98% of Iowa homes have radios, 41.8% have two or more sets, and 11.8% have three or more, according to the 1948 Iowa Radio Audience Survey.*

This extra-set ownership means more listening throughout the day. In the morning, for instance, it means 6.9% more women and 5.9% more men listeners.

The Survey's authoritative figures about multiple-set homes in Iowa constitute one of the several new and extremely important findings of the 1948 Edition. In addition to this “new information not previously gathered” the Survey gives up-to-date facts on almost every possible phase of Iowa listenership.

Write for your copy today, or ask Free & Peters.

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

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

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

WHO

+ for IOWA PLUS +

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
Like Jack’s beanstalk . . .

Television towers can grow sky-high overnight, but it takes more than just a tower to make a television station foremost in its community. WWJ-TV, now in its third year of operation, is a firmly established leader in the Detroit market. It has taken full advantage of its two-year "headstart" to stake its claim on the lion’s share of desirable local television features. And, through its NBC Television Network facilities, WWJ-TV has stretched its "seeing power" beyond the horizons to bring Detroiters an even greater diversity of entertainment features. Unquestionably, WWJ-TV is the one best television "buy" TODAY, in the multi-billion dollar Detroit market.
One drummer doesn’t make a parade!

You can sell New England effectively with radio only by having enough stations to cover the market adequately, so that your local dealers will feel the impact.

Beating the drum in one market, however effective there, will not draw a crowd all along the route in this prosperous six-state market with its many city zone and suburban shopping centers. For complete coverage, Yankee offers 24 home-town stations. Each station has local acceptance with merchants and with consumers. Together they form New England’s largest regional network — delivering a vast ready-made audience.

You can really draw a crowd with Yankee — every local station pulling in its area, earning the co-operation of your dealers for maximum results everywhere.

Acceptance is THE YANKEE NETWORK’S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
Closed Circuit

WITH decision on long-pending clear-channel case in offering, both pro and anti clear-channel groups are becoming active again. Clear Channel Group, at call of Chairman Edwin W. Craig, met in Nashville Dec. 16. Ed Crane, head of Pacific Northwest Broadcasters and spearhead of anti-clear-channel group, has dispatched call for meeting in midwest sometime in January (see story, page 31).

FCC WILL muster its full strength for first time since summer with unheralded return last week of Comr. George E. Sterling, alternate chairman of High-Frequency Broadcasting Conference which has held away in Mexico City since Oct. 22. Comr. Sterling plans to return in Washington until Jan. 6 or 7 before returning to conference for windup expected by Feb. 1.

INSIDERS won't be surprised if 20th Century Fox and ABC resume huddles, though nobody wants to talk because of effect past publicity had on market value of stock.

WILLIAM ESTY Agency, New York, will produce dramatic show, Colgate Theatre, for Colgate-Palmolive-Peet, Mondays 9:30 p.m. on NBC-TV beginning Jan. 3. Sponsor bought time some weeks ago. Although Easy producing show, commercials for Lustre Creme being prepared and filmed by Lennen and Mitchell and commercials for Vel to be handled by Esty.

IF ON-again-off-again deal of Billy Banks (owner of What Phila.) for acquisition of WINX Washington doesn't jell quickly American Federation of Labor is prepared to make bid. While Washington Post has agreed on WINX sale to Banks ($125,000 for WINX-AM and about $200,000 for WINX-FM and real estate which would be sold to new Post-CBS corporation), difficulties regarding dual operation of AM and FM transmitter from same location but under different ownership have complicated negotiations.

WANTED: Two top-flight broadcast advertising executives to fill vacancies at NAB.

FM ASSN. committee met Friday morning to look over candidates for executive directorship. Contract of incumbent J. N. (Bill) Builder expires end of next month. FAA expected to clipante on job as part of revamped operation.

AUTOMOBILE manufacturers expected to be biggest source of new radio and television business in 1949, according to many New York radio station representatives. They point to increased competition among car makers as one reason for expansion of timebuying.

INCREASINGLY frequent reports that newspapers are hitting radio below belt in selling (Continued on page 70)

Page 4 • December 27, 1948

Upcoming

Dec. 28: All-Radio Presentation Executive Committee, 6PM board room, New York.
Dec. 30: Executive Session of House Select Committee to investigate the FCC, 10:30 a.m., Old House Office Bldg., Washington.
Jan. 3: FCC Hearing on Station Representation resumes, FCC Hdqtrs., Washington.

(Other Upcomings page 46)

Business Briefly

PILLSBURY CHANGES • Pillsbury Mill Minneapolis, Jan. 3 moves ABC Key Kyser's College of Musical Fun and Knowledge from 11:11:30 a.m. to 4:4:30 p.m. EST, an Galen Drake from 3:30:45 p.m. to 11:45:1:1 noon, both Mon.-Fri., Agencies, McGann Erickson, Minneapolis, and Leo Burnett Chicago.

OLD GOLDS ON WJZ • P. Lorillard Co (Old Gold cigarettes), New York, cancelling Brooklyn Dodger baseball broadcasts on WMGM New York and telecasts on CBS-TV Firm will sponsor year-round show, Old Gold Party Time, Mon., Fri.-1, 11-1:55, on WJZ New York starting in mid-January.

SHOE FIRM SPONSORS • Brown Shoe Co (Roeble and Buster Brown shoes), St. Louis will sponsor Sport Magazine awards presentations from Hotel Astor, New York, on full MB network Jan. 15, 10-10:30 p.m. Agency, Le Burnett, New York.

RAILROAD SPOTS • Long Island Railroad N.Y., Dec. 30 begins for three weeks one minute film spots on WJZ-TV New York to explain reasons it is seeking fare increase Agency, Paul Lefton Co., New York.

TV NEWSREEL • Joske's, Houston (department store) to sponsor daily Telematons IN Newsreel on KLEE-TV Houston beginning Jan. 2 coincident with station opening.

ABC CO-OP BUSINESS REACHES ALL-TIME PEAK

NUMBER of advertisers sponsoring ABC co-operative programs is at all-time peak, say Murray Grabhorn, network vice president. ABC's 16 co-op shows now total 852 advertisers increase of 19% over 719 sponsors of a year ago.

National Dairy Products, New York (See test) will sponsor Dorothy Dix on the Air ABC's newest five-weekly co-op, over 49 stations effective Jan. 3, 1:45:6:1 p.m., through W. N. Ayer & Son, New York.

Newest co-op program sale is Ethel & Albert, five-weekly over six ABC affiliates & Swift & Co., Chicago, for Swift's cleanser under 26-week contract effective Jan. 3. Needham, Louis & Brorby, Chicago, is agency.

CBS STILL HOPEFUL OF ACQUIRING BERGEN

REPORTS that CBS was still hopeful of obtaining Edgar Bergen, despite his recently announced intentions to retire from radio revived last week when ventriloquist admitted he was negotiating with CBS, according to press association reports.

Mr. Bergen, who will quit NBC this week is said to have been offered a capital gain deal by CBS. It was believed, however, that even if he reached agreement with network he would probably not resume active broadcasting immediately.
Dear Reggie:

I am incensed. A guy -- just a plain guy -- said to me yesterday why don't I take the "bollarkey" out of my letters to you time buyers. "Bollarkey", he explained was a combination of boloney and mullarkey. Time buyers want only facts he says; be more businesslike.

You never were given anything but facts by us, but perhaps I could be more terse: For example

1 - WGY costs less by nearly 50% than any combination of stations which cover the same territory.

2 - WGY is the only major (50,000 watt) station in the area it serves.

3 - WGY has consistently increased its mail pull through the years. In the year just passed, it received more mail than in any previous year in its history -- over 200,000 pieces!

4 - WGY produces results. For example, eight announcements on a program before 7:00 AM produced orders for 38,400 strawberry plants ... 1,483 orders were received by another sponsor for an item costing $3.98! That's a cost per sale of only 15 cents!

5 - Eighty-six percent of WGY's current advertisers are on a renewal basis. More than 18 have been on the air regularly for 10 consecutive years!

Do you really like this way of laying it on the line, Reggie? There are dozens of other facts on WGY we could send to justify your confidence in us and help you explain to your clients why you recommend WGY in this area.

Or maybe it's easier just to get the full story from NBC Spot Sales. Regards.

Sincerely,

G. Emerson Markham

G. Emerson Markham:acs STATIONS MANAGER
Following through on our interest in promoting farm safety, I attended the annual meeting of the Indiana Farm Safety Committee at the Seawick Hotel. Having served during 1948 as chairman of the Public Information sub-committee of this group, I was named chairman of the nominating committee, to select officers for this state-wide safety organization in 1949.

The next meeting of the Indiana Farm Safety Committee was set for December 28, 1948 at Purdue University. At that time I am expected to present the ten U. S. Savings Bonds offered to high ranking winners in our state-wide 4-H Dairy Safety Contest. The 5 heifer-calves which were the top awards in the contest were presented at the various breed association meetings over the state.

Material for Springer's Farm Column of the Air for Sunday was transcribed in advance, and Sam Sims filled in with current items on both regular farm broadcasts while I was in Chicago for the International Livestock Exposition. Joe Pierson did 'Flyin' Heathers', arrangements having been cleared with the sponsor beforehand.

A tape-recorded interview was made at Chicago, featuring most of the central Indiana boys and girls who attended as delegates to the National 4-H Club Congress. The tape was delivered to WFMB by air-mail special in time for Monday's Hoosier Farm Circle program. I told the boys and girls we would keep the recording on file at our studios so that they might stop in with their parents to hear it.

Judge Justin A. Muller, IBA President, was the principal speaker at the annual banquet of the National Association of Radio Farm Directors, of which I was a member. He emphasized the importance of farm programming not only as a special service to rural listeners and in addition, as a means of bringing about a better understanding between farm and city people. Copies of his address are to be distributed soon.

One of the discussion panels at our farm directors' convention was devoted to the topic of helping farm broadcasters to carry out the best possible management in the presentation of farm programs. Another dealt with the need for closer cooperation between farm departments and commercial departments.

I distributed brochures on the International Dairy Exposition, to be held in Indianapolis next October for the first time. The plan of the dairy show was explained briefly to the farm broadcasters attending, as requested by the Indiana organizations which are behind the non-profit exhibition.

Hoosier Farm Circle features during the week, in addition to the 4-H interview from Chicago, included a talk on grain marketing, a discussion of Indiana's natural resources by Bill Houglund of the State Department of Conservation, and an interview with two girls who are members of the Indiana Rural Youth Club.

Harry Martin
George Gow, KFH News Commentator, is THE radio news authority in Kansas. He is on the air three times daily; noon, early evening, and at 10.00 P.M., six times weekly. His terrific popularity is borne out by his phenomenal Hooper ratings and as you can see above KFH and George Gow have almost as many listeners as the other three Wichita radio stations combined. By any standard, KFH is TOPS!
Radio Sales represents:

KMOX
St. Louis

WRBM
Chicago

WCAU
WCAU-TV
Philadelphia

KSL
Salt Lake City

WTOP
Washington

WEEI
Boston

WBT
Charlotte

WCBS
WCBS-TV
New York

WCCO
Minneapolis-St. Paul

WRVA
Richmond

WAPI-WAFM
Birmingham

KNX
Los Angeles

Columbia PACIFIC Network

Columbia CALIFORNIA Network
Local likes and dislikes are as regional as dialects. You get the best results when you talk the native tongue. And you can do so—effectively—in twelve of your most important markets. In these territories, according to the most recent analysis, the local live talent programs on the Radio Sales represented stations command twice the average audience gathered by the local talent on all competing stations! No wonder national spot advertisers are now sponsoring close to 600 local live talent broadcasts each week on the Radio Sales stations. To get a home-town favorite to do your selling, see your Radio Sales Account Executive.

Radio Sales
RADIO AND TELEVISION STATIONS REPRESENTATIVE... CBS
Mr. Day

GEORGE F. FINLEY, production manager; FRANK HERMES, media director; and GILMAN SUHMAN, account executive, were elected to vice presidencies of Federal Adv., New York.

MILTON DECKER, formerly with Fuller & Smith & Ross, New York, joins Biow Co., New York, as account executive on the Lava (Procter & Gamble) account.

FRANK M. LEONARD, who formerly handled publicity for Republican National Committee, joins publicity staff of Benton & Bowles, New York, where he will handle radio publicity and promotion. FREDERIC PAPERT, formerly with Cecil & Presbrey, New York, joins B & B as copywriter.

NORINE FREEMAN appointed radio and television director at W. B. Doner & Co., Chicago, replacing PHIL EDWARDS, resigned. Miss Freeman joined Doner in June as public relations director after working as radio supervisor at Carl Byoir & Assocs., New York. She will continue to handle publicity in addition to her new position.

ROBERT ANDERSON promoted to space buyer at John W. Shaw Agency, Chicago. He will work with PAUL OLAFSSON, media director, and MILDRED DUDLEY, radio and TV timebuyer.

R. DONALD HAWKINS and HOWARD A. CRUM join copy staff of Henri; Hurst & McDonald, Chicago.

AGENCIES

ROBERT R. BURTON appointed a vice president of Young & Rubicam, Chicago, after working as account supervisor in that office.

A. W. SPENCE Jr., account executive with Dancer-Fitzgerald-Sample, New York, for six years on Sterling Drug Account, appointed a vice president of agency.

ERNEST W. GROSS appointed assistant to president of John C. Dowd Inc., Boston. Mr. Gross joined agency six months ago as account executive.

ROBERT WOLCOTT DAY joins New York office of H. B. Humphrey Co. as director of television and radio account executive. Mr. Day formerly was radio director for John Hancock Mutual Life Insurance Co., Boston.

E. W. CONNER, president of The Conner Co., San Francisco, announces addition of JOSEPH HAYES JACKSON and BARNEY McCLURE to firm. Effective Jan. 1, 1949, agency name will be changed to Conner, Jackson, Walker, McClure, with Mr. Conner continuing as president.


Mr. Day

J. J. Bernard

General Manager

NEW BUSINESS

CALIFORNIA ELECTRIC SUPPLY Co., Sacramento (Crosley products distributor), in cooperation with local dealers, sponsoring Bob Wills and his western music group show originating at KXOA Sacramento. Show in 13-week test in Sacramento Valley area, and if successful, plans are to expand to other Northern California area on a market-by-market basis.


DELTA AIR LINES, Chicago, sponsoring 13 film spots on WBKB (TV) Chicago, announcing its DC-6 route from Chicago to Miami and other southern cities. This company's first use of TV. Agency: Burke Dowling Adams, New York.

FORTNIGHT MAGAZINE, Los Angeles, Dec. 20, started half-hour weekly television program, Headline Charades, on KLAC-TV Los Angeles. Contract is for 13 weeks. Agency: West-Marquis, same city.

Things that make KGNC the Tuned-in station throughout the fabulous Panhandle...

When "Uncle Jay" of KGNC and Bernie Howell dramatize the funnies on Sunday Morning, youngsters and adults alike drop everything and join in the fun. This is a matter of record. "Uncle Jay's" fans even come from 100 to 150 miles away to help pack the studio every Sunday Morning.

So popular and so effective is the program that Lanes Ice Cream Company, the sponsor, will continue throughout the winter months when normally they would not advertise.

This thirty-minute program once a week has stimulated the demand for Lanes Ice Cream to the extent that the sponsor must now ship by rail and express beyond the regularly scheduled motor distribution routes.

This is just another example of KGNC's tremendous impact on the fabulous Panhandle.

KGNC

KC. AMARILLO, TEXAS 1000 WATTS

Represented by TAYLOR-BORROFF and Co., Inc. MEmber Of the LONE STAR chain
Service Unlimited

EDITOR, Broadcasting:

It's a pleasure to become a subscriber of such a great magazine that is unlimited in its service toward radio men and radio advertisers.

Ralph L. Hooks
Terry Farris Stores Inc.
McAllen, Tex.

Page From the Past

EDITOR, Broadcasting:

... I have been following the current struggles of American broadcasting to achieve a form of self-regulation. All that I read and hear confirms the fact that radio is so busy going along it takes no time to look back to see where it's been. It has been through these same troubled waters before; ... the

The Patroon of the week

FRED STOUTLAND
Time Buyer, BBD&O

Fred buys over a million dollars worth of time annually. And, he swears that he uses all the products for which he buys time. This should entitle Fred to special status among the Patroons - fellow time buyers all. Fred received today his certificate of membership in the HOP from the William G. Rambeau rep along with the deed to a tract of land in the heart of the Patroon country.

*PATROON - Aristocratic Landholder of the Hudson Valley

Over a million buyers in the great Albany-Schenectady-Troy Market fall within WPTR's primary coverage area. Their per capita income, home ownership, radio ownership living standard and buying power are among the highest in the nation.

10,000 Watts of POWER Night and Day

The FACT of the week

WPTR

Page 12 * December 27, 1948

Open Mike

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

NAB Code Committee can find the answers to most of our problems by simply referring to the files of the industry and unrolling the experience of the NAB Code Compliance Committee, in implementing the second NAB Code formally adopted at the Atlantic City Convention in 1938. It has long since been forgotten that there was a first NAB Code adopted away back when Bill Hedges was NAB's first president.

Today ... there is no Father Coughlin, Elliot Roosevelt, Dr. Townsend, birth-control, and the hotly debated repeal of the arms-embargo ... I think one requirement should be made of every new member named to an NAB committee; namely, that he should read the past files on the subject to which his committee is addressing its attention!

There is only one answer to self-regulation in a democracy: To have a code so honest and sincere in content and purpose, that it automatically wins the support of organized public opinion ... Under the chairmanship of Edgar Bill, the 1938-40 Code Committee working with fellow broadcasters and fellow-Americans, achieved voluntary self-regulation ...

That Code had the formal, an active support of every significant public group from the American Civil Liberties Union, to the American Legion. It tackled religion controversial subjects, children's programs, education and news comments. It engaged in a program of self-education both with the public as well as the industry. ... It sent out round-ups of program practices, answered hot ones by wire or long distance phone, giving to each individual station, the best collective opinion of the whole industry. It kept away, as far as possible, from exercising any control or penalty over the length of commercials ...

... Any student of broadcasting regards the adoption and utilization of a Code as perhaps the number one problem facing radio and television in 1949. In the current deliberations, let the industry not forget what it has already accomplished. Let us remember that the past is but precedent to the future.

Edward M. Kirby
RFD 4, Box 300
Sarasota, Fla.

Wants Details

EDITOR, Broadcasting:

... many of us ... would greatly appreciate more details in the "Actions of the FCC" section of Broadcasting.

Most of us have our pending application files set up by frequencies. When, for example, we see in Broadcasting that on Nov. 30 the application by Lowell Sun Publishing Company at Lowell, Mass., has been dismissed, we have considerable difficulty finding listing of that application in our files. It is necessary to start with 550 kilocycles and check each channel until we find the one this particular party has filed for and is now withdrawing from. ... I presume all of us who keep a pending applications file [would] appreciate it if you would attach a frequency to all listings in the "Actions of the FCC" section.

C. B. Persons
Director of Engineering
Arrowhead Network, Duluth

ANNUAL DINNER

Correspondents Set Feb. 5

THE ANNUAL Radio Correspondents Assn. dinner will be held Feb. 5 at the Hotel Statler in Washington, Francis W. Tully, chairman of the planning committee, announced last Monday.

Entertainment for the event is being arranged this year by MBS. Details are being handled in New York by Phillips Carlin, MBS vice president in charge of programs, and in Washington by Art Feldman, WOL Washington news director.
We're really loaded!

When it comes to shooting a clear, strong signal out where plenty of people can hear it, few stations can compare with the Big Bertha of Savannah.

Over a million people in 79 counties of 3 states live within easy earshot of WSAV's powerful transmitter and long-range frequency. (Covering 3½ times more people, 4 times more area than any other medium in this market).

If you're out after big game in this $557,206,000 retail sales area, pop-gun coverage just won't do. Better use the 630 calibre station that has the power and the programs to hit the market you want to sell!

It's 630 in Savannah WSAV

630 kc.
5,000 watts
Full Time

Represented by Hollingbery

BROADCASTING • Telecasting December 27, 1948 • Page 13
WPIX in nighttime action at the Roosevelt Raceway, Westbury, N. Y. RCA TV Field Equipment is used throughout.

Television Studio-on-Wheels. This special RCA TV field truck is handling the track sound-and-picture pick-up between Roosevelt Raceway grandstand and WPIX in New York City. All RCA-equipped, it is designed to carry everything needed to operate up to 3 cameras in the field.
...complete field equipment, for instance -

That exciting finish you see is being covered by television field equipment, all-RCA from camera to microwave relay antenna.

Thoroughly practical for quick, on-the-spot pick-ups, this highly compact and portable equipment is designed to handle outdoor telecasting under all sorts of conditions. Complete pick-up and relay equipment includes: two image orthicon cameras (with telephoto lens); camera tripods; camera control units; on-the-air master monitor; camera switching system; synchronizing generator; microwave relay equipment; associated power supplies; reels of cable—all carried in one special truck.

Why this preference for RCA field equipment among the majority of TV stations now in operation?

Because RCA TV Field Equipment has been worked out by television experts who know the business. All gear, for example, is completely portable and subdivided into small units for easy handling. All field cameras are equipped with 4-position turret lens and electronic view finders. There are complete switching facilities that help the operators deliver faster-moving shows. And there is a special truck that carries the equipment to location... with all the facilities required to run most of the equipment right from the vehicle itself. No wires needed to get the picture signals back to the station. High-efficiency microwave radio relay does it—airline!

Overlook none of the technical and economical advantages of correct initial station planning. Your RCA Television Specialist can help. Call him. Or write Dept. 19LD, RCA Engineering Products, Camden, New Jersey.

The One Equipment Source for Everything in TV—is RCA

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

In Canada: RCA VICTOR Company Limited, Montreal
FACTS ABOUT THE UTAH MARKET

**Why Business is ALWAYS GOOD in UTAH...**

THINGS THAT PEOPLE NEED

- Coal
- Steel
- Copper
- Food
- Play

DIVERSIFIED RESOURCES...

Only a few of Utah's basic resources are pictured above. In addition, there are such things as lead, zinc, silver; oil; non-metallic minerals in great variety; light metals; plastics—and they all add up to a sound, solid base for Utah's growing economy.

Utah people, producing, processing and transporting these materials, constitute a sizeable, able-to-buy market for your goods. Are you telling them your story adequately?

KDYL — Utah's popular station—and KDYL-W6XIS, telecasting to the Salt Lake City area — offer you two-fold opportunity.

TELEVISION VOCABULARY

**NBC Publishes Its Glossary**

It's no longer necessary to wrack your brain in search of a name for television equipment or production procedures.

NBC has published a glossary of television expressions which should substantially reduce the number of "things," "gadgets," "whatnots," and misnomers heard in television discussions.

A booklet, *Television Talk*, published by the network, defines working-day vocabularies of NBC television technical and production personnel.

The correct label for a television broadcast has been the subject of much discussion. It is termed a "telecast" in the NBC glossary. (This journal on Nov. 26, 1945 adopted the name BROADCASTING-TELECASTING.)

Other samples from the glossary are:

- Abstract set—A setting without definite locale; purely decorative.
- Animations—Mechanical devices which in various ways impart seeming movement to inanimate subjects.
- Antenna—A radiator used in the transmission of radio frequencies.
- Aspect ratio—Proportional relationship of the width of the picture to the height of the picture; in motion pictures and television 4 to 3.
- Audio (adjective)—pertaining to the electronic transmission of sound.
- Audio (noun)—Sound portion of television.
- Background—Any material, set, drape, drop, etc. used behind actors or other foreground subjects.
- Background projection—The projection of a scene on a translucent screen to be used as a background for a studio set.
- Blizzard head—Any blonde.
- Boom—A mechanical contrivance for suspending a microphone.
- Brightness—The average over-all brilliance of the television image.
- Broads—Units or batteries of incandescent or fluorescent lamps.
- Business—Incidental action or devices used to add atmosphere and interest to the main theme of a program.
- Busy—Term used to describe a setting or background that is too elaborate or which contains excessively detailed ornamentation which obscures the movement of actors or detracts from the logical center of interest on a scene.
- Camera or Cue light—Light on camera which is on when camera is on the air or otherwise off.
- Cans—Telephone receivers or head-phones worn by personnel in the studio.
- Carrier wave—The radio wave over which television impulses are sent. In television two waves are utilized, one for sight and one for sound.
- Cartoon set—A drop or other background treated as a large line drawing suitable as a setting for some types of variety or educational programs or to create mood as in a fantasy.
- Channel—A specific wave length; a band of frequencies for transmission.
- Circulation—Potential audience in terms of families owning receivers; one family, regardless of the number of sets it owns, equals one unit of circulation.
- Crowd—Three-legged device placed under tripod to prevent television cameras from slipping.
- Dissolve—The momentary overlapping of an image produced by one camera with that of another and the gradual elimination of the first image.
- Dolly—A perambulator or four-wheeled carriage for a camera.
- Dolly in—To move in from far for close-up by means of a camera mounted on a perambulator.
- Dolly out—Reverse process of dolly in.
- Electron beam—A stream of electrons constrained and focused into the shape of a beam by external electro-static or magnetic fields (also called cathode-ray beam).
- Electron gun—A system of metallic cylinders arranged in the narrow ends of both the camera and receiver tubes in which is formed the electron beam used for scanning the image before the television camera, and for reproducing it in the television receiver.
- Fade in—To bring up the television image electronically so that it appears gradually.
- Fade out—To black out television image electronically so that it disappears gradually.
- Flag—a large sheet used to screen off light from cameras.
- Frame frequency—The number of times per second the complete frame is scanned.
- Free perspective—The deliberate falsification of normal perspective in the painting and/or construction of television (or stage) settings in order to achieve a (seemingly) greater depth or distance.
- Freeze it—Term used to indicate that set designs and arrangements, or positions of furnishings, dressings, etc., or other production facilities are approved and should be executed as planned.
- Getaway—An off-stage means of descent from raised floor areas within a set. Also a passageway behind settings provided as a means of unobserved access to other settings or locations within the television studio.
- Ghost—An unwanted secondary image of the transmitted picture appearing on the receiver kinescope caused by a reflection or reverberation.

(Continued on page 45)
50,000 watts

"Umbrella Coverage"—in all directions

Nation's third largest market

First in every Philadelphia listeners' survey ever made

CBS affiliate

Represented by WCAU Sales Staff
in Philadelphia and New York...
elsewhere by RADIO SALES

On WCAU you're in Philadelphia

--- AM

--- TV

--- FM

THE PHILADELPHIA BULLETIN STATIONS
Feature of the Week

BANK personnel taking part in WHAM sponsor surprise include (standing): William F. Drees, President Raymond N. Ball, Martha Mae McKane, Raymond E. Pierce, Herbert E. Spiegel, Roger F. Ebert. Seated: L. Graham Antis and Mr. Sisson.

EVEN morning for four and a half years WHAM Rochester's radio columnist, Al Sisson, has been booming his cheery "good morning" at listeners Monday through Friday at 7:30, and "dropping by, to pass the time of day, chat about the folks in the next block or down the road a piece."

One recent morning, however, (Continued on page 55)

On All Accounts

ON A DAY in April of 1947, when the dread small-pox fight was at its climax in New York City, a crowd of 2,219 persons curried out of a building in Manhattan awaiting free vaccinations. The building wasn't a hospital, nor was it a clinic. It was a radio station!

Acting almost instantly the need for mass vaccinations became apparent, Fortune Pope, 30-year-old head of WHOM threw the entire facilities of the station behind an urgent plea to his listeners to appear at the studios for inoculation without charge. Thousands of persons heeded the public-spirited summons.

Though an isolated act in his two-year tenure as WHOM executive general manager and vice president, that incident is typical of the intelligence and enterprise that Mr. Pope has brought to his job. Under hisegis, WHOM has risen to the status of one of the foremost foreign language outlets in the country.

Taking over the reigns of WHOM on Nov. 6, 1946, one of Mr. Pope's first executive decisions was to alter the indecisive program ratio of the station from 55% foreign and 45% English to 86% foreign with a minimal 15% English. He infused a stream of new program ideas including a daily short-wave newscast direct from Rome, and special event coverage of holiday services and special parades.

He changed the overall style of programming from the usual unspired program emphasis on recorded music to one featuring foreign facsimiles of successful English productions. Today the program content of the station ranges from a Mr. and Mrs. show (Casimir and Dolly Jarzebowski), to an Italian "Lone Ranger" series (Cavaliere della Giustinia).

Yet for all his program initiative, probably the most significant of Mr. Pope's accomplishments was in the field of administration where he was able to break the strangle grip which the time brokers had held on the station almost since its inception. Within 60 days after assuming management Mr. Pope had succeeded in canceling every time brokerage contract on the ledger.

Born in West New York, New Jersey, on Jan. 6, 1918, the youthful Mr. Pope was educated at Columbia U., where he received his BA degree in 1939. During his school years he joined Il Progresso, an Italian (Continued on page 82)
SPEAKING of GOOD LISTENERS...

The homes reached by WGN* averaged more than 5 hours a week listening to WGN programs.

That is more listening than Nielsen Radio Index reported for the same period the year before. We can't put our finger on the exact reason—perhaps WGN programs are better—maybe midwesterners found more programs to their liking on WGN—or perhaps our audience just loves WGN more this year.

Whatever the reason, only one thing is important to our advertisers:

WGN LISTENERS ARE LISTENING MORE!

*Nielsen 1948 Coverage Report
MORE
People In This Billion Dollar Retail Sales Area
Listen To WPTF Than To Any Other Station!

WPTF dominates all competition at all times. That's the report of the 1948 LISTENER DIARY STUDY. Conducted by Audience Surveys, Inc. in WPTF's 62 counties with 50% or better, day and night, BMB coverage.

The LISTENER DIARY STUDY shows detailed radio habits of this billion dollar plus retail sales market, including: Sets-in-use. Station ratings. Share of audience flow. Audience composition by quarter hours. Get your copy from WPTF or Free & Peters.

More proof that WPTF is the Number One Salesman in North Carolina, The South's Number One State
1949?

THE YEAR 1949 promises to be the best in the history of broadcasting, maintaining the industry’s 25-year upward trend.

This forecast represents the majority opinion of leading figures, including spokesmen for the main segments of the industry—stations, networks, agencies, advertisers, trade associations, representatives, service companies, manufacturers, attorneys and engineers.

Boiling down their observations and predictions, 1949 looms as a record year despite persistent fears that business and industry in general may run into trouble before another 12-month period has passed into history.

At the same time 1949 will be perhaps the most critical in the history of sound and visual broadcasting. Many key decisions by the FCC will chart in large part the course AM, FM and TV will take.

Similarity in Predictions

Though each industry segment was separately surveyed by Broadcasting during the last fortnight, the predictions show a great similarity. The pessimists are in a distinct minority. On the other hand, many of those who assumed the role of seer supplemented their predictions with warnings.

These warnings cover such subjects as the advance in station operating costs; the need of better competitive selling by sound radio; possibility that TV will be built out of revenues that once belonged to AM; danger of a business slump, based on trouble signs in most of the business indices; fear that the third NARBA treaty conference next summer will cripple the broadcast band; concern over AM program standards.

Offsetting these ominous portents are the unexpected agreements among advertisers and agencies that they will spend more money in radio than ever before. The increases, aside from special cases, are not large but they are increases just the same.

In a nutshell, industry segments feel this way about 1949:

ADVERTISERS—Present radio budgets will be maintained with some planning increases; none to cut AM budgets; many to enter TV, with half of present TV users planning increases. (See this page.)

AGENCIES—Three-fourths may increase radio budgets at least slightly, with some planning cuts; three-fourths plan to buy TV; a few plan to use FM; half of those increasing radio funds not to increase other media accordingly. (See page 23.)

