Besides managing the station, he devised program ideas, wrote them, sold them and announced them. He also conducted the staff orchestra and sang as the station's featured vocalist. And during that time he wrote glowing publicity copy about a fellow named Vincent O'Brien. That's the name he used on the air as orchestra conductor-singer.

His WAIU programming attracted attention. He devised such effective combinations of dramatic

N. J. CAVANAGH (second from r.), of Roche, Williams & Cleary, Chicago, is shown receiving first ride in KSTP's new elevator at City Radio, Minne-

apolis. In the caption appearing lower on this page, last week's picture of Booking Mr. Cavanagh was incorrectly identified as being former-

ly with Roche, Williams & Cleary. He has been with the firm 13 years and is account executive for the Milwaukee Road. With him are (l to r): Stanley E. Hubbard, KSTP president and general manager, Mrs. Cavanagh, and Miller C. Robertson, general sales manager.

June 29, 1948 Page 83

TESTED SUCCESSFUL
"temperatures" ARE MAKING MONEY FOR OTHERS

Why Not for YOU!

Nation Wide ... Seattle, Washington, ... Lubbock, Texas... Hopkinsville, Ky... Olean, New York ... and more than 150 other markets. Temperatures are captivating radio audiences. ... Adding much to radio station profits. These clever 14-second jingles covering each degree of temperature from minus 40° to plus 120°, prove that "Coming On" sparkle into otherwise dry weather reports.

Stations are enthusiastic. Sponsors are now consistently. Temperatures are TESTED, SUCCESSFUL, and are making money for others! They will make money for you.

FREE COMPLETE DETAILS AND PRICES

THE NATIONAL RESEARCH BUREAU, INC.
60 EAST 42nd STREET, NEW YORK 17, N.Y.
FOR YOUR CONVENIENCE
I'LL TAKE A PECK AT THE SUCCESS STORIES AND DETAILS OF "TEMPERATURES" WITHOUT OBLIGATION OF COURSE.

Name...
Address...
City...
State...
Station...

December 20, 1948 • Page 83
Richmond, Conn., Farm Youth Program has been announced by the station. Forty boys and girls, belonging to either of the clubs, are raising purebred dairy and beef heifers purchased by WTIC with a $1,000 insurance policy set up for the purpose. The young people pay back their loans in two and one-half years, without interest. Prize trips will be awarded in fall of 1949 on basis of records made by young people during coming year.

Meet WCFM
DURING first few weeks of operation at new 5,000-ke. station, "calling cards" to announce fact that it was on the air. Feminine staffers stationed themselves on sidewalk in front of the studio and handed the cards to passersby. Two by three inch cards announced that you are now the new broadcasting studios of Radio Station WCFM 99.5 megacycles on your FM dial. See both and have FM.

"Ear's Ready for Televison"
TO PROMOTE its new TV station, the Ear, Pa., Dispathet, license of WICU (TV) Ear, Pa., has distributed a folder covering activities of station. Included in folder are openings and techniques, to program plans and promotion activities are carried in folder with report of regional and city promotions. Included is a section telling of plans for a special TV section to appear in the Dispatch on Jan. 5, 1949.

Christmas Carol Books
KOIL, Omaha, Neb., has revived the custom of giving to its listeners Carol Books to its listeners. Cover is bright winter scene picturing family riding home from church in a sleigh, and title "Christmas Carol" is done in Old English lettering. Inside are all the beloved carols by a Christmas from KOIL.

Santa Arrives by Plane
ON Dec. 17, 10,000 children and parents will watch Santa Claus arrive in Topeka, Kan., by plane. Santa's arrival is promotion stunt carried out by WRTV Topeka and Jones-Mack Co., one of station's sponsors. Station will air 15-minute broadcast from airport, where 100 orphans and crippled children will be its guests. Later caravan of station personnel and guests will go to the city where another broadcast will be heard from Jones-Mack store. Broadcasts will feature interviews with children, and their parents.

