now here's a strange thing, but...

WOR is like a puppy—
because its upkeep—compared with other media—is a pittance. To do a little close figuring:
One-twelfth of 1-cent per impact per week is all one sponsor paid for talking to people in 422,755 homes.

WOR is like a shower—
because its powerful saturation of the majority of the homes in 430 counties in 18 states, brings you the greatest single station buy in the United States.

WOR is like a sharpshooter—
because it rarely misses on producing point-blank results.
For instance, in a very brief time, one WOR show moved a sponsor’s product from 8th to 3rd place in the candy bar field; pulled 82,896 contest entries from 47 states!

coming!

TWO GREAT TELEVISION STATIONS

WOR-TV, NEW YORK...CHANNEL 9...WOIC, WASHINGTON, D.C.

WOR —heard by the most people where the most people are...
WHEN the giant dirigible Hindenburg crashed and burned in 1937, WLS was there, recorded a vivid eye-witness account of the disaster. Mr. and Mrs. John A. Koenning of Des Plaines, Illinois, are among thousands of regular WLS listeners who remember this broadcast as the greatest in WLS' first 25 years.

They first started listening to WLS when they moved to suburban Chicago 18 years ago—still listen regularly, rarely tune in any other station. They seldom miss a National Barn Dance broadcast. Mrs. Koenning listens daily to "Feature Foods." From morning to night they listen to WLS, but of all the programs, they say the crash of the Hindenburg was "the most outstanding broadcast we've ever heard."

Even at the time, this broadcast was recognized for its greatness. NBC broke its ban on recordings to air it on the network. It is the only local station broadcast included in the Columbia record album, "I Can Hear It Now."

It is not only for this classic on-the-spot news broadcast that listeners remember the first 25 years of WLS. They recall other great events and regular services: how they made extra money on crops and livestock as a result of WLS market broadcasts; how they brought youngsters home from school early, because of WLS weather warnings. They remember visits to the WLS National Barn Dance.

They remember and regard WLS as a "friend" in whom they have confidence and belief—a confidence that insures advertising results.

A Clear Channel Station

890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE
REPRESENTED BY JOHN BLAIR AND CO.
Yeah, but can he lift a sales curve?

("To see it done without hyperbole, turn to back page of insert.")
**EXPLANATORY NOTES**

**SSTINGS IN FOLLOWING ORDER:**

- SPONSOR NAME OF PROGRAM NUMBER ON PROGRAMS IN SOME instances. STARTING DATES: SUNDAY SUNDAY SUNDAY

**ABC**

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There isn't any hocus-pocus about CBS' leadership in delivering large audiences. Proof: 9 out of 13 programs which switched networks during the past year won larger audiences on CBS than on any other network. Which explains why more advertisers continue to turn to CBS to lift their sales curves.
How to be **FIRST** in the World's No. 1 Oil Market!

**Pick KPRC**

It's true! Within Houston's trade area thousands of producing oil and gas wells supply fourteen of the nation's greatest petroleum refineries! The city itself houses more oil companies and industries allied with petroleum than any other community in the world!

Yes! And KPRC is **FIRST** in this fabulously wealthy market. **FIRST** in Hooper! **FIRST** in BMB! **FIRST** in the South's **FIRST** Market!

Blanket this tremendous oil market **FIRST** and deliver the big shipping ports of Beaumont, Port Arthur, Galveston and Texas City besides. Pick KPRC now! Write Petry or call us for availabilities.

**KPRC HOUSTON**

950 Kilocycles • 5000 Watts


PROPERTY U.S. AIR FORCE
Closed Circuit

REPORT of National Security Resources Board for civil mobilization, which may see light of day soon, is expected to call for full mobilization of our civil economy, not on basis of war next month or next year but war tomorrow. In its present form (and it may undergo sharp revision) understood to recommend total censorship and to approach commandeering of radio under stand-by powers which would be vested in President for use in event of national emergency.

PLAN for reorganization of FCC into virtually autonomous panels covering (1) broadcasting; (2) common carrier; (3) safety services, moribund for more than year, is being actively considered again. Presumably FCC wants integrated plan on paper to present to Congress in event it’s called upon to do so.

GENERAL FOODS, New York, through Benton & Bowles, New York, currently negotiating with Lambs Club for presentation of the Lambs Gambols starting sometime in March to replace Meet the Press Sundays on NBC-TV. Marty Goodman is agent for Lambs Gambols.

ALL’S NOT serene in intramural relations of NAB and BMB. Financial and technical operations of research bureau are bringing frowns at association headquarters.

STATE of BMB treasury may require dispatch of flying squadron to enroll new members and persuade those already signed to meet their commitments. There’s talk that A. D. (Jess) Willard, executive vice president, and Dr. Kenneth Baker, director of research, may be drafted by NAB for trouble-shooting mission.

CHEVROLET DEALERS of New York, through its agency, Campbell-Ewald Co., New York, expected to sign contract early next week for sponsorship of Winner Take All on CBS-TV.

BEFORE Commissioner George E. Sterling returns to Mexico City Jan. 9 to resume alternate chairmanship of U.S. delegation to International High Frequency Conference, FCC may settle its position with respect to status of 540 kc channel for allocation purposes. Indications are it will propose use of frequency for low-powered stations so that multiplicity of them could be licensed throughout country and thus perhaps relieve congestion on present-six local channels.

BACK of rump movement to wipe out present FM Assn. board is group desiring to put Bill Bailey back as executive director.

NEWEST name heard for Assistant Secretary of State for transportation and communications, now occupied by Garrison Norton, is former FCC Comr. Ray C. Wakefield, now chairman of Provincial Frequency Board, headquartered in Geneva. Career diplomat R. Henry (Continued on page 72)

Jan. 6-7: NAB Sales Managers Executive Committee, NAB Hdrqs., Washington.