BROADCASTERS—Optimistic over sales prospects but deeply concerned over operating costs; see need for aggressive selling; many worried about effect of TV on AM sales. (See page 22.)

ASSOCIATIONS—Expect better business for AM, FM and TV, with meteoric TV expansion; fear regarding effect of freeze on stations and manufacturers. (See page 26.)

LAWYERS AND ENGINEERS—Believe year will be most critical in industry’s history because of impending FCC decisions; many see AM as basic broadcast medium for some time, supporting FM and TV; fear NARBA may deplete U. S. broadcast band. (Complete cross section and analysis will appear in Broadcasting, Jan. 3.)

TRANSCRIPTIONS—Nearly all executives optimistic over radio time sales as well as own business operations despite soaring costs. (See page 28.)

REPRESENTATIVES—Generally foresee increase in time sales on all levels; feel AM offers greatest promise, with no change in FM; all expect increased costs. (See page 27.)

Biggest in Radio’s History, Say Experts

FCC—Chairman Coy says extremely important policy questions will be decided in 1949, making heavy demands on Commission judgment as well as vision and courage of broadcasters. (See page 25.)

CONGRESS—Some sentiment expressed for examination of Communications Act to see if it should be amended. (See page 25.)

UNIONS—Relations with management relatively tranquil; drives foreseen for TV employees, organization of station workers, shorter hours, higher scales and better working conditions. (See page 24.)

The one note of uncertainty that persists throughout the forecasts of station, network, association and service group in an effort to avoid the anomaly of red ink despite record time sales.

Summed up, the year looks like a good one at this point but management will face severe operating problems.

Present Levels to Hold, Some to Go Up

Major national advertisers in most cases will maintain their present level of radio expenditures in 1949, judging by results of a cross-section survey.

In nearly a fourth of the cases analyzed by Broadcasting, radio expenditures will be increased next year.

On the other hand nearly half of the advertisers using television plan to increase their expenditures in the visual medium. The other half will use at least the same amount of TV in 1949. In none of the cases reviewed will there be any slashing of TV budgets. Many non-TV users are investigating the medium and can be expected to make their video debuts during the coming year.

Often-expressed fears that television’s allure would win advertiser converts who would finance TV costs out of AM budgets are not borne out by this survey of broadcast users. In no case did a sponsor report that TV funds would be extracted from AM campaigns. On the other hand, the study does not affirmatively show that AM will not suffer as a result of TV advertising; some most sponsors did not discuss the matter.

Optimistic for Year

Most radio advertisers are optimistic on business prospects during the coming year. Not a single sponsor indicated intent to cut total advertising budgets in 1949, nor did any company say it would reduce its radio expenditures.

The hopeful business outlook by these advertisers, all of whom are important elements in the business and advertising world, does not support occasional fears that 1949 will see a tightening of consumer belts and a lessened demand for consumer goods. This difference was ascribed by some observers to a feeling of confidence in the ability of advertising products to resist any slackening of consumer demand better than most non-advertised goods.

Bristol-Myers Co., heavy user of media in promoting its widely sold line of pharmaceuticals and cosmetics, will continue 1948 programming according to Robert B. Brown, vice president. The company will continue its television campaign, built around the simultaneous AM-TV Break the Bank activity.
THE GENERAL outlook of station executives for radio in 1949 is good. It is not, however, all rosy-colored glasses “good,” however, and most of the replies to Broadcasting’s questionnaire on prospects for 1949 indicate a more aggressive sales job is going to be needed for stations to increase their revenue.

In expressing his views for 1949, J. E. Van Ness, sales manager of the Wisconsin Network, reflected the mood of many radio executives:

“Most advertisers will be particular in 1949 as to how their advertising dollars are spent. Radio must sell a strong story and offer good radio ideas that are designed to fit the special needs of advertisers.

‘Advertisers buy advertising on radio to support their sales organizations and their distributive patterns. If radio can offer a good program idea and deliver an audience in the area where the advertiser sells his product or service, radio will get its share of the advertising dollar.”

AM to Hold Its Own

Examination of replies to Broadcasting’s questionnaire revealed that 55% of the broadcasters think AM revenue will be up next year. But a substantial percentage, 31%, believe AM will show a decline in 1949. The remainder, 13%, expect no change.

One of those optimistic about AM’s future is Maj. Edney Ridge, WBIG, Greensboro, N. C. The future looks very bright, he says, “despite propaganda of TV and FM.” And he adds: “No radio station with an established clientele that continues to improve its audiences need have any fears for 49 or the years to come. Nothing can ever take the place of our present radio system.”

In almost every instance, comment on AM’s future was coupled with remarks on the effects TV and FM will have on it. William Fay, vice president in charge of broadcasting for the Stromberg-Carlson Co., which operates AM and FM stations in Rochester, N. Y. (WHAM and WHFM), and plans to launch its TV outlet, WHTM, in June, says he is not one of those who believes TV will eliminate AM in the near future. He explains this view as follows:

“There is a vast audience established, especially on the larger coverages, which will continue to want aural service 18 hours per day and which in many localities cannot receive TV signals. Advertisers know this and will continue to use AM stations even after TV stations are established in metropolitan areas.”

Leon Levy, head of another triple operation, WCAU, WCAU-FM and WCAU-TV Philadelphia, indicates he expects smaller overall AM revenue in 1949 but says that “in spite of the introduction of television, AM business will be good.”

WALTER J. DAMN, general manager of the Milwaukee Journal’s A.M.-FM-TV combination in Milwaukee, WTMJ, WTMJ-FM and WTMJ-TV, similarly is not worried about AM’s future. He predicts a bigger revenue year overall for AM. He says “every indication points to general business prospects in the Milwaukee area as being substantially better than 1948, and we expect to feel the benefits in both AM and TV.”

Speaking for the Westinghouse Radio Stations, the group’s general manager, J. B. Conley, said:

“All signs indicate that 1949 will be a critical year for broadcasting. Television will continue its phenomenal growth although its pace will not be much accelerated during the year. Advertisers will become increasingly critical and advertisers, taking their cues from more selective consumer buying, will place accounts with even greater care than usual.

“I am confident that sound planning and aggressive management will pay off again in 1949 . . .”

West Coast Outlook

On the West Coast, Ward D. Ingram, director of advertising for Don Lee Broadcasting System, feels that a “continued increase in the population of the Pacific Coast should be reflected in increased broadcasting the sales for Don Lee in 1949 . . . Although national retail business is and may continue

(Continued on page 50)

New Year, New Problems, New Business . . . AN EDITORIAL

THOUGH signs are apparent, especially in the retail field, that the peak days of easy selling may be nearing an end, there is no immediate indication that advertisers, agencies or broadcasters are afraid of the approaching new year. Quite to the contrary, most of them break out into confident optimism as they contemplate the coming 12 months, according to an extensive roundup of key industry facets by Broadcasting.

The mood of fear and caution is apparent in many forecasts of 1949 broadcasting business, but it is subordinate to the general feeling that total broadcast revenues will reach a new all-time high.

Contrary to the frequently voiced opinion in broadcasting and advertising circles alike, there are few now who predict that money spent on the zooming television medium will be extracted from AM or even from printed media. Even so, many broadcasters are fearful that TV will cut deeply into AM time sales though agencies and advertisers show no intention of reducing overall AM campaigns.

Whether fears of a general dip in business and industry levels are justified or merely based on the caution inherent in conservative management, there is a definite indication that the battle of media will become even more intense during the coming year if corporate costs and media rates continue to mount.

Sound radio in its relatively brief history has consistently garnered a larger slice of the advertising dollar each year. At this point, however, the competition of media enters a transition as virtually all media find advertisers enthralled by the appeal of television.

To hold its own, sound radio must tell its story effectively and often. It must heed the oft-voiced suggestion of time-buyers that the presentations of radio salesmen frequently are pathetic alongside those of other media.

The All-Radio Presentation promises to be an effective weapon on the national level and its local possibilities are even more promising. But the presentation must be supported by spirited and logical selling all 365 days of the year.

So there’s a year of shirt-sleeve selling ahead for all of radio. We have no doubt that the radio media—sound radio, plus TV—will break all revenue records. But each segment, in its own sphere, must see to it that the sales figures continue onward and upward. That has been the direction radio has taken from the beginning.
BROADCASTERS may look to 1949 as a year of continuing growth in time sales. That was the forecast of an impressive majority of advertising agency officials surveyed by Broadcasting last week.

Probably the second most notable feature of the survey was the preponderant belief in the growth of television as an advertising medium during the new year.

Approximately 78% of the responding agencies said they will spend more on radio advertising next year than they did in 1948—about 12 1/2% expected to spend less, and 9 1/2% anticipated no material change.

Estimates of increased radio appropriations ranged up to 50% in individual cases, averaging about 21% over 1948 expenditures. Among agencies expecting to cut their radio budgets, advertising decrease ranged from 5 to 25% and averaged about 15% below their 1948 total.

Agencies which anticipated increased radio use were divided about half between those who expected to increase all other media proportionately and those who said no, with some saying all increases would be in approximately the same proportion.

Enthusiasm for television was most unanimous in areas having established stations, particularly New York, Chicago and Philadelphia. Throughout the country, around 80% of the responding agencies expected to use television—amounting to 25% of total radio budgets, and about 10% of the radio budget.

Relatively few, on the other hand, expected to use FM extensively except, as one official put it, as a "bonus measure."

Typical comments included the following, on an area basis:

### New York

**J. H. S. Ellis, president of Kudner Agency, felt that "as we move into an area where shortages are satisfied, it is reasonable to expect that good advertising and honest manufacturing will pay off. That is another way of saying that when people have a choice, they will buy the best made and best known products. Many of our clients operating on this basis, and for this reason the outlook for our business in 1949 is excellent."**

**Mr. Ellis**

Nick Keely, manager of radio and television department of Lennem & Mitchell, considered general business prospects "very encouraging" and said his agency anticipates "greater activity" both in spot and national network business.

Mr. Keely said, "In television is particularly high," he declared.

Leonard Erikson, vice president and radio director of Kenyon & Eckhardt, declared: "All indications point to an excellent year in 1949. Although video activity will be up," he said, "undoubtedly our greatest effort will be expended in network radio. It is entirely possible that better radio shows will do much to counteract the defeatist attitude in so many quarters."

President William H. W. Weintraub Co. regarded it as "a very promising year. We expect, generally unwise to attempt to predict business conditions, but felt that "confidence is a most important factor."

Mr. Weintraub said, "Some confidence is in the future and faces the new year with confidence and with hope that we can succeed in ever increasing our services to American business."

Willson M. Tuttle, vice president and co-director of radio of Ruthrauff & Ryan, felt that "all indications are that 1949 will continue on the present high level for advertising expenditures."

James E. Hanna, vice president of N. W. Ayer & Son, said the agency expects "no general business recession" but anticipates "increased business competition and further development of a buyer's market."

This, he said, "should mean increased advertising activity all along the line," and "radio should get its share in both network and spot. If you want our guess," he added, "television will develop faster than indicated by any figures published so far."

Guy Richards, vice president and director of media of Compton Adv., said that "so far as I can see, and we can't see very far, there should be nearly as good a year as '48."

"What may be done in matters of taxation and what advertising policies affecting business may obtain next year," he added, "can have a substantial bearing on business prosperity."

### Chicago

Almost without exception, agencies reporting in Chicago predicted increased radio billings, and all emphasized the growth of television.

Phil Stewart, radio director of Roche, Williams & Roche said he, "optimism is predicated on the feeling that there will be a strong return in 1949 to the non-open ad advertising."

He predicted "from 2 to 3% of its total advertising will be television, and it will become heavier toward the end of the year."

Haal Rorke, radio director of J. Walter Thompson, expected his firm to have "a little more radio advertising" in 1949, probably an increase in national spot, continued use of network billings by most clients, and local business on approximately the 1948 scale. "We will expand into video, because television makes a much more complete sale," he said.

Mr. Rorke was manager of the Foote, Cone & Belding radio and television department, said some clients plan to increase their radio

(Continued on page 48)
DESPITE the sudden burgeoning of television and its attendant interjection of confusion into broadcasting operations, the four major networks stand to reach gross billings of nearly $200 million in 1948, it was estimated last week.

The billings will be the highest in network history—and, unanimously the four network presidents expect them to be even higher next year.

A comparison of 1948 and 1947 gross billings of the four nation chains:

1948 1947
ABC $44,301,700 $43,548,057
CBS $61,550,000 $59,260,964
MBS $23,400,000 $22,372,711
NBC $69,270,000 $68,756,517
TOTAL $189,521,700 $190,928,249

If the optimistic forecasts of network chiefs prove out, total network billings will surpass $200 million in 1949.

 Said Mark Woods, ABC president, "This general upward trend in radio business will undoubtedly be continued in 1949, for, despite the significant advances of television in 1948 and scheduled for the year ahead, radio will remain in the new year as the leading mass circulation medium."

Frank Stanton, CBS president, said of the outlook: "So far as CBS is concerned, the past year has been one of significant advance and 1949 promises to better that record."

Edgar Kobak, MBS president, was hopeful: "The Mutual Broadcasting System views the approaching year with optimism."

Said Niles Trammell, NBC president: "The National Broadcasting Co., having concluded its most successful year in 1948, looks forward with confidence to the exciting challenge which 1949 will bring to it and the industry at large."

So far as billings are concerned, the record for 1948 and promises of 1949 indicated on the surface a peaceful, orderly progression. The figures, however, did not tell the more dramatic story of inter-network rivalries which reached unprecedented intensity by the end of 1948.

Program Competition
In the last quarter of the year, a program competition—sparked not only by the development of network radio but also by the imminent demand of television—resulted in the capture by CBS of two top NBC programs and portended a general revitalization of radio and television show business.

In the first utilization of capital gains outright purchases of talent, CBS bought Amos 'n' Andy and Jack Benny at outlays of a reported $2 million each, and took them with their sponsors into its fold. At year's end CBS was still making furious passes at other NBC comedy stars like Fibber McGee & Molly and Red Skelton.

Meanwhile, Edgar Berzen articulated what many another radio luminary had felt but hesitated to say when he announced he would retire from broadcasting until the effects of television development became more clear. Fred Allen, at NBC standby, also reported he would quit radio at the end of his present season, and there was reason to believe he meant what he said.

The assured departure of three of its top shows and the possibility of decampment of others encourage NBC to an unusual activity in its program department. NBC executives, mindful that there were programming holes to fill, intended to fill them with what it hoped would be shows that could easily make the adaptation from radio to television.

The first talent to be hired by NBC was the comedy team of Dean Martin and Jerry Lewie veterans of the night club circuit, but comparatively untried in radio or television.

As a logical outgrowth of the talent tug-of-war, the network were expected to invigorate their facilities development. At year's end, CBS announced it had acquired KFRE Frenc which goes to 50 kw in February; (see earlier story page 31) and i

(Continued on page 46)
THE NEW YEAR looms as a major "policy" year for the FCC.
The Commission enters it facing some of the toughest policy deci-
sions it has ever confronted, as FCC Chairman Wayne Coy noted in a year-end summary and new year prospectus prepared for BROADCASTING.
A mong the greatest of these policy issues is the Hydra-head
ed problem involving television.
A change in the nature of the Commission’s workload—resulting from a slackening of the pace of new-station applications, leaving more time to be devoted to overall policy matters—became evident during 1948.

Dip in Authorizations
The closing year saw a sharp dip in new authorizations. Dele-
tions attributed for the most part to tightening economic conditions left FM with a net loss—fewer total authorizations now than a year ago—and AM’s net gain was less than half the 1947 figure.

But TV grants were up, the number of operating stations in all three classes increased almost 40%, and there are 150 more AM, FM, and TV applications pending now than there were at the start of the year.

In his statement Chairman Coy declared:
"Most notable fact in American broadcasting during the past year was the continued expansion of fac-
cilities. More than 500 AM stations, more than 300 FM stations, and more than 50 TV stations went on the air, so that at the year’s end, the nation is equipped with approximately 1,650 AM, 700 FM, and 50 TV stations. With some 275 AM, 300 FM, and 75 TV stations under construction, and with some 500 AM, 90 FM, and 300 TV applications pending, another banner year in radio station construction lies ahead.

Controversial Questions
"Looming large on the new year’s agenda are some of the most important, most controversial policy questions that the Commission has ever been called upon to re-
solve. These include the television allocations, Mayflower, lottery, clear channel, and network spot representation questions.

"There is no doubt that the dy-
namics of broadcasting will con-
tinue to make unsparing demands upon the energy and the judgment of the Commission during 1949. It is equally apparent that the evolution of broadcasting during the coming year will make heavy de-
mands upon the vision, the alert-
ness, and the courage of the broad-
casting fraternity.

"Let us hope that all of us will somehow find the resources within ourselves to meet the known and the unknown responsibilities that the next 12 months will bring. Let us hope that we will have the ca-

THE ADVISABILITY of revising the 15-year-old Communications Act to bring it into modern trends and resolve controversies over interpretations will undoubtedly be weighed by the 81st Con-
cgress after it convenes Jan. 3.

At year’s end there was consid-
erable sentiment for such action. Some legislators favored improving the statute; others were for a complete overhaul.

Rep. Forest A. Harnois, a Rep-

cular beaten for reelection in Indiana’s fifth district, called for a complete overhaul.

Necessary to Revise
Congressman Harnois, who was a member of the House Interstate and Foreign Commerce Committee and chairman of the House Select Committee to Investigate the FCC, maintains it is “absolutely neces-

Mr. Bow Rep. Harnois

should have over program content. There should be a continuation of the investigation with a view to rewriting the Communications Act to meet the modern trends of radio

C A P I T O L H I L L

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should have over program content. There should be a continuation of the investigation with a view to rewriting the Communications Act to meet the modern trends of radio

and communications,” Mr. Bow in-
sisted.

"I think," Mr. Bow continued, "Congress should spell out what controls, if any, the Commission should have over program content. There should be immediate legis-
lation to prevent the further encroachment of government into competition with private broad-
casters and other communications industries."

Sen. J. Howard McGrath (D-
R.I.), chairman of the Democratic National Committee, takes the posi-
tion that the present Commission is doing a good job in the supervi-
sion of radio and television.

The growth of television and its impact on the radio industry and the public," he said, "is the most im-
portant present and future develop-
ment in the radio-television field.

"Furthermore, the relation of

(Continued on page 45)

December 27, 1948 • Page 25
TRADE ASSOCIATIONS

ALL THREE major broadcast media—AM, FM and TV—will find business better in 1949 than in 1948 in the opinion of key trade association executives who keep their fingers on the industry pulse. AM, foundation of the industry, will see new intensive nationwide selling via the All-Radio Presentation along with stepped-up local selling, they predict, reaching a new all-time high. AM's main source of growth is found in local advertising, where space rates are skyrocketing, and in national spot.

Television's meteoric expansion will center in improved programming and networking following the mid-January connection of eastern and midwestern TV station groups. The FCC freeze, of course, will retard station expansion should it continue into the summer. Bright TV spots are lower costs and more sponsors. These will be offset by public demand for more station operating hours just as stations approach the break-even point.

Willard Resorts

NAB enters the new year equipped to service the industry's new problems, according to A. D. Willard Jr., executive vice president. The Standards of Practice, with their evolutionary aspect on program and advertising standards, will come under a new committee. These will serve not only to elevate programs and advertising standards but also to counteract any tendency to resort to selling abuses as the competition for business becomes more intense, he said.

Already the Employee-Employer Relations Dept. has developed a television send service for the membership. A system of direct servicing of individual stations as contract expiration dates approach is being put into operation, Mr. Willard said.

NAB's campaign to preserve freedom of expression will move forward, he predicted, noting that in the last year other major media have joined the effort to protect this basic American right.

Much will be done in 1949 to maintain radio revenues and develop new sources of business as well as to control costs, he predicted, with the All-Radio Presentation being reactivated as the first of a series of effective competitive weapons. The study is participating in the advance planning for the third NARBA and for the first time will take an active part in promoting American broadcast frequencies.

"The radio manufacturing industry is completing one of its best years and is anticipating an even better year in 1949," according to Bond Geddes, executive vice president of Radio Mfrs. Assn. "While the trend is definitely toward a steadily increasing production of television receivers, radio set manufacturing is holding up remarkably well and is actually increasing in the FM category.

"The year 1948 will probably end with an output of 850,000 or more TV sets, close to 16,000,000 radios—of which 1,500,000 will be FM or FM-AM—and a record number of TV and FM transmitters."

Mr. Geddes

SARNOFF

ACCELERATED progress of TV has lifted radio and television, in combination as an industry, to a $2 billion-a-year enterprise which ranks as one of the ten foremost industries by 1953, Brig. Gen. David Sarnoff, RCA president and board chairman said in a year-end statement.

TV's public appeal has carried it two years ahead of the most optimistic war-end forecasts, he said, though shortage of manufacturing machinery is holding down set and tube production. Even so, he forecast 2 million sets will be built in 1949 by the industry and reach almost 5 million by 1953 when 18 million sets will be in operation and a coast-to-coast network will be functioning.

Radio and TV employ hundreds of thousands, he said, and American dependence on radio entertainment, acquired over the past 28 years, "is being more deeply ingrained by television, which enables people in ever-increasing number to eyewitness events as they happen."

"Telecasting of President Truman's Inauguration Jan. 20 as far west as St. Louis will mark a historic milestone in civics as well as in broadcasting," he said, estimating 10 million people will witness the event—"more than all who saw the 31 Presidents from Washington to Roosevelt take the oath of office."

TV Network

Expansion of TV networks will open new markets for sets and constantly increase its circulation as an advertising medium of powerful sales appeal, according to Mr. Sarnoff. He reminded that FCC has authorized 122 TV stations, with 47 now on the air, 75 CPs and 312 applications pending.

Mr. Sarnoff

BROADCASTING • Telecasting
Mr. Walker. Although he anticipates no drastic fluctuations in the overall revenue, an increase in operational expenses is indicated, according to Mr. Walker.

"I see no reason to anticipate any material change in the overall picture," Mr. Lewis H. Avery, president of Lewis H. Avery Inc., N. Y., forecasts a business decline of slight proportions that it could not be properly labeled a recession. On prospects for radio income in 1949, Mr. Avery comments he had "never felt as much uncertainly as today." He anticipated no change in FM business.

Local revenue will decline some but the overall revenue picture for radio's new year will remain about the same, in the opinion of Robert C. Meeker, president of Robert Meeker Assoc., Inc., N. Y.

"General business conditions are foreseen by Mr. Meeker, who believes that operational expenses may level off in 1949. He agreed with Mr. Walker that an increase in expenditures by automotive sponsors is indicated.

"The first half of the year, he feels, will be "very busy," then level off and be followed at the end of '49 with a slight decline.

"I think radio will do very well in this area," Mr. Meeker says, "but I believe by the end of the year general business will decline to 15%.

Joseph F. Timlin, manager of The Braham Co., N. Y., expects the nation's economy and radio's overall revenue to remain about the same, but envisions an increase in video markets. The general business prospects in the New York area, he believes, "should be about the same as 1948.

A bigger national radio revenue in 1949 is anticipated by Everett H. Hatchett, manager of John E. Pearson Co., New York. Business increases for AM, FM and TV is his prediction. "It is too early," Mr. Hatchett believes, "to make a prediction at this time but general indications point for an increase in national spot business."

"We look forward to some new accounts switching to spot radio, plus present accounts increasing advertising during their own." A business boom with overall profits to the radio industry, locally and nationally, is forecast by F. E. Spencer Jr., manager of George P. Hollinger Co., New York.

No change in FM business was seen by Mr. Spencer but he did expect business increases for AM and television. "If labor pursues a conservative policy and strikes are held to a minimum, 1949 will be a good year," Mr. Spencer declared.

The occurrence of widespread strikes could result in decreased buying power of labor. A worker on strike not only has no money to buy new things but also no money to keep up the payments on high-priced things he has already bought."

The views of Frank M. Headley, Headley-Reed Co., New York, coincided with Mr. Spencer's prediction of a bigger revenue year for the overall radio industry, both locally and nationally.

He also believes video and standard business will pick up, while FM sales will remain the same.

There will be no general business recession or a boom in 1949, but radio's operational costs will rise 5% to 10%, according to Mr. Headley.

"It is difficult to predict the trend of national spot business for 1949," he declared.

"If I feel that the first quarter of 1949 will be as good as the 4th quarter of 1948 with some indication that larger budgets will show a slight increase making 1949, on an overall basis, better than 1948."

In New York Adam J. Young Jr., Adam J. Young Jr. Inc., looks for an influx of TV advertisers previously not on AM. "Business will be very great" in this area, which will absorb "more and more" of the advertising dollar, according to Mr. Young. "A boom in broadcast advertising" is foreseen by Joseph J. Weed, partner, Weed & Co., because of TV. "New York is the one place that is in a position to assure of big circulation," he maintains.

Max M. Everett, president, Everett-McKinney Inc., looks for greater spot business in 1949, with general business continuing at the same level.

According to Joseph Bloom, general manager, Forjoe & Co., national advertisers will contribute money to the largest revenue boost. He expects business to be "better."

Radio prospects in Philadelphia for 1949 are most promising, especially in AM and the greater TV expenditures. According to Fred Bernstein, manager, Forjoe & Co., TV will supplement AM more and more in the immediate future with a slight resultant increase in general business. Robert Hitchings, manager, John H. Perry

(Continued on page 30)
Virtually all transcription and production firms, surveyed by Broadcasting in year end report, are optimistic about radio revenue prospects for 1949. A small minority foresaw prospects of radio decreases at all levels. But not one surveyed feared a drop in its own business revenues.

Dollar-wise, they estimated boosts in revenue ranging from $20,000 to $100,000, with 10% and 20% figures were most commonly quoted.

Most of the transcribers and transcription producers seemed to be worried about rising operational expenses for the coming year. The majority professed belief in potential increases where from 10% to as high as 50%.

A few predicted little change in cost of the operational structure; an equal number expected costs would remain practically the same. But in any event, prospects of 1949 revenue looked rosy-hued, notwithstanding costs.

Many firms declined to express their views on general business prospects in terms of "boom or bust." The few who did comment felt, for the most part, that there would be neither—possibly a slight recession or just tightening up or leveling-off. Area prospects are generally good and even highly promising—with reservations, of course.

Lifting of the APM ban gave transcribers a lift by removing the need for harder selling in 1949 was stressed by several.

Richard S. Testut, manager of Associated Program Service, New York, said his firm's business had tripled in 2 1/2 years and he expects the rate of increase to continue. The increase will come from new business, he feels.

Mr. Testut, general manager of Columbia Transcriptions, foresees a 1949 gain, with a lot of spot business booked for firms advertising new items and conducting new campaigns. The new long-playing records will be a big help, he feels, and predicts the LP record will revitalize the transcription business.

Joseph W. Bailey, manager of Lewis G. Cowan Inc., New York, says prospects are good, especially in TV. He does not foresee any substantial cuts in radio budgets. Expansion will come from network shows, he envisions a liberalment of present programs and through new business, he predicts.

C. O. Langlois, president of Lang-Worth Feature Programs, New York, expects a steady growth with increases coming mainly from local stations and localized advertising campaigns.

Robert W. Friedheim, director of NBC Radio Recording Division, expects wider use of recorded material, especially dramatic features. He also expects increased use of library services and believes return of AFM musicians will bring in advertisers who held off during the ban.

Mr. Friedheim Mr. Sinn

John Sinn, executive vice president of Frederic W. Ziv Co., finds local radio still on the upswing after a record 1948. He looks for more national sponsors to continue use of open-end programs on a spot basis.

In Hollywood and Los Angeles, companies temper optimism with allusions to restraint of the selling spirit of 1950 and 1940. Bob Reick-enback, sales manager Mayfair Transcription Co., finds a "growing reluctance on the part of sponsors to make long-term commitments," but adds that business is very good.

James Parks, vice-president of Broadcasters' Guild, foresees "more business on a local level with co-op

Mr. Pellegrin Mr. King

The "sell-hard" spirit was also echoed by Gerald King, president, Standard Radio Transcription Service, Inc., whose firm forces will have to increase their selling pressure in view of the declining retail market—and programming departments, especially, need to supply better, tighter schedules, he contends.

Seasoned broadcasters who experienced the "fluctuations of the 1930's can approach 1949 with confidence," Walter Davison, manager, Capitol Transcriptions, asserts. Emphasizing program content and close scrutiny of program budgets, Mr. Davison looks for greater purchase of "as the so-called buyers' market develops further—but there will be greater care in what is purchased." He anticipates experimentation in "limited budget programming."

Walter White Jr., president Com- modore Productions & Artists, is enthusiastic about West Coast radio which he labels a "bigger and bigger industry" and which, with television, "offers every prospect of becoming a gigantic one."

Business Increase

Mr. Davison's allusion to the selling spirit of previous years is similarly voiced by Joseph F. Mc- Caughty, president of The Cardinal Co. He predicts a business increase for "those in the radio who realize the wartime honeymoon is over and put their 1940 fighting spirit." Mr. McCaughty maintains that his west market inevitably brings out the "selling stars in any (Continued on page 45)
TRANSCRIPTION companies foresaw a big year ahead as they signed five-year agreements last Monday, ending the American Federation of Musicians ban on use of union instrumentalists in the making of canned commercials and programs.

Some companies had scheduled studio time in advance of the signing for music cutting and were ready to produce within hours after the signing. It was said that many advertising plans necessarily held in abeyance would now become possible.

Actual signing took place only six days after similar agreements with record companies [BROADCASTING, Dec. 20] had ended a similar ban. Union boycotts of both the record and transcription studios began Dec. 31, 1947 because the Taft-Hartley Law outlawed payment of royalties by employers for union-administered welfare funds.

Similar to Other Settlement

The settlement formula for the transcription companies was similar to that for the record companies [BROADCASTING, Dec. 20]—establishment of an impartial trustee to whom the transcription companies would pay royalties.

The trustee for both agreements is Samuel Rawlins Rosenbaum, a Philadelphia lawyer and former president of WFIL, Philadelphia. He will administer the fund, created by the payments, to provide union instrumentalists with employment by organizing concerts. Admission to the concerts will be free.

Recording fees for musicians remain about the same under labor agreements signed at the same time that the ban was lifted—climax after the hectic scene Dec. 14, which attended the signing by recording companies [BROADCASTING, Dec. 20].

Both the recording and transcription signing ceremonies took place in the office of James C. Petrillo, president of the AFM, on the 24th floor of the GE building, New York City.

Few There

But whereas the recording signing saw reporters, still cameramen, newsmen and remote radio crews all jammed into the Petrillo office to cover the affair, the signing with the transcription companies was attended by no similar press entourage. Only Brinkley was on hand—with a reporter and photographer.

Mr. Petrillo himself was not present at the signing nor was his general counsel, Milton Diamond, who is credited with having devised the formula which resulted in the final settlement.

Instead, Mr. Petrillo was represented by his chief deputy in recording and transcription matters, Rex Riccardi, and Mr. Diamond was represented by attorneys from his office, headed by Jerome Adler. Chief industry spokesman present was A. Walter Socolow.

Around a council table, representatives of ten transcription companies passed the trust agreements and labor agreements for proper signatures. Most of the signatures were done by Mr. Rosenbaum, as trustee, and by Mr. Riccardi, who sat at opposite ends of the table as the papers were passed around in a shuffle which would have become confusing were it not for the steering of Mr. Adler and Mr. Socolow.

Representatives of the various companies stood near the table chatting until their own particular agreements came up for execution. They would then sign and resume chatting. The whole affair was most informal.