Promotion Spoon
TO "Stir Up More Sales in Kansas City ..." KCKN distributed a shish featuring a wooden picnic spoon as its theme. Sheet also carried following message: Are you dipping into the profitable Kansas City market—your market? Get your share of sales ... hire KCKN!

Children's Hospital Drive
WDWD Washington's drive for Children's Hospital, in that city has netted $1,420 in 12 days. Local taxi drivers cooperated with station by picking up donations offered by listeners. $1,000 was collected to buy toys for the children and the other $420 will be used to buy them a television set.

Television News Section
THE BALTIMORE Sun (Sumpters), licensee of WMAR-TV Baltimore, on Sunday, Dec. 5, ran a complete section devoted to television. Section carried news of programs, facilities, TV progress, and ads from local TV set dealers.

Old Facilities Promote New
THURSDAY, Dec. 9, WLVA Lynchburg, Va., began broadcasting on its new facilities which operates on 500 ke with 1 kw 1 day and night. This improvement in facilities involved move from the opposite end of dial where old station had been operating on 1230 ke. While all regular programs are carried on new station, old station is advising its listeners to tune to new 590 spot on the dial for regular WLVA programs. Programming on 1230 ke consists of about 30 seconds of music and announcements concerning frequency change. In addition listeners are invited to send in their comments on the station's change. Program on 1230 ke is recorded and broadcast over and over so that listeners have no excuse for not finding WLVA programs on 590 ke.

Simplified FCC Form
SIMPLIFIED application forms have been proposed by FCC for experimental, educational, experimental facilities, development or international stations. Proposed Form 309 is application for construction permit or modification of permit while Form 310 is for license and Form 311 renewal of license. The Commission's proposal would cut the number of required forms from five to three and reduce total pages of forms from 31 pages to 10 pages. Certain pertinent rules changes are included. Comments must be filed with FCC or before Jan. 14.

TEXAS Quality Network, WFAA Dallas, WOAI San Antonio and KPRC Houston, received National Safety Council's award "for the best regional network program (the year round) division of the fourth annual farm safety radio contest."

WINCHELL
Alaska Net Added
ALASKA Broadcasting System, affiliated with CBS, has made special arrangements with ABC to broadcast the "Winchell" program (Kaiser-Frazer) over the five-station Alaska network starting Jan. 2, 1949, according to Martin L. Nierman, Alaska sales manager for the Pan-American Broadcasting Co., New York office for the chain.

In the same three-quarter-hour bracket with the Winchell show, the ABC options will also carry the CBS Jack Benny show, sponsored by Lucky Strikes, thus providing two top Hooper shows back-to-back.

Arthur Godfrey's Talent Scour has also joined ABS for Lipton's Tea and other business includes: Carter Products (Ted Bates & Co.), Chrysler Motors (McCann-Erickson), Scandal, (Wendell P. Colton Co.) and Union Oil (Foote, Cone & Belding).

Members of the Alaska chain are: KFQD Anchorage, KFPR Fairbanks, KINY Juneau, KXIB Seward and KTKN Ketchikan.

WDS-FM STARTS
New Building Is Opened
PROGRAM service started Dec. 7 at WDS-FM Champaign, Ill. With initiation of programming, J. A. McDermott, executive vice president of the News-Gazette Inc., permitted, the opening of new quarters for the station and its AM counterpart. WDS-FM is on Channel 248 (97.5 me) with 27 kw. A new 420-foot self-supporting tower is being used by both stations from the new location.

The WDS radio center is located a mile south of Champaign on a 12-acre tract. All facilities, including three studios, offices and a living quarters, are housed in a new brick and concrete building. New GE equipment is in use.

CANCER SOCIETY
Starts Script Library
AMERICAN Cancer Society's radio division has inaugurated the use of script writers on a royalty payment basis and is introducing a new dramatic script library.