(Other Upcomings page 36)

**Upcoming**

**Bullets**

"TELEVISION will be the ultimate development in the entertainment world," Spyros Skouras, president, 20th Century-Fox Film Corp., said Thursday at a luncheon meeting of Radio Executives Club of New York. "Television will give people a chance to hear impromptu since the advent of sound," he added. Asked about negotiations to purchase ABC, he declared, "They're out."

FAVORABLE U. S. tax ruling on Jack Benny-CBS capital gains deal, despite reports Revenue Bureau may rule otherwise (see page 25), expected by Loyd Wright, Los Angeles, attorney for Benny's Amusement Enterprises Inc. He said CBS has acquired firm in toto; that firm did $1,800,000 business last year; that Benny has not been sold but is contract employee of American Tobacco Co. which owns Broadway and radio shows.

IN SPECIAL Hooper survey taken Christmas Day, 4-6 p.m. (EST) NBC's Two Hours of Stars received a 10.0 rating or 36.6% of listening audience. CBS carried Christmas show in same time received rating of 6.8 or 25.3% of listening audience.

**Business Briefly**


**KRUEGER BREW NAMES** • G. Krueger Brewing Co., Newark, to Geyer, Newell & Ganger, switching from Benton & Bowles, New York. Radio has been used.

**ASCAP CONTRACTS AUTOMATICALLY RENEWED** ASCAP contract with broadcasters automatically renewed for nine years beginning Jan. 1, 1956, the F. C. Strozecki, New York, chairman of NAB Music Advisory Committee, announced when ASCAP failed to give notice of desire to negotiate for increased payments by Dec. 31, 1948.

Contracts expired year from that date were automatically renewed on same terms—2½% royalty for blanket license, 8% on programs using ASCAP music on per use basis. Only change in new contracts will be broadcasters no longer can change back and forth from one type of payment to other.

**REPRESENT TBA ON NAB UNIT** ROBERT P. MYERS, NBC assistant general counsel, and Edward McCrossin of DuMont legal staff named representatives of Television Broadcasters Assn. on television subcommittee of NAB Music Advisory Committee to negotiate terms for use of ASCAP music on video. Mr. Myers also is chairman of subcommittee as NAB appointee.

**FMA Committee Lashes 'Rump' Move**

LID BLEW OFF FM Assn. internal feud Thursday when FMA Executive Committee issued policy statement drafted at meeting called on 12 hours notice.

Committee decided...

Executive Director J. N. (Bill) Bailey was "freed as executive director, effective immediately." Committee charged him with "breach of faith" with board, which had "granted the courtesy of permitting him to resign." Board action was taken at Dec. 14 FMA meeting in Chicago.

New executive director named by committee but his name is subject to call of entire board membership.

Expanded program and budget for 1949 reviewed, with "grass root man-to-man" effort to add FM stations. FMA will expand cooperation with equipment manufacturers, agencies and other radio facets. Committee is embarrassed by rumors of NAB-FMA merger, explaining absolutely lack foundation. NAB was praised for its "chief and primary trade association for broadcasting industry." No logical basis for a merger FM and television, and all broadcasts will one day be harmonized in one trade association. "Petty indulgence in personalities and private axe-grinding" deplored.

Attending meeting called Wednesday by FMA President William E. Ware, KFMY-KSW1 Council Bluffs, Ia.; E. Z. Jones, FMA vice president, WBWB, WBFF-FM Burlington, N. C.; C. M. Jansky Jr., Jansky & Bailey; Ben Strouse, WWDC and WWDC-FM Washington; Everett L. Dillard, WASH (FM) Washington; M. S. Novik, consultant, New York; Frank A. Gunther, Radio Engineering Labs.

Rump meeting of FMA station group will be held Jan. 16-19 at offices of Ray-Pel Inc., Chicago, according to Graeme Zimmer, WCSL Columbus, Ind. Mr. Zimmer said group desires to force out present FMA board. Among group of seven expected to attend, he said, were Thomas F. McNulty, WMCP Baltimore, Mr. Bailey and Bill Barlow, former public relations director of FMA.

Mr. Zimmer said new FMA regime had cut promotion and office funds and was being run by AM interests. He said drastic bylaws changes will be proposed.

Mr. Bailey told Broadcasting Thursday he had not been invited to attend Chicago meeting.
Babson's "Magic Circle" Proves Our Claim...

"Richest in time of peace, safest in time of war," says economist Roger Babson about the "Magic Circle" area! And, Walter Bowers, Secretary, "Magic Circle" Development Conference, adds, "The annual income of the 'Magic Circle' has increased in ten years from six to sixteen billion dollars. Bank deposits have gone up in some parts of the 'Magic Circle' as much as five hundred per cent. Land values have doubled and tripled. The 'dust bowls' of the 20's and 30's have become the 'boom bowls' of the forties!"

KCMO's Mid-America is Whale of Market!

KCMO's Mid-America, located completely within the "Magic Circle," has always been a big market — and it's getting bigger and bigger!

For radio coverage in the "Magic Circle," you need KCMO's one-station blanketing of Mid-America. 213 counties inside KCMO's 50,000 watt measured ½ millivolt area — listened to in 466 counties in 6 "Magic Circle" states (gray counties on map). Center your selling on KCMO, Kansas City's most powerful station for Mid-America, in the "Magic Circle."

50,000 WATTS DAYTIME—Non-Directional
10,000 WATTS NIGHT—at 810 kc.

National Representatives
JOHN E. PEARSON COMPANY

One Does It—in Mid-America!

ONE station • ONE set of call letters
ONE rate card • ONE spot on the dial

BROADCASTING • Telecasting
A Name Worth Remembering*

In 1949, it will pay timebuyers to remember these call letters—W H H M.

They're worth remembering—for the experience of time buyers and advertisers has shown that WHHM delivers

MORE LISTENERS
PER DOLLAR
IN MEMPHIS

Watch cash registers ring those happy sales tunes, note how an alert audience responds to a WHHM message.

Remember WHHM in '49 for Memphis sales results!