However, after the signing, many of the executives hustled back to their offices to get right to work. NBC radio-recording resumed the same evening and, according to Mr. Friedheim, director, transcription companies will now bring many advertisers to radio who have been holding off. An Anglor, president of Lang-Worth Feature Programs, found it too late in the day to go.

(Continued on page 8)

LOVE AND KISSES

All Was Not Strike in Record Negotiations

PUBLIC attention was fastened so closely on battlefield clashes along the road to recording peace that chivalry and cooperation between rival principals passed unnoticed.

After the ban, on record making was lifted by the AFM, Brig. Gen. David S. Sarnoff, chairman of the RCA board, got together Dec. 14 with AFM President James C. Petrillo at the RCA Victor Div. recording studio, to watch the firm cut a record which marked resumption of record making.

That record is historic. It takes a back page in history books to the written transcript of comments by Gen. Sarnoff and Mr. Petrillo on that occasion.

The classical bouquet, exchanged by two gladiators renowned for their courage and stamina in the labor-industry arena, were as follows:

JAMES C. PETRILLO: I feel that something should be said about a great man who has brought this about, for this is another victory for all of us. And feeling that one man in the industry was a fair man, I went to see General Sarnoff, some five-six months ago and I said "General, what are we going to do about this thing? Are we going to fight it out like we did before, or are we going to settle this matter in a nice manner like Americans should?"

And he said: "Jimmy, there shouldn't be any fights; we ought to get together on this thing." And we did get together.

AFM Pact Buys Firms' Optimism

TRANSCRIPTION agreement is reached by (1 to r) Messrs. Socolow, Rosenbaum, Adler and Riccardi.

He grabbed hold of the bull by the horns. "Rex and I, said the industry —did a swell job—advised me as to the thought was right and wrong. I mean when I say advised me, he said: "This is the thing we can do, and this is what we will do, and no more than this and no less. And I believed every word that man said. And, Ladies and gentlemen, I believe that everything he said was God's honest truth. And one thing he said to me was this: if the truth, this is what's gonna happen, so there's exactly what happened. I can't say too much for that man in this industry, and I think that labor has a friend in General Sarnoff.

GENERAL SARNOFF: This is almost as great an emotional surprise for me as seeing the first record cut here after a year of silence. I don't know any appropriate response that I could make to so generous a statement as Jimmy Petrillo has just made about me.

All I can say is that this is not the work of any one man. It took patience, restraint, wisdom and some skill in negotiations on both sides to arrive at this settlement.

At this happy time of the year I think it is especially fitting to call attention to the fact that there can be harmony between men as well as harmony between singers.

In these negotiations Mr. Petrillo has been fair and worked hard, and so did his counsel, Mr. Milton Diamond, who was a resourcesful man at all points where we struck snags.

As a general, I am a man of peace. And so I preferred a just and peaceful settlement to an unnecessary suit. I think this is a great triumph for both the industry and labor, but the greatest triumph of all for the American people who will now be free to get selections of their own choice from a highly competitive industry.

Jimmy, I thank you very much, for what you have said, and I say the same to you, with a cherry in it.

December 27, 1948 • Page 29
Representatives
(Continued from page 27)

Assoc., foresees more radio advertising because of new classifications opening up "which have not before been on radio."

E. R. Tansy, Cox and Tansy, Philadelphia, stressed "a greater need for advertising to sell products," which are in more abundance now than immediately after the war. Business will be good if prices are maintained, he contends. The firm engages in AM, FM and TV, with national spot contributing about 75% of the business. More radio advertising is indicated for 1949.

Radio is growing with the West, which itself shows signs of becoming depression-proof, in the eyes of West Coast representative firms. Benjon Paschall, Los Angeles manager, Western Radio Advertising, asserts that stations are "merchandise-minded, promotion-passion and result-conscious" and realize they must produce for the competitive dollar. 1949 will be radio's biggest year yet, because "many industrial advertisers are taking cognizance of the growing West."

Southern California Industries

"Southern California...by virtue of its newly diversified industries...is no longer solely dependent on citrus, motion picture and petroleum industries," Lawrence B. Krasner, general manager, West Coast office, Forjoe & Co., points out. Whether radio gets a "fair share" of expected increases in billings next year will depend on how the industry, in itself, he believes, in competition with printed media, is doing. A retailing radio will be around for a long time, notwithstanding TV, because it carries to the "hinterlands," according to Carleton Coveny, vice president, John Blair & Co., Los Angeles. He predicts "good" business on AM and consistent increases on video. City's prospects look better than ever, he adds.

Harry H. Wise Jr., West Coast manager, Geo. P. Hollingerby, believes general business will regain some of its stability lost during 1948, partly because of elections. "The hesitancy and false attitude of advertisers" will give way to an "intelligent approach to accomplishment of 1949's objectives," he feels.

Possible passage of an Excess Profits Tax Bill by the 81st Congress should augur for a boost in advertising expenditures, according to Frank G. Moreland, Los Angeles manager, W. S. Grant Inc.

Business' gain in 1949 will entail a coincidental gain for both radio and TV, according to Robert W. Walker, manager, Redd & Co., Los Angeles. He looks for greater production and competition. A similar view is expressed by Harold Lindley, Los Angeles manager, Headley-Reed Co., with the comment that while there is a "normal mortality to a number of advertising accounts each year, the growth of the area and new businesses will more than offset this."

Status Quo

John D. Gale, Los Angeles manager, Paul H. Raymer Co., foresees a status quo for 1949 business—there will be more money "but it will have to be more cleverly spent...consumers are becoming more careful." He sees "top stations holding their own and poorer stations (falling) by the wayside."

The Dallas-Port Worth situation is encouraging, with radio prospects looking good. Joe Evans, manager, Free & Peters, feels a great deal depends on Congress. But he points to expansion of agency radio departments and believes advertisers will use more radio as their distribution expands.

A substantial increase for radio is predicted by Frank D. Brimm, southwest manager, The Katz Agency, who points to lush regional accounts and potential development of national network business. With two TV stations now operating and five in prospect next year, new advertisers will come into the southern and southwestern field, he thinks.

Chicago representatives look optimistic on the 1949 general and radio picture, especially for the Midwest. John North, vice president, Radio Representatives Inc., notes indications of price declines and greater competition. He also cites possibility of an excess profits tax as a boon to radio advertising. National business in Chicago will be better because smaller agencies are soliciting it, according to George P. Hollingerby, president, George P. Hollingerby Co.

A local video boom is in the making, says John Pearson, president, John E. Pearson Co., with TV absorbing advertising previously allocated to printed media. As a result, he believes, spot radio will prosper.

Mr. Evans

Mr. Gale

Mr. North

Mr. Hollingerby

Mr. Pearson

Mr. Holman

Hal Holman, president, Hal Holman Co., looks for greater overall and national business, but "locally, per station, it will be smaller by about 10%." He notes that many advertisers are buying time now in 13-week rather than 52-week cycles.

John Toothill, general manager, Burn-Smith Co., contends radio business will be good next year, in view of several new products to be sold. "The route of selling time to a mass market itself needs to be sold," he declares.

In Toronto Jack Slatter, president of Radio Representatives Ltd., feels that business will be as good for 1949 as 1948—with probably a slight increase.

"Radio stations throughout Canada have been enjoying unprecedented prosperity...local sales have been heightened and trebled in the small community stations," A. A. McDermott, sales manager, Horace N. Stovin & Co., observes. He adds that, as a result, national business has not commanded as much attention as "many old-timers...repeaters...advertisers...Mr. McDermott have changed their schedules or dropped out altogether." He strongly advises stations to "get the oldies back into the picture."

Any increased volume in Toronto is possible only if selling becomes more intensified, in the opinion of William Wright, owner of the William Wright firm, that city.

COMPTON VPs

Agency Board Elects Four

FOUR NEW vice presidents were elected to Compton Advertising, New York, at a board meeting last week. They are Merrill Boyle, C. James Fleming Jr., L. O. Holmberg and Jack Rees.

Mr. Boyle, former head of Compton's Kansas City branch, has been in New York office for two years as account executive on Socony-Vacuum, New York. Mr. Fleming, account executive for Procter & Gamble's Crisco, has been with the agency for four years.

Mr. Holmberg, now manager of the Chicago office and account executive on several accounts in that area, has been with the firm five years. He will remain in Chicago. Mr. Rees, who joined Compton four years ago, is account executive for Kelly-Springfield and Goodyear.

1857
John Shepard Jr. 1948

JOHN SHEPARD Jr., 91, founder of the Yankee Network and department store magnate, died last Tuesday at his winter home in Palm Beach, Fla. He was also former mayor of Palm Beach and engaged in many philanthropic works.

Mr. Shepard founded WNAC Boston and WEAN Providence, R. I., which were to serve as the nucleus of the future Yankee Network. His son, John Shepard III, was active head of the chain until it was sold in 1945 to General Tire & Rubber Co., and is still its consultant.

The elder Mr. Shepard also was owner of the Shepard store in Boston until 1936. The store had been founded by his father. In 1880 he founded a similar store in Providence of which he was chairman of the board up until his death. He also owned the Crown Hotel in that city from 1931 until last year.

A former president of the Rhode Island Golfers Assn., he had been active in sports enterprises as well. Mr. Shepard married Flora E. Martin in 1884, and they had two sons, John III and Robert F. After his first wife's death he married A. Maude Miller, who also survives.
OCTOBER BILLINGS

FOUR NETWORKS OVER $18 MILLION

OCTOBER gross billings for the four nation-wide networks totaled $18,326,006, more than $2.5 million ahead of the September gross, according to data compiled by Publishers Information Bureau and released to Broadcasting last week.

For the ten-month period, January-through-October, the combined network gross totaled $163,654,849. With October the top month for the year up to date, October running well ahead of springtime billings, the network gross for the year may well top the $200 million mark.

FOOD AND DRUGS—CBS was for the month and for the year, accounting for $16,672,693. Political advertising reached its peak in October, month preceding the Presidential election date, when the political parties and other groups buying time to win votes for candidates or for products spent $289,978 for network time, the major part of the ten-month total of $1,073,282 expended for political network broadcasts.

Network advertising is analyzed by product groups both for October and for the first ten months of 1948 in the following table:

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<tr>
<td>1. Agriculture &amp; Farming</td>
<td>$177,485</td>
<td>$1,550,601</td>
</tr>
<tr>
<td>2. Apparel, Footwear &amp; Accessories</td>
<td>$155,512</td>
<td>1,182,482</td>
</tr>
<tr>
<td>3. Automotive, Accessories &amp; Equip.</td>
<td>650,361</td>
<td>5,887,888</td>
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<tr>
<td>4. Avionic, Aeronautics &amp; Aircraft Equip.</td>
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CRANEY PLAN Urges Anti-Clear Group With Paid Head

CALL for immediate formation of an organization strong enough to wage an effective fight against clear channels was sounded in a circular letter mailed last week to 2,000 station managers.

Author of the letter is Ed Crane, general manager of Pacific Northwest Broadcasters, comprising 60 stations in Montana, Oregon and Washington.

NAB cannot handle the matter, Mr. Craney’s letter asserts, “because most of the 24 clear stations are members.” Simultaneously it was learned Mr. Craney has withdrawn all but one of his stations as members of NAB. Stations in PNB, however, all operated by Mr. Craney, are: KXL Portland, Ore.; KKL Spokane, Wash.; KXLF Butte, Mont.; KXLJ Helena, Mont.; KXLQ Bozeman, Mont.; KXLE Ellensburg, Wash.; KING Seattle; KKL Great Falls, Mont.; and KXL Missoula, Mont.

Mr. Craney, long an exponent of abolishing clear channels, proposes that the operators of independent and non-clear channel outlets hold a meeting in Chicago or St. Louis next month to set up the anti-clear channel group. He is asking that interested station executives notify him at once of their city of choice.

Among Mr. Craney’s suggestions as to how the organization should function are these:

- The board of directors, composed of men “who will work and whom the members have confidence in,” should be selected at a national meeting. “This board should be given broad powers so frequent membership meetings will not be necessary.”

- The organization should have a Washington office with a paid director who would “keep its membership posted on vital happenings, would advise members what they should personally do for the furtherance of the objectives of the organization, and would appear before Congress, the FCC or any government official or department when occasion demanded.”

- Enough stations should be members so that their combined highest hourly rate is well over $10,000, if possible due to not be more than four times the highest hourly rate per year.

- Mr. Craney urges that “the problem” (of clear channels) be attacked “with an organized plan under constant direction of a paid head,” and says it is useless to try to fight the powerful well paid clear channel lobby individually—by a few letters to Congressmen or Senators or to the FCC or even by occasional personal visits to all three.

He points out that Louis Caldwell, attorney for the clear channel group, “is registered as a lobbyist at $2,200 a month.”

Unless the membership should direct otherwise, says Mr. Craney, the proposed new organization “should work on no other problem than clear channels in AM and possibly Stratovision in TV.” He says: “The problem of centralized national coverage from one point under single control is a danger to the freedom of expression by radio in the U. S. and would tend to a tremendous monopoly in the hands of a few; this is as true of TV (by Stratovision) as it is of AM (by superpower).”

JONES TO HUTCHINS

MAITLAND JONES, former vice-president of J. Walter Thompson Co., New York, has resigned from the firm to join the New York office of Horace Hollingworth Co., in a similar capacity.

December 27, 1948 Page 31
YEAREND transition for WJHP Jacksonville, Fla., is made by Chaz Harris (1) as he passes the mike to "Baby 1949" Claude Taylor.

POSSIBLY video's most renowned Santa this year is Arthur Godfrey, shown with Newell-Emmett's Fred Siemsen as they pause during filming of Chesterfield commercials.

JUDY ANN GRAHAM tells what she wants for Christmas via a special WSYR Syracuse Santa telephone headquarters. Over 20,000 children reportedly have talked to Santa or his helpers through WSYR service.

CELEBRATING its first Christmas is KTLN Denver, represented by Joe Flood, KTLN'S "Upsee Daisey" man who expresses the best wishes for a happy holiday season and a bright new year to come.

TO HELP promote Salvation Army's "Christmas Cheer" campaign at their "Kettle House," WBT Charlotte's Kurt Webster joins in a special program with Brig. Stephan.

JOHN WILCOX, WIP Philadelphia announcer, interviews a few of the 10,000 customers at Gimbel Bros.' sale of $1 Christmas trees at its Philadelphia warehouse.

IT will be a Merry Christmas for these physically-handicapped youngsters with the video set donated by GE to the TV Bedside Circuit promoted by Shirley Dinsdale, KTLA (TV) Los Angeles, and Art Linkletter.

WITH the aid of WISR Butler, Pa., Santa arrived in town in grand style. Participating in the parade of greeting are (l to r) Paul Martin, WISR commercial manager, and Bob Landers, announcer.

NORTHEASTERN Wisconsin children knew there was a Santa Claus when he distributed over 20,000 bags of candy from this float to promote his program on WTAQ Green Bay.
On the way up!

The baby giraffe, just born in the Washington Zoo, has a long way to go before it catches up with its mother. But while it's growing it will get plenty of attention from the visitors at the zoo.

Attention is what radio advertisers want for their radio announcements. And attention is what they get from W-I-T-H, the BIG independent with the BIG audience.

At such low cost, too! W-I-T-H is the big bargain buy in Baltimore, the nation's sixth largest market. For W-I-T-H delivers more listeners-per-dollar than any station in town. It covers 92.3% of all the radio homes in the Baltimore trading area. So if you want low-cost sales in Baltimore, call in your Headley-Reed man and get the full W-I-T-H story today.

WITH

AM FM

Baltimore, Maryland

Tom Tinsley, President
Represented by Headley-Reed
through his planned schedule of the day but set Thursday for his first transcription under the agreement.

WOR program service used a seven-piece orchestra on a series of one-minute spots for Piel's beer. The companies and their representatives signing with the AFM and the trustees were:

Those Signing
Capitol Recording, W. K. Petrie; Empire Broadcasting Corp., Helen W. Davis; Lang-Worth Feature Programs, C. O. Langlois; Muzak Corp., Richard Testut; NBC, Mr. Friedman and William Field; WOR Broadcasting, H. B. Lockwood; World Broadcasting and Frederic W. Ziv Co., John Shn; Radio Features of America and Towers of London, Oliver W. Nichol.

Under the trust agreement, the transcription companies immediately paid to Mr. Rosenbaum, as trustee, $2,500. The method of determining what gross company estimated would be 33% of the amount which would become due, Feb. 14, 1949. Mr. Rosenbaum told the method of determining what gross company estimated that this total amount was $2,500. This sum, however, can not be used as any basis for reckoning the total to be paid out the coming year because, it was pointed out, gross sales figures in many cases will not begin reflecting production under the new agreements for some time.

The companies bound themselves to pay the trustee for all electrical transcription whether on wire, tape or discs at the rate of 3% of gross revenues, if such ETs contain performances by union musicians and were made between Sept. 20, 1943 and Dec. 31, 1947 and between Oct. 1, 1948 and Dec. 31, 1953. Thus the agreement, like that of the record agreement, binds the companies to a five-year schedule of minimum payments.

Like the agreement with the record companies, the ET outfits are to make payments to the trustee within 45 days after the end of each calendar half-year. Payments must be accompanied by a statement showing the gross revenues subject to the percentage payment.

Must Keep Full Records
All the parties are required to keep full and complete records of the transactions and the trustee has the right to inspect the companies' records. Under the labor agreement, the union also has the right to such inspections.

The trustee is required within 60 days after the end of each calendar half-year to furnish statements of operations to each of the parties and the union. The trustee is to be compensated at the rate of $25,000 a year for his work in behalf of both agreements.

In compliance with the trust agreement, Mr. Rosenbaum is expected to establish a New York office shortly to administer the fund.

Mr. Poppele
hikes in the items of expense will probably bring profits to a low that will frighten some of the old timers in the business. These developments will lead management to a very close scrutiny of operating budgets and many of the excessive expenditures in labor, promotion and programming will be whittled down.

If FM receiver distribution develops as expected, we may see some FM stations going into the black because of their ability to deliver more sizeable audiences. Televised stations also can be expected to come nearer to financial break even as the increase in set ownership justifies the rate increases which must occur before television broadcasters can hope to come out of the red. We cannot long persist in a situation such as now exists in television where everywhere in television makes money except the broadcasters.

"Television is in harmony with the times and the same 'sweet tunes' will be sung in 1949, 1950, 1951 and 1952 ad infinitum," says J. R. Poppele, president of Television Broadcasters Assn.

Mr. Bailey's efforts will be a heavy weapon in the 1949 battle for the advertising dollar, he said, marking the beginning of a new era in radio selling.

"This era, he contends, "will be one in which in markets large and small throughout the nation, in the offices and board rooms of the country's key manufacturers, retailers and agencies, radio is planning to make a pitch that will start with the big All FM Presentation and go on from there."

"A key to radio's outlook for '49 can be found in the growing strength this medium is developing in two vital advertising classifications—local and national spot. This recognition of radio's ability to deliver the goods more effectively and less expensively for the same and the national networks—will firmly establish radio's dominance in every phase of consumer advertising."
SERVING A TREMENDOUS, EXPANDING 3-CITY MARKET

KFDM announces increased power to better serve one of the most thriving and prosperous areas in our country, and a new home in a fine old mansion which contrasts vividly with the vast, bustling oil industry... the new and growing chemical empire... agriculture... lumbering... shipbuilding! Remember, KFDM delivers BEAUMONT, PORT ARTHUR, and ORANGE – the three KEY CITIES of this important Gulf Coast Market.
the way to make the grade
in Baltimore...

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

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

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

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

in Baltimore, only WBAL offers both...

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

WHEN the late FDR asked the late Anning S. Prall to become FCC chairman in 1934, he told him the task was second only to the Presidency in importance. A Senate subcommittee recommending salary increases, pits the FCC at the bottom of the list, with house for chairman and members from $30,000 to $17,500. Many other agency heads get $28,500, and another flock, $30,000. If what FDR told Mr. Prall is correct (and we believe it is), why the step-child attitude to the FCC?

Grotesque Radio Law

MUCH TO-D0 may be made in the months ahead about the opinion last week of the U. S. Court of Appeals for the District of Columbia in the so-called Brockton case wherein the FCC selected one applicant over two others for the same local facility in the same general area in Massachusetts.

One of the unsuccessful applicants appealed, largely on the ground that the FCC based its action upon the so-called "quantitative analysis" with forms conditioned by the programs proposed by the applicants. That would be in the fashion of invoking the Blue Book formula.

While the appellate court, in an opinion by District Judge Matthew McGuire, who was "on loan" from the court below, used strong language in holding that the FCC may inquire into the sustaining time a prospective licensee purports to reserve, it nevertheless concluded that this was not the "controlling" reason for the Commission's action. The test applied was that of "public interest, convenience or necessity." But the court does not attempt to define that ephemeral phrase. Not has any other court. Nor has Congress.

The unsuccessful applicant offered about 95% commercial time and contended this was none of the FCC's business, since to interfere with programs constitutes censorship. The successful applicant proposed a 40% commercial schedule.

This opinion is another in the line of confused and befuddled interpretations of a law with which we are familiar.

We hope this case finds its way to the Supreme Court. Without a high court review more loose dicta will be added to an almost grotesque body of radio legal precedent.

Whither 1949?

FROM NOW until after New Year's, open season reigns for predictions on 1949. Captains of industry, tycoons of Wall Street, oracles of the moment, men of science, and the pundits and commentators will give vent to their views. Inevitably, a majority of them will see ahead the "Year of Decision."

Will there be war or peace? Will the inflation spiral be checked? Who will win, if any, will exceed profits taxes be reimposed? Will Taft-Hartley go all the way out, or just part way? Will President Truman veer right or left, or steer a center course?

Many industries and pursuits have undergone more or less drastic change since the war's end. But none has experienced the scientific, economic and man-made developments that portend a metamorphosis in the mass radio arts, and in the mass advertising media.

Will 1949 be the "Year of Decision" for radio?

Our guess is that there will be many decisions, but that none will be "summary" ones. Television, and to a lesser extent FM, have introduced factors that are destined to bring economic changes. These changes, however, are likely to be evolutionary—judgments rather than dislocations.

In this issue there is an analysis of our year-end business round-up. It isn't a gloomy picture with respect to AM or FM, or for television. It isn't a depressing one for business generally.

There are other "decisions" which, during the next year, may be of greater significance. Television has an allocations problem that is far from solved. Legislation at the next session is a question mark. If there's to be a rigid limitation on the number of TV stations, there will be a concurrent legislative effort to cloak that almost fabulous medium with greater regulatory controls.

Economically, the big job of radio is to sell radio for what it is—the most comprehensive and all-inclusive advertising medium ever devised. Whether it's AM or FM, it's sound radio and for the most part, both are broadcasting identical programs.

The big job, economically, for television is to sell itself as more than an advertising medium. It is likely to be evolutionary—radio and television are different media, and that the budget used for the visual medium should not be subtracted from the aural, or vice versa.

If 1949 is that "Year of Decision," it is a decision as to wisdom in sales approach and in prudent management. Television has the glamour and the momentum, as well as an amazing success story. Sound radio has the coverage and the impact and the programs and the story of a hundred thousand sales successes. It needs only the resourcefulness and the means of cushioning the transition, however slight or drastic, so that there will be a minimum of dislocations. The printed media and the movies have far more to concern them—and the wiser heads know it.

In all this tumult among the media, FM's pace has been the least spectacular these past few months. FM has the quality voice. It has the advantage of uniform day and night coverage. FM has not taken advantage of its advantages. If it doesn't shout them from its antenna-tops in a well-greased campaign, 1949 could well be its "Year of Decision."

Our Respects To——

FRANK MILTON HEADLEY

T HE RELENTLESS determination of the recently organized National Assn. of Radio Station Representatives to track down every possible customer for spot radio time was indubitably revealed in its selection of a president. The man picked to head the NARSR is a former agent of the FBI.

Frank M. Headley, 40-year-old president of Headley-Reed Co. and the former president of NARSR, spent two years pursuing, and often overtaking, gunmen, extorters, kidnappers and assorted thieves before he entered radio, which presumably is a milder business.

In radio sales the chase for business is as breathless, if not as perilous, as the G-man's pursuit of crooks. It is a tribute to Mr. Headley's vigor that at the end of more than 12 years of radio station representing he is so slightly winded that he is willing to take on the additional duties as head of a trade organization.

Mr. Headley's first job in radio was general manager of the radio division of Kelly-Smith Co., a seasoned newspaper representative firm. The radio division, formed a couple of months before he joined it, started with a list of three stations—WSGN Birmingham, WSJS Winston-Salem and WROK Rockford, Ill.—which Mr. Headley's company still represents.

Three years after he joined Kelly-Smith Co., the radio division was separated from the newspaper representative firm and incorporated as the Headley-Reed Co., although still owned by Frank Miller, owner of Kelly-Smith. Mr. Headley was made president.

Mr. Miller currently retains the principal ownership of Headley-Reed, but Mr. Headley and Dwight Reed, who heads the Chicago office, are part owners.

Since Mr. Headley's tenure, the Kelly-Smith radio division and the subsequent Headley-Reed Co. have increased the client list to 30 stations.

The president of Headley-Reed is an Iowa boy, born in Webster City Feb. 20, 1908. His father, a Standard Oil Co. executive, was often transferred from city to city within the state, a fact accounting for young Frank's attendance at various schools in Des Moines, Bluffs, Des Moines and Marshalltown, Iowa.

Mr. Headley's first professional inclination was to law. He graduated with an L.L.B. degree from Creighton U., Omaha, in 1930. The year of his graduation was not a propitious one for fledgling lawyers, and when Mr. Headley was offered a job as a salesman for Standard Oil, he leaped for it with the acumen

(Continued on page 51)
So you’re looking for a Top Market!

Then look at OREGON... with its phenomenal postwar growth... second in the nation! From 412,000 families in 1946 to 477,900 families in 1948, that’s the record!

IN PORTLAND ALONE...

there are 140,290 families... and 98 percent of them own radios.

KOIN CONTINUES TO DOMINATE...

in this great and growing market. KOIN is a leader in community affairs, with three of its executive personnel alone affiliated directly with 29 community activities. It is a station with experience... a station with (you’ll pardon the expression) know-how. (Anyone with KOIN less than ten years is a newcomer. Its junior announcer has been with the station for seven.)

KOIN WILL CONTINUE TO LEAD...

because of its sound program structure and its aggressive, effective management policies.

OREGON... a growing population—a most important market!

KOIN... THE station to reach that market.

KOIN and KOIN FM

PORTLAND, OREGON

KOIN WILL CONTINUE TO LEAD...
venerable Actors Equity, Chorus Equity, American Guild of Musical Artists, and AFRA—all members of the AFL Associated Actors & Artists of America—had progressed to the point where it soon would be realistic to begin to work out plans to the various union memberships involved for final action.

Meanwhile, an agreement was tentatively reached, conditioned upon future negotiations, through that there be a partnership in television between the merged group and the Screen Actors Guild in Hollywood. The merged group and SAG each agreed to contribute $100,000 for use in television organization and that all TV bargaining contracts would be approved by both partners.

Merger, however, seemed likely to have its own headaches before it completed its gestation period. One such disorder was threatened from the outset by four unions involved—from American Guild of Variety Artists. AGVA was being invited to join the merger by the members of the three partnerships, but AGVA officials had already gone on record against any merger that did not include it and all other AFTRA unions, Ernest Dalton, national administrative secretary of AGVA, said the constitutional basis of the proposed merger might be challenged by his organization.

No Major Problems

For its part, AFTRA foresaw no major problems in the coming year. Its master contract for network runs until November 1949. It expects to extend organizational activities to new stations and, legislatively, to work for repeal of the Taft-Hartley Law.

Not only talent unions, but also technical unions were beginning to snap over television jurisdiction. Four unions at least would be increasingly concerned with engineers and technicians in television—IASTE, NABET, IBEW and ACA, all AFL unions except for the ACA, which is CIO.

Richard F. Walsh, president of the International Alliance of Theatrical Stage Employees, called TV one of the chief problems concerning IASTE at its August convention. He indicated IASTE would move into television jurisdiction over TV engineers at WFTL-TV Philadelphia from communications IATSE. The latter's members were barred from an NRLB election because ACA top officers had not taken Communist affidavits required by the T-Law.

ACA, whose broadcast department is a vertical union covering some 700 employees in 30 stations along the eastern seaboard, was planning an organizational drive in 1949. It plans to use stations presently under contract as a base for organization of new outlets.

All ACA contracts come up for renegotiation during 1949, but, according to William Bender, vice president of the broadcast department, since 90% of the contracts expire until the end of the year, it is too early to plot wage demands. He said, however, that such demands will be in accordance with patterns established by industry generally by that time.

IBEW Contracts

The International Brotherhood of Electrical Workers' major contract is the two-year pact with CBS, expiring in May. It is expected that in this agreement and in others negotiated around the country, the IBEW will plug for reinstatement of preferential hiring (union gets first crack at sending the employer a man to fill the job).

National Ass'n of Broadcast Engineers and Technicians has two-year contracts, covering 600 technical workers at NBC and ABC and 100 at WOR-Mutual, will expire in May and June. However, negotiations will begin in March. Its negotiation plans have not yet been developed by the executive board. The union, however, is working in New York and plans, as part of its 1949 expansion, to open a full-time office in Hollywood.

Radio and Television Directors Guild, operating aging members, a code governing fees and working conditions, was at the year's end striving for its first contract between freelance radio directors and sponsors, agencies and networks.

Parleys were still in the preliminary stages, but reports drifting out indicated that if a contract did not immediately materialize, a code governing fees and working conditions might be a concrete development.

Sixty days before the end of 1949, the Braug will commence collecting all its AM network contracts for directors and associate directors. It's one of its big problems for the coming year. It is expected that the union will become a bargaining agent for supervisory employees as television directors. Currently, it is in deadlock over this point with WJW-TV New York.

Radio Writers Guild's contracts with the networks for freelance writers and the agreement it hopes soon to reach with agencies, sponsors and package producers will both be openable in November for adjustment of minimum fees. Its expiring contracts for staff writers will also be renegotiated during the year.

The Radio Guild, Local 50, United Office and Professional Workers of America, CIO, has just renewed a one-year agreement with CBS covering 650 white collar workers, providing for wage increases averaging about $4 weekly. During the coming year, it has several other smaller contracts which will be up for renegotiation. An effort will be made to obtain further wage increases and a 56-hour week.

Labor

(Continued from page 4)

ACQUISITION of control of WTHI and WTHI-FM by Anton Hulman, practically every few years by FCC action and transfers and assignments approved by former FCC Chairman were one of four

Mr. Hulman acquires control through the purchase of 42.05% held by Frank E. McKinney, identified with several stations in that area, ABC Vice President Robert H. Hinckley, and three associates: Frank M. McHale, Chester L. Robinson, and David Lewis. Total purchase price is $62,500 (Broadcasting, July 26). WTHI is on 1480 ke with 1 kw and is affiliated with ABC.

Other assignments given FCC approval:

KBNY Billings, Mont. (1250 kc, 250 w)—Robert E. and Willsard Mulvaney sell their respective 16-2/5%, in for $10,000, each, to the remaining partners: Don C. and John W. Poote, Horace S. Davis, and Rockwood Brown (Broadcasting, Sept. 27).

WGN Murfreesboro, Tenn. (1450 kc, 250 w)—S. D. Wooten sells his one-third interest in the titularly partners, Cecil N. Eldred and Cecil N. Brit J., for $8,000, with the latter becoming a one-third owner. The station is operated by Syndicating Broadcast Service to WGN Inc., a company of which Mr. Eldred Jr. is president, Mr. Eldred is secretary-treasurer, and Mrs. Eldred Sr. is vice president (Broadcasting, Nov. 8).