The new procedure," said Walter J. Koff, director of radio and television, "releases us from the limitations of very tight budgets and at the same time makes possible fair financial returns for the writer.

The script library is comprised of 15 and 30-minute dramatic shows designed to present cancer facts in a palatable manner. The shows vary from simple programs, which have value, to elaborate documentaries, calling for professional talents. Scripts are obtainable from local units of the ACS.
FCC Actions
(Continued from page 79)

December 16 Decisions

DOCKET CASE ACTION

Paramount—DuMont
Announces proposed decision to sever applications of Allen B. DuMont Lab. Inc. for new television stations in Cleveland and Columbus—merger application of Paramount Television Productions Inc., United Artists Theatres Inc. and New England Theatres Inc. for new television stations in New York, among others.

Since Paramount Pictures Inc. exercises control over all companies in the Paramount group, the FCC has held that only the applications for new television stations in New York are timely. The FCC, therefore, seeks additional information and will decide the applications for new television stations in New York after the hearing. See story page 21.

BY COMMISSION EN BANC

FM Authorizations

FM actions of FCC included: Setting aside of one CO for failure of prosecution; granting of one Class A and eight Class B FM CPs; granting CPs in lieu of previous CPs, to seven outlets; granting restoration of five CPs which were expired. (See story page 351.)

AM—1410 kHz

Dunkirk Bess, Corp., Dunkirk, N. Y.—Granted CP to AM station 1410 kHz un DA;-license fee.

Modification of License

KMAE McKinney, Tex.—Granted mod. CP to increase power from 500 to 1 kw, operating on 1800 kHz; engineering condition.

AM—990 kHz

WSTS Southern Pines, N.C.—Granted CP increase power from 250 to 1 kw and install new transmitter; engineering condition.

Modification of CP

WSVS Crewe, Va.—Granted mod. CP to change frequency from 850 kc to 800 kc.

WBW Wichita, Kan.—Granted mod. CP to change frequency from 1450 to 1410 kc; now from 500 to 1 kw, hours from 1 to 12, change of city and install DA DN; engineering condition.

Assignment of License

KAYS-KAYC—Part of Gravois, Mo.—Granted assignment of license of one Class A station and permit for FM station from General Electric and Radio Co. to Hiscox Bess.

Transfer of Control

WPAT WMAT-AM Paterson, N. J.—Granted transfer of control of licensee through sale of stock by James V. Noonan and Donald Noonan to The Passaic Daily News for $257,400.

WMBF Myrtle Beach, S. C.—Assigned to transfer of 247 shares in Radio Wisconsin Inc. from Central Bess Co. to Even Television Co.

Assignment of License

WBVP Beaver Falls, Pa.—Granted voluntary assignment of license from Frank R. Smith Jr. to WBVP Inc.

License Renewal

WCMK Keekoprt, Iowa—Granted.

November Sets Record

TELEVISION set production for the first two weeks of November reached a record 60,000 units and was expected to hit 120,000 when all of November’s sets are produced. The major reason for this is a backlog of sets being built by the companies in the New York area. The figures cited were based on numbers received only from RMA members.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO DECEMBER 16

Class Station On Air Licensed CPs Cond’ls Pending Hearing

AM STATIONS

1,988 1872 213 50 352 235

FM STATIONS

94 7 116

* 15 on the air.

TELEVISION APPLICATION

Greensboro, N. C.—Inter-City Adver- tisers Inc., d.b.a., Greensboro, N. C., in Consortium ERP 28.6 kw visual, 14.3 kw audio, annual operating budget $329,000, estimated cost $119,000, first year operating budget $100,000, revenue $200,000; Inter-CBS, which has application pending for Channel 11 (186-198 mc) at Charlotte, N. C., is licensee WAYS-FM Charlotte, N. C., and WCGO Greensboro, N. C., Harold R. Thomas, 55% owner of Inter-City, is licensee WHIT Durham and principal owner of WISE-FM Ashevile, N. C., and with Mrs. Thomas is chief owner WEAM, Atlanta, Ga. Filed Dec. 16.