WHHM
Independent—but not aloof

Memphis, Tennessee

Patt McDonald, manager FORJOE & CO., representatives.

member of
Association of Independent Metropolitan Stations

Fairbanks-Morse furnishes this one.
always the advertising leader

Because Broadcasting enjoys the highest degree of reader interest of any trade publication ...

Because time buyers have repeatedly made it their first choice for station advertising ...

Because its carefully-edited, painstakingly-prepared columns inspire confidence in the news it brings and the advertising it displays ...

Because in its 17 momentous years of publication, it has relentlessly espoused the cause of free, competitive radio in the best interests of the art and industry and the free people it serves ...

Broadcasting has consistently been the most effective, result-producing medium in the entire field.
“Any advertiser can and most advertisers should use SPOT RADIO”
All over the country men are hearing the Mennen message from the friendly, known voice of top local personalities.

For Mennen uses the right local program in each of many markets—a friendly known voice selling Mennen to America’s men, their way, wherever they may be.

You too can adapt this most flexible form of powerful radio to your special requirements.

These stations will add materially to your chances for spectacular success.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

THE YANKEE AND TEXAS QUALITY NETWORKS

THE TELEVISION

ATLANTA _______ WSB-TV
BALTIMORE _______ WBAL-TV
BOSTON _______ WNAC-TV
BUFFALO _______ WBEN-TV
LOS ANGELES _______ KFI-TV
MILWAUKEE _______ WTMJ-TV
M'P'L'S-ST. PAUL _______ KTNJ-TV

SPOT RADIO LIST

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THE UNDIRECTED expression of free speech by anyone . . . who wishes to express an opinion.” A noble objective of our democratic society, this, and the standard of Youth Views the News, a half-hour weekly ad-lib discussion of current affairs heard Sunday mornings at 10 via tape-recorder on KOMO Seattle.

Effectiveness of the show, which is now reaching out beyond Seattle and western Washington high schools into nearby Canada, depends on how thoroughly the participating students are not prepared.

The principal of the school where the program is to be recorded is warned in advance by

(Continued on page 64)

On All Accounts

The commercials on a few coast-to-coast sponsored programs a week might be enough for the average agency man to handle, but not Innes Harris, commercial supervisor in the Hollywood office of Young & Rubicam.

No less than a dozen broadcasts per week bear the imprint of his three-man department. And this makes him just about the busiest agency man on the West Coast.

His responsibilities include the NBC Bob Hope show (Lever Bros.-Swan soap); CBS Jack Carson show (General Foods-Sanka); NBC Duffy’s Tavern (Bristol-Myers products); NBC Adventures of Ozzie & Harriet (International Silver); ABC Meredith Willson show (General Foods-Jello); five weekly ABC General Electric House Party (electrical appliances); transcribed Skippy Hollywood Theatre (Rosefield Packing Co.-peanut butter) on 46 stations; CBS My Favorite Husband (General Foods-Jello).

He’s the most teletype conscious man in town, constantly in communication with the agency’s New York office checking on information for commercials of these shows. And when it’s not the teletype, the long distance telephone gets a play.

Born in Rich Hill, Mo., Nov. 18, 1904, Innes was educated entirely in schools of his native state. He attended Drury College, Springfield, for a year. Then in 1926 he became sports editor of the Springfield (Mo.) Republican for a year, then joined the Phoenix (Ariz.) Republic.

Innes entered radio in 1929 as announcer-newscaster and publicity man for WTAM Cleveland. But after a good 12 months or so he moved to Westinghouse Electric Corp. in East Pittsburgh, handling publicity for that firm for the next few years.

Beginning in 1930 with radio publicity and running through commercial writing, program production and a variety of other assignments, young Mr. Harris was on the New York staff of Erwin, Wasey & Co. for the next four years.

He produced the CBS Bobby Benson show, then the top kid’s program of the day. Assignments also included Arthur Godfrey’s first network shows on CBS. In addition he handled a variety of

(Continued on page 64)
Westinghouse Radio Stations Inc
announces the appointment of
FREE & PETERS, Inc.
as national sales representatives for
KDKA - WBZ - WBZA - KYW - WOWO - KEX

Offices of Free & Peters are located in
Atlanta  Chicago  Detroit  Fort Worth
Hollywood  New York  San Francisco
BALOWSTAR, new super-fast video lens used by ABC to telecast midnight Mass on Christmas Eve from St. Patrick's Cathedral, is viewed by Frank Marx (l), ABC engineering v.p., and Jack Pegler, Television Zoomar Corp.

INSPECTING wreckage of the KRLD Dallas towers, located near Garland, following their collapse Dec. 21 (see story this issue) are (l to r) Clyde Rembert, manager of KRLD; Don Hauserman, insurance executive; Tom C. Gooch, president of The Times-Herald, station owner, and John W. Runyon, KRLD president. Station resumed in about eight hours.

NILES TRAMMELL (l), president of NBC, covers a point during a cocktail party which marked switch Jan. 2 on NBC of the Horace Heidt program from 10:30 p.m. to 7 p.m. Sunday. With Mr. Trammell are (l to r) Mr. Heidt; Pat Gorman, adv. director, Philip Morris Co., and O. P. McComas, PM v.p.

REPRESENTATIVES of sponsor, agency and network discuss promotion plans for GE's House Party (five-a-week on ABC) during "closed circuit" broadcast. Present are (l to r) James Webb, Young & Rubicam v.p.; Robert Kintner, ABC executive v.p.; A. M. Sweeney and George Parks, GE. Program starts today (Jan. 3), 3:30 p.m., EST.

MEL BEKINS (l), pres., Bekins Van & Storage Co., accepts plaque for his company's public service commercials saluting Omaha area industry from Thomas Ashton, Omaha C of C pres., and Paul Fry, KBON Omaha manager.

FIRST Dallas telecast for WBAP-TV Ft. Worth, opening of Greater Dallas Motors, Ford agency, show rooms, brings congratulations for Harold Hough (c) WBAP-TV director, from Howard Smith, Rogers & Smith, Dallas agency.