WHSY Hattiesburg, Miss. (1250 kc, 250 w)—Mr. and Mrs. Kim Holt, Marvin Ruben and Vernon J. Check doing business as Holt Broadcasting Co., in corporation of same name, have 17 2/5% in each, and William H. Wint, part owner of WYN, WDT, and WNSH, has 25% of WTHI E. Pill of WSFA Montgomery, Ala., for $10,000 (Broadcasting, Sept. 27).

Mr. McSweeney, who has been with the William G. Ramsey Co., station representative, for the past two and a half years, will take over Mr. McSweeney's position with the Pearson Co. in New York effective the second day. Prior to his association with the Pearson Co., Mr. McSweeney was with Compton Adv. for two years and with Paris & Peer for one year. Before that he was with the Chicago Tribune for seven and a half years.

Mr. Stewart was with Ruthrauff & Ryan for four years as a time vendor. He entered the Armed Forces during World War II, served as technical advisor and gunner on a B-17 in the 8th Air Force. He rejoined R&R upon his return and later went with Rambeau.

Theodore A. Johnson

HULMAN Given Control Of WTHI, WTHI-FM

HAL ROACH Fulfills

New Film Producing Plans

START of production on six new films for television got under way in Hollywood last Wednesday (Dec. 22) with announcement of the formation of Hal Roach Television Corp.

Simultaneously it was disclosed that a contract was being drafted between the new corporation and NBC, Mutual, and Columbia, which latter will handle distribution exclusively. George Gruskin, West Coast radio-television head of Rohm and Haas, said that final papers would be signed between Abe Lastfogel, Morris head, and Hal Roach Sr., for the producing company.

Although the actual corporate charter was being drawn up in California for considerably less, Mr. Roach said that $6 million was available. Claiming control of the company with significantly less than 50% of the stock, Mr. Roach said that one associated with him financially were: Tom Bragg, New York financier; Irving Florsheim, shoe manufacturing executive; Charles Lick, executive of the Los Angeles Brewing Co.; Earl Gilmore, Los Angeles oilman and sportsman; Claude Bronson, Los Angeles real estate man.

Production on all six of the films is to be completed by Jan. 6, with agencies able to have a look-see by February.

Among the audition dates of the projected six series Mr. Roach said all were half-hours. He broke them down as follows: Sadie & Sally—comedy; Brown Family—family comedy; Bostwick's Beams— slapstick featuring waiters and barber; Puddle Patch Club—kid format; Foo Yang—comedy mystery; Mr. Main Street—drama.

Coincident with announcement of his television plans, Mr. Roach said that his studio would turn out only films for television and that he was through producing for theatres.

Kellogg on ABC TV

KELLOGG Co., Battle Creek, Mich., on behalf of its cereal products, will sponsor The Singing Lady over ABC's entire eastern and middle western television networks. The 52-week contract, effective Sunday, Feb. 13, 6:30-7 p.m. EST, was signed through N. W.ayer & Son, New York.

JOHN McSWEENEY

Leaves Pearson for P&R

JOHN H. McSweeney, who has been with the John E. Pearson Co., station representative, New York, for five years, joins Pedlar & Ryan, New York, as a time vendor. 

Mr. McSweeney, who has been with the William G. Ramsey Co., station representative, for the past two and a half years, will take over Mr. McSweeney's position with the Pearson Co. in New York effective the second day.

Prior to his association with the Pearson Co., Mr. McSweeney was with Compton Adv. for two years and with Paris & Peer for one year. Before that he was with the Chicago Tribune for seven and a half years.

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Delaware's Home Owned and Operated Radio Station

WAMS

1000 Watts • 1380 Kc's • Day and Night

Wilmington Delaware

Announces Its Affiliation for Delaware With the

MUTUAL BROADCASTING SYSTEM

And the Appointment of

WEED & CO.

As National Representatives

Wilmington Tri-State Broadcasting Company, Inc.

George L. Sutherland

Vice President and General Manager

WAMS-

1000 WATTS

MUTUAL
BROADCASTING SYSTEM

WAMS-FM

20,000 WATTS
FCC 'Policy' Year
(Continued from page 35)

ory problems developed to prompt FCC to freeze licensing while the answers are being sought.

It seems unlikely that licensing will be resumed before spring, and pessimistic observers put the probable date much later.

Inevitably interwoven with this exclusively VHF question is that of the UHF—that band between 475-880 mc which for years has been hailed as the ultimate home of television and its only hope of adequate space for a nation-wide, competitive system.

Is UHF Usable Now?
The question is whether the UHF is usable now, from a practical standpoint. The problem is further complicated by the prospects for color television, a factor which concededly must be considered in any UHF allocation if there is to be assurance that color will not be effectively precluded.

Other facets of the television problem include such major questions as Stratovision and the use of directional antennas, and, in another field, whether the Supreme Court's anti-trust decision against the major film producers will affect those firms' qualifications as licenses not only in TV but also in AM and FM.

A final decision on the Paramount-DuMont question also is on the Commission's 1949 agenda. In a proposed decision earlier this month FCC held that Paramount controls DuMont, which would mean denial of five pending TV applications of the two companies since the firms between them already have five television stations, the maximum permitted by FCC rules. If made final, the decision may be taken into the courts.

FCC has completed lengthy hearings on the American Telephone & Telegraph Co. policy against interconnection of its network television facilities with those of private companies which duplicate AT&T routes. FCC will judge the validity of this policy, followed by an exhaustive investigation of the lawfulness and reasonableness of the network TV rates of both AT&T and Western Union, is scheduled for 1949.

Clear-Channel Question
Another major question to be decided in 1949 is the perennial clear-channel case. The case was closed last January after almost three years of hearings and deliberations. But issuance of a decision was held up while the Senate Interstate & Foreign Commerce Committee pondered a bill in which the issues were basically the same: Whether to break down the clears and whether to keep the power ceiling at 50 kw.

Subsequently freed of the Congressional committee's injunction to hold up, FCC reinstated its work on a decision a few months ago and has been expected to complete its study and release its findings early in 1949.

Lately, however, there have been recurring reports that further consultations with key Congressional figures will precede actual issuance of the decision.

Closely linked with the clear-channel decision is U. S. preparatory work for a conference to be held in Canada next September to negotiate a new North American Regional Broadcasting Agreement (NARBA).

The NARBA conference was scheduled last September but was postponed, at least partially because of FCC's inability to get out its clear-channel decision.

Another policy question with international considerations is the use to be made of 540 kc, which was added to the broadcast band by the Atlantic City Conference subject to agreement among the NARBA nations. FCC may institute a proposed rule-making proceeding on this subject in the near future.

Other Problems
High-policy questions on which hearings or oral argument have been held, but on which decisions have been announced, are those involving (1) the Mayflower edict against editorializing by stations; (2) a definition of giveaway programs which FCC would consider to be in violation of the lottery laws, and (3) the right of networks to serve as national spot advertising representatives for affiliated stations, on which the closing session of hearings is slated to start Jan. 3.

The Commission also has announced, but not yet heard argument on, a proposal to set up numerical tables governing common ownership of stations and putting a limit on the number of minority radio interests one person or company may have. Oral argument is scheduled Jan. 17.

Another pending proposal, designed to speed FCC's work, would permit the use of examining recommended decisions as the Commission's proposed decisions.

In the investigatory field, FCC has called a hearing on the news policies of G. A. (Dick) Richards, involving his KMPC Los Angeles, WGAR Cleveland, and WJR Detroit. The FCC staff also has completed an investigation of the Arbo Bulova radio operations (WOV and WNEW New York), but the Commission has not acted on the staff report.

Heard but still pending are the competitive renewal application of WBAL Baltimore and the application of columnist Drew Pearson and Robert S. Allen for WBAL's clear-channel facilities (1090 kc, 50 kw).

Commission Policy
Early in the past year the Commission enunciated a policy which has been the keynote of succeeding decisions—a policy of judging stations' operations on the basis of their "fairness" in dealing with divergent or opposing groups. The policy was laid down in the New York FM decision and was the keynote of the approved, but not yet issued, decision on the "Mayflower" question.

One of the principal policy decisions of the Commission in 1948 was the "Port Huron case," which held that political broadcasts may not be "censored" even for libel or slander. For this FCC was slapped by a federal court in Houston and by the House Select Committee to Investigate the FCC. But the decision is still on the books, although officials clarified it orally last month, assuring that it is not an "order" and that cases will continue to be judged on their respective, individual merits.

Other policy questions with which the Commission dealt in 1948 included: Establishment of standards for commercial facsimile; issuance of a decision holding that programs supplying horse-race information are not against the public interest so long as they are sponsored by balanced overall programming; abolition of special temporary authorizations in AM, effective Aug. 16.

The Commission lost its most colorful member, retired judge member during 1948 and got its first woman member when Clifford J. Durr retired to private practice at the end of his term on June 30 and was succeeded by Miss Frieda B. Hencov, New York attorney.

The term of Comr. E. M. Webster, assistant in safety and special service matters, expires June 30, 1949. He has not indicated whether he would accept reappointment.

For the Record
IN BROADCASTING's report of the settlement of the recording ban in the interactive-cables case was made in one comparison of the old and new schedules of royalty fees. The old royalty rate on records retailing at $1 to $1.25 was 2% per record. The new royalty rate is 1 1/4% of the retail price of records selling for from $1 to $1.25 and 2% cents per record on those selling from $1.25 to $1.50.
NEW FTC HEAD

Freer Successor Unnamed

WITH Robert E. Freer preparing to submit to President Truman his formal resignation from the Federal Trade Commission sometime this week (see separate story), speculation as to his successor is rampant. Two defeated Congressmen—Sen. John S. Cooper (R-Ky.) and Rep. John W. Gwynne (R-Iowa)—head the list of likely prospects.

Mr. Freer said he did not know whether he would tender his resignation to the President prior to or in writing. Any Presidential consideration of a candidate awaits his official resignation. The FTC chairman is retiring Dec. 31 to enter private law practice because of financial reasons, and his successor to a Commission post will be chosen from Republican ranks (BROADCASTING, Nov. 26, 11). No appointment was expected to be forthcoming until after the Inaugural.

Other possibilities for a Commissioner include Frank Keefe (R-Wis.); Harry Babcock, FTC member in charge of the Bureau of Legal Investigation; Lyn Paulson and Austin Forkner, FTC attorneys; Cyrus B. Austin, New York attorney and formerly with FTC; Douglas Hartman, administrative aid to Sen. O. Brewster (R-Maine); S. Chesterfield Oppenheim, professor, George Washington U.; H. J. Kenner, former head of N. Y. Better Business Bureau; Hugo Frucha, an Ohio attorney; George Meredith, Senate Small Business Committee director, and Willis Ballinger, House Small Business Committee chairman and former FTC economist.

Sen. Cooper, who was elected to the Senate in 1946, was active on the Senate Judiciary Committee in behalf of export controls for the government.

Rep. Gwynne was active in Congress for several years, serving on the House Judiciary Committee, during which time he urged passage of a bill extending FTC power over corporate mergers. Author of the bill was Estes Kefauver (D-Tenn.), a Senator-elect and former Congressman himself, who has initiated the push behind support for the defeated Congressman. The Senator-elect reportedly was responsible for the appointment of D. C. Daniel as FTC secretary.

MBS ATLANTA

Godwin Heads New Office

CREATION of a new southern office, and appointment of Charles W. Godwin, MBS director of station relations, as its manager, was announced recently by Edgar Kobak, network president. The southern office, with headquarters in Atlanta, will handle station relations, sales and programming in conjunction with those departments of the national organization. Mr. Kobak said. Mr. Godwin will assume his new duties shortly after the New Year.

"The growth of the southern section as an important advertisers' market, and the expansion and improvement of Mutual's facilities during the entire southern sector makes this closer-to-the-scene activity necessary. The establishment of an office in Atlanta is also part of the corresponding expansion and realignment of the Mutual organization which is now in progress," Mr. Kobak added.

AFRA RENIEWS?

Notifies Seattle Stations

(See Editorial, Page 58)

AFRA's Seattle local is willing to continue the present contract with area stations, the union has notified broadcasters following a membership meeting. Notice of the attitude was expressed by Gordon Tuell, chapter president, in a letter to Seattle stations.

The AFRA negotiating committee has weighed the "wearisome and time-consuming aspects" of contract negotiations, Mr. Tuell wrote, and recommended that AFRA not instigate opening of the present contract effective Feb. 15, 1948. The recommendation was adopted by the membership when stations had not indicated intent to reopen the contracts.

Mr. Tuell added, "AFRA does not intend to give the impression that we are entirely satisfied with all phases of our present contract. However, it is our feeling that many of the difficulties encountered in working under our 1948 agreement can be worked out in discussions rather than over the negotiating table.

"We would like to take this opportunity to restate the principle that fees and schedules as stated in our contracts are intended only as minimums, and in no way restrict the stations from recognizing and rewarding superior ability or unusual responsibility in their AFRA employes."

AD COUNCIL

Listener Impressions Are Reported

RADIO support for Advertising Council public service campaigns during the first 45 weeks of 1948 produced an estimated total of 12,405,135,000 listener impressions, the Council reported last week.

A summary of the traceable advertising support given by advertisers and media to Council campaigns during 1948 predicts that the number of listener impressions—each being one message heard once by one listener—would reach a total of 14% billion by the end of the year.

The five Council campaigns receiving the greatest radio support this year were, in order of circulation received: The 1948 Red Cross fund, American Heritage, U. S. Savings Bonds, Stop Accidents (home, traffic, farm), Hospital Careers (student nurse recruitment).

Others of the 14 major council projects which received major radio support were: United America, Community Chests, Fight Tuberculosis, CARE, Improve Our Schools, Prevent Forest Fires, Our New Army (later became Joint Armed Services), Conserve Fuel Oil, Crusade for Children (UNAC).

"Public service material was broadcast on practically every network commercial program and on sustaining and cooperative programs of the four national networks, ABC, CBS, Mutual and NBC," the Council said. "Dozens of regional advertisers likewise carried public service messages on their radio programs on a regular schedule."


These programs were listed in the radio bulletin, which the Advertising Council issues every two months to radio advertisers, advertising agencies, networks and program producers.

Each week the NAB lists the Council's top-priority campaigns in the NAB report to stations.
Mr. Plott

Kraft Hopeful

Kraft Foods Co. looks for a good year in the food business, according to John H. Platt, advertising manager in charge of advertising and public relations. "We plan to continue our two new television series, Kraft Music Hall and The Great Gildersleeve, and increase radio and television coverage by adding a mid-western leg to our present NBC eastern network and continuing the Kraft Theatre of the Air as a full-time television dramatic series. We expect leading productions each Wednesday."

Campbell Soup Co.'s 1949 advertising budget calls for maintenance of current radio expenditures, according to R. M. Budd, advertising manager. Campbell has no TV plans at present.

Likewise Procter & Gamble Co. plans no marked change in its radio advertising operation or expenditures during the coming year, according to a high P&G executive.

Chrysler Corp. expects continued good business this year, unless the automobile market is reduced because of impaired national economic vigor. Radio and other advertising plans of the several sales divisions have not been settled.

Raislon Purina Co. will continue with approximately same radio advertising schedule it used in 1948, according to G. M. Philpot, vice president in charge of advertising.

Lenn & Fink Products Corp. will continue participation programs for Hind's team with the same intensity, said William Hausberg, advertising manager.

Coca Cola Plans

Coca Cola Co.'s 1949 advertising plans will be basically the same as 1948, said Robert T. Kenner, with no startling media shifts planned. Coca Cola television activity is in the "formative stages.

Anticipating a "moderate increase in sales," Miles Labs plans call for an increase in radio advertising, according to H. S. Thompson, advertising manager. The rapidly changing situation prevents accurate estimating of the total budget, he said.

Plough Inc., Memphis, looks upon 1949 business prospects "very optimistically," according to Abe Plough, president. The company's advertising budget has not been allocated.

Brown & Williamson Tobacco Corp. looks forward "with confidence and optimism" to 1949. W. S. Cutchins, advertising vice president, said the network budget will be maintained as at present and the spot budget increased 20%. The company has no definite TV plans but is studying the medium closely and is expected to continue its policy of contracting "for good availabilities in selected markets."

Kaiser-Frazer Corp. sees 1949 as one of the automotive industry's biggest years, with raw materials playing an important part in production, said H. M. Swartwood, there being no indication of lowered national income or lessened demand for autos. The company's sales budget will continue to be a "healthy percentage" of its total advertising. Mr. Swartwood added, "Our sponsorship of Walter Winchell on ABC in addition to our local radio spot coverage indicates our respect for radio as one of our basic advertising approaches. We have no announceable plans for television."

Emerson Increasing Ads

Emerson Radio & Phonograph Corp. plans to increase its advertising expenditure in television as well as in newspapers and magazines, said Stanley M. Abrams, sales promotion manager.

Mr. Abrams said:

"Prospects for 1949 are very good. Business is up. We will increase our radio advertising budget and are very interested in television."

Nate Perenstein, vice president, Pabst Sales Co., Chicago, said the company is making plans for "one of the biggest years in our history.

Our radio budget will be higher but only because costs are higher. We are most interested in television as evidenced by our sponsorship of the Bear-Cardinal football game, which we gambled on long before we knew the teams would be leading the league. Of course, we had faith in television as early as 1946 when we sponsored the New York Giants football games."

C. J. Hibbard, advertising manager, Pet Milk Sales Corp., St. Louis, asserted, "We will increase our radio budget. At the present we are not in television, but we are reading everything that comes our way concerning this new medium with a view toward participating in it at some future time."

D. B. Hause, advertising manager, Armor & Co., Chicago, finds prospects "look good with no reservation in sight for 1949. We have lately added Stars Over Hollywood to our Hint Hunt program, and are planning to build still further. However, during the new year we hope to get better use out of present advertising, rather than add to our budget. We will give closer attention to each promotion and coordinate advertising with sales. In 1949 we will be more aggressive in selling soap. Regarding television, if the cost of this medium keeps in line with the benefits derived, it will be more widely accepted."

Emerson Radio & Phonograph Co., Baltimore (Bromo-Seltzer), is optimistic over 1949 business products and has increased its radio advertising appropriation, said John H. Kelly, vice president. TV is contemplated but plans are still in the formative stage.

WAZL

WE WERE CONGRATULATED

. . . by top-notch advertising and sales promotion men, production managers and agency representatives. Why? Because WAZL not only sells time, but really promotes the programs.

We're in the heart of the Anthracite and Industrial region of Pennsylvania. We've got facts and figures to show how your advertising dollar will result in sales gains for you. NATIONALLY REPRESENTED BY R. E. MOSELY ASSOCIATES

521 FIFTH AVE. N. Y. C.
Transcribers

Continued from page 28

field and therefore, the strong aggressive radio men will welcome a competitive market.”

Carl F. Krantz, president of Teleways Radio Productions, says his company expects “tightening-up of retail business in 1949” but that specifically Teleways looks for its “greatest year to date in both sales and profits,” because it is in the “five-and-dime” end of radio business.

Speaking for the transcription field as a whole, Mr. Krantz feels local radio sales should be “excellent” next year. Inasmuch as general business is going to be “tougher,” manufacturers will not only have to get out and sell their merchandise once again, but they’ll have to make every advertising dollar count,” he reasons.

F. J. Rudolph, sales manager, C. P. MacGregor, feels that a “small recession, if it comes, will be of a short duration” and that “radio and general business will reach greater heights.”

In Chicago and the Midwest transcription firms all anticipate revenue increases, Wayne Williams, director, Universal Recording Corp., expressed hope that AM will “hold its own despite indications TV will cut into set budgets.” He foresees a leveling off in general business.

According to William Klein, president, United Broadcasting Co., overall and local revenues will rise in 1949. Lifting of the record billings for spots and TV are expected by Mr. Klein.

“The day of automatic receipt of orders is over and business is now on a normal, salesmanship basis,” Milt Blink, vice president, Standard Radio and Transcription Services, asserts. Stations are finding library services more available because they are being “re-designed along more commercial lines”; hence Standard’s business will “definitely increase in 1949,” he believes.

Dann Carr, general manager of Guild Radio Features, Toronto, believes it’s becoming “tougher and tougher to get time on Canadian stations, which means plenty of radio advertising volume,” while Spence Caldwell, program division, All-Canadian Radio Facilities, that city, observed that, in Canada, “business should be good in all staple lines.”

Congress

Continued from page 25

television to AM radio, and the effect of the growth of television on AM radio will be the most important single factor in the communications and news dissemination field in the future.”

Sen. McGrath points out that the FCC faces a difficult job in supervising these media and in granting licenses and allocating frequencies, but believes that “the present FCC is doing a thoughtful, conscientious and effective job in this field.”

“The air,” Sen. McGrath said, “belongs to the people. The spectrum is jammed and frequency allocations always must be made in the public interest.”

Democratic Congressman J. Percy Priest of Tennessee agreed the Communications Act should be subjected to more intensive scrutiny. However, he opposed perpetuation of the House Select Committee, of which he is ranking Democratic member. The authority for further investigation Rep. Priest should be vested in a communications subcommittee of the House Interstate and Foreign Commerce Committee, he argues.

The Southern legislator, who is also a member of the House Commerce Committee, believes that “everybody recognizes that we should look into the basic Communications Act.

“I believe the 81st Congress should go into a revision of the Communications Act.”

Rep. Priest also acknowledges there is still a need to look into controversial Commission decisions, such as the Port Huron and Scott cases.

He has deplored the language of the Select Committee’s interim report to Congress, which he feels is too severely critical of the FCC.

Rep. Harris Ellsworth (R-Ore.) is of the opinion that the FCC should follow the lead of the ICC and other agencies. The Commission, he believes, should ask Congress to examine any of their practices which they are doubtful about and request they be written into law, if Congress approves them.

“There are a number of practices, in the form of Commission regulations or policy, which might be questioned,” Congressman Ellsworth declared.

Sen. Owen Brewster (R-Me.), a member of the Senate Interstate and Foreign Commerce Committee, sees an “opportunity for improvement in the Communications Act.”

MAY 1949
be prosperous
FOR YOU

.... and for your clients.

For wise timebuyers realize that the client must profit from wise choice of spots and programs if the account is to grow.

That’s why we’re happy to see the volume of 1949 business already contracted for over WHHM—the station that delivers more listeners per dollar in Memphis

Follow the merry, merry ring of cash registers that show WHHM advertising brings results.

May 1949 be happy. Make 1949 a happy sales year for your customers by buying time on WHHM—the station with those healthy Hoopers.

WHHM

A Vital Part of Memphis Living

Memphis, Tennessee

Patt McDonald, manager FORJOE & CO., representatives

December 27, 1948 • Page 45

MEMPHIS

Member

Association of
Independent
Metropolitan Stations
Network Billings
(Continued from page 24)
was commonly predicted that KFRE would not be the last big- gunner outlet to change networks. KFRE was formerly an ABC af- filiate.

As of Dec. 22, the station count of the networks was: ABC 275 AM, 21 TV; CBS 167 AM, 21 TV; MBS 519 AM (Mutual has not begun television networking); NBC 168 AM and 26 TV. Many of the radio stations were affiliated under working agreements with more than one network.

Statements from the four network presidents follow:

ABC Sees Prosperity
Mr. Woods: "I believe 1949 will be a most important year in the growth of television and the expansion of radio broadcasting in the United States.

"The past three years have seen this country enjoying an era of unprecedented prosperity, certainly a period of national and individual prosperity far surpassing the con- ditions elsewhere in the world.

"On the basis of market research figures available to the American Broadcasting Co., I see no indication of any marked reduction in prosperity during the new year.

"Radio and television, admittedly the two greatest mass audi- ence media, undoubtedly will share in the nation's expanded advertis- ing dollar in 1949.

"Because television adds sight to radio's sound, and movement to display on the printed page, leading national advertisers are adding television to their budgets to sup- plement other advertising.

"1948 was a prosperous year for the American Broadcasting Co. Gross billings from the sale of radio time amounted to an estimated $44,501,700, compared with $45,548,057 in 1947, the previous top year.

"This general upward trend in radio advertising will undoubtedly continue in 1949, for, despite the significant advances of television in 1948 and scheduled for the year ahead, radio will remain in the new year as the leading mass cir- culation medium.

"No, 1949 will not sound the death knell for radio, nor will 1950 or the years to follow, because radio is not a rigid medium. Radio is flexible and can be moulded and tailored to fit the needs of local as well as national advertisers.

"A case in point is the spectac- ular gains reported by ABC's co- operative program department in recent years reflecting the out- standingly successful merchandising efforts of the network's affiliated stations.

Peak Years for Co-ops
"Cooperative programs — those national network shows featuring outstanding performers in all fields from news through discussion and entertainment—made available by ABC to its affiliates also reached an all-time peak in 1948. One or more of the network's 17 coopera- tive programs are sponsored on 216 of the 272 ABC stations.

"ABC's affiliated stations report a total of 850 advertisers, a good number, who are sponsoring net- work cooperative programs on a local basis.

"The increasing significance to the radio picture is the expanded program activity of the American Broadcasting Co., which, in the past year has added top entertain- ment features to its well estab- lished daytime programming.

"The distinguished news commentaries by Mrs. Eleanor Roose- velt and her daughter Anna Roose- velt, on one hand, and the top showman of Stop the Music and Kay Kyser in the field of variety entertainment, are outstanding exam- ples of this phase of ABC ac- tivity in 1948.

"Underlining my belief in radio's essential strength is the host of distinguished leaders in American industry who have joined with many of the country's most gifted entertainers to present outstanding pro- gram features on ABC this year.


"Still other leading advertisers will use radio—and specifically, ABC radio facilities—in 1949. As 1948 drew to a close, General Elec- tric Co. and National Dairyprod- ucts both will sponsor five times weekly ABC programming and George- brough Mfg. Co. will present a weekly program over ABC in 1949. Other leading advertisers planning their advertising budgets for 1949 indicate continued extensive use of radio as well as expanded experi- mentation to adapt television to their needs.

"These are the basic facts em- phasizing my firm belief that both radio and television will move on to new heights in 1949 and the years ahead."

Significant Advance" for CBS
Mr. Stanton: "What does the new year hold for broadcasters — in aural and television broadcasting? So far as CBS is concerned, the past year has been one of significant advance, and 1949 promises to better that trend.

"1948 net sales of the CBS AM network were larger than the 1947, and our most careful calculations indicate to us that 1949 will show a substantial increase over this year.

"In addition to the growth in our AM network revenues anticipated for the coming year, we estimate that revenues from tele- vision operations in 1949 will be more than four times what they were in 1948.

"These results are due in large measure to Columbia's highly successful program developments. CBS today has the largest crea- tive program operation in the en- tire broadcasting industry. The success of Columbia-built programs —CBS on "package" shows—has carried over into Panoram programming. It is this swift emergence of television as a major programming medium, our creative program operations are steadily developing new markets, I believe, will be increasingly re- flected in our operating revenues."

Mr. Kobak: "The Mutual Broadcasting Sys- tem views the approaching year with optimism. Station additions and facilities improvements of the past three years make Mutual a better business—covering as it does all but one of the metro- politan markets and having the only station in about 50 medium- sized cities and small markets.

"Gross billings from the sale of network radio time during 1948 will show a gain of 5% over 1947. Fundamental changes in nighttime programming will make Mutual better for listening and better for advertisers.

"We look forward to a success- ful 1949. We hope to continue to record our progress and our ideas for the improvement of the business in which we are engaged in our periodical reports."

NAB Confident
Mr. Trammell: "The coming year, 1949, will be one of the most exciting in the history of radio. Broadcasters will be called upon to demonstrate all the ingenuity at their command to meet the new challenges and oppor- tunities which the year will bring in both sound radio and in television.

"We at NBC turn the corner..."
into the new year full of confidence and expectation that sound broadcasting will attain new heights and that television will give abundant proof that it is the greatest means of communication that has ever been devised.

"It was 22 years ago that NBC was first recognized as 'America's Number 1 Network' in radio. Next year, as more and more television stations go on the air, set owners in ever-widening circles throughout the United States will come to look on NBC for their television fare as the previous generation did 22 years ago in radio.

"NBC will continue in 1949, as we have vigorously since 1926, to expand our service so that this network will be looked upon with confidence and respect by the listening public and by the American advertiser."

Donald W. Thornburgh, CBS Western Division vice president and KNX Hollywood general manager, expects radio business for Western stations and regional networks to rise in the spring of 1949 and maintain its same high rate throughout the entire year. "This section," Mr. Thornburgh predicts, "will undoubtedly take its place as the second largest television market in the United States.

Crediting ABC with one of its best years on the Pacific Coast, Frank Samuels, ABC West Coast Sales Manager, believes "business conditions in general for 1949 look good."

A business let-down which should not hurt radio, is anticipated by Sidney N. Strotz, NBC administrative vice president in charge of TV and Western Division. On the theory that the smart businessman advertises to get his share of the falling market, Mr. Strotz advances the contention that "if we can continue to show that radio and television offer the most for the advertiser's dollar our business should continue to be as good in 1949 as it was in 1948." He feels greater strides by television may be felt in sound broadcasting.

A cutback in AM business resulting from television's biting deeper into the advertising pie is the prediction of Clyde Scott of KECA Los Angeles. He believes that 1949 will be a bigger revenue year than 1948, with more advertising expected from retail merchants in metropolitan areas.

John H. Norton, Jr., vice president in charge of ABC's Central Division, is looking forward to 1949 as a year of accelerated progress in both radio and television. "There are more advertisers today with budgets exceeding a million dollars annually than ever before in the history of this country," he points out. Their plans, he believes, already call for the assignment of an even larger share of the advertising dollar for the coming year to radio and television.

I. E. Showerman, NBC vice president in charge of Central Division, does not believe the industry can "contemplate in 1949 the same great volume of business with as relatively little difficulty in securing it as we have had in the past few year.s." He sees heavy investments in broadcast advertising in 1949 but believes indications of more careful buying are unmistakable from late '48 curtailments. Mr. Showerman forecasts the sale of two million more TV receivers and a "tremendously increased" volume of TV business.

NORAN KERSTA

Named Weintraub TV Head

NORAN E. KERSTA, executive assistant to NBC's vice president in charge of television, will join William H. Weintraub Advertising Agency, New York, on Jan. 10 as head of the agency's television department.

Announcing the appointment, Harry Trenner, vice president of the agency in charge of radio, pointed out that it coincides with the connection of A&T's East Coast and Midwest video network facilities, which will permit the simultaneous broadcast of a television program across the country from Boston to St. Louis.

Mr. Kersta

NAB REPORTS

Committee To Study Content

NAB President Justin Miller last Wednesday named a three-man committee to study NAB's official publication, NAB Reports, and recommend changes in format and content. Action was taken following board recommendation.

Committee members are Campbell Arnoux, WTAR Norfolk, VA.; Willard Egolf, WBCC Bethesda, Md., and Howard Lane, WJJD Chicago. The publication is now edited by the NAB Public Relations & Publications Dept.

Nowhere on Earth do you find a more Responsive Audience than in historic Y O R K Pennsylvania

... hub of the fabled, fertile "Pennsylvania Dutch Country"... where York's PERSONAL Station* commands a PROSPEROUS audience

WNOW THE VOICE OF SOUTH-CENTRAL PENNSYLVANIA

YORK 2, PENNSYLVANIA

1250 KC - 1000 WATTS

AM - FM

Adam J. Young Jr.

National Representatives

* You are cordially invited to visit us, see WNOW in operation, and see for yourself what we say about YORK.

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December 27, 1948 • Page 47
as "the year in which television advertising will make the successful transition from a test-tube operation, for most clients, to a full-scale productive medium." But, he cautioned, television "will reach a pay-cut basis much quicker for some types of products than for others."