AM APPLICATIONS

Cleveland, Ohio—Miss. Blanche Imes, 1400 kw, change frequency, unlicensed CP, WPAT from 86 to 86 31 kHz.

KMAE McKinney, Tex.—Held grant.

Reconsideration of Licensing

The FCC has requested the representation of those companies whose CPs have been finalized or abandoned to the Public accounts of the new TV stations in New York. The Public is invited to submit any comments they may have on this matter before December 20.

Pledge Policy

STATION subscribers to the All-Radio Presentation may pay their pledges now, should they desire, according to the committee in charge. The committee said many stations wanted to make their payments during the 1948 calendar year for fiscal purposes. The committee is arranging to submit bills for payment of pledges but fears delay in printing may prevent sending of statements before Jan. 1.

‘VOICE’ RELAY

French Agreement Held Up

THE U. S. and French governments have temporarily shelved an announcement of a mutual agreement giving the State Dept.’s International Broadcasting Divi- sion another relay for “Voice” somewhere in Africa. The announcement is pending further French consideration, it was learned last week.

Construction on the relay base is believed to be progressing according to schedule, however. Originally, it was understood, the French had rejected the U. S. version of the release papers, asking further analysis of the literal interpretation with which they disagreed in part. State Dept. sources have hinted that the French, who are mainly interested in the locale of the relay base, may have de- sired phraseology which would stamp the operation as a joint U. S.-French venture.

In consideration of the political aspects involved, it is felt that the French government may have insisted on that inclusion as a “face-saving” device. The diplomacy of the situation was also emphasized in relation to present frequency fight among nations at the International High Frequency Conference in Mexico City.
FCC TO PROBE PROGRAMS OF WPAB PONCE, P. R.

PROGRAM SERVICE investigation of WPAB Ponce, P. R., to commence Jan. 10 in Ponce with FCC Hearing Examiner J. Fred Johnson Jr. presiding, Commission reported Friday. Announcement came concurrently with granting of WPAB petition for clarification of issues in proceeding ordered year ago on station's license renewal application [BROADCASTING, Dec. 22, 1947; Jan. 12, 1948].

Commission to investigate whether promises of program service made in application to FCC have been carried out; nature of program service since Nov. 3, 1944, with respect to proportion of commercial time, number of spot announcements and amount of time devoted to discussion of public issues; amount of investment in so-called revenue obtained and amounts spent on programs; policy planned for future service; what contracts have existed regarding network or rebroadcast programming, station management and block time sales and if block time pacts have been duly reported.

FCC OPERATOR RULE

FCC Friday adopted new rule to (1) reflect Communications Act's requirement that radio operator licenses be issued only to U. S. citizens found qualified, and to (2) prevent operators whose licenses have been suspended or who are involved in suspension proceedings from escaping penalty, by declaring them temporarily ineligible to apply for commercial radio operator licenses of any class. Effective date: Jan. 31.

PARAMOUNT'S POSITION

FCC's PROPOSED decision finding Paramount Pictures controls Allen B. DuMont Labs. (early story page 21) is "only a preliminary step in the determination of the question of the Paramount-Dumont relationship as far as the station ownership is concerned," Paul Raitor, Paramount vice president in charge of television, said Friday. He indicated film company will continue to try to convince FCC it does not have control.

WMCA-FM TO START

WMCA New York's FM affiliate starts Christmas Day at 2:30 p.m., Leon Goldstein, vice president to chairman of board, announced. WMCA-FM will be on Channel 222 (92.3 mc). Its schedule will include duplication of WMCA programs, 3-3 p.m. FM transmitter is atop Channing Bldg., Lexington Ave. and 42d St., New York.

JOHNSON DROPS WARING

S. C. JOHNSON & SON (wax), Racine, Wis., Dec. 28 drops Tuesday and Thursday sponsorship of Prey Warner's Show (NBC, five-a-week, 10-11:30 a.m.). Programs will be sustaining.