PLANNING hockey broadcasts on WRSR Cleveland are (seated, l to r) Danny Landau, WRSR sportscaster, and P. A. Snyder, pres., East End Nash Co., sponsor, with (standing) Samuel Sague, WRSR pres., and Leo Barron, sales mgr.
For TV selectivity... check channel 11 first! With the widest range of television programs... best coverage of news, special events, sports...drama, beauty, homemaking...children's shows, religion for all creeds, public service...WPIX offers enough video variety to attract the attention of any viewer—or advertiser!...can make more sales, create more conversation among customers, build better business in a new major market, well worth the effort now...and from now on!

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

WPIX • THE NEWS Television Station
220 E. 42nd St., N. Y. C. • MUrray Hill 2-1234
Represented outside New York City by
FREE & PETERS, 444 Madison Ave., New York 22
Towering high above everything in Washington, WMAL-TV's ultramodern six-bay super-turnstile antenna is the highest point in the entire Nation's Capital! This "plus" in height is a contributing factor in the beautiful signal radiated into the homes of this vast market.

Power . . .
Programs . . .
Prestige

WMAL-TV is Washington's most powerful television station—a guarantee of a clear, steady signal far beyond the metropolitan area. Another reason for the popularity of WMAL-TV with the viewing audience, is that it was the first television station in the country to advertise and maintain a seven-night-a-week program schedule. Wherever things of top interest are taking place—whether Redskins football games, boxing, wrestling . . . top news events . . . WMAL-TV studio productions . . . or top attractions from New York—the best in television entertainment in Washington will be found on WMAL-TV. It's a happy combination of tops in signal, tops in programs, and tops in acceptance—for the Evening Star's 36 years of predominance in Washington makes The Evening Star Television Station the most ACCEPTED in Washington homes.

WMAL—WMAL-TV
THE EVENING STAR STATIONS
WASHINGTON, D. C.
New Business

PACKARD BELL Co., Los Angeles (manufacturer of radios and television sets), Jan. 2 started weekly quarter-hour sponsorship of Chet Huntley newscasts on 17 CBS western stations Sundays (8:30-9:00 p.m., PST). Contract is for 52 weeks. Agency: Abbot Kimball Inc. of California, in Los Angeles.


PHILCO CORP., Philadelphia, was to sponsor special New Year's Eve telecast from Times Square, New York, on ABC's eastern television network featuring street celebrations and the unveiling of a new spectacular electric sign. The program, booked through Hutchins Adv., Philadelphia, was to be emceed by Walter Kiernan from 11:45 p.m. Dec. 31, 1948 to 12:15 a.m. Jan. 1, 1949.

ROGERS STERLING DIVISION of International Silver Co., New York, appoints Fuller & Smith & Ross, New York, to handle advertising. Local radio campaign may be used.


REXON Inc., New York, distributor of Swiss-made Thorens pocket and table lighters, and manufacturer of Spin-a-way ash trays, appoints Peck Adv., New York, to handle its advertising. Radio and television will be used.

MIKELBERRY FOOD PRODUCTS Co., Chicago (Old Farm Sausage products), appoints Schwimmer & Scott, same city, to handle advertising, effective Jan. 1. Radio will be used.

THE WILLIAMS POTATO CHIP Co., San Francisco, appointed Hoefer, Dietrich & Brown, same city, to handle advertising. Radio will be used.

THE HIGHWAY 50 Assn. appoints James S. Nutter & Assoc., San Francisco, to handle advertising. Radio will be used.

Network Accounts

CHEEBROUGHS Mfg. Co., New York (Vaseline products), Jan. 1 started half-hour weekly dramatic-mystery show Little Herman on approximately 250 ABC stations, Saturdays (9-9:30 p.m. EST). Contract is for 52 weeks. Agency: McCann-Erickson, New York.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J., increases number of stations carrying its sports newsmag with Bill Stern on NBC Fridays, 10:00-10:45 p.m., from 72 to 137 effective Jan. 7. Agency: Sherman & Marquette, New York.

RADIO BIBLE Class Organization, Los Angeles, Dec. 26 renewed Radio Bible Class on 32 Don Lee stations, Sundays, 8:00-8:30 a.m. Contract is for 52 weeks. Agency: Stanley G. Boynton, Los Angeles.

ANDREW JERGENS Co., Cincinnati, Jan. 2 started transcribed repeat of ABC Lonella Parsons Show on full Don Lee network Sundays (8:45-9:00 p.m. PST). Contract is for 52 weeks. Agency: Robert W. Orr & Assoc., New York.

LEVER BROS., Toronto, renews Laura Limited (Lux Flakes) Jan. 3, 1949 for 52 weeks on 26 Trans-Canada Network stations, Mon.-Fri., 11:45 a.m. to 12 noon; renewal Bob Hope (Hayve) Jan. 4, Tues. 9-9:30 p.m., for same time and stations. Agency for both accounts, Young & Rubicam, Toronto. Company also renewed Big Town (Lifeloyd) Dec. 28, for 52 weeks on 22 Dominion Network stations, Tues., 10-10:30 p.m. Agency: Bushraff & Ryan, New York.

Adpeople

D. C. BERRY, former assistant advertising manager of McKesson & Robbins, New York, appointed advertising manager of firm. Mr. Berry succeeds the late L. M. VAN RIPER, who died last month.


When KLEE-TV in Houston, Texas opened two days ago, it was the first station in the history of television to begin operations in the black! Our New Year's resolution, as station representatives, is to help this proud new station stay in the black—in 1949 and all the years that follow!
By EUGENE KATZ
The Katz Agency, New York

JUST a few weeks ago I was asked by a veteran television man, Bill Eddy, if station representatives were doing anything positive about selling television, or were they just signing up stations and raking in commissions on business that came in.

Unfortunately, to earn any commissions in television the national representative has to work for them. He has to work harder in television than in AM, and his job is a more difficult and complicated one. Despite the great strides which television engineering has recently made, it has not yet produced a foolproof gravy train.