Malcolm Howard's President Art Holland expected to spend more on radio in 1949, and a large amount of this will be for television. The agency has five TV accounts and plans to expand this activity greatly," he said.

Radio Director Ken Craig of McCann-Erickson felt that television "seems to be cluttering instead of clearing the picture," although he thought that "probably all of the broadcasting media will hold their own in 1949. He said a continuation of present business trends would mean about a 27% increase in radio expenditures by McCann-Erickson clients in 1949. He expected television billings to double, reaching about 20% of the firm's total radio budget, but noted that major advertisers thus far "are sitting back and watching the video fight . . . awaiting results, and not buying now."

Mr. Holland

Los Angeles

On the West Coast approximately two-thirds of the reporting agencies expected to spend more on radio in 1949, by an average of about 25%. Approximately one-fourth of the radio listeners in locations averaging about 15% below 1948's.

Don Belding, chairman of the Footes, Cone & Belding executive committee, said that the general business problem now is not to cure inflation but "how to meet the depression which is already under way."

Several who envisioned increased radio use felt that Congressional developments and the world situation may be dominant influences. These included Radio Director Lou Holzer of Lockwood-Shackelford, Vice President and Manager George A. Whitney of Harrington, Whitney & Hurst, and General Manager Bill Weiser of Allied Adv. Agencies.

R. H. Alber, president of R. H. Alber Co., added that "all factors point to advertising increases."

David E. Fenwick, vice president in charge of new business, Abbott Kimball Co., thought "things will be fine in '49." He felt television's growth "unquestionably will give American business another hop," but cautioned advertisers not to overestimate TV's present pull and start buying aural radio on a day-to-day basis.

Mark L. Mulligan, media director of BBDO, estimated his office's radio expenditures would be up 50%. He felt gradually declining prices will permit advertisers to adjust inventories and price policies "without undue haste," perhaps lessening profits somewhat but maintaining overall sales volume "at a fairly satisfactory level."

Milton Carlson, vice president and radio director of Western Adv., thought "a slower first quarter of the year ought to improve the advertising picture when competitive selling becomes necessary in virtually all lines." Mr. Hunter, owner of Hunter Adv., was confident that both 1949 and 1950 "will be big years for us all," while President David S. Hillman of David S. Hillman Inc. reported a general note of "optimism—tempered with caution and flexible, short-range planning."

Many saw 1949 as a hard-selling year demanding increased foresight, ingenuity and hard work. "Pen-up demand has become spent-up demand," said John H. Weiser, Pacific Coast vice president of Ruthrauff & Ryan. But he was confident of radio's ability to sell. Robert C. Temple, executive vice president of Raymond R. Morgan Co., thought "1949 will be good—for outfits that work harder than they ever worked before."

A dimmer view was taken by James C. McCormick, radio and television director of The Mayers Co.; Edward B. Ross, co-owner of Ross, Gardner & White, and Earle J. Dumont Jr., executive assistant to the owners of Smith, Bull & McCreery. All three thought they probably would spend less on radio in 1949, although Mr. McCormick qualified his reply.

C. H. Cottington, vice president and radio director of Erwin, Wasey & Co., saw 1949 as "a year of struggle between optimism and fear," with advertising probably continuing "at about the same level as 1948." R. E. (Joe) Messer, executive vice president of Robert P. Dennis Inc., regarded general business prospects as "not altogether clear" but thought his own firm's use of radio would increase. Charles E. Coleman, senior account executive and creative director of

Mr. Holzer

Mr. Alber

Mr. Bolas

Mr. Craig

Mr. Belding

Mr. Belding

Mr. Holzer

Mr. Temple

Mr. Cottington
Buchanan & Co., thought the overall business outlook was "generally strong" but with some adjustments to be expected.

Robert M. Hixson, president of Hixson & Jorgensen, emphasized television's value to retailers and predicted that video advertising consequently will hurt newspapers more than aural radio.

George H. Stellman, director of radio and television for William Kester & Co., anticipated a 50% increase in his firm's radio expenditures and attributed much of the gain to clients' interest in TV as an addition to their aural radio advertising.

Philadelphia

Philadelphia agencies reported encouraging prospects for radio in 1949.

Philip Klein, president of Klein Adv., thought the outlook is "encouraging for all media, especially television." He said production costs will decrease as television progresses, making TV available to smaller advertisers.

Frank C. Murphy, vice president and director of media, Geare-Marston Inc., anticipated "a generally good year in advertising but said "one of the problems still will be rising rate costs in the face of inflexible budgets." He felt that "general business conditions should be good in essential items, with spotty conditions prevailing in clothing and luxury articles."

Franklin Jones, publicity director of Gray & Rogers, expected radio advertising to "hold up well," although he thought business and industry generally would be "very cautious" during at least the early part of the year, until trends in the national economy can be detected. He held "little doubt" that television "will assume greater importance and attract larger advertising budgets."

Southwest

The trend toward increased expenditures for radio time continued in reports from Southwest agencies.

Monty Mann, vice president in charge of media for Tracy-Locke Co., Dallas, and president of the Southwest Assn. of Adv. Agencies, thought his firm's expenditures on radio would be "about the same" in 1949. General business conditions, he felt, "should hold up pretty well during the first half" of 1949 but "beyond that it is guesswork." He said he plans to use television but was unable to estimate the extent.

Howard N. Smith, executive vice president of Rogers & Smith and manager of the Dallas office, summarized 1949 general business prospects tersely: "Look good." He estimated the firm would spend around 10% more on radio advertising in 1949 and probably would expand into video.

R. B. Moreland, vice president in charge of radio, Grant Adv., Dallas, also anticipated about 10% increase in radio budgets in his agency but felt that the overall outlook for the Southwest was for approximately 15% decline. The office will continue its recently started use of television.

Rowland Broiles, president of Rowland Broiles Co., Fort Worth, said he was unable to cite figures to support estimates of gain or decline in radio use in 1949, but stressed that his firm is "now using and will continue to use, television."

Canada

Forecasts from Canadian agencies ranged from "about the same" to "better" concerning appropriations for radio advertising.

W. D. Byles of Young & Rubicam Ltd., Toronto, said his office expected a 15% increase in radio expenditures in 1949, with gains in both national spot and network time. "Present business conditions indicate a healthy year for radio with little or no curtailment of radio budgets by our clients."

M. Rosenfeld of MacLaren Adv., Toronto, expected 1949 to be a "good buying year" in retail sales generally and also anticipated a gain in radio expenditures by his agency, though he did not estimate its extent. The increase in radio's appropriation, he said, would be greater than that for other media.

A spokesman for J. Walter Thompson Co. Ltd., Toronto, appraised general prospects as good.
Station Outlook

(Continued from page 22)

to be off, the Pacific Coast is still the country's bright spot in the business picture. Barring a severe recession, we look forward to a continued upward trend in our volume during 1949."

Predicting a decline in AM business in 1949, Arthur F. Harre, general manager of the Marshall Field station in Chicago, WJJD, says "additional audience is needed to compensate for the AM audience diversion caused by TV and FM." He adds that "if AM radio is content to only 'trade' performers instead of originating ideas, the outlook is black."

G. Richard Shafto, general manager of WIS and WIS-FM Columbia, S. C., is cautiously optimistic about AM. He believes "the effect of TV will not be felt in this area for several years. . . . Proper planning of effective programs, followed by aggressive sales presentation," he says, "will reward stable AM broadcasting operations with the helpful diversification of accounts which should maintain current overall sales volume in the face of slight national decline."

From Texas, where only one TV station is in operation (WBP-TV in Houston), comes this comment from an AM-FM executive, Kenyon Brown, president of KWW-F and KWW-FM Wichita Falls: "TV will not affect this area for years to come. Our service is primarily to the rural areas and small communities." He predicts a bigger revenue year overall for AM in 1949.

FM Future Mixed

In FM the future is viewed with mixed emotions. Slightly over 60% of the replies indicate a belief that FM revenue will increase in 1949, but very few express a feeling that it will be a big jump.

Approximately 45% of the station managers reporting feel that no change is indicated, while the remaining few consider a decrease as likely.

The practice of duplicating AM programs on FM continues, however, with 42% reporting this practice. In a few of the cases FM programming is separate with special time charges. A large ma-

ority of those who duplicate the services give FM as a bonus . . . "No income, all duplication."

Although not contemplating an increase in income from his FM station next year, John M. Rivers, owner of WSCS and WSCS-FM Charleston, S. C., expressed the view that FM will, in 1949, begin to be a factor in the selection of stations. A dead expense now, perhaps it will be a volume stabilizer in years to come. Leonard Ash of WBBA-FM Schenectady and WPTR Albany sees an immediately brighter future for FM service. "The continued degradation of AM station coverage will surely benefit FM. Also, the set manufacturers, stuck with a stagnant AM set market and TV tube shortages, as well as limited markets, must surely turn to FM set production and promotion in 1949 for volume."

Where FM is not a sister operation to AM, the indications for the future are good. No one thinks that business will come looking for a taker, but men in the FM field do feel they have a highly salable commodity.

It's the same story expressed by so many AM representatives, "the business is there for those willing to do a little work for it." Everett Dillard, WASH (FM) Washington, D. C., feels that "FM is already of definite interest to local sponsors. FM will make its first serious impression on national business in 1949. It is just beginning through local-national coop business."

Another group which holds a bright future for FM are those station managers already working with Transit Radio or doing store-casting. At several stations where these forms of FM revenue are being tapped, an increase of up to 50% for 1949 is indicated. Several station managers who are at present negotiating for these specialized forms of services also indicated an increase in revenue for the coming year.

Edward A. Wheeler, president of WEAW (FM) Evanston, Ill., has this to say about the prospects of FM in 1949:

". . . We are quite enthusiastic and encouraged about the prospects of FM in the coming year."

"The ever increasing number of FM sets in all price classes is at long last providing the FM station with a substantial audience. Expansion of transit and storecasting FM will enable a great many FM stations to operate well in the black."

"It's been a long pull, but the industry can stop feeling sorry for FM station operators now."

Television Prospects Bright

In television a bright 1949 is seen by almost everyone. Those in the field expect an increase in business—those not participating do not see any dire effect on their present revenue.

Replies from 62% of the stations indicate TV will be operating some time in 1949 in their market. Over 50%, however, will be no change in their AM business. An increase in AM business due to the advent of TV is seen by 18% of those replying. The remainder feel there may be a decrease in AM business but none of them felt it would be very great in 1949.

A few of the station managers were indicated "no change" in AM business due to TV said that video was new in their market or just coming in and therefore they could not tell what the effect would be.

High power stations covering a large area do not, in general, feel there will be a cut in advertising dollars spent with them. Some of the smaller stations in metro-
politically areas covered by TV were not quite so optimistic, indicating that some of their income might go to video.

In the New York area, Robert L. Coe, vice president and manager of WPIX (TV), feels that "we may reasonably expect increases from both local and national advertisers. My own guess is that in this market at least, radio appropriations will be reduced in order to provide for TV."

Contemplating a "healthy upward trend in business generally...throughout 1949," J. L. Van Volkenburg, vice president of WCBS-TV New York, feels "television will begin to be a major item in the consideration of advertising budgets."

An increase in station income is expected by 66% of those answering the Broadcasting poll. In 23% of the cases a decrease is seen for the new year while 11% see no change.

The stations are almost evenly divided on how they expect the increased revenue to come from. In approximately 58% of the cases an increase is seen in the local business picture.

In the opinion of Simon Goldman, general manager of WJTN and WJTN-FM Jamestown, N. Y., "The retailer especially will use more radio time as an effective tool to increase his sales volume. The retailers who have learned to use radio will lean on it more heavily in 1949, and those who have not tasted its power in recent years, will realize that here...is a medium which will expand their market...and provide a means of increasing their volume."

Another believer in increased business in 1949 on the local level is William B. Smullin, president and general manager of KIEM Eureka, Calif. He feels that "there will be more aggressive and competitive selling on the part of retail business in 1949. This means local advertising..." In support of the station executives expressing their belief that national advertising will increase in the coming year, John F. Patt, WGBR Cleveland, points out that "production lines are starting to catch up with unfilled orders, manufacturers will have to commence more aggressive selling campaigns."

Of the replies indicating a decrease in business for 1949, almost two-thirds feel that the cut will be made at the level of national advertising. Few indicated, however, whether they felt the cut would come in network or spot business.

On the question of what businesses might be expected to increase their advertising appropriation in the coming year, station executives differ widely.

Nationally, items which have been hard to get during the last few years received the majority of votes. This is especially true in fields where supply is catching up with demand...such fields as automotive, household appliances and hard goods.

Local Level

On the local level station managers indicated an expected increase in the volume of their business from department stores and food stores. A few replies also expressed the feeling that national advertising on the local level would increase through the expansion of co-op advertising with dealers and wholesalers.

Two-thirds of the broadcasters replying to a question on whether they expect a general business recession or a boom in 1949 replied "neither." Only 11.6% of those replying think there will be a boom, and 21.8% expect a recession.

Among the least optimistic was Daniel C. Park, general sales manager of WIP Indianapolis. He said: "I believe there will be a definite business recession which will come soon, although business in this market has been very good all year radio-wise."

Replying "neither" to the recession-or-boom question, Gordon Gray, WPJ Philadelphiab commercial manager, said: "It has been necessary to sell harder in 1949 than in 1947. The war babies and the boom babies are 'gone with the wind.' Advertisers confronted by increased costs handle their advertising dollar much more carefully, and while we expect our volume in 1949 to equal or surpass that of 1948 we expect our selling efforts to be harder than they were in 1948. This applies to both local and national."

"There may be a flurry or two, but there is no real basis to expect a depression, according to the set of 'experts' I read," said Jack Harris, KPRC Houston general manager. "Houston will continue as an exceptional market, with phenomenal growth accentuated in '49 and local business offsetting any fluctuations we may encounter nationally."

Less optimistic is J. W. Woodruff Jr., executive manager of WRBL Columbus, Ga., who said: "Radio in our area will command a greater percent of the advertising budgets but will be distributed among all outlets and create a condition which might be termed 'survival of the fittest.' Retailers in our area are now buckling down to greater competition in recognition of the..." (Continued on page 58)
Station Outlook  
(Continued from page 51)

Now Covering the Rich, fast-growing ARIZONA MARKET with increased POWER

5000 WATTS (daytime)

1000 WATTS (night)

On 550 KILOCYCLES KEY

550 kc

PHOENIX

Mr. Gordon

Mr. Sholits

Mr. Woodruff

Mr. McCullough

NOW RESPONSIVE REPRESENTATIVES
JOHN BLAIR AND COMPANY

IN A MOVE to settle two long-standing share-time arrangements, FCC proposed last week to award full-time use of 1340 kc to WHAT Philadelphia and to put WTEL Philadelphia, seeking the same facilities, on 860 kc with 250 w daytime and 750 w nighttime.

The decision was based exclusively on program considerations. FCC said that WHAT retains control over its operations while WTEL, through contracts with foreign-language time brokers, does not have control over substantial portions; and that what is at stake in the program proposals are to be referred to WTEL's.

The ease arose after FCC ruled that elimination of time-sharing by the Philadelphia stations would be in the public interest. WHAT and WTEL currently are on 1340 kc with 150 w and 250 w respectively, dividing time. To set up a separation, FCC ordered WTEL's license modified to authorize use of 860 kc with 250 w on daytime basis, but suspended the modification pending a hearing. FCC then instituted a show-cause proceeding in which both WHAT and WTEL sought full-time 250 w operation on 1340 kc.

Time to Brokers

In its proposed decision, one of FCC's principal reasons for preferring WHAT for fulltime operation on 1340 kc relates to WTEL's practice of selling time to brokers who handle 21 1/2% of its 31 hours per week of foreign-language programming. Under existing arrangements, FCC held, this amounts to "abridgment of control" over these periods. On the other hand, FCC noted, WHAT has not employed time brokers since William A. Banks acquired control of the station in 1944.

The Commission also hit WTEL's policies on spot announcements. "In stead of advertising constituting the means of supporting programs of entertainment, information and education," the proposed decision stated, "it serves to make programming incidental to and subordinate to advertising ... WHAT's spot announcement policy and practice, although no model of balance and self-restraint, at least permits time for programming in the public interest and provides the means for supervision and improvement."

The changes in operating assignments which FCC proposed would become effective 90 days from the issuance of a decision making the proposals final.

FCC BASES DECISION ON PROGRAMS

WHAT, WTEL

Clair R. McCullough, president of WGAL Lancaster, Pa., sees 1949 as a year much like 1948: business-wise. His comment: "A transition is underway from 'easy selling' to 'planned and concentrated' sales efforts. It is within this sphere that business must project for ways and means of 'keeping up with the parade.'... Individual enterprise and initiative will begin to pay off more than ever in 1949."

Similarly, James E. Gordon, WNOE New Orleans general manager, believes "business will be there for those who go out and get it. The trend is to level off. In 1949 business will be stable but there will be no peaks or low spots... Everyone has to have to fight hard for... business no matter what the medium. Service, price and results will keep advertisers using radio in spite of added competition from other media."

Increase in operational expenses in 1949 appears to be accepted as almost certain by most broadcasters. Replies to Broadcasting's questionnaire indicated 5 to 10% as the most likely figure, but some station operators and managers said they expected costs to go up as much as 50 to 60% where TV operation is underway or contemplated.

"Continually rising costs would point to probable drop in profits," says Victor A. Sholits, WHAS Louisville, who foresees a 5% increase in operational expenses next year. He comments that so many stations are "tussling for the advertiser's dollar that some of them are going to get hurt."

Craven Leaves NAB

T. A. M. CRAVEN, who has resigned effective Jan. 1 as vice president of Cowles Broadcasting Co. [Broadcasting, Dec. 9], has tendered his resignation as a member of the NAB board representing medium stations. Mr. Craven will become a partner in the Washington consulting engineering firm of Lohnes & Culver, which will change its name to Craven, Lohnes & Culver.

FCC BASES DECISION ON PROGRAMS

WHAT, WTEL

IN A MOVE to settle two long-standing share-time arrangements, FCC proposed last week to award full-time use of 1340 kc to WHAT Philadelphia and to put WTEL Philadelphia, seeking the same facilities, on 860 kc with 250 w daytime and 750 w nighttime.

The decision was based exclusively on program considerations. FCC said that WHAT retains control over its operations while WTEL, through contracts with foreign-language time brokers, does not have control over substantial portions; and that what is at stake in the program proposals are to be referred to WTEL's.

The ease arose after FCC ruled that elimination of time-sharing by the Philadelphia stations would be in the public interest. WHAT and WTEL currently are on 1340 kc with 150 w and 250 w respectively, dividing time. To set up a separation, FCC ordered WTEL's license modified to authorize use of 860 kc with 250 w on daytime basis, but suspended the modification pending a hearing. FCC then instituted a show-cause proceeding in which both WHAT and WTEL sought full-time 250 w operation on 1340 kc.

Time to Brokers

In its proposed decision, one of FCC's principal reasons for preferring WHAT for fulltime operation on 1340 kc relates to WTEL's practice of selling time to brokers who handle 21 1/2% of its 31 hours per week of foreign-language programming. Under existing arrangements, FCC held, this amounts to "abridgment of control" over these periods. On the other hand, FCC noted, WHAT has not employed time brokers since William A. Banks acquired control of the station in 1944.

The Commission also hit WTEL's policies on spot announcements. "In stead of advertising constituting the means of supporting programs of entertainment, information and education," the proposed decision stated, "it serves to make programming incidental to and subordinate to advertising ... WHAT's spot announcement policy and practice, although no model of balance and self-restraint, at least permits time for programming in the public interest and provides the means for supervision and improvement."

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SOUTH AFRICA is to start commercial broadcasting about the end of 1949, Gideon D. Roos, 39-year-old director-general of the South African Broadcasting Corp., told broadcasting while in Toronto.

Mr. Roos, who was appointed to the post last September, is currently on a tour of Canada and the United States studying commercial broadcasting and radio equipment. He will visit stations in Ottawa, Montreal and Quebec, and the Canadian shortwave station at Sackville, N. B., before going to the United States for a week's stay in the New York-Washington area.

He attended the Mexican high frequency conference, and before returning to South Africa will study studio design in Great Britain and Denmark. He visited France and Holland before coming to North America.

Commercial broadcasting in the Union of South Africa, Mr. Roos explained, came about from advertising agencies and the newspaper to draw up a tentative plan of operations. There will be some program and advertising control, but advertisers will be able to choose whatever languages they want to broadcast in, Mr. Roos explained.

There is no FM or television broadcasting as yet in South Africa, though FM is used for link broadcasting in remote areas.

Flying Cowboys

REAL WESTERN reception with an added modern note was accorded a group of CBS officials who stopped in Tucson, Ariz., enroute to the West Coast to attend the CBS Ninth District affiliates meeting [BROADCASTING, Dec. 13]. KTUC Tucson played host Dec. 11 and 12 to the group which included Joseph H. Ream, CBS executive vice president; H. V. Akerner, vice president in charge of station relations; William B. Lodge, vice president in charge of general engineering; John J. Karol, sales manager, all from New York; John L. Hogg and Albert D. Johnson of KOY Phoenix, and Glenn Snyder and George Cook of WLS Chicago.

The airport in Tucson where the officials arrived is some eight miles from their hotel, so KTUC furnished a helicopter for their use during the two-day visit. A western cocktail party and western chuck wagon feed honored the group and they received the usual fun and rough treatment from the KTUC Vigilantes.

TRUTH OR CONSEQUENCES

Buy WAIR and keep a sharp eye on your sales chart for this market. Ignore our dominance in this market and lose your shirt. We have the listeners - - - and they're far, far, far in the majority. Sign here, please!

WAIR

Winston - Salem, North Carolina

Representatives: Avery-Moore Inc.

December 27, 1948 • Page 53
Respects
(Continued from page 38)
that had been sharpened in his legal training.

In the two years he worked for Standard Oil, he set the highest record of any salesman in the state of Nebraska. Buoyed by his success, Mr. Headley decided to undertake a legal career for which he had equipped himself. He joined an Omaha law firm in 1932.

Two years later, stimulated by the stories of a friend who had joined the FBI, Mr. Headley applied for and was given an assignment as a G-Man. After training in Washington, he was sent to the Chicago bureau, where he gained the hottest spots in the criminal world.

Melvin Purvis, who had arranged the G-man's trap for John Dillinger a short time before, was still chief of the Chicago bureau, and was conducting a war against the underworld. Mr. Headley spent four months of rigorous sleuthing in Chicago including the capture of Voley Davis, a notorious kidnapper, and the pursuit—climaxed later—of the celebrated killer and robber, Alvin Karpis, now residing in Alcatraz.

Mr. Headley was transferred to the New York bureau and assigned to extortion, bank robbery and kidnapping cases. One of the latter led to his radio career.

Mr. Miller, owner of Kelly-Smith, had received an extortion note threatening the kidnapping of his son. When he solicited the aid of the FBI, Mr. Headley was the special agent assigned to the case. It took several months of the most vigorous efforts of Mr. Headley and the FBI to turn up the culprit, a neighborhood youngster perpetrating a hoax. In that time he and Mr. Miller became friendly.

Joins Kelly-Smith

Knowing that the personable and energetic G-man working on his son's case was also a former salesman of proven record, Mr. Miller offered Mr. Headley the management of the radio division. Mr. Headley accepted in December 1936.

On June 10, 1938, having settled to a life more rewarding and predictable than that of a G-Man, Mr. Headley married a girl whom he had met during his FBI training in Washington. Ruth Elisabeth Mallerly, secretary to columnist Paul Mallon.

They have two children, Frank M., Jr., and Kathryn Mallerly, 4.

They live in Scarsdale, N. Y.

Mr. Headley's devotion to business is so intense that he has no idle time for hobbies. Occasionally, when an hour or so is available, he likes to work in the garden at his home, but those hours are, he says, rare.

He is a member of Delta Theta Phi, legal fraternity, the Society of Former Agents of the Federal Bureau of Investigation, the bar of Nebraska and the District of Columbia, and is entitled to practice before the U. S. Supreme Court.

With the superimposition of his new NARS job atop his Headley-Reed duties, Mr. Headley stands to be deprived of even the infrequent gardening hours. He is planning to intensify the campaign to induce new advertisers into spot radio and to make the NARS a trenchant all-radio selling force.

Under his leadership the NARS will make calls on a large list of spot advertisers and prospective advertisers, presenting an industry wide approach rather than a solicitation for business on the part of any individual representative.

TOWNE CITED
Sponsor Appreciates Her

JANE TOWNE, program director of KLOK San Jose (Calif.) and commentator on station's Town Topics, has been cited for her fine work on the program by its sponsor, Hart's Department Store, in store's monthly house organ.

Complimenting her on the number of friends she has made for the store and quantities of merchandise she has helped sell indirectly, the article tells of the "gifted manner in which she weaving the store's merchandise, sales and services into a program that has such definite and ready acceptance."

The article further lauds Miss Towne's "friendly and intelligent approach to listeners," calling her the "girl whose voice and personality mean 'harts' to thousands of radio listeners" throughout the area.

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Feature of The Week
(Continued from page 18)

Mr. Sisson did little chatting—and all because of the presence of his sponsor.

Arriving at Rochester Radio City, he walked into his studio only to find the sponsor, Raymond N. Ball, president of Lincoln Rochester Trust Co., awaiting him. Mr. Ball requested a few minutes to talk about “a hospital campaign” and Mr. Sisson, of course, consented, the while mentally computing lines to cut from his script. Mr. Sisson hurriedly went over his schedule—and off almost as suddenly. The engineer silenced his mike and told the columnist to “go to studio D, next door.” With the usual qualms reserved for such sponsor-station relationships, Mr. Sisson complied. He pushed open the door to find a room full of spectators and a news photographer.

Mr. Ball had taken over the program—it was Mr. Sisson’s birthday, he explained, and various personalities from the bank were going to contribute an anecdote or two from the radio columnist’s life. After congratulations were extended by Mr. Ball, Mr. Sisson was given a few seconds to respond. He was told the script could wait until next day.

Secret Rehearsals

Since secret rehearsals were held at the bank, the surprise came off intact. And, of course they had the cooperation of the WHAM studio staff. Reaction was immediate and voluminous, the station reported, for Mr. Sisson is regarded as a roving good-will ambassador for the bank and the six committees served by its 17 offices. He usually mentions the sponsor during broadcasts in a casual, somewhat incidental manner—his birthday being an exception to the rule.

JAMES T. VANDIVEER, manager of KECA-TV Hollywood remote broadcasts, has been sworn in U. S. Naval Reserve as permanent lieutenant commander.

Programs

QUIZ masters always know the answers because they hold the answer cards. But at WMLO Milwaukee, Wis., quiz man Bob Bradley has to prove his worth unsailed. New twist to Mr. Bradley’s Lucky Lady Show is based on listeners calling him and asking him to answer questions. If he is stumped his listeners receive wealth of prizes.

‘Whata Ya Kno’

WABY Albany, N. Y., has added a new half-hour show to its Backyard Follies, popular children’s feature. Regular participants in the Backyard Follies program will don cap and gown for Whata Ya Kno and prove that they do know answers. Initial broadcast of new show was held on Saturday, Dec. 18, and was broadcast from local Strand Theatre. Participants in quiz program receive prizes for their answers. Programs are aired each Saturday from 10-11 a.m.

A Family Affair

THE 4 p.m. disc show conducted by Dale Morgan on KCBC Des Moines has become a family affair. Every afternoon Mr. Morgan’s wife and three children get together to give listeners some “homespun fun.” Show is broadcast from his home and various crises which are likely to occur make House of Morgan anyone’s home —any afternoon.

Mental Health Taboo Docked

IN EFFORT to bring about a change in public attitudes concerning nervousness and mental health, the California State Dept. of Mental Hygiene is presenting series of programs on KDFC (FM) Sausalito, titled The Tenth Man. Programs are heard each Sunday at 7:30 p.m.

Parents vs. Children

PERENNIAL conflict between parents and children’s opinions has taken its place on the television screen. WSB-TV Atlanta has inaugurated new Sunday feature called Battle of the Ages. Program features discussions of typical problems that confront parents and their children. Humor is added to show by having family situations dramatized by WSB-TV actors. In addition, discussion participants are called upon to mimic actions and conversations of other generations. Each week two judges decide which generation’s views are more convincing, and they are invited back to succeeding Battle of the Ages.

International Party

COLORFUL 14th annual International Children’s Christmas party was aired by ABC Dec. 19 under sponsorship of Greater National Capitol Committee of Washington Board of Trade. WMAL Washington fed broadcast (also duplicated on WMAL-FM) to a coast-to-coast hookup. Program was heard from 5 to 5:30 p.m. from Shoreham Hotel. Total of 52 youngsters, representing embassy and legation figures in the Capital, extended greetings in English or their native tongues to children of U. S. and world-wide audience. Ted Malone, ABC’s roving reporter and storyteller, interviewed children, all of whom were attired in their own native costumes. World wide coverage was provided by the State Dept’s “Voice.”

Johns Hopkins Science Review

WEEKLY television program presented by Johns Hopkins U., Baltimore, Md., The Johns Hopkins Science Review, made its debut over WMAR-TV Baltimore, and CBS-TV network Dec. 17 at 9 p.m. Program, which is general review of activities of interest in world of scientific development, becomes regular CBS-TV feature every Friday on Jan. 7. WMAR-TV is participating with university on cooperative basis. Edwin Mick of WMAR-TV will produce program, which is planned and written by Lynn Poole of Hopkins staff.

‘Norman Black Presents’

WFIL Philadelphia is broadcasting new half-hour program series each Sunday at 1:30 p.m., Norman Black Presents, featuring the station’s musical director and his string ensemble in American show tunes.

December 27, 1948 • Page 55
Situations Wanted (Cont'd)

Situations Wanted (Cont'd)

Network coast-to-coast daily sports-caster. Young, must have Midwest. Top pay. Box 596, BROAD-CASTING.

Experienced announcer desires to break into television. Can do sports, good on mic. Pasteup with sample of writing good comedy material. Box 584, BROAD-CASTING.

Combination announcer-engineer. First class engineering experience. Fifteen years experience in broadcasting including producing, writing, directing play-by-play, newscasting. Box 580, BROAD-CASTING.

Announces: Experienced sportscaster. Interested high DJ. Young, very capable, competent, wide experience. Needs two to three phases network, independent operation. Familiar with 500, 606, 404. Box 597, BROAD-CASTING.


Announcer wants station in small southern town, high paid. Can work two locations on weekends. Box 596, BROAD-CASTING.

Experienced announcer-writer, combination. 5 1/2 years experience all phases. Disc, announ- cing. Combination or full time.References sent. Don't answer unless you are interested permanently now. Box 589, BROAD-CASTING.

Announcer wants station in small southern coast. Disc or announcer. Can write. Box 588, BROAD-CASTING.

Situations Wanted

Salesmen

Salesman—Available January first.

Baltimore area only. Approximately $7000 per year. Excellent proving record. Presently employed manager, sales manager. Box 565, BROAD-CASTING.

Announcer—Young, single experienced, Disc, photo request. Box 538, BROAD-CASTING.

Experienced sportscaster—open all phases. Experienced on radio and television. Also program directors experience, ten years progressive station with lots of sports. Competitive salary for qualified. Conditions satisfactory. Box 539, BROAD-CASTING.

Announcer-engineer or combination. Travel anywhere March 30. Available now. First class announcer—half years veteran, 2 years experience, a oke. Last place, 14 years experience in broadcasting. Box 550, BROAD-CASTING.