ABC ACQUIRES RIGHTS

ABC has acquired exclusive television license to Dunning animated projector, designed to achieve low cost method of producing 16mm television films and commercials. IRNA PHILLIPS signed by NBC Chicago to write three-weekly TV serial to start Jan. 8 when WNQ Chicago formally opens full-time schedule. Serial titled These Are My Children.

SWIFT WORK

NBC-TV's The Swift Show, 8:30-9 p.m. Thursdays, encountered near-tragedy Dec. 16, but Lanny Ross, programs' star, was equal to task. Full-scale ice show, with studio transformed into rink, was planned, but ice compressor conked out. When curtain went up Mr. Ross and Producer Lee Cooley, of McCann-Erickson, New York, were seated dejectedly beside iceless rink. With touch of humor, Mr. Ross explained predicament, announced show would go on at 10 p.m. Then TV cameras were turned on workers repairing ice compressor. Teletranscription of Toscanini's NBC Symphony was substituted for remainder of Swift show period. Swift program went on at 10.

Baltimore Court to Hear 'Gag' Charges Jan. 27

Five Baltimore stations and one commentator will be tried Jan. 27 on charges of contempt of court based on alleged violation of "Baltimore Gag" rule. WBAL, WCAO, WFBR, WLB and WSID cited last summer by court for newscasts of a sale of an arrest of man on murder charge. He since has been convicted.

Under antique Baltimore contempt rule, court forbids publication of certain facts about accused persons. Court last summer applied rule to broadcasters. WSID, located in nearby Essex, claims court lacks jurisdiction over it. James Connolly, with news editor, cited along with stations. Judge John B. Gray Jr., Prince George's County, was called in to try case. Baltimore judges have disqualified themselves. WBAL will argue "outside" judge should not try case.

RTDG STRIKE MOBILIZATION

Radio and Television Directors Guild's New York membership has called strike mobilization meeting for today (Dec. 20) to prepare for action in impasse with WJZ-TV. Crux of dispute is whether directors, as well as assistant directors, should be covered by contract.

MRS. EDWIN SHORT CRITICAL

MRS. EDWIN SHORT, wife of WJZ Chicago public relations director, gives "50-50 chance to live" Friday following car-truck collision. Injury diagnosed as possible skull fracture. Mr. Short recovering from three fractured ribs and broken wrist.

Closed Circuit (Continued from page 4)

sessions, under way since mid-October. Two countries had left in anger [BROADCASTING, Dec. 13] but conciliator persuaded them to return.

EFFECTIVE JAN. 3 Chevrolet tele-theatre programs on NBC-TV will be sponsored by Chevrolet central office, Detroit, instead of local Chevrolet Dealers Assn., which underwrote program for first 14 weeks. Campbell-Ewald Co., New York, is agency for both local dealers and central office.

STORY soon should be out about one radio manufacturer using TV to promote sound receivers with phenomenal results. Manufacturer's experience is that AM sets sell in greater volume than combination AM and FM, blaming largely failure of FM stations to exploit their opportunities.

CHANCES look good for Radio Mfrs. Assn. to break down monthly TV set production figures to show number of receivers with regulant FM tuning. Move long sought by FM Assn., which believes third to fourth of all TV sets have 88-108 mc FM band.

LOW-DOWN on ultra-high and very-high TV allocations may be given RMA delegation slated to visit FCC Chairman Coy today. Set makers, harrassed by FTC fears that certain sets will soon be obsolete, hope to get encouraging word on length of freeze and future pattern of TV allocation.

WOMEN'S activities getting more attention at NAB. Board-approved plan now in works to have Pat Griffith, women's director, report directly to management instead of through public relations department, which proposed new procedure.

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To NBC and to the scores of advertising agencies and program sponsors who made 1948 a record year, WKY expresses its thanks and the hope for rising sales curved in the years ahead.