Difference in Selling

The national representative organizations which have taken television seriously—and several have—have not only added men to their sales staffs as television specialists and trained their AM salesmen in television know-how, but they have learned that television selling is very different from selling radio.

At least nine national representative firms are now actively engaged in selling television time and programs.

How can television station managers help them to do their job? Power, wave length and network affiliation have been important elements in the sale of AM time. Neither power nor channel assignment is an important variable in television selling today.

Network affiliations are, and will continue for some time to be, so scrambled that the mere fact of affiliation with any network does not, of itself, prove much about the size of a station’s audience.

With power and frequency subordinated, what are the things that count in selling television to national advertisers?

First, of course, is the market and the number of receiving sets. It will be a long time before television markets arrange themselves in a rank order of importance parallelizing either population or retail market.

Philadelphia, for example, is twice as important a television market as Chicago for the present because it has twice as many receiving sets. Washington is more important for the moment than Detroit or Cleveland.

Since set ownership is a primary consideration in estimating the importance of a television market, stations must provide frequent reliable counts of the constantly increasing set distribution.

Television will not be helped either by gross exaggeration of set ownership nor by evasion of this critical statistic.

Program and Facilities

Next, in point of importance to the advertiser are the programs and facilities of the station. In television these loom much larger than in AM because they determine what an advertiser can do to sell his product with a given appropriation.

Because so few national accounts have already prepared television programs or commercials, the availability of suitable local programs or program building facilities may determine whether an advertiser buys television in a given market or passes it up entirely.

To do a proper job of bringing new accounts to television, and this is the most important kind of television selling, the national representative ought to have:

1. A summary description of the entire program schedule which tells briefly what the programs are, how they work, who sponsors them.
2. An exact operating schedule, as exact, that is, as it is possible to provide.
3. Detailed description of studios and studio equipment and as much information as possible regarding the flexibility of this equipment.

Network Tie-in

4. Information about the station’s tie-in with the network or networks with which it is affiliated, the number of programs per week fed by coax, microwave or Teletranscription.
5. Detailed description of remote facilities and charges for their use.
6. Rate cards standardized to avoid confusion in the mind of the timebuyer or sponsor about what he is buying. In case anybody wants a copy of the rate card recommendations we make to our stations, I have a supply here for those who want them.
7. Detailed description of camera equipment, both studio and mobile.
8. Description of film projection equipment by make and size.
9. Information about the station’s slide equipment and the station’s ability to produce slides for sponsors.
10. Description of the film production facilities of the station and the cost for their use for various types of program production.
11. Finally, the national salesman ought to have an inclusive description, and that means inclusive of mechanical details, program format and cost, for each locally originated program which is offered to the national advertiser for sponsorship. This is in addition to the overall program description which was mentioned before.

With this information, with a knowledge of the station’s operation gained from on-the-scene visits, and by keeping closely in touch with its changing pattern of operation, the national salesman is reasonably well equipped to go out and create new television advertisers.

Where should he go to find these new buyers? Obviously, he shouldn’t neglect the big, established national advertisers, those who are using television in other cities; nor should he neglect the accounts which are using radio—either national spot or network.

But the most important selling a representative can do is to employ television’s four dimensional effectiveness of sight, sound, motion and immediacy to put non-radio advertisers on the air, to create new television accounts from magazine and newspaper advertisers and from companies which have not used any national advertising medium.

KTLA TV Service

CARL D. MAURER, supervisor of development engineering for Paramount Pictures television division, is installing a video transcription system in KTLA, Paramount TV station in Los Angeles. A duplicate of the equipment used at the New York Paramount Theatre, the setup will enable KTLA to supply its advertisers with 16mm or 35mm sight-and-sound recordings of their programs for use on other stations or to provide film reports of televised special events to theatres for large-screen reproduction. New service is expected to be ready for use about Jan. 16.
Residents of Dayton, Ohio and the Miami Valley will soon be adjusting their television sets to this WHIO-TV test pattern. Final equipment tests and program demonstrations are scheduled for February.

WATCH FOR OUR OPENING ANNOUNCEMENT!
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<td>Terre Haute</td>
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**Television**

- Baltimore: WAAM
- Fort Worth-Dallas: WBAP-TV
- Louisville: WAVE-TV
- Minneapolis-St. Paul: WTCN-TV
- New York: WPIX
- St. Louis: KSD-TV
ANALYZE your sales volume or your sales potential, county by county for any reasonably large part of the U. S., and you'll immediately see why "national spot" radio is logical radio.

And that's the kind of radio you want for the intensely competitive selling situation that's now upon us. For national spot is the kind of radio that goes only where you have the distribution, the price equality or advantage, the dealer-cooperation, etc., etc. that are required to make any advertising expenditure profitable.

If you or your agency will give us a few necessary facts and figures, we'd be happy to show you exactly why spot radio is logical for you. How about it? There is no obligation, of course.

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932

ATLANTA     DETROIT    FT. WORTH    HOLLYWOOD    SAN FRANCISCO

NEW YORK
Helpful in Radio Use

EDITOR, BROADCASTING:

I have found BROADCASTING very helpful in our spot and program radio advertising.

James R. L. Fitzgerald
Business Manager
Diamond T Truck Sales & Service
Richmond, Va.

* * *

Likes ‘Marketbook’

EDITOR, BROADCASTING:

Let me once again express our appreciation for your fine work, the 1948 Marketbook; we hope that we may look forward to receiving a similar reference volume in 1949. It’s a real service to the industry.

Dean Schaefer
Unusual Features Syndicate
Chicago

Open Mike

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

‘Shot in the Arm’

EDITOR, BROADCASTING:

Muchas gracias for the nice editorial [Sterling (Mex.)] which appeared in the Dec. 13 issue of BROADCASTING. It certainly makes a chap feel happy to know that his as well as his Delegation’s service is so much appreciated. Your editorial was a shot in the arm to all of us.