General good news—Available on负责同志. Formerly experienced, knowledgeable, good sold unadvised references playly. 620, 1909 SE 19th, Des Moines, Iowa. Box 548, BROAD-CASTING.

Staff announcer—Married, vetted, 1 year experience, plus 6 months training in midwest announcing school. Wants permanent position, prefers midwest market. Disc and full cells. Disc available. Box 549, BROAD-CASTING.

Announcer with selling voice and pro- gram directing experience desires good job in stable, progressive community. Southern market. Veteran, single. Can travel anywhere. First class network engineer. Box 601, BROAD-CASTING.

Announcer, College of Radio, Announcing, disc, party planning, newscasting, disc jockeying. Single, 1 year experience. Available immediately for midwest, but will travel. Box 531, Des Moines, Iowa.

New England popular morning man looking for station who wants to host his program. Disc, party planning, newscasting. Network show experienced announcer and prominent disc jockey now producing Direct Today. Disc and full cells available. Box 601, BROAD-CASTING.

Combination announcer-engineer, experienced announcer. College graduate. Specializes in newscasting, but also disc jockeying, commer- cials, etc. Four years as newspaper reporter. Will travel. Disc on request. Box 537, BROAD-CASTING.

Available immediately for Midwest. Formerly disc jockey in a major market. Producing popular and classical music show experience. Experienced in news and interviews. Box 535, BROAD-CASTING.

Announcer, Graduate School of Radio Technique. Ambitious, hard working, lots of initiative, but fair and mature. Will travel, prefer Midwest. For- mer radio advertising salesman. Box 532, BROAD-CASTING.

Combination engineerannouncer-writer, technical knowledge. Box 581, BROAD-CASTING.

Combination announcer—wanted permanent job. Five years experience as disc jockey, playing disc. Box 582, BROAD-CASTING.

Engineer—First phone—engineer, veteran, 28, married. Some experience, eager to learn. Available January 3rd. Box 608, BROAD-CASTING.

Engineer, first phone, 2 years experience, 6 months combination operator. 155, Furler Jn., 3475 4th Avenue South, Minne- apolis, Minn. Available January 1, 1950. 5060 week minimum.

Announcer—First class, 15 years experience in construction and operation of electrical knowledge. Any family man. Box 581, BROAD- CASTING.

Combination engineer—wanted permanent job. Five years experience as disc jockey. Disc background, disc and studio experience. Box 580, BROAD-CASTING.

Technical

Engineer desires transmitter operating job, no bad habits. Experienced, reli- able, capable. Box 579, BROAD-CASTING.

Combination engineer, highly qualified all phases, national company, with progressive established station affiliation. Box 601, BROAD-CASTING.

Engineer, 1st class, 2 years 1000 watt experience, prefers studio and remote work, veteran, available January 18. Midwest only. Box 597, BROAD-CASTING.

First phone—engineer, veteran, 28, married. Some experience, eager to learn. Available January 3rd. Box 608, BROAD- CASTING.

Combination engineer—wanted permanent job. Five years experience as disc jockey. Disc background, disc and studio experience. Box 580, BROAD-CASTING.

Familiar with the latest in disc jockeying and sound recording. Born in Chicago, Illinois. Box 580, BROAD-CASTING.

Bridge and Tennis

Announces: Experienced sportscaster. Interested high DJ. Young, very capable, competent, wide experience. Needs two to three phases network, independent operation. Familiar with 500, 606, 404. Box 597, BROAD-CASTING.

Situations Wanted (Cont'd)

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Network coast-to-coast daily sports-caster. Young, must have Midwest. Top pay. Box 596, BROAD-CASTING.

Experienced announcer desires to break into television. Can do sports, good on mic. Pasteup with sample of writing good comedy material. Box 584, BROAD-CASTING.

Combination announcer-engineer. First class engineering experience. Fifteen years experience in broadcasting including producing, writing, directing play-by-play, newscasting. Box 580, BROAD-CASTING.

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Situation Wanted (Cont'd)

Engineer—First class phone, veteran, single. No commercial experience. Desires dry climate of southwest. Abstain-nier. Box 639, BROADCASTING.

Engineer year, ham, interested programing, advertising or传输 in nearby college. Box 628, BROADCASTING.


Engineer—first phone, experienced transmitter operator, available at once. No experience necessary. Young man, single, station preferred. If you have an opening for a good station, please address R. M. Hutchinson, RFD 2, Box 1396, Bellefonte, Pa.

Engineer—announcer, college degree, army and commercial broadcast experience, seeks position with station or firm of any type, consisting of engineers, technicians, or technicians with engineering, in one of the larger cities in the southwest. Box 333, BROADCASTING.

Production—Programming, others

Good news editor, program director. Box 335, BROADCASTING.

Combination man—Two years valuable experience, degree, VARA. Also Box 956, BROADCASTING.

Need program director. Prefer combination man. Seven years experience in selling, sports, and entertainment. Commercial experience in writing, production. New account executive. Excellent references. Family. Prefer west or midwest. Box 662, BROADCASTING.

Experienced combination man wants position with progressive station. Disc available. Write box 596, BROADCASTING.

Television program director-engineer with New York television station experience. Good personnel relations. We have friends in places. If your station wants top quality, low budget program, write for experience resume to Box 612, BROADCASTING.

Sports reporter-commentator, 8 years experience sports, announcing, writing and officiating. Good knowledge of background and college education. Play-by-play professional experience over high school football, basketball and baseball. Also experienced as sports writer, tennis, golf and special events. Presently employed large area network affiliate. Desire larger sports setup, station or agency, AM or/and television. Produce and announce original programs for special sports shows. Will furnish character and business references. Require good salary and talent. If you need a capable man to head your sports department and play-by-play contact. Married veteran. Box 605, BROADCASTING.

Program director desires position with lift, living, local talent, full time, position in other than major city. Prefer young, 3 years experience, available 13 February. Single bachelor college graduate. Box 631, BROADCASTING.


For Sale

Equipment
Blaw-Knox 134 tower complete with insulators and 750 lbs. #10 radial ground wire, all brand new, right, was a good deal. $500 buys. Knocked down, ready for shipment. K.C. Bulletin Box 416, BROADCASTING.

One 240 foot uniform cross section, guyed type radiator with all equipment at a bargain, will remove from present location in northwest, all work will be done. Write, wire, or call Hoke Radio Co., 135 S. Market St., Petrolia, California, or Wilcox-Gay A-70 combination recorder, radio microphone and associated equipment. Good condition, one owner. $950. Box 61, 100 W. 50th St., New York City.

"For Sale (Cont'd)"

Conservatively rated 700 watt FM broadcast transmitter, completely assembled with back-up link in single cabinet including monitor, $8500, immediate sale. Box 621, Winton, Virginia.

New latest model FM transmitter 19 kw output in frequency and modified 500 watt 120 volt audio, complete, One Transmitter, WMAF, 273 N. 3rd, Mil- waukee, Wisconsin.

Two 250 watt transistor, model 250 GSC, modified by Kluge Radio Co. Two 250 watt 7207 type tube amplifiers, One Trace audio amplifier, completely set up and ready for shipment. $2000. Box 672, BROADCASTING.

For sale—RCA speech input console Still complete and in excellent working order. Power supplies and have been checked. Good buy. Write WCED, DuBois, Pa.

Two Fresno 6N floor cabinet recorders with 14D cutting heads, 125A microscopes, two 68A regulating amplifier line amplifier, 3 preamplifiers, all equipment mounted in rack and cabs- inets with patch panels, meters and all associated apparatus. May be pur- chased as complete installation or as individual units. Two Gates turn- tables complete with preamplifiers, power supplies and mounted on floor cabinets. One DuMont type 274 cath- odoscope oscillograph, one supreme best frequency audio oscillator frequency range 30 to 15000 cycles with output power output 125 milliwatts, One Gates dyna- meter 6A radio receiver with two channel, complete with power supply and recording equipment. Will sell any and all at very reasonable price. Wn. T. Kemp, Albuquerque, New Mexico.

RCX,RCA type 90-A transmitting aerial #1386 complete with pickup. Like new. $300. KUSN, San Diego, California.

Wanted to Buy

Equipment wanted. Two 250ват watt transmitter or similar equipment. Must be in Good working order. Contact Bob McRaney, Radio Station WNAG, Grenada, Mississippi.

Wanted: Several RCA type 79-C turn- tables and/or IF & HF amplifiers. Box 489, BROADCASTING.

Help Wanted

Managerial

WANTED
Radio Station Manager to assume and operate any size of radio station. Experience desirable. Box 614, BROADCASTING.

WANTED
Sports Manager for full time position in Eastern station. Prefer college graduate. Box 614, BROADCASTING.

Situation Wanted

Announces

SITUATION MANAGERS! BROADCASTERS!

Want a Refreshing Course?

BEGINNERS!

WANT TO BE A BROADCASTER?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
Washington 10, D. C.
Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING, Dept. 111
Washington 10, D. C.

Please send information concerning:
Correspondence School Residence Course

Name
Address
City State

Situation Wanted

Production, Programming, others

WANTED

RADIO BROADCAST STATIONS BUYS! SELLERS! List With Us

Correspondence Professional Service

NATIONAL RADIO STATION BROKERS
5031 Sunset Blvd., Normandy 7368
Los Angeles 27, California

L O S T - A F A R M

Found—New Video Format

THOUGH eastern television viewers were unaware of it, CBS' network tele- cast, Thanksgiving Miracle, was produced with a behind-the-scene minor miracle—but not until after the program was transmitted. CBS had "lost" a farm somewhere in Jer- sey City.

It happened this way: Two Department of Video specialists, Tom Noone and Maynard Speece, were to appear on the Thanksgiving Day program to give a visual demonstration of the only video techniques which had contributed to this year's record crop harvest.

The demonstration unit—a 110 lb. model of George farm—a was ex- pressed out of Washington the preceding Monday for shipment to Mesra. Noone and Speece in New York. When it didn't arrive at CBS headquarters by Wednesday night, they went into action and called the Soil Conservation Re- gional Office at Upper Darby, Pa. With only sketchy data on classes and types of photos, the office's Hal Jenkins literally tore pictures off his walls and air-sent them to New York, where they arrived in time for Thursday morning re- hearsal.

Program's entire soil format was altered to accommodate air- time, but CBS camera crews and other personnel devised methods of using the stands effectively. Using easels and tying up two or three cameras, they broke off the soil portrayal message with- out mishap.

The "lost" farm? A "before and after" model, it had been stalled in a Jersey City Expressway Office amid a 40-car-backlog and missed its TV debut.

Situation Wanted (Cont'd)

Production, Programming, others

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcast by Hollywood's out- standing professionals.

HAL STYLES SCHOOL OF RADIO AND TELEVISION

8000 Wilshire Blvd. Beverly Hills, California

Bridewell 21490

NOTE: Students Majoring in Production and Direct- ing from coast to coast are satisfied with personal fee furnish.
ACTIONS OF THE FCC
DECEMBER 17 TO DECEMBER 22

December 20 Decisions...

ACCEPTED FOR FILING...

Applications

AM

Changes in FM station for extension of completion date.

WPIF - FM 1490 kHz, Roch., Mass., extended to June 30, 1949, to change transmitter location.

KFNC - FM 1440 kHz, Bennington, Vt., extended to June 30, 1949, to change location.

KEEX - FM 1470 kHz, Hatchett, Fla., extended to June 30, 1949, to change location.

License for CP

WALH - FM 95.3 MHz, Kansas City, Mo., extended to June 30, 1949, to change location.

WPPR - FM 98.5 MHz, Fort Worth, Tex., extended to June 30, 1949, to change location.

Modifications of License

WQX - FM 94.1 MHz, New York, N.Y., extended to June 30, 1949, to change location.

WDCR - FM 89.3 MHz, Detroit, Mich., extended to June 30, 1949, to change location.

Allocation of Licenses

WIEA - FM 93.7 MHz, Charlotte, N.C., extended to June 30, 1949, to change location.

WRTI - FM 91.1 MHz, Philadelphia, Pa., extended to June 30, 1949, to change location.

WDRH - FM 98.1 MHz, Danville, Va., extended to June 30, 1949, to change location.

License Renewal

WONJ - FM 103.7 MHz, New Orleans, La., extended to June 30, 1949, to change location.

WFAU - FM 95.7 MHz, Dallas, Tex., extended to June 30, 1949, to change location.

WWSX - FM 95.3 MHz, Fort Worth, Tex., extended to June 30, 1949, to change location.

WCOZ - FM 98.1 MHz, Chicago, Ill., extended to June 30, 1949, to change location.

FM

License for CP

WLOF - FM 92.9 MHz, Jacksonville, Fla., extended to June 30, 1949, to change location.

WLTI - FM 88.9 MHz, Little Rock, Ark., extended to June 30, 1949, to change location.

WEMO - FM 90.3 MHz, Nashville, Tenn., extended to June 30, 1949, to change location.

Modifications of License

WBCS - FM 97.9 MHz, Chicago, Ill., extended to June 30, 1949, to change location.

WERC - FM 88.9 MHz, Rochester, N.Y., extended to June 30, 1949, to change location.

WJQ - FM 89.5 MHz, Buffalo, N.Y., extended to June 30, 1949, to change location.

License Renewal

WJDK - FM 99.9 MHz, Dallas, Texas, extended to June 30, 1949, to change location.

WIOZ - FM 98.5 MHz, Harrisburg, Pa., extended to June 30, 1949, to change location.

WLS - FM 94.7 MHz, Chicago, Ill., extended to June 30, 1949, to change location.

Regional Network Station

A well equipped, well established network facility that dominates its city and area. Located in the southeast, this station is continuing a steady growth that is producing good profits. It enjoys an excellent technical position and has many other valuable advantages. Very favorable terms can be arranged. Price $250,000.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.
James W. Blackburn
W. E. Messer
Sterling 4341-2

DALLAS
Philip D. Jackson
Ray H. Valentine
Central 1177

SAN FRANCISCO

EXCLUSIVE REPRESENTATIVES

BROADCASTING • Telecasting

Page 38 • December 27, 1948

SALESMAN

for topnotch station, large southern market, unlimited opportunity, good guarantee can be obtained under this plan. Must have excellent business and character references. Send full particulars with description of previous sales records to

BOX 637, BROADCASTING
CRACK CRIME
Radio Sleuths Help Police

WITHIN 32 hours after the discovery of the murder of a St. Louis
engineer in Cedar Rapids, Iowa, investigation by KXOK St. Louis,
WMT Cedar Rapids and Cedar Rapids police led to the apparent
solution of the crime.

Immediately following the report of the murder on Wednesday,
Dec. 15, Bruce Barrington, KXOK news director, talked with Jim
Borman, news director for WMT, who related the detailed descrip-
tion of the murder and the circumstances surrounding the case.

Mr. Borman’s transcribed telephone report was aired by Mr. Barr-
ington on his 11:55 a.m. new-
scast.

The next few hours Mr. Barrington was in constant com-
unication with Mr. Borman ex-
changing last-minute developments of investigations proceeding in
Cedar Rapids and investigations in St. Louis conducted by Mr. Bar-
ington and Henry Renfro, public relations director for KXOK.

The break in the case came at 5 p.m. Thursday when Mr. Borman
called Mr. Barrington and revealed the name of a suspect in St. Louis.
Messrs. Barrington and Renfro inves-
tigated the new angle and lost
no time in turning their informa-
tion over to St. Louis police. They
then accompanied St. Louis and
Cedar Rapids police on the arrest
mission at 2 a.m. the following Friday.

KXOK was the only station in
St. Louis on hand when the arrest was
made, and Mr. Barrington had
an exclusive newscast aired when
KXOK went on the air at 5:30
Friday morning.

However there’s a dramatic cli-
max to the story. During the ride
to police headquarters the sus-
pect, practically slumped to
the floor of the car seriously ill. Then
followed a 60 mile an hour dash
through St. Louis streets to City
Hospital where it was discovered
that he had taken poison, appar-
ently between the time the police
arrived at his home and the de-
parture for police headquarters.

Down in Carolina

"Nothing Could Be Finer"
F "Pen Pal"-KVOO Tulsa." In addition first prize winners received Pen Pal acquaintanceships with such NBC stars as Erza (Henry Aldrich) Stone; Edgar Bergen; the Quiz Kids, and others.

New Year's Greeting GREETINGS for the New Year and a handy reminder of the months to come are included in the WLAW Lawrence, Mass., calendar for 1949. It contains a map of the United States in color and calendar arranged in four rows of three months each. Calendar is metal bound at top and bottom, and in center are call letters "WLAW" with "50,000 Watts Power" on one side and "680 On Your Dial" on the other. Who's "Miss FM?"

LISTENERS to WBUZ-FM Bradbury Heights, Md., have a new problem on their hands—who is "Miss FM?" Station reports a large mail return, but no successful contestants, for the prizes of a 17 jewel wrist watch, pearls, card table set, six-quarter pressure cooker, $50, waffle iron, and other denoted by local merchants. Contest hints are aired eight times daily, and they include the fact that "Miss FM?" is a well-known local girl, 20 years old, same height as Ingrid Bergman and beautiful.

ART BROWN (i) WOL Washington, radio personality, displays a canopy (and cage) awarded to Maxine Brook- ing of Washington, in his "name the canopy contest, to Mrs. Margaret Hinchley, canine expert, and Louis Lindquist, WOL program director, and contest judge. Winning name was "Warb-O-Link," embarking West call letters. Canaries "Mr. Link" and "Luther," an old-timer on the station, sing with Mr. Brown on his early morning Art Brown Show.

Proud of its Company, TO tell the world—WPEN and WPEN-FM Philadelphia, has sent out a mail piece with a list of its accounts printed in white on a black background, with this message in the center: "We're proud of the company we keep . . . and we're proud of the real selling job we are continuing to do . . ."

Don't Cut Yourself Off . . . WOULD you like to be chased by a pair of scissors? That's just what is happening to the poor little man on KTSF El Paso, Tex., latest promotion piece, entitled "Don't Cut Yourself Off Without Listeners!" Sheet goes on to explain that advertising placed on KTSF reaches the largest number of listeners in the area, and that it's the listeners who buy your products.

KSTP Pop-ups POP-up pictures are feature of KSTP Minneapolis-St. Paul, newest promotion sheets. One sheet promotes station's 10 weekly Kellogg food adver- tisements, on The Clock Watcher and Main Street, Minnesota; and the other Shell gasoline and oil sponsorship of Jack Horner's Corner.

Meet Your Television CAPITALIZING on public interest in television in San Francisco—new TV city—Philco Co. has begun a person-

ized, weekly column, "Television News," in three Bay Area newspapers. Column is designed to promote Philco television and prove readers with facts and news on TV. Personal approach used is designed to render a reader service and at the same time promote Philco TV receivers. KPIX TV, which goes on the air in San Francisco next month, is the only station there at this time.

"It Happens on WLW . . ." BRIGHT with pictures is eight-page booklet "It Happens on WLW . . ." distributed by WLW Cincinnati, for its 32 Year Morning News show. Brochure features stories of program's activities and its advertising and mail appeal.

Jumbo Big Promotion TO call attention to its activities in promotion and publicity, WPEN Phil- adelphia, has distributed a colorful promotion sheet. Titled "Big-Big Things Are Happening in Philadelphia," sheet lists methods station uses to promote its shows, shows which sell its sponsors products, and a chart showing WPEN's share of listening audience from Jan. to Sept., 1948 based on Hoover ratings.

"Grange Hall of the Air" TO promote its Grange Hall of the Air program, Rural (FM) Radio Net- work, Iowa, N. Y., has distributed two-color pamphlet with photos that tell the story of the program and the network.

Personnel MURIEL MANDELL, formerly with Press Bureau, New York State Division of Housing, has joined press de- partment of WMGM New York, as assistant to Jo Bannen, publicity di- rector.

JOHN FARWELL has been appointed sales promotion manager at WBBI Chicago (CBS), succeeding ART DUR- AM who leaves in January to work at CBS New York on TV promotion. Mr. Parwell was formerly an advertising and promotion of the Chicago Herald- American.

CHARLES L. BURROW, sales promotion manager of KEX Portland, Ore., has been elected vice president of the Oregon Advertising Club for 1949.

LYN CONNELLY, radio editor of Na- tional Weekly Newspaper Service, syndicated feature material serviced by Western Newspaper Union, Chi- cago, will join WEKB (TV) Chicago, Jan. 2 as publicity assistant.
A 1 1/2 BILLION DOLLAR MARKET SPREAD OVER TWO STATES

Take our BMB Audience Coverage Mark, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "rep" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE TEXAS-Oklahoma STATION

Weekly Field-3,000 Watts-AM KC-GB	 Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg. Dallas

If Selling Is Your Problem, BUY—

KRNT

THE STATION THAT LEADS

— MORNING —

— AFTERNOON —

— NIGHT-TIME, TOO —

IN DES MOINES*

To Penetrate ... Saturate ... One of the Nation's Richest Markets, Buy the Huge Audience of

KRNT

DES MOINES

The Register & Tribune Station

—ASK A KATZ MAN—

C. E. Hooper, Share - of - Audience
June-July, 1948—Des Moines City.

Page 62 — December 27, 1948

On All Accounts

(Continued from page 18)

daily published by his father, working in all departments and studying every operation of the newspaper. Upon graduation, he gave himself fully to the paper as a vice president, supervising both business and editorial departments. In 1941 he was named editor and remained in that position until 1944.

In that year he assumed charge of the family's Colonial Sand & Stone Co., the largest concern of its kind in the world.

Two years later when the Pope family purchased WHOM the 6 foot 3 inch Fortune transferred his executive talents to that operation. Although he still retains an interest in both II Progresso and Colonial Sand & Stone, as a director and officer of both corporations, the greatest part of his time and enthusiasm is devoted to the operation of WHOM.

Currently Mr. Pope has an FM application pending and also expects to apply for a television permit when the channels are open.

The Pope's—he is the former Grace Perrotty—who have been married since March 1942. They have a daughter Santina, 5. The family lives in Manhattan.

Mr. Pope's hobbies include golf—he shoots in the middle 80's—fishing and boating.

WINE ADS

Approved for Alabama Radio

STATE Alcoholic Beverage Control Board a fortnight ago approved the advertising of wines over Alabama radio stations at the request of Howard Pill, president of WSFA Montgomery, according to a report in the Journal of Commerce.

Mr. Pill said he appeared before the board on behalf of the Alabama Broadcasters Assn. There has been no law in the state prohibiting the advertising of wine by radio, according to Montgomery attorney Thomas Martin, but it has not been done in the past "because of a policy set up by the previous AB boards." The board voted unanimously to approve the radio advertising.

"LITTLE MIKE"

Rates Big in Middlesboro

"LITTLE MIKE," the Crosley station wagon WMIK Middlesboro, Ky., uses to carry its portable facilities, has had a big buildup. It's so big, in fact, that Robert J. Williamson Jr., WMIK manager, said: "'Little Mike' has become so much a real thing in this community that people speak of him as though he were a human being."

The promotion stunt began with a ten-day teaser campaign in the Middlesboro Daily News preceding the unveiling of "Little Mike" in the downtown Middlesboro theatre. "Who Is Little Mike?" and "Where Is Little Mike?" were the teaser lines. Two days before the scheduled unveiling "Little Mike," wrapped up to hide his identity, was placed in the theatre lobby.

From inside the "package" came a baby-like voice saying, "Hello, I am 'Little Mike.' I am ready to do big things for our community. Come see me when I am uncovered." When 'Mike' was uncovered 7,000 persons came to see him in two days, according to Mr. Williamson.

"Little Mike" has done a big job helping WMIK familiarize Middlesboro area residents with services the station offers. The equipment he carries includes a Wilcox-Gay portable tape recorder, RCA wire recorder, Gates Dynamute unit, three microphones, a Carter portable generator, two automobile batteries, a 32-w 100-volt AC-6-volt DC Bogen amplifier, a folding table and chair, 100 feet of AC extension and a kit of engineer's tools.

WMIK's "Little Mike."
KEY PERSONNEL responsible for success of Ma Perkins attend 15th anniversary celebration of NBC daytime serial in New York. L. to r.: Edwin Wolfe, director of program; William Ramsey, radio director for Procter & Gamble, sponsor; Orin Towor, author of Ma Perkins; William Craig, TV director for P&G, and "Ma Perkins" herself. Dancer-Fitzgerald-Sample is agency.

WROY CARMICarmi

WROY Carmi, Ill., owned by the Carmi Broadcasting Co., has begun operation as a 1 kw daytime station on 1460 kc. Thomas S. Land, formerly with WEQB Harrisburg, Ill., is manager.

Officers of Carmi Broadcasting Co., a corporation, include Roy Cliffinger, president, who operates the Carmi Democrat-Tribune, a daily newspaper; Madison Fome-ro, vice president; J. Robert Smith, secretary, formerly with Baltimore Sunpapers and other newspapers, and Herbert G. Bay-ley, treasurer. In addition, three other board members comprise the corporation.

Sales staff is headed by Howard Reedy, former advertising manager of the Democrat-Tribune. Other personnel includes Paul Cooton, program director, and Harold Vandament, formerly with WENC Whiteville, N. C., and WGIL Galien- burg, Ill., in the post of chief engineer.

U. of Illinois is supplying some scripts for farm programs, and WROY is cooperating with the local newspaper for new coverage. Its transmitter is one mile west of Carmi. Station started operating on Dec. 14.

HOT DISCS

RCA-Victor Acts Fast

WCHS

HOT DISCS

RCA-Victor Acts Fast

SIXTEEN hours after lifting of recording ban by APM on Dec. 14, RCA-Victor put its first record made under the new agreement on sale in New York, Philadelphia and Camden.

The record, Perry Como's "Far Away Places" and "Missouri Waltz," had a big initial sale. Gimbel's department store in Phila-dephia received 80 discs on its first shipment and sold out within an hour, according to RCA-Victor.

Midshipmen Aid

MIDSHIPMEN from the Naval Academy at Annapolis helped to make this year's WRC Washington Doll House Christmas project a success. The Doll House, con- ducted by WRC's Bill Her- son, is located at 11th and G St., N. W., one of Washing-ton's busy downtown inter-sections. One hundred of the midshipmen visited it last Wednesday and left more than 3,500 toys.

DON BOHL, crew member at WBKS (TV) Chicago, resigns to become television director at WOC-TV Davenport, Iowa, effective Jan. 1.

ALAN SCARLETT, ROBERT J. STEILE, PAUL H. HEMPH and FRAN-CIS A. NAULT have joined television engineering staff of WNBQ (TV) NBC Chicago. Mr. Scarlett transferred from radio research depart- ment. He is succeeded by FRANK P. ULRICH.

NATIONAL Assn. of Broadcast Engi-neers has moved its national office from 66 Court St., Brooklyn, N. Y., to 421 7th Ave., Manhattan. Union expects to open full time office in Hollywood at some future date as yet unannounced.

ROBERT HIGWOOD, formerly in ABC facilities engineering group, has been appointed facilities engineer of DuMont television network. His du-ties will include planning, design and installation supervision of DuMont studios and transmitting plants throughout the country.

HAROLD CLARKE, operator at CKY Toronto, is the father of a boy.

JOHN HEARE, WIP Philadelphia engineer, is the father of a boy, Jon Terry. WILLIAM NACE, of station's accounting department, also is the father of a son, Robert Joseph.

EDDIE DASH, formerly of CJKL Kirkland Lake, has been transferred to technical staff of CFGH North Bay, Ont.

Happy New Year from all my kin

here at WCHR which as you know has 5000 watts at 580 n Columbus Programs

WCHR

Charleston, W. Va.

Milestones

Gold watches and 25-year service pins were awarded to 861 employees of RCA's Victor Division, at ceremo-nies held earlier this month to inaugurate company's Service Pin Award Program established to honor employees with 25 or more years of service.

Walter Gibson, space buyer for The Caples Co., Chicago agency, was presented with a gold watch on 25th anniversary of his service with the company.

The "Wis Hillbillies" are starting their 13th year of broadcasting on WIS Columbia, S. C.

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When It's BMI, It's Yours

Another BMI "Pin Up" Hit—Published by Wisell

IN MY DREAMS

On Records: Vaughn Monroe—Vic. 20-3133
Ella Fitzgerald—Dec. 24529
Reggie Goff—Lon. 368

BROADCAST MUSIC INC. 380 FIFTH AVENUE NEW YORK & CHICAGO • HOLLYWOOD NEW YORK, N.Y.

December 27, 1948 • Page 63
DON WILSON has been signed as announcer for new Alan Young Show starting Jan. 11, 1948, on NBC.

RITA DU RAY, costume designer and make-up woman at Chicago's Goodman Theatre for five years, has joined television program department of WNBQ (TV)-NBC Chicago.

EARL STEELE has joined announcing staff at WCCO Minneapolis-St. Paul. He was formerly with WRNL Richmond, Va.

RUTH CRANE, director of women's activities at WMAL Washington, has been appointed to serve on the Public Relations Committee of the President's Inaugural Committee.

BEN A. ARON, former announcer at KWHB Altus, Okla., has joined Chicago staff of Storecast Corp. as program director. Storecast operates five WEHS-FM Chicago.

JERRY LEWIS, formerly with WGGY Bangor, Me., has joined announcing staff of WCWH Portland, Me.

PETER BESSAS has joined announcing staff at WTTN Augusta, Ga.

LUCILE DUMONT, production manager at WIDF Birmingham, Me., and Phyllis Clarlin, formerly with WFEA Manchester, N. H., have announced their marriage.

DOROTHY DAY has joined Broadcasting Corp. of America network headquarters at KPRO Riverside, Calif., as fashion commentator.

JOHN TRIMBLE, staff announcer at WBT Charlotte, N. C., is the father of a girl, Elizabeth Ann.

PETE STONER, with WTIC Hartford, Conn., for the past six years has joined WBIS Bristol, Conn., announcing staff.

RUSSELL NAUGHTON, chief announcer at WDRC Hartford, Conn., is new m.c. on station's This Is Hartford show, heard daily at 9:15 a.m.

JOHN ALEXANDER, formerly with CBS Chicago, and freelance writer and producer in that city, has joined WBKB (TV) Chicago production staff.

NINA EDINGER, formerly with sales staff of WBEM Chicago, is now in WBKB's scheduling department.

WBEN-FM Buffalo, N. Y., is now part of the Empire State FM Network carrying chain's FM School of the Air, Mon.-Fri., 1:30-2 p.m.

KJR SERIES

FUTURE PLANS COVERED

FUTURE plans for public service series, Out of the Fog, were discussed early this month when 25 representatives of management and labor met in Seattle. The series, originated by KJR Seattle and carried by five other stations in the area, highlights round-table discussions of economic problems and labor-management differences.

Approval of the series came after extended discussion by the group, and a committee of six—three from management and three from labor—was authorized to explore the possibility of similar programs for future broadcast.

Winners of an essay contest held in connection with the series on "the American system of business is best for me because..." were announced.

ARNOLD WINS

HITS 81% IN GRID GUESSING

FULTON ARNOLD, WTTM Trenton, N. J., sportscaster, has been named national winner of the Chesterfield Supper Club football winners guessing contest. His prize is a trip to the California-Northwestern Rose Bowl game New Year's Day—all expenses paid—with Peggy Lee and Jo Stafford, Supper Club singing stars, as escorts.

Mr. Arnold, who has a nightly sportscast at 6:15 on WTTM, had an 81% average for the ten-week contest. Each week he made predictions on the winners of 35 weekend games. His best single week's record, WTTM reports, was 34 out of 35 games guessed correctly.