Geo. Sterling, Alt. Chairman
U. S. Delegation
High Frequency Broadcasting Conference (ITU)
Mexico

Non-Commie Affidavits

EDITOR, BROADCASTING:

Enjoyed the editorial in your issue of Dec. 20 [Red Riding Hoax]. Am sending for the non-commie affidavits used by NLRB which I understand are such that no American citizen should refuse to sign or be reluctant to do so. I am contemplating putting them into effect here for all new employees and our present ones and thereby do our bit to screen our personnel.

I certainly agree with you that it is radio’s responsibility, and by radio I mean the networks and the stations. I can’t see why the networks shouldn’t require all performers and anyone connected with network shows to sign non-commie affidavits, and I can’t see what would be wrong with all radio stations doing likewise.

Radio is so potent a force and so vital to our national security that we cannot afford infiltration by those who seek to destroy our government or its form. I know you agree, and your magazine can be a powerful force in keeping radio clean.

Leslie C. Johnson
General Manager
WHBF Rock Island, Ill.

* * *

Blue Over Gray

EDITOR, BROADCASTING:

Seems you caught an editorial finger in a file door and “mauled” one of the thumbnail sketches in the “Station Outlook” story in the last issue of BROADCASTING.

The gentleman you pictured as speaking for WIP Philadelphia is, I am sure, rather busily occupied with some other large scale operation in his capacity as Assistant Secretary of the Army.

I must admit, however, that the man you quote, who is vice-president of WIP and also chairman of the NAB All Radio Presentation committee, has been pictorially confused in the same manner, both by other publications . . . and in personal life.

But these Gordons are not alike in the Gray.

Sam Elber
Press Department
WIP Philadelphia

Editor’s note: Below are the two Gordon Gray’s. The one at the right is vice-president of WIP. The one at the left is Assistant Secretary of the Army, owner of WJZ Winston-Salem, and other radio interests.

Broadcasting Covers

EDITOR, BROADCASTING:

Sending the enclosed photo to you for a very special reason. Guess you can call it a kind novel Christmas gift; and too it proves I read Broadcasting as well as brag about it.

There’s a humorous angle to the photo that doesn’t show . . .

When I arrived at the Los Angeles airport I heard the airlines paging me. The captain of the ship came over and informed me...
BMB ON CARPET

By J. FRANK BEATY

SECOND trouble-shooting of the whole BMB operation within little
more than a month is scheduled Jan. 11 when the BMB Executive
Committee meets in New York.

With the 1949 nationwide study
months away, demand has arisen
in the industry for a quick over-
hauling of the broadcaster-financed
coverage project.

The demand mounted to a peak
last week just as BMB was an-
ouncing that it had signed a total
of 802 subscribers, with 1,000 as
a goal (see story page 24).

Unless the research bureau is
revamped quickly it will face a
financial crisis even before the vast
study gets under way, in the view of
a number of broadcasters who
favor an industry-wide coverage
service but feel the present BMB
setup isn't the answer.

And unless the second project is
good—much better than the first—
BMB will fall apart, all broadcast
advertising will get a black eye, and
BMB's very life will be threat-
ened, they fear.

A week spot in BMB would be
under BMB auspices only two
* revealed if the bureau would open
its books to show the list of paying
subscribers, they contend, adding
that pressures have been applied
to encourage stations to join.

In any case, the Jan. 11 Executive
Committee looks at this writ-
ing as a hair-letting-down session.
NAB's representatives comprise
only a third of the committee vot-
ing power, as is the case with the
BMB board.

Discontent Grows

Disatisfaction with BMB
marked the mid-November NAB
board meeting [BROADCASTING,
Nov. 22]. At that time the board
wrote a stiff denunciation of BMB,
calling names, but relented at the
last minute by substituting a vel-
pet paddle. This dissatisfaction was voiced.

by a substantial board majority.

Further Overhaul Demanded by Critics

In the end, some wanted a fast
showdown and others preferred to
let two BMB boards present the
case orally to BMB's board. The
latter prevailed, and two directors
were assigned to attend BMB's
board meeting the following week.

They were Hugh B. Terry, KLZ
Denver, also a BMB board mem-
ber, and G. Richard Shafio, WIS
Columbia, S. C., who was elected to
the BMB board effective Jan. 1.

BMB's board heard the NAB
complaints, realigning its upper
executive bracket and instigating
a number of changes in its plans
for the second nationwide study
gaining under way in March
[BROADCASTING, Nov. 29, Dec. 6].

But these steps have not satisfied
some of those who criticize the
BMB operation. And unless they
want NAB's board to take more drastic
action when it meets Feb. 14-15
in New Orleans. Unless that is done,
the entire future of BMB and
NAB are in danger, they say. In
support they contend there have
been a number of resignations in
recent weeks of important sta-
tions. These are ascribed to NAB's
handling of the BMB problem and
BMB's selling and research tech-
niques.

NAB's answer to the resigna-
tions is that many stations resign
at year-end when they are re-
classified for NAB duties purposes,
but usually are back in the fold
in a few weeks. NAB also contends
that the acquisition of new mem-
bers in recent weeks far outweighs
the number of resignations.

Here are some of the questions
BMB should answer, in the opin-
ion of its critics:

How much money has been re-
cieved to date?

What has been done with the
money, including expense ac-
counts, travel, entertainment, per-
sonnel salaries, etc.?

What stations were paying
members as of Dec. 31, 1948?

What is the status of the
(Continued on page 24)

COAXIAL TIME

By BRUCE ROBERTSON

NETWORK television, which has been reasonably well organized on an
East Coast operation, was thrown into almost total confusion last
Wednesday when AT&T notified the video networks of the allocations
time on the single coaxial cable connection which, starting on Jan. 11,
will connect the eastern and the newer midwestern network facili-
ties.

The announcement to the press
was direct, discreet and lacking in
details: “The Long Lines Depart-
ment of AT&T announced today

AT&T's plan of New York-Chicago
coaxial, divided into daytime, 10 a.m.-5 p.m.; 5-8 p.m. Monday
through Saturday, 8-11 p.m. Monday
through Saturday, and Sunday,
is as follows:

10 a.m. to 5 p.m.

5 p.m. to 8 p.m.

Monday-Saturday

Time Sunday Mon-Fri Sat

10-11 a.m. Open DuMont Open
11-12 Open DuMont Open
12-1 p.m. Open DuMont Open
1-2 Open CBS Open
2-3 Open CBS
3-4 Open DuMont Open
4-5 Open DuMont Open
5-6 Open CBS Open
6-7 Open DuMont Open
7-8 Open DuMont Open
8-9 Open DuMont Open
9-10 Open DuMont Open
10-11 Open DuMont Open

Time 8-9 Open DuMont Open
9-10 Open DuMont Open
10-11 Open DuMont Open
11-12 Open DuMont Open
12-1 Open DuMont Open
1-2 Open DuMont Open
2-3 Open DuMont Open

Time 10-11 Open DuMont Open
11-12 Open DuMont Open
12-1 Open DuMont Open
1-2 Open DuMont Open

Further Overhaul Demanded by Critics

along the route are completed next
June” [BROADCASTING, Dec. 20].

The statement did not mention
the consistent refusal of any net-
work to relinquish any sponsored
or likely-to-be-sponsored time
to its rivals which in the end made
it necessary for AT&T itself to
parcel out the precious minutes of
network time. Nor did it make
public the allocations details, hold-
ing that this information properly
belonged to its clients, who could
release it if they saw fit. They did (see table below).

Complete information on what
programs and what sponsors would
be accommodated in what periods
after the east and midwestern networks
are connected was lacking as the net-
work salesmen hastily contacted
their clients to see what could be
worked out. What details were
(Continued on page 71)
BMB on Carpet

(Continued from page 23)

BMB tax case, in which non-profit classification is sought? What attorneys have been hired? How much have they been paid?

Is BMB actually diverting millions of national advertising dollars to other media?

Unless these and other questions are answered the BMB lid will blow off at the NAB board meeting, according to BMB members and telegrams being exchanged among a number of NAB members.

Some Recent NAB's Views

The official NAB attitude on the whole subject is resented in some station quarters. The charge is made that over two-thirds of NAB member stations are not BMB members and that they resent the BMB board's implication that all association members should subscribe.

The original resolution adopted by the NAB board in November is understood to have cracked hard at the BMB top echelon, especially Hugh Feltis, general manager, and John Churchill, director of research. BMB responded with a revamping of its administrative lineup, giving Mr. Feltis general management, sales and policy powers and naming Cort Langley to the new post of assistant to the president in charge of research.

Since that action the BMB matter has been out of the industry spotlight but the behind-scenes discussions have been getting more intense week by week.

Asks Corrections

NAB's board heard a November report of a special committee headed by Harry P. Johnston, WSGN, Birmingham, which made a study of the BMB developments. This report touched off the board's debate, the discussion consuming about half of the three-day meeting.

As made public by BMB the NAB committee's report called for correction of errors in city radio families; asked review of method of showing night coverage; sought recognition of engineering data on service areas; asked unit measurement areas smaller than counties in special cases; urged a promotional campaign to bring 1,000 subscribing stations into the fold; opposed divulging of data on non-subscribing stations; sought use of BMB seal or insignia.

The feeling behind much of the criticism of BMB is based on the belief that the prospect is unhealthy and therefore should be overhauled before it is beyond salvation. The trouble is described as both personal and mechanical.

BMB is charged with persistent refusal to heed individual complaints by stations. One of the most publicized cases of this type has been called the "Birmingham brushoff." In this instance BMB for some time ignored complaints that its Birmingham station report (Continued on page 49)
Pictured here, new homes for more than 500 new Miami families. This is one of the largest privately owned building developments in the South, and one of a number of such projects which have made Greater Miami first in the nation in new construction per capita. Current records indicate total construction valued at $150,000,000 in 1948.

WQAM, too, has acquired a brand new home -- has added modern new equipment and greater facilities to better serve Greater Miami's $500,000,000 year-round market. Now, more than ever before, the way to reach the most customers at the lowest cost in this growing market is WQAM, Miami's First Station, whose clear, strong signal blankets all Miami, and gives dependable coverage of the 15 additional counties in its trading area.

Miami's First Station

WQAM

WQAM - FM

A. B. C. IN MIAMI

THE MIAMI HERALD STATION

★ OWEN F. URIDGE, General Manager

★ JOHN BLAIR & CO., National Representatives

Page 22 - January 3, 1949
Junior Joske Plan
EDITOR, BROADCASTING:
In [Dec. 20] issue of Broadcasting on page 24 you have quite an interesting article entitled "Junior Joske Plan"...[which] really proves that the Joske Plan will work, in practice as well as theory. ... Keep up the good work. You've really got a good magazine.

A. C. Newburgh
Commercial Dept.
KDTY KDTY-FM Dubuque

Magazine and friends.

that photographers were waiting to take my picture! I told him he must be mistaken. "No," was the reply, "aren't you a celebrity—think the man said you were a famous television expert!"

All this sounded much like a first class practical joke and I thought I'd play along by pretending to be a celeb. So I stepped out of the plane onto the stairway as tho the ready to take a bow before my admiring audience. I almost went rolling down the stairs on my face when I saw that photographers were really standing by to take my picture.

They posed me with Mr. Stephen Sobostow, president of United Productions of America (the film company I had engaged for the production of my commercials). Because of being posed with the Presz, I assumed the pictures were his idea and were to be used to promote the film company. But were the photos his? You don't have to tune in next week—I'll tell you now—NO! They were sent by a couple of Hollywood TV publications and it wasn't until after the photos were developed that they discovered that I was holding two issues of Broadcasting and one issue of another rival publication.

Fran Harris
Ruthwarf & Ryan
Chicago

Polls and Surveys
EDITOR, BROADCASTING:
Much has been made of the distinction between political polls which predict the future and audience surveys which measure the present. I can't see the difference. Someone must predict the future from the audience survey before it becomes a useful tool. If the pollster doesn't consider that his job, he has merely reduced his professional position, and has increased the burden on the executive who buys his service.