Hampton Fund Grows

EDUCATIONAL Fund for the children of Ray Hampton, WHFP Rock Island, Ill., sports director who died Dec. 2, was started with money from co-workers instead of flowers, and is being increased by a sum from the management substituted for the station Christmas party. Les Johnson, WHFP manager, is also adding money donated by staff women who have cancelled the usual gift exchange. Radio listeners and sports organizations are also mailing money to the fund, which will provide college educations for Becky, 4, and Lynn, 2.

KSO Des Moines has renewed for two years its affiliation contract with CBS.

"The Gateway to New England"

A B C Affiliate
Representative: J. P. Mckinney & Son
Again Says He Will Resign

ROBERT E. FREER, chairman of the Federal Trade Commission, has reiterated his intention of re-signing Dec. 31 to re-enter practice of private law [BROADCASTING, Nov. 1]. The chairman, whose term expires in September 1952, has not formally submitted his resignation as yet, however, but will do so this week he told BROADCASTING.

Mr. Freer delivered an address before the Sales Executive Club of New York at the Roosevelt Hotel Dec. 7. Speaking on the subject, "Let's Stop Kicking the Anti-Trust Laws Around," he told members that "having announced my resignation, I feel free of that fear of speaking too plainly which haunts most government officials, who know from experience that whatever they say on any controversial subject will be thrown back at them, often out of context, before a Congressional committee or in the brief or oral argument of some party to a controversy. Hence, I would like to speak to you as 1949's private citizen lawyer... rather than as 1948's Chairman of FTC..."

The FTC chairman, a Republican, said he felt a "real sense of loss" in severing official relations with fellow commission members, but repeated that "I can no longer continue to serve... at a salary... which certainly is a pittance by today's standards..."

He added that trade commissioners are "able men struggling against almost insuperable problems..."

WIRC Hickory

N. C. Station Now on Air

WIRC Hickory, N. C. has begun 1 kw daytime operation as an outlet of the Foothills Broadcasting Co., Edmond H. Smith Jr., general manager, announced Dec. 11. Station is on 630 kc. Special opening day programs, held Dec. 5, aired guest talent from other nearby stations and speeches by local dignitaries. WIRC studios and business offices are in the Duke Power Bldg., 1923 Eleventh Ave. Transmitter is one mile southeast of the city limits.

Other staff personnel besides Mr. Smith, who is also secretary-treasurer, include: Harry E. Snook, program director; Richard Gant and Jack Edwards, commercial representatives; Mrs. Harry Snook, women's editor and continuity chief, and Richard Benson and John Meacham, staff announcers.

KWGD (FM)

Is on 40 kw Interim Power

KWGD (FM) St. Louis started operation Dec. 19 with interim power of 40 kw. The station is on Channel 225 (92.8 mc), and is authorized 218 kw. Owned by the St. Louis Globe-Democrat, the station expects to reach full power when its new building is completed. General manager of the new outlet is Charles W. Nax. Wells R. Chapin is station director and chief engineer. Robert Brockman is sales manager and Lee Roy Fryer music librarian.

Marketcast Spots

MARKETCAST Network, with studios at 214 W. Broadway, New York, has announced the signing of its 75th affiliate, the Food Fair Super Market. Under the system, in existence more than a year, each of the 75 food markets is wired with speakers concealed in counters, and music is furnished throughout the day. Sponsorship is handled like that of radio spot sales, according to Mark Sheeler, Marketcast Network program director.

Silent Night

ABC's Moore Loses Voice

ABC's Berlin news staff, in speaking of speechless announcers, would rather see than be one. And they saw one a fortnight ago, when Lyndford Moore, the network's Berlin news bureau chief, lost his voice in the line of duty.

Speeding to the studio for a five-minute broadcast on George Hick's news show, Mr. Moore had a flat tire. Spraying like an Olympic champ, he made the studio just in time.

Mr. Moore gasped, "A few hours ago, the French authorities demolished the twin radio towers of the Russian-owned radio station..."

Silence.

The race had proved too much for Mr. Moore. He lost his voice, and unable to continue, presented probably the week's most fascinating news story from Berlin.

Libel and Slander

INVASION OF PRIVACY

Plagiarism-Copyright-Piracy

INSURANCE

For the wise Broadcaster

OUR UNIQUE EXCESS POLICY

provides adequate protection.

Surprisingly Inexpensive

CARRIED NATIONWIDE

For details & quotations write

Employers Reinsurance Corporation

Insurance Exchange Bldg.,
Kansas City, Missouri

$5 ea.

Send for Yours Today!

BROADCASTING

BROADCASTING

December 27, 1948 • Page 65
REETINGS

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.

SPOT RADIO LIST

<table>
<thead>
<tr>
<th>Spot Radio Network</th>
<th>City</th>
<th>Network</th>
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<td>WSB</td>
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THE YANKEE AND THE TEXAS QUALITY NETWORKS

TELEVISION

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<td>M'P'l's-St. Paul</td>
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1949 SCHEDULES

WMOB will produce results on a low-cost-per-listener basis.

A “bonus” FM, too.

WMOB
A NUNN STATION
Mobile, Alabama

A PAYING PROPOSITION

TOPEKA BLACKOUT
Radio Aids in Emergency

AUSTRALIAN power units of WIBW and WIBW-FM Topeka, Kan., enabled the Capper stations to provide uninterrupted service when a power plant explosion Dec. 9 caused one of the units and blacked out Topeka and the eastern half of Kansas. The blast occurred at the Tecumseh plant of the Kansas Power and Light Co.

WIBW’s special events staff was dispatched to the scene immediately with portable recording equipment and power packs. Recorded on-the-scene reports of rescue operations, fire fighting and heroism were broadcast on WIBW and WIBW-FM. Quincy Howe, news analyst who was visiting in Topeka, assisted in the news coverage.

Only Topeka residents able to follow the action at the explosion site via radio were those owning battery-operated radios or riding rails-equipped busses of the Topeka Transportation Co. WIBW-FM beamed newscasts to the bus riders. Howe also aired an appeal from a Topeka hospital for volunteers to assist in caring for those injured in the explosion. Twenty minutes after the appeal the police department phoned WIBW-FM to report that the hospital was swamped with volunteers, the Topeka Daily Capital of Dec. 12 reported.

WHBL-FM Sheboygan

WHBL-FM Sheboygan, which started rigorous service Dec. 6, is located in Sheboygan, Wis. The station was incorrectly identified as being in Sheboygan, Mich., in the Dec. 13 BROADCASTING.

NARRD PLEDGES

Unbiased Reporting of UN

NATIONAL Assn. of Radio News Directors has adopted a resolution pledging unbiased reporting of activities of the UN, UNESCO and similar world organizations.

John Hogan of WCMH Portland, Me., retiring NARRD president, has cabled copies of the resolution to Benjamin Cohen, U. S. delegate to the UN in Paris; Dr. Milton Eisenhower, chairman of the U. S. National Commission of UNESCO in Beirut, Lebanon, to send to the U. S. officials through the radio division of the UN at Lake Success.

Text of the resolution follows:

WHEREAS, the American system of broadcasting represents the highest ex-

emplification of free radio in the world, and whereas such a medium within

the constitutional meaning of our de-

mocracy and its social obligations

upon those who administer it, and

WHEREAS, the belief of the members

of NARRD that truth conveyed to the people without bias or restraint will

contribute greatly to the cause of peace in our nation and throughout the

THEREFORE, BE IT RESOLVED that

the station will make special

efforts throughout our country accurate reports on the important activities of the United Na-

tions, the UNESCO and other world organizations in which the United

States participates, and will strive to

vations toward a permanent peace, and that the members will, through un-

biased interpretation, attempt to bring the public to an understanding of the objectives and methods of such world organizations.

Soren Munchof of WOW Omaha, NARRD executive secretary, has announced that news directors of 17 stations have become members of NARRD.

News directors are: John Bills, WQAM Miami, Fla.; Nate Egner, WLDS Jacksonville, Ill.; Pat Flaherty, KPRC Houston, Tex.; Jarrett Griffin, WDK St. Louis; Ben Holmes, KOMA Oklahoma City; KPRC Washington; Ted Koop, CBS Washington; Ed Lambert, KFRC Columbia, Mo.; Ken Miller, KSTP Minneapolis; Orlo; Richard Abernethy, WOR New York; John Petersen, KMOX St. Louis; and A. Warrick, WJOB Hammond, Ind.

Burton Marvin of Kansas U. School of Journalism, Lawrence, Kan., also was admitted to associate membership.
December 22 Decisions...

BY A BOARD

Renewal of License

WCMN, Amery, Wis., granted renewal of license for period ending Nov. 1, 1961.

Petition Dismissed

WXEX Boston—Dismissed as moot petition for rehearing in application for renewal of license and transfer of station.

Assignment of License

KBMY Billings, Mont.—Granted voluntary assignment of license to Miss Dona Hoyt in lieu of six equal partners. The present permittee, two partners selling theirs 1/3 interest for $50,000.

WSM Murfreesboro, Tenn.—Granted assignment of WRMA-FM, Murfreesboro, Tenn., service to new corporation, WSM, Inc., one partner, S. D. Youten, Jr., will purchase 1/2 interest for $11,250.

Assignment of CP

WSYW Hattiesburg, Miss.—Granted assignment of CP from Hub City Bestg., Co., Inc., currently operating station, Hub City Bestg., Co., Inc.; two newcomers will be added each to have 121/2% stock interest, for $4,000.

Acquisition of Control

WTHT WTHT-FM Terre Haute, Ind.—Granted acquisition of control of Wabash Valley Bestg., Corp.; licensees of WTHT and permittee of WTHT-FM, by Anton Hulman & Sons, who added interest of 36 shareholders (19.6%) of Valley's stock, for $2,093,500; proposal of estimated 65,000 for 5 transferers.

AM—1490 kc
San Luis Valley Bestg., Co., Alamosa, Colo.—Granted CP new AM station 1490 kc WJOC, estimated engineering cost, estimated cost $29,000.

AM—1856 kc
Terry County Bestg., Co., Brownfield, Tex.—Granted CP new AM station 1856 kc WJBO, estimated engineering cost, estimated cost $15,300.

AM—149 kc
Big Sandy Bestg., Co., Paintsville, Ky.—Granted CP new AM station 149 kc WZIT, estimated engineering cost, estimated cost $14,150.

Heating Designated

Delta Beach Bestg., Co., St. Paul, Minn.—Designated for heating application for new station 800 kc WAPI, estimated engineering cost.

The Orange Belt Station, Redlands, Calif.—Designated for new hearing application for new station 1320 kc WOR, estimated engineering cost, to proceed.

AM—1220 kc—1230 kc

Modification of CP

WJBO Hammond, Ind.—Granted mod. CP to change trans. site.

WJIO Dixon, Ill.—Griner-Dillon Bestg., Co., Bay City, Mich.—Upon petition of the extent of amendment Commission's order of June 2, 1949, deleting the effect of which would strike all but engineering issues; in all other aspects petition is denied.

BROADCASTING • Telecasting

December 27, 1948 • Page 9

SAFETY AWARDS

Radio Stars Are Honored

BING CROSBY, Eddie Cantor, Johnny Mercer and John Brown have been given the "Award of Merit for Exceptional Service" in 1948 by the National Safety Council, Chicago. Mr. Crosby will receive official notice of his award Wednesday afternoon. Mr. Cantor was notified while Mr. Cantor was notified on his Jan. 28 show.

Mr. Crosby was cited for contributions to radio and TV during a 2-minute musical transcription series during the Council's safe winter driving campaign last year.

Mr. Cantor was selected for appearing in a series of five-minute spots entitled "It Can Happen to You," in cooperation with the Council's traffic accident prevention campaign.

Mr. Mercer's award was for singing 10 one-minute spots on safe winter driving, and Mr. Brown Digger for making the Columbia Broadcast System in New York as television director the early part of January. Date of resignation or name of successor has not been determined.

Mr. Linkrom has been with CBS since 1938 when he joined the network operations department in New York. For a time he was producer of the Major Bowes Amateur Hour. He came to WTOP in 1941 as program manager, and returned in 1946 after having served with the U. S. Navy.

Extension of S8A

KOB Albuquerque, N. M.—Request for extension of S8A 770 kc 50 kw D 25 kw r.f. to April 15, 1949, for license period.

AMENDMENT DISMISSED

KNEW Provo, Utah —DISMISSED without prejudice amendment filed April 30, 1948, requesting change from 1400 to 1420 kc. Petition to dismiss granted.

APPLICATION RETURNED

Southern California Television Co., Inc.—The 16 supplement filed to application to purchase KLA-TV was returned.
**CP OF WPBP MAY GUEZ IS REVOKED BY FCC**

CHARGING owners with misleading FCC and with operating station for four months without authorization, Commission Thursday revoked CP for WPBP Mayaguez, P. R. Station went off air about Oct. 8, FCC said. It was assigned 1450 kc with 250 w.

FCC claimed WPBP's last extension of authority was due to program tests expiring last June 8 but that station operated until around Oct. 8 even though request for extension of program tests was denied in meantime. Further, FCC charged, unlicensed operator has operated WPBP transmitter; "sundry" technical violations have been noted, and in an early application, permittee Paradise Broadcasting Co. "either submitted incorrect photographs of its transmitter and failed to satisfy the Commission with respect to the density of population within the immediate vicinity thereof."

Station is owned by Jose M. Sepulveda, owner of Puerto Rico Radio & Electrical Works, and Jose M. Rodriguez Quinones, Arecibo physician. Grant was issued in April 1946 and station started program tests in November. Extension order is effective in 15 days unless hearing is requested, in which case it will be suspended pending hearing and final decision.

**NEW ANNISTON OUTLET; ALEXANDRIA BOOST**

NEW AM station for Anniston, Ala., and nighttime power increase for KPDF, Alexandria, La., authorized by FCC Thursday. Anniston grant, for fulltime use of 1390 kc with 1 kw directionalized, went to Model City Broadcasting Co., headed by Stanton B. Ingram, local banker and 42.86% owner. Other stockholders, all local business and professional men: S. E. Booser (25.7%); Stanley M. Ward (8.58%); Elvin C. McCary (5.71%); D. H. Booser (8.58%); Emmett B. Weaver (5.71%), and Dr. Frank C. Weaver Jr. (2.86%).

Grant to KPDF is for modification of CP to operate on 970 kc with 1 kw fulltime in lieu of present 1 kw day, 500 w night.

**HEARING ON AFRO PLAN**

AFRO AMERICAN Broadcasting System's application for first station of projected network of Negro outlets [BROADCASTING, Nov. 24, Dec. 15, 1947] was designated for hearing by FCC Thursday. Application is for 810 kc with 1 kw fulltime at Hopkins Park, Ill. It was designated for comparative consideration with mutually exclusive application of WKAN Kanakakee, Ill., to switch from 1820 kc with 1 kw, daytime only, to 610 kc with 1 kw fulltime. Afro American is all-Negro corporation headed by Dr. Clifford F. Kyle, minister. WKN is owned by Kanakakee Daily Journal and headed by Leslie C. Small.

**BASKETBALL TV BAN**

TELECAB OF Baltimore Bullet professional football games will cease Jan. 6 because of 25% attendance drop, Jake Embrey, Bullet president, ruled Thursday. Mr. Embrey, also head of Colt team, hired last season of Colt games may be halted next year also. He is WITH Baltimore vice president and sales manager.

**TAYLOR-HOWE-SNOWDEN STATION TRANSFER FILED**

Dissolution of 15-year station-ownership association of O. L. (Ted) Taylor, Gene A. Howe and T. E. Snowden revealed in multiple transfer applications filed with FCC involving KANS Wichita, KRGV Weslaco and KTSO San Antonio. All three transactions are interdependent [BROADCASTING, Nov. 29].

Taylor Radio & Television Corp., headed by Mr. Taylor as president and 75% owner and involving same stockholders as KANS, acquires assets of that station for $200,000. Taylor Radio and Television buys KRGV for $520,000 and also acquires KTSO which it simultaneously sells for $450,000 to Gene Autry, cowboy star and owner of KOOL Phoenix.

KRGV principal sellers include T. E. Snowden, president and 2.54%; Archie J. Taylor, brother of Ted Taylor, vice president 3.44%; Gene A. Howe, treasurer 34.69%; Alexander Keese, director 21.88%; Robert P. Snowden, director 6.975%; E. J. Bribach, 9.373%; and Byron W. Ogle, secretary-treasurer 0.243%. KTSO sellers include: Mr. Howe, president 17.006%; O. L. Taylor, 5.46%; T. E. Snowden, vice president 31.661%; Mr. Keese, director 0.967%; Robert Snowden, director 3.467%; Mr. Bribach, 0.667%. There are 39 stockholders in all.

Taylor Radio and Television is composed in addition to O. L. Taylor of following: Archie J. Taylor, vice president 7.5%; Era Lewis, secretary-treasurer 3.5%; Mr. Ogle, 5%; De Witt Landis, 5%; M. R. Lindsey, 3.6%; and H. H. Taylor, 0.57%.

**CONTINENTAL AM AFFILIATE**

FIRST AM affiliate, WPTR Albany, N. Y., signed by Continental FM Network. Station is jointly operated with WBCA (FM) Schenectady by Leonard Asch, vice president and general manager, and W. E. Davis, vice president in charge of operations of both stations, WBCA has been Continental affiliate since its opening in March 1947.

**VIDEO FIRM CUTS PRICES**

UNITED STATES TELEVISION MPG, drastic price cuts—consulent combination with 15-inch tube down from $1,495 to $1,095, 15-inch table model from $695 to $695, ten-inch table model from $375 to $325 believed to presage industrywide drop in TV set prices. New price level being set by table model with 16-inch metal tube RCA reportedly plans to introduce in January to retail at $500.

**GF'S PARKER BECOMES VP**

WESBY R. PARKER, former general manager of sales, has been appointed vice president in charge of sales division, General Foods Corp., New York. He joined GF in 1944 and has headed company's sales activities since Jan. 1, 1947. Mr. Parker was with Pillsbury Mills, Minneapolis, from 1922 to 1944.

**RCA TV 16-INCH PRICE CUT**

RCA to introduce in January TV receiver with 16-inch television-viewing tube, selling for about $900, according to Associated Press dispatch. Officials of RCA-Victor Division refused to comment.

**WCAM-WACP TIME SHARING WILL CEASE JAN. 22**

FCC Thursday set 3 a.m. Jan. 22 as time when WCAM Camden, WACP Asbury Park, and WTNJ Trenton shall stop sharing time (1310 kc, 600 w, and common antenna) for local programs. Time sharing on 1310 kc with 250 w, but WTNJ is appealing modification of its license to specify daytime-only operation on 1300 kc with 250 w. WTNJ petition for stay order was denied by Court of Appeals for D. C., and FCC said "no further reason appears" why all three stations should not start operating on new assignments. Authorization for WTNJ to start using 1300 kc on Jan. 22 is conditioned on station's first getting FCC approval of equipment to be used.

**NBC-KPIX INTERN TV PACT**

NBC-TV has signed interim affiliation agreement with KPIX (TV) San Francisco, which was to go on air Christmas Eve. Affiliation continues until KRON, San Francisco Chronicle and other NBC outlets in San Francisco, Philadelphia and Baltimore boards of education.

**Closed Circuit**

(Continued from page 4) distorted audience and tune-in figures are encouraging no-holds-barred counterattack. That attitude is welling up particularly at NAB headquarters in Washington where feeling exists that uniform data is being supplied to local newspapers from some central research source.

**SOUTHERN SELECT BEER** will use new-type video commercial for first time Jan. 7 at opening of KLEE-TV Houston Jan. 7. Animator for television spot is 20 seconds long to be used singly or in combinations up to 60 seconds for wrestling match spots. Beer will also sponsor baseball games on station.

**UNPUBLICIZED meeting of too-level television network executives with AT&T believed to have smoothed way for reasonably peaceful allocations of East-Midwest coaxial cable which opens Jan. 12. Agreement thought possible this week.**

**FIRST** of year to bring rush of checks to All-Radio Presentation fund, committee informed. First draft of script to get once-over when NAB sales managers group meets Jan. 6-7. Winter work sheet of film projects calls for full speed ahead now that directing committee has full power to act on its own.

**PRELIMINARY hearing on case involving complaint against KMPC Los Angeles, alleging undue influence on news policies by principal owner G. A. (Dick) Richards, is set for Feb. 21 in Los Angeles. Comr. E. M. Webster will preside but will simply take testimony, fulltime operation of the investigation is investigatory to determine whether formal hearing should be held [BROADCASTING, Nov. 15].
It's easy for a radio station to say, "Advertising will solve your problems. Just buy some time on the air."

It's easy to say, but it isn't always true. For advertising can be really effective only when product and package are right—distribution healthy—selling appeal sound.

This fact is acknowledged at WLW, and service is geared to meet the issue squarely. There are facilities—not found at any other radio station—to aid a manufacturer all along the line. There is a "know how" peculiar to the area, and man power adequate to help you reach a position where advertising can really do a solid job.

HERE'S AN EXAMPLE:

In 1943, the manufacturer of a proprietary doing only a negligible business in the WLW area, approached the station in regard to a radio campaign. Upon our advice, he first signed with WLW's Specialty Sales division to obtain distribution. He then began his WLW campaign, sponsoring three early-morning quarter-hours per week, using WLW's staff rural entertainers.

During the last five years, this advertiser has been a steady, year-around advertiser on WLW's early-morning schedule—is now sponsoring seven quarter-hours per week—and has engaged the services of Specialty Sales eight different times.

WLW's Drug Merchandising Department has also given full support to this client, in the matter of checks upon distribution and competitive position, dealer and consumer attitudes, the design and distribution of display material, etc.

The result? Sales have increased steadily in the WLW 4-State area—have now reached a total more than thirty times greater than when the advertiser began his WLW campaign in 1943. And he has used no other media in this area.

Yes, The Nation's Station can help you solve your selling problem in many, many ways. And when you have solved it for WLW-land, you pretty well know the answers for the nation. For WLW's Merchandise-Able Area is a true cross section of America. A vast territory where almost fourteen million people live—an area which is covered by one station as a network covers the nation. An ideal proving ground for products and ideas. A proving ground for success.

*Name on request
Westinghouse radio stations. every one of them. leaped ahead in a decisive way in 1948.

AHEAD in number of radio homes (potential audience) reported in every station area. (5 to 16 percent ahead!)

AHEAD in program-building, to attract and hold bigger audiences.

AHEAD in the down-to-earth selling which keeps renewals coming in, year after year.

AHEAD with Stratovision. blazing the television trails of the future.

AHEAD with Boston's magnificent new Radio and Television Center, one of the first to bring all facilities under a single roof; and with the first television service in New England.

AHEAD with expanded FM service on all six stations, and with lofty new towers for KDKA-FM in Pittsburgh and KYW-FM in Philadelphia.

AHEAD in Portland—KEX is the only 50,000-watt station in Oregon.

AHEAD in the Midwest; at WOWO in Fort Wayne, alert, heads-up programming and promotion have averaged one Industry Award every 7 weeks for more than 30 months.

Advertisers, some of them with us for more than 15 years, saw sales leap ahead, too! If you were not one of them, make a resolution to peg time on these fast-moving Westinghouse stations before it's too late. NBC Spot Sales has full information.

WESTINGHOUSE RADIO STATIONS Inc

KDKA - KYW - KEX - WBZ - WBZA - WOWO - WBZ-TV

National Representatives, NBC Spot Sales except for KEX; for KEX, Free and Peters
the way Dunninger reads the minds of famous guests—people like wise show-businessman Billy Rose, beauty merchant Walter Thornton, and even C. E. Hooper.

it's magic . . . the way Paul Winchell vests life, wit and extra-human abandon in his wooden-headed creation Jerry Mahoney.

Every Thursday evening at 9:30, millions of American viewers share the entertainment magic—the laughter and amazement—of The Bigelow Show.

To the Bigelow-Sanford Carpet Company, the greatest magic of all is the way their products are demonstrated to the greatest number of viewers . . . Not magic at all; just NBC, television's No. 1 Network.

NBC Television
NATIONAL BROADCASTING COMPANY • 30 ROCKEFELLER PLAZA • NEW YORK
A Service of Radio Corporation of America
The Southwest's FIRST and Texas' ONLY television station, WBAP-TV, serves Fort Worth AND Dallas, like parent Radio Station WBAP.

More than 5,000 television sets now have been distributed in this great area comprising the South's No. 1 Market.

More than half of the set owners in WBAP-TV's coverage area are Dallas residents.

Major service companies find all areas in Dallas receiving an adequate WBAP-TV signal.

With WBAP, in television as in radio, these two major Texas cities within a few miles of each other are ONE big, whopping market.

Make a note to ask your Free and Peters man.

*3,780 sets for the quarter ending Oct. 31, according to RMA release of Nov. 16, 1948. At the end of this quarter, WBAP-TV had been on the air ONE MONTH.
Further television plans are discussed by Messrs. Pettingell (1) and Barnes.

The result was one of the most certaining and expertly conceived series of one-minute spots to be seen on television today. Mr. Barnes called in Marc Lawrence, a top drawer creative writer, and Allan Melvin, one of the ranking night club impressionists, to fashion a quizz-commercial entitled "Whoosit?" which, for sheer entertainment, rivals the best offerings on the band. But, most important, it incorporates a vigorous selling technique with taste.

"And what's more," adds Mr. Pettingell, "it sells shoes.

The series was inaugurated during the World's Series in October and was placed before and after the games on WPIX WFIL-TV WJZ-TV and WXYZ-TV. Currently the "Whoosit?" spots are used every Friday Night on the Bob Howard program, 6:45-7 p.m. on WCBS-TV, and preceding the Giants football games Sunday on WJZ-TV and in the Tuesday night fights on WJBK-TV Detroit.

For the past 24 years advertising for the A. S. Beck Co. has been directed by Mr. Pettingell, Dorland's president. The firm has 65 stores in the New York area, and 120 nationally.

Mr. Pettingell is Convinced

In discussing the broad future plans of the company Mr. Pettingell said, "It looks like we're in television to stay. The medium has sold us... by selling us."

Thrusts of new connections across the Continent.

"Meteoric growth—Batson" FACT that a program sponsor normally pays not only for time but talent also.

"Offsetting this, though, is the public demand which stations feel for increased hours of operation. Just as a station with a limited schedule begins to approach the break-even point, management often finds it advisable to extend the hours of programming."

The really fundamental progress of 1949 will be continued rapid growth of circulation. With larger and larger audiences, television stations will be able to adjust their rates into a more realistic ratio with costs of operation."

December 27, 1948 * Page 3
MT. WILSON has television to thank for a change of face if not a change of name. And many Los Angeles television people will tell you that when they think of the mountain the name that comes to mind is “Mt. Millions.”

Reason for the name is apparent when one considers that the investment in transmission sites and equipment atop Mt. Wilson by the seven authorized Los Angeles area stations is approximately $2.7 million.

At present four Los Angeles stations are operating—KFI KLAC-TV KTLA and KTSL (W6XAO). Three are yet to go on the air. They are KTTV KNBH and KECA-TV. KTTV (Los Angeles Times-CBS) is due for its inaugural with the telecast of the Rose Bowl Game and the Tournament of Roses parade which precedes it on Jan. 1. NBC’s outlet, KNBH, is expected to go on the air before the end of January. KECA-TV is scheduled to be operating by spring as the ABC station.

Pioneer station of the group is Don Lee’s KTSU, which is operating under provisional commercial authority of the FCC. Its first telecast was beamed in December 1931.

Next came KTLA, owned by Paramount Television Productions Inc., which started experimental telecasting in September 1942, and turned commercial in January 1947. Third was KFI-TV, owned and operated by Earle C. Anthony Inc., and not at present affiliated with any network although its sister station is the NBC outlet in Los Angeles.

Set a Record
KLAC-TV is owned and operated by Dorothy S. Thackrey but has been sold to Warner Bros. along with KLAC Los Angeles and KYA San Francisco for an overall price of $1,045,000 subject to FCC approval. The station set local history and possibly a national record by getting on the air just 60 days from transmission ground-breaking ceremonies to the telecasting of its first program on Sept. 17, 1948.

All seven stations are operating from or are finishing their transmission site at Mt. Wilson. Don Lee, of the four operating stations, is not using a Mt. Wilson antenna at present. It has been operating from Mt. Lee in the Hollywood Hills but expects its Mt. Wilson site to be completed before spring. Upon the completion of Mt. Wilson site, Don Lee will continue to use its studio facilities on Mt. Lee.

KTLA has two large studios which measure approximately 35 x 50 feet and 25 x 35 feet in addition to a film studio. KFI-TV boasts a 40 x 70 foot studio for live programming and a film studio. KLAC-TV has a 40 x 50 foot studio for live presentations plus a film studio. As soon as power facilities are completed the station will have use of an audience studio with a stage measuring 20 x 30 feet.

KNBH will have use of a studio reconverted from an AM facility with dimensions of 50 x 110 feet. Adjoining this studio, NBC has built a complete unit with a commentator’s studio, projection room, viewing room and a large film vault.

KTTV, which is to have its main studios atop the Bekins Building in Hollywood, has a 40 x 40 foot space plus a film studio. In addition the station will make use of one of the CBS Hollywood radio studios as well as the Los Angeles Times auditorium.

Television Center
KECA-TV will operate from the old Vitagraph Studios lot recently purchased, and renamed Television Center. There, two large studios are available measuring approximately 105 x 250 feet and 100 x 175 feet respectively. In addition to these, ABC also will have considerable open land for outdoor shots within the acreage purchased.

Since Los Angeles area stations will all share the same transmission point it is surprising that their basic hourly charges are approximately the same. Four stations—KTTV KTLA KECA-TV and KNBH—each list a basic rate of $500 per hour.

KTLA in addition lists Class B and C time at lower figures. KLAC-TV lists $450 and KFI-TV asks $400. Don Lee’s KTSU is lowest with an asking price of $300; the latter is no doubt partially explained by the reduced coverage resulting from transmission atop Mt. Lee. This figure is expected to be adjusted as soon as the station is beaming its image from Mt. Wilson.

KTLA leads in total program TRANSMISSIONS from KTTV (TV) will emanate from the transmitter of KNX-FM and KTTV (TV) atop Mt. Wilson. Top portion of pylon is KTTV’s metal mast and wire straining tower lower part KNX-FM’s antenna. Headquarters of KNX-FM are located at right, those far KTTV at left of doorway.
time, having averaged in excess of 45 hours weekly during November with a like book of extending this total to 60 hours weekly by the year's end, according to Klaus Landsberg, general manager. Of this total program time approximately 50% is sponsored based upon an average for the year of 1948. KTTLA telecasts seven days a week.

KTVL has been averaging 18 hours weekly and telecasting seven days per week. Of this total approximately 20% is sponsored.

KFI-TV averages about 15 hours weekly, Wednesday through Sunday.

Of its total telecast time approximately one-fifth is sponsored. The station has no immediate plans for enlarging its telecasting schedule.

KTVL Plans

KTVL is expected to start with 15 hours of programming weekly. This will include kinescope film versions of programs seen live on eastern CBS stations. Although the station is understood to have signed up a goodly portion of sponsored time in advance of going on the air no figures on the per cent of sponsored time has been given.

KTVL will definitely be on the air five days a week but the decision on which days these will be has not been announced.

KNBH plans to be on the air sometime in January with a minimum of 12 hours weekly, according to Harold J. Bock, western director of television operations. Schedule will call for five days of telecasting weekly. Sunday through Thursday. KECA-TV which will be on the air before spring is understood to be planning a seven-day weekly schedule starting with a minimum of 14 hours each week. This is expected to be built up rapidly after that but network officials are reluctant to name the specific total set as goal.