Mistakes have been made in surveys, but what profession doesn't make mistakes? The need isn't for abolishing this profession which attempts to find evidence instead of hunches as a basis for prediction. The need is to improve the procuring and using of evidence.

Perhaps the greatest mistake was failure to realize the inherent limitation in any form of prediction.

Dr. Victor J. Andrew
Andrew Corp.
Chicago

HIT TUNES for JANUARY

AM I ALL OF YOUR FUTURE (Or Part Of Your Past) (Preston)
Tay Martin-Leitner 1182
Ace Froide—Report 136

BEHAVIN’ MYSELF FOR YOU (Inc.)
Maxine Sullivan—MGM (1043)

BOUQUET OF ROSES (Small)
Vicki A. Ruqua

EDDY ARNOLD—Nov. 25-2605
Dick Haymes—Dec. 24501

CORNELBT SYMPHONY (Non)
Jack Smith—Cap. 13580
Jack Lathrop—V.G. 22-2119
Bob Stewart—Dee. 24549
Jack Emerson—Milwaukee 1321

CUANTO LE GUSTA (Prel)
Andrew Blister—Carmen Miranda—Dec. 24729
Nat King Cole—Cap. 12579
Eve Young—V.G. 20-3077

DAINTY BRENDA LEE (Cont)
Eddy Howard—Mar. 2205
Peter Lind Heagley—Dec. 21519
Jack Lathrop—V.G. 30-310
Pete Waterman—Col.

I LOVE YOU SO MUCH IT HURTS (Melody Lines)
Thank God—Cap. 312
Frank Tilton—Cap. 2610
Frankie Laine—V.G. 20-3348
Silty Leno—Dec. 6619

I WISH SOMEBODY CARED ENOUGH TO CRY (London)
Frank Gallaher—Data 2303
Ray Derry—Gold Medal

IN MY DREAMS (Wright)
Vauthen Meards—V.G. 20-3133
Villa Fitzgerald—Dec. 24529

IT’S A BIG WONDERSWORLD (Curt)
Reddy Clark—Col. 38374

LONESOME (Repertoire)
Savory Myers—V.G. 20-3025

ONE HAS MY NAME (Prel)
Bob Ethridge—Dec. 24429
Texas Jim Lewis—Oxel 45
Slim Drayson—Col. 3498
Red Perkins—Decca 2047

RENOUZEOUS WITH A ROSE (Orsay)
Reddy Clark—Cap. 38114
Peggy Lee—Bullet 516
Fred Waring—Col. 1213
Dick bedding—MGM 10272
Bob Worth—Columbia 1256
Joe Stewart—Wax 746

SUNDAY IN OLD SANTA FE (Peters)
Jack Morocco—V.G. 20-8191
Xavier Cugat—Col. 38327

YOU ARE ONLY AN IDIOT (Berman & Shadle-Demolvoche)
Blue Barron—MGM 10185
Jack Smith—Cap. 24357
Vic Wallis—Col. 38832

YOU, YOU, YOU ARE THE ONE (Comstock)
Jimmy Dorsey—Grand 23062
Jeddie Dean—Crystal 32

Zany Tunes—MGM 10328
Amex Brothers—Coral 60115
Vic Wallis—Col. 38832

Vanity Orchestra—Vanity 122
* Soon to be released.
CAPITAL GAINS

BY RUFUS CRATER

THE BUREAU of Internal Revenue was reported late last week to be ready to rule that Jack Benny's $2.1 million 1948-89 gains are taxable for his show to CBS is a personal-income transaction, not capital gains.

The Bureau was understood to be preparing a policy statement outlining its views on such transactions, one of which—the Amos 'n' Andy sale to CBS for $2 million—it has already approved as a capital-gain deal and therefore subject to a lower tax rate. Whatever the policy statement holds, it presumably will not affect the Amos 'n' Andy approval. The Bureau, observers pointed out, does not issue retroactive rulings.

The policy statement will not discuss specific cases by name because such procedure would be unlawful. Pending its issuance, Bureau officials refused to discuss the probable nature of its contents. In most quarters it was felt the statement would not be modified until Mr. Benny's attorneys have apprised of the ruling in his case.

As a long-term capital gain, the performer's profit on such sales is subject to a maximum rate of 33%. But if the transaction is held to involve the sale of personal services it is subject to the surtax rate for ordinary income, ranging up to about 78%.

In the Benny case, the Bureau was reported to be inclined to the view that the comedian's Amusement Enterprises Inc., which he sold to the network, actually is Mr. Benny himself and that therefore the case involves the sale of personal services. Bureau officials contend, however, that purchase of the company carries rights to the use of characters, scripts, etc. as in the Amos 'n' Andy case and therefore it is clearly a capital-gain transaction.

An adverse ruling by the Revenue Bureau would not necessarily be final, but could be appealed by Mr. Benny to the U. S. Tax Court.

NBC, from which CBS lured both Amos 'n' Andy and the Jack Benny Show with the capital-gains offers, has said flailly it will not make comparable offers to other performers until the Revenue Bureau position is clear.

In support of the capital-gains theory, it has been argued that in the Amos 'n' Andy case the performer would get less in taxes from the performers than they have paid in recent years.

The reason is that, according to industry sources, Amos 'n' Andy and Mr. Benny have signed with CBS for salaries comparable to those they received from NBC, apart from the so-called capital-gains transactions. These salaries, for personal services, will be taxable at the customary income-tax rate. Thus the 20% capital-gains tax would represent an increase in the Government's "take" from these stars.

On the other hand, it was pointed out that the Amos 'n' Andy contract would be taxing quite a "loss" as compared with what it could get by classifying the sale price as personal income.

Bureau's Reply

The question has been raised pointedly with the Internal Revenue Bureau by several Congressmen [Broadcasting, Dec. 8], and the Bureau in reply has indicated that "the broader implications of the entire subject matter have been and are under reconsideration."

Although Bureau