Sales personnel of the seven stations are: KTTLA, Mr. Richard, sales manager; and at KTVL its Robert Hoag; KFI-TV: Kevin Sweeney, sales manager; KLAC-TV: Don Fedderson, general manager; KKLAC-AM: King, sales manager; KKBH: Frank (Bud) Berend, sales manager; KECA-TV: Frank Samuels, national sales; Amos Baron, local sales manager.

VIDEO SAMPLE

Korry Develops New Show

TELEVISION variant of wire-recorded newscast is in experimental stage in Seattle, where Korry Film Productions is developing new format for possible sponsorship on KRSC-TV. First sample is being auditioned by agency and sponsor representatives now.

Set up as a 15-minute weekly digest of local news, TV News-features ranges from such spot-news items as fires, explosions and plane crashes, to strictly feature spots, such as the miniature railroad built in a Seattle man's basement. The show is canned on 16mm film.

Working with the Korry organization is Bob Ferris, on-the-beat radio reporter who developed this idea, and recorded nightly news show on KJR. Mr. Ferris and Ed Johnston, veteran movie cameraman, go on news-hunting jaunts in a station wagon.

CONFERENCE

TV On Chicago Agenda

LOCAL RADIO, television and advertising leaders will counsel high school students free of charge at the first Chicago Area Career Conference at the Illinois Institute of Technology Dec. 29-30.

Men and women working in TV, AM and agencies will lecture on the technical and creative aspects of each, daily from 9 a.m. until noon and from 1:30 to 4:30 p.m. More than 6,000 Chicago area students from public and parochial schools are expected to register for counselling in 52 subjects, which also include electronics, dramatics and salesmanship. Jobs are categorized as engineering, arts and crafts, sales and salesmanship, business, finance and journalism, city and civil administration and public service. Events of the conference will be televised by WBKB Chicago and & Kaza station, if remote shows are sponsored.

The three-day session is being planned under auspices of the Chicago Sun-Times and the Chicago Technical Education Council, a group of 55 engineering and technical organizations. Speakers have not been selected yet.

December 27, 1948 • Page 5
Critique of TV Sound

EDITOR, Broadcasting:
I have just finished reading the article by Gerald King entitled "A Report on Tape" which appeared in your Nov. 29 issue. In the interest of accuracy I hope you will give consideration to my criticism of some of Mr. King's statements.

He says, "And finally there is TV. Every listener to TV has one big squawk—the horrible quality of sound on the films which are telecast. THIS IS AN INHERENT FAULT IN 16mm FILM. The optical system of recording makes it an impossibility to record frequencies on 16mm film at the present rate of speed of much in excess of 4,000 cps. Not only is the quality bad, but the flutter is worse.

"Cumbersome as it may seem, TV may have to come to an independent track of sound on tape to go along with the sight picture. TV sound is transmitted by the FM system and it is only short of criminal that this type of sound is allowed to go out over TV stations."

I have had many years experience with 16mm recording and am prepared to prove that many current recording systems can do now record directly on film up to 7,000 cps. As a matter of fact the standard tests films available from The Society of Motion Picture Engineers will prove this.

KFI-TV anticipated that you would want to participate—that you would want to buy your sales messages in programs as well as adjacent to them.

We feel that this is the way an advertiser will discover what type program or announcement will produce best results for him.

So KFI-TV has designed virtually all its programs to accommodate participations—at the same rate that you would normally pay for announcements.

These established programs are available right now on KFI-TV for participation:

LADIES DAY, a variety show with live music and colorful M.C. and singers, TV version of KFI's successful morning participation program;

MAIL BAG OF HOUSEHOLD TRICKS, an ideal vehicle for introducing a new household product or gadget;

KFI-TV NEWS ROOM—Acme Newspictures—tomorrow morning's pictures tonight...with ace reporter Pat Bishop narrating.

You can sample television in Southern California with live or film announcements in the heart of a show as if it were your own program—for as little as $75.00 a week.

Open Ike

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

A new 16mm sound system developed by J. A. Maurer will record flat to 10,000 cycles and is only down 7 db at 12,000 cycles. The flutter content of prints is .1% overall. If desired many films can be supplied to prove this statement.

There is no arguing the fact that much 16mm television sound is horrible, but Mr. King assigns the wrong causes to this effect. Here are reasons why 16mm sound is so often way below par (bear in mind that when these reasons are taken cumulatively, and they most often are, the end result can be pretty horrible):

1. Improper movement of the film over the recording drum. Either the equipment is out of adjustment or is of fundamentally poor design. Too often you hear the statement, "good enough for TV". That's an attitude, not a fundamental fact.

2. Careless processing which in the case of contact printing means printed page casts. Again this is nothing that cannot be prevented by good design and maintenance.

3. Improper adjustment of the reproducing equipment employed by the television station.

4. Shrinkage of the film stock due to old age of prints.

If all of these faults are present in any one print, and as I have said, very often they are, you do get pretty terrible sound.

However in the interest of doing justice to the fine work of many 16mm recording manufacturers and processing laboratories may I say that it is grossly unfair to make the sweeping statement that "THIS IS AN INHERENT FAULT IN 16mm FILM" and that by implication this type of sound track is no good for television.

Ralph Brooke Austrian Treasurer Society of Motion Picture Engineers TV Consultant New York

TELECASTING Favored

EDITOR, Broadcasting:
I am glad to see Broadcasting take its most progressive step in publishing a special TELECASTING section each week. Your initial endeavor contained much material which will be a constant source of information for us. All of us at KNBH (TV) will look forward to future editions.

Best wishes to you and all for a very Merry Christmas and the best New Year you have ever had.

Harold J. Book
Manager
Western Network Television NBC Hollywood

AIR FORCE

TV, AM Series Under Way

MATERIAL for documentary radio and television programs on Air Force activities in Germany is now being prepared. Col. Howard L. Nusbaum, Air Force radio and television chief, left for Germany Dec. 18 with Warner Bros. producer-writer Ronald MacDougall to prepare the series.

The material will be available for use in this country after the first of the year. TV film shot will be used in conjunction with live studio video programs.

More than two-dozen radio, stage and screen personalities, including Bob Hope, Irving Berlin and Jinx Falkenberg, are being flown by the Air Force to Europe to entertain American personnel during the Christmas season.

TELECASTING
Sure, Television's amazing

-and it's practical, too!

(To see how practical, turn to back page of Program Schedule.)
The First

CHICAGO TELEPULSE

The Pulse is pleased to add Chicago to its present television cities—New York and Philadelphia.

First Report January 1, 1949

Watch this column next month for the first Pulse teleratings for Chicago.

Is television penetrating down the economic scale? Here are Pulse estimates of ownership of television in New York by economic levels.

% OWNING TV SETS

<table>
<thead>
<tr>
<th></th>
<th>Jan., '48</th>
<th>Nov., '48</th>
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</thead>
<tbody>
<tr>
<td>Rich</td>
<td>8.8</td>
<td>22.2</td>
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<tr>
<td>Upper middle class</td>
<td>11.1</td>
<td>14.9</td>
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<tr>
<td>Lower middle class</td>
<td>11.1</td>
<td>10.4</td>
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<tr>
<td>Poor</td>
<td>.9</td>
<td>3.1</td>
</tr>
<tr>
<td>Total ownership</td>
<td>14.4</td>
<td>10.1</td>
</tr>
</tbody>
</table>

For Other Telefacts
Ask The Pulse

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK 7, N.Y.
<table>
<thead>
<tr>
<th>Time</th>
<th>Channel</th>
<th>Show</th>
<th>Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>CBS</td>
<td>Make Mine Music</td>
<td>R. J. Reynolds Tobacco Basketball</td>
</tr>
<tr>
<td>8:15</td>
<td>CBS</td>
<td>Make Mine Music</td>
<td>R. J. Reynolds Tobacco Basketball</td>
</tr>
<tr>
<td>8:30</td>
<td>CBS</td>
<td>Make Mine Music</td>
<td>R. J. Reynolds Tobacco Basketball</td>
</tr>
<tr>
<td>8:45</td>
<td>CBS</td>
<td>Make Mine Music</td>
<td>R. J. Reynolds Tobacco Basketball</td>
</tr>
<tr>
<td>9:00</td>
<td>CBS</td>
<td>Make Mine Music</td>
<td>R. J. Reynolds Tobacco Basketball</td>
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<tr>
<td>9:15</td>
<td>CBS</td>
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<td>R. J. Reynolds Tobacco Basketball</td>
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<td>9:30</td>
<td>CBS</td>
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<td>9:45</td>
<td>CBS</td>
<td>Make Mine Music</td>
<td>R. J. Reynolds Tobacco Basketball</td>
</tr>
<tr>
<td>10:00</td>
<td>CBS</td>
<td>Make Mine Music</td>
<td>R. J. Reynolds Tobacco Basketball</td>
</tr>
</tbody>
</table>
WCBS-TV programs carry a terrific sock for New York television audiences. For WCBS-TV consistently delivers the largest audiences of all New York television stations, quarter-hour by quarter-hour, seven nights a week. More people tune more often to WCBS-TV than to any other station—which is why it is the most practical advertising buy in television today.
THE PULSE

TV Ratings Issued

TOTAL quarter hours of television programs are approximately 5% greater than their August number, according to The Pulse Inc., New York. Another station has entered the video field since the survey firm's August classification of programs, and daytime television on a continuing basis has brought new types of programs to the viewer.

The following is a comparison of New York television by program type in August and November 1948:

<table>
<thead>
<tr>
<th>Program Type</th>
<th>August</th>
<th>November</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visual Sports</td>
<td>196</td>
<td>166</td>
</tr>
<tr>
<td>Feature Films</td>
<td>158</td>
<td>153</td>
</tr>
<tr>
<td>Film Shorts</td>
<td>60</td>
<td>81</td>
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<tr>
<td>Music</td>
<td>51</td>
<td>43</td>
</tr>
<tr>
<td>News</td>
<td>48</td>
<td>11</td>
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<tr>
<td>Red Shows</td>
<td>12</td>
<td>10</td>
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<tr>
<td>Comedy-Variety</td>
<td>29</td>
<td>31</td>
</tr>
<tr>
<td>Quiz Shows</td>
<td>30</td>
<td>18</td>
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<td>Washington News</td>
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</tr>
<tr>
<td>Music &amp; Poetry</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Food &amp; Cookery</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Beauty</td>
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<td>2</td>
</tr>
<tr>
<td>Westerns &amp; Serials</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Miscellaneous</td>
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<td>4</td>
</tr>
<tr>
<td>Comedy Epis*</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Variety Shows</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

WNAC-TV Solves Video Hockey Problems

WHERE there's a will, there's a way—and where there's TV there are also mirrors, at least at WNAC-TV Boston. The station, faced with problems similar to those confronting early AM broadcasters, has reached a happy solution—mirror magic.

WNAC-TV, new video outlet of the Yankee Network, currently is telecasting all home hockey games of the National Hockey League's Bruins at Boston Garden under sponsorship of the local Chevrolet Dealers Assn. Frank Ryan, Bruins' publicity director for many years, does the play-by-play, while WNAC-TV sports director Lester Smith gives commercials, interviews and color highlights.

Two cameras were placed in the most advantageous positions to follow the elusive puck on the rink. There still remained a problem, however—how to telecast Messrs. Smith and Ryan. Installed on a specially-built platform, camera No. 3 fell short of picking them up. Suddenly light dawned—reflected light—and the germ of an idea. Now, WNAC-TV's No. 3 engineer focuses his camera on the mirror, and picks them up in action.

DONE WITH MIRRORS

KTTV Announces Card No. 1

KTTV (TV), CBS and Los Angeles Times owned station which inaugurates weekly television programming New Year's Day, has published rate card No. 1, Harry W. Witt, KTTV general manager, has announced. Station operates on Channel 11 (198-204 mc).

Rate schedule, effective Jan. 1, 1949, lists Class A airtime at $600 per hour and Class B at $300. Other top periods are scaled as follows: 45 minutes, Class A $400, Class B $200; 30 minutes, Class A $300, Class B $180. Rates for 20-, 15-, 10- and 5-minute segments are also included. Class A time is that between 7 and 10:30, Monday through Friday, and 1 p.m. to 10:30 p.m., Saturdays and Sundays.

Station breaks and service announcements on sound film are listed at $75 and $45 for each class, while one-minute announcements on sound film are $100 and $60 respectively. Above rates include use of film facilities.

TELECASTING

VIDE O RATES

WDTV OPENING

DuMont TV at Pittsburgh

WDTV (TV), DuMont's Pittsburgh television outlet, will be launched Tuesday night, Jan. 11, on Channel 3 (60-66 mc). One-hour inaugural show will originate at Pittsburgh's Syria Mosque. Participating will be Pittsburgh business and civic leaders, state officials and radio and stage personalities.

Start of regular programming has been timed to coincide with the opening of A&T's new store at the intersection between East and Midwest video networks.

Lower level of Syria Mosque will feature an exhibit of TV receivers on WDTV's opening night. Following the inaugural, guests will be invited to watch DuMont network programs originating from New York, Chicago, Washington and Boston.

Appointment of Pete Wasser to handle production and promotion for WDTV was announced by the station last week. Mr. Wasser, recently general manager of KQV Pittsburgh, also will act as coordinator. He will work closely with Donald Stewart, formerly at DuMont headquarters, New York, whose appointment as WDTV's general manager had been announced earlier [BROADCASTING, Dec. 18].

EXTRA!

NEW OLESEN TV Fluorescent Fixture Announced

Hollywood, Calif.—The new Olesen VFF-400-A Fluorescent Fixture recently announced here is the result of long experimentation and research in cooperation with leading TV studios. The light provides basic TV studio lighting and offers many unusual features. Custom-built switchboards to accommodate the new fixtures can be designed by Olesen to meet all requirements, it was stated.

Features of the new Olesen TV light include: Cool, glareless illumination; virtually shadowless; light-weight aluminum construction; mounts on stand or hang on pipe clamp or chains; magnet connectors; instant starting; constant voltage ballast and many more.

MAIL THIS COUPON FOR MORE INFORMATION!

OTTO K. OLESEN CO.
1534 Cahuega Blvd.
Hollywood 28, Calif.

Gentlemen: Please send me additional information on the new Olesen TV Fluorescent Fixture, VFF-400-A.

Name

Firm

Address

City

December 27, 1948 • Page 11
A LOT OF PEOPLE have been kidding themselves in television and trying hard to kid others. Wherever they gather, there's talk, and generally you can guess from his line where the speaker started. It shows up in the programs, too. Radio, movie, legiti, vaudeville men still talk in terms of their first medium.

There are plenty of pure radio shows on the air which merely allow the audience to see the performers singing and talking as before. About 26% of current TV shows are no more than radio shows with video. Most of the films on TV are bad because the program director had to disregard the fact that a movie long shot—even in a medium stage—and that event condense into a hodge-podge on the kinescope plus the warping of pictures around the edges. Vaudeville acts are simply smaller and less interesting the 20 years ago on the old Keith circuit.

The thing is: Not enough professionals in the business should that TV is a distinct medium with its own dramatic and musical framework, its own technical limitations, and a new psychology as far as the audience is concerned. There are no sure-fire formulas—yet. Action and variety, for example, are not enough in themselves to carry a show; nor is a fast pace.

Poor programming thus far has several causes. Perhaps, contrary to the old saw, lack of cash is the root of the evil, but at this stage, even unlimited funds for talent and production probably would not provide good TV. This new and gleaming bios is an attractive all manner of fast-talking brethren. There are the young tykes who think the youth of TV makes production experience of other kind unnecessary. There are the unimaginative professionals too asept to extend experience acquired in other media. In short, there aren't enough with the sort of experience needed in this game.

There are very few who have labored with it through the purely experimental stages, and among them, these, there are fewer still whose background is broad enough to encompass all the skills which will eventually help to create shows peculiarly "television." The film is the legitimate stage, musical comedy, radio—ol ill have something to contribute, but an expert in any established medium has much to learn, perhaps much to unlearn, too—before he can develop shows which have essentially "videographic" quality.

Take a look at what there is on the air now. Ferrenially popular sports are natural for TV, needing chiefly technical proficiency for production. In general, the same may be said of news. The Texaco Hour is probably the best show to date designed solely for video, but the critics agree that this is no more than good—high praise at this stage. Beyond this there are a few amateur-programming programs which show promise of what our new medium can do, and this is largely due to the universal appeal of ordinary people. It is difficult to find anything else of real merit.

Mediocrity Will Dim Fervor

For the moment the TV boys can get by, counting on the novelty of the new toy, but thanks to the attention demanded of the viewer—far greater than in radio—mediocrity will soon dim initial enthusiasm and provoke increasingly critical discernment. In addition, however, the majority of the audience may be with the new stage, and the aesthetic awareness has already been dulled enough to require something more than a few "gimmicks," and "switches" to evoke continuing interest.

To cope with these problems, a TV station must have a program director with a broad background and a thorough familiarity with the framework in which he works. The hand is quicker than the eye, but what the eye sees makes a lasting, vivid impression. The human animal has counted on the evidence of his eyes far longer than on words, spoken or written. Words can vaguely describe people and situations so that the audience can develop its own mental pictures, but the picture when shown, must be satisfactory.

In evaluating and shaping basic material, therefore, the program director must have a wealth of human experience in ordinary affairs as well as knowledge of his medium. True, it is difficult to recognize such men now without precedents to follow, but we are in the middle of the director who made his mark in other fields. There is much for him to learn before his talents yield praiseworthy material.

The interested parties—stations, agencies, producers—in effect need a new genius, a new Florenz Ziegfeld. Yes, the man will be a showman, old enough to have been around, shrewd enough to understand the possibilities and limitations of the medium, talented enough to create stuff that is especially good on video. Many, like A. J. Balaban, director of the Roxy Theatre, express the view that veteran showmen will slide easily into controlling positions as TV begins to pay. They may well secure that control, but there will be nothing easy about it. One of the most promising single-shot shows that is seen to date was produced by a boy still under 30. Showmanship is great stuff, but a good deal more is needed too.

**Programming Needs**

By WAYNE WIRTH

Vice-President and Director of Television

Van Dier & Curty Inc., New York

The unresolved controversy of television programming is here analyzed by an agency television expert. The author explains that TV can't be programmed in terms of older media: Radio, movies, legiti, vaudeville. TV must develop its own formulas, he says, as a distinct medium. Viewers are seen to become more critical as video's novelty wears thin.

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**RATE CARD**

No. 4 Issued by WFIL-TV

WFIL-TV Philadelphia's rate card No. 4 becomes effective Jan. 1, 1949, according to Kenneth W. Stowman, sales manager. The new rates have been set up on a "package basis." No longer will a sponsor buy just "time" on WFIL-TV. From Jan. 1 on, rehearsal charges will be included in the rate along with production, staff annource, studio, camera and film facilities. In the rate guarantee clause of the new card, rates charged advertisers who are on the air prior to the effective rate will be governed by existing agreements.

Live program rates will be:

- One hour—$400, one time; $380, 20 times; $360, 50 times; $240, one half-hour; $225, 50 times; $216, 52 times; 20 minutes—$200, one time; $190, 26 times; $180, 52 times; one-quarter hour—$160, one time; $150, 26 times; $144, 52 times; 10 minutes—$120, one time; $114, 26 times; $108, 52 times; five minutes—$80, one time; $75, 26 times, and $72, 52 times.

Rates for announcements (five and film) will be for one minute or less—$50, one time; $47.50, 26 times, and $45, 52 times. Special rates apply to announcements adjacent to special features.

RATES FOR FILM PROGRAMS will be:

- One hour—$300, one time; $285, 20 times; $270, 52 times; one-half hour—$150, one time; $140, 26 times; $135, 52 times; one-quarter hour—$120, one time; $114, 26 times; $108, 52 times; 10 minutes—$90, one time; $85.50, 26 times; $81, 52 times; five minutes—$50, one time; $47, 26 times, and $45, 52 times.

**TELECASTING**

Telestatus

Page 12 * December 27, 1948
In Maryland, It’s WMAR-TV For Science

Typical of the cultural television shows that have given WMAR-TV unequalled prestige in Baltimore and the rich Chesapeake Basin is the weekly presentation of the “Johns Hopkins Science Review.”

Each week WMAR-TV, with the cooperation of world-famous Johns Hopkins University, stages a television classroom in which experts of the University staff discuss and demonstrate some of the newest developments in the field of science.

Photographs on the right show the development of a typical Johns Hopkins Science Review program. WMAR-TV’s producer, Edwin Mick (top), visits Dr. Donald H. Andrews, Professor of Chemistry, and Lynn Poole, Director of Public Relations, in the chemistry laboratory to discuss the show. Dr. Andrews and his staff (center) rehearse the show in the studio, doing such tricks as freezing objects at 330 degrees below zero, cooking on ice and freezing coffee.

Subjects to be covered in this interesting and educational WMAR-TV public service program will include: “The Earth, from 70 Miles Up,” “Psychology and Sense Perception,” “The Engineer and Sanitation,” “What is Electricity,” and “Stratosphere Flight at Supersonic Speeds.”
TELEVISION and medicine combined early this month when KSD-TV St. Louis telecast a series of special demonstrations for doctors attending the interim session of the American Medical Assn.

The telecasts, first of this type in St. Louis, were brought from three hospitals during the meeting over coaxial cable to the doctors at Kiel Auditorium. Received on a large 7-by-9 foot projection receiver and 13 standard models, the telecasts made clearly visible and audible the operative technique.

Eight members of the KSD-TV production and engineering staff handled the telecasts during the four-day meeting. The cost was underwritten by E. R. Squibb & Sons, pharmaceutical company.

Two cameras were used for the coverage so the doctors could see at first hand and at close range delicate operations, proper diagnostic procedures and various medical subjects.

During one operation reported by the St. Louis Post-Dispatch, KSD-TV owner, this is what the doctors saw:

"After preliminary talks by the Rev. Alphonse M. Schvitala, dean of the St. Louis U. School of Medicine, and Frank Eschen, special events director of KSD-TV, the camera switched to the operating room where the patient, a young man, had been prepared for operation.

"In a running commentary, Dr. Roland M. Klemme explained the operation involved removal of a part of the brain to relieve the sufferer of Parkinson's disease, a form of palsy.

"Gives Details

"In a series of swift movements, the surgeon laid back part of the scalp over the section of skull to be removed. Then using a surgical bit and brace, he drilled four holes in the brain case, the sound of the drill coming clearly over the receiver as bone shavings accumulated around the holes.

"Using a large curved needlelike device, the surgeon threaded a thin flexible band saw through a hole under the bone and out through an adjoining hole. Grabbing both ends of the wire-like saw, he quickly cut through the intervening bone to join the two holes. When three sides of the rectangular section of the skull had been sawed through, Dr. Klemme broke out the section and exposed the brain itself. The sharp crack as the bone broke caused an involuntary intake of breath among a number of the listeners.

"Removal of part of the brain followed and the operation was concluded in about 50 minutes. The work of replacing the skull segment and suturing the scalp was done by an assistant out of the camera's range."

Cameras were mounted in the operating rooms on stands specially constructed by KSD-TV. With these stands placed as close as practicable to the site of the operations, the cameras, and hands and feet of the surgeon and his assistants showed on the screen. A microphone placed above the operating table made it possible for the doctor to carry on his commentary while actually performing the operation.

AMA members were high in their praise of the demonstration. One terming television an "ideal medium for dissemination of surgical knowledge."

WDSU-TV OPENS

LESS than a year after the FCC granted its construction permit WDSU-TV New Orleans began operations Dec. 29, 1948.

Over 2,000 sets were installed, the opening program which was highlighted by comedian Benny Fields and ABC's Don McNeill.

Edgar B. Stern Jr., president of WDSU-TV, termed the opening as "the culmination of a great deal of hard work on the part of our staff."

Most significant event in the station's beginning was the transmitting of 14 hours of programming during the first 24 hours on the air.

Vice President and General Manager Fred Weber said that more than 10 hours have been sold, five of which are programs teletransmitted by WABD, DuMont's New York station.

WDSU-TV will initially operate 20 hours a week. A full round of local events, including the Mardi Gras, midnight mass, mid-winter racing and boxing, are scheduled. Final arrangements have been completed with A. Craig Smith, vice president of Gillette Safety Razor Co., and Fred Digby, general manager of the Mid-Winter Sports Assn., to televise the Sugar Bowl grid classic. The game will be filmed and sent to a national network. The network has not been selected yet.

WDSU-TV is located in the Hi-bernian Bank Bldg., highest vantage point in New Orleans, and operates on Channel 6 (82-88 mc) with 19 kw RF power and 81 kw visual.

A remote unit equipped with three image orthicon field cameras will handle remote events.

Owned by Edgar B. Stern Jr. and family, WDSU-TV is affiliated with ABC, NBC, DuMont and WPIX New York. Locally the station is affiliated with the New Orleans Item.

The television eye of KSD-TV St. Louis covers an operation for members of the American Medical Assn.

KGD-MTV TO CBS

Stockton Outlet Is 21st

KGD-MTV Stockton, Calif., has joined CBS-TV as a full primary affiliate, Herbert V. Akerman, CBS vice president in charge of station relations, announced last week.

The new station, bowing some time in the late spring, brings the total of CBS video affiliates to 21.

KGD-MTV will operate on Channel 8, with 1.93 kw visual and 1.8 kw aural power.

E. F. Peffer is president and owner of the new television station. KGD-MTV is an AM affiliate of the CBS aural radio network.

Spruce Splurge

TO TAKE the sting out of gouging prices, Gimbel Bros. of Philadelphia put 10,000 Christmas trees on sale Dec. 13 at $1 per tree. Within an hour and a half, 4,000 spruces had been bought up—thanks to WIP and WIP-TV. WIP did a 15-minute broadcast at the store, and aired interviews and 30-second institutional announcements—all sponsored by Gimbel's. WIP-TV took newscasts for video purposes. A double line, three blocks long, had begun forming as early as 7 a.m., two and a half hours before the trees were placed on sale.

TELECasting
TELECASTING

GE TESTIMONY
Wilson Reports TV in Demand

CHARLES E. WILSON, president of General Electric Co., in an appearance before a joint Congressional subcommittee last Monday, admonished the government to get into the television business "keep hands off some things" lest the nation's economic applecart be upset.

The Joint Committee on the Economic Report was told by the industrialist that, in his opinion, "our economy is good, despite the inflation..."

Mr. Wilson pointed out that General Electric's prices at the present time average only 40% above those in 1940, the last pre-war year in which the firm's business was not greatly affected by defense contracts. GE, Mr. Wilson said, made only 7.4% profit on each dollar of sales for the first nine months of 1948, as compared with 12.4% in 1940.

Margin Said Lower

"It is our serious conviction," Mr. Wilson said, "that the present margins are lower than they should be to provide the necessary cushion to protect us against a sudden drop in the market."

The industrialist and Sen. Joseph C. O'Mahoney (D-Wyo.), advocate of an excess profits tax, looked hard for a reason.

A clash occurred when Sen. O'Mahoney suggested that GE had a lucrative sales proposition in its defense contracts.

In response to questioning, Mr. Wilson said the government contracts for 1948 amounted to about $65 million and would reach about $100 million in 1949.

Mr. Wilson explained that the government contracts gave GE only 1.5% profit. The firm, he noted, feels it is its duty to produce what the government wants and will continue to do so.

Mr. Wilson maintained that industry must give lower prices to consumers, for GE made a profit in 1940 out of the dividends paid to common stockholders.

"To give to labor all the gains of technological improvement would eliminate the incentive for future risk-taking on the part of capital; it would deprive the consumer of lower prices and increased purchasing power—with the inevitable result of ultimately discouraging further technological improvements and prolonging the inflationary cycle," Mr. Wilson explained.

1940 Comparison

The average price of GE products, Mr. Wilson declared, is 40% above 1940 while the rate of dividends currently being paid GE's 250,000 stockholders is only 8% over that paid stockholders in 1940. The cost of living, meanwhile, had gone up 74% and wages of GE's hourly rated employees have gone up approximately 90%, he said.

"Any consideration of the problem of profit," he maintained, "must recognize the fact that unles investment by the stockholder

VHF-UHF

COMPLETE new formula for television allocations, using both the existing VHF band and the experimental UHF band, will be submitted to the FCC shortly after the first of the year by a Radio Mfrs. Assn. committee.

Patterson somewhat after the plan drafted under direction of Dr. Allen B. DuMont, president of Allen B. DuMont Labs. [BROADCAST, Sept. 20], the new allocation will propose quick, maximum use of the existing commercial band. Furthermore it will propose supplementary broadcasting and television operation for smaller cities in the upper band.

The VHF system would serve as the "back bone" of national television service and be allocated for the most part to larger cities, with RMA contemplating at least four TV stations in each city. This would provide maximum competition and network service.

A rough outline of the RMA plan was submitted to the FCC last Monday by a RMA committee headed by President Max F. Balcom, Sylvia Electric Products Corp., and is encouraged, the interests of the entire national economy will suffer.

Of the $350 million channeled back into GE for plant improvement and other projects, $250 million was borrowed from undistributed stock earnings, Mr. Wilson said.

GE has just initiated a plan to issue 90,000 shares of common stock to its 200,000 employees so that dividends may be invested in government bonds, according to Mr. Wilson.

The GE president felt that curbs on installment buying, under Regulation W, should be gradually reduced to keep business production high. The regulation is having an adverse effect on the sales of many GE articles, including radio sets, he said. Television sales have not slumped because of the great demand, Mr. Wilson added.

STATION, agency and advertising officials take time out at WBAP-TV Fort Worth from work on film documentation based on last year's Cotton Bowl football game. Film will be used for Resistol hats on behalf of Byer-Rolnick Co., which will transmit show on WBAP-TV preceding this New Year's Day classic.

L to r: Jack Holmes, WBAP assistant commercial manager; Harry Burr, Resistol sales representative; Harry Rolnick, president; Bob Roth, advertising and promotions director, and Jack Harrell, office manager, all of Resistol; Seymour Andrews, WBAP-TV program director, and Ernest Loven, Tracy-Locke Co., Resistol account executive.

RMA to Submit Video Formula to FCC

TV SALES PULL

Better Research Needed

THE RELATIVE sales effectiveness of television within different age, sex and income groups is the video problem most greatly in need of more and better research, according to research executives of networks and advertising agencies.

Forty-three such executives answering a questionnaire sent them Nov. 10 by Richardson, Bellows, Henry & Co., New York personnel analysts, listed as top television questions urgently needing research attention: Which television programs have the greatest sales effectiveness? What percent of available homes is being reached? To what extent is program popularity based on convenient viewing time, and/or to what extent is the popularity of certain viewing times based on unqualified program preferences?

Two more questions which the researchers considered most likely to become as important as the first four are: What is the effect of television on radio listening and movie attendance? and, How can we harness qualitative, rather than quantitative, analysis of audience reactions to the improvement of program design?

Other research areas seen as becoming important in the future include: Pretesting effectiveness of TV commercials and measuring eyestrain and fatigue.

Five Star

5 Final

Title of "World's Largest Producer of Cartoon Advertising Film" is Five Star. Five Star TV & Theater series is completed for Ford, Coca-Cola, Daricraft. Also, more than a hundred open-end cartoons for Restauranteers &c. News soon on Five Star's "Animal" TV films for ABC network. Five Star's special effect film Columbia serial "Superman" clix. Nothing like "Bruce Gentry," with Flying SAucers, 1949 style. Tanis Handels' lovely TV starlet, back from 2 feature foreign films in Brussels. She's in Dr. Pepper's new "Hollywood Mini-Tours."  


December 27, 1948 * Page 1
For NBC television in Southern California... it's KNBH channel 4

Opening in January

KNBH
CHANNEL 4

Transmitter... Mt. Wilson
Altitude 5,780 ft.

Studio at Radio City Sunset and Vine

Represented by NBC Sales

NBC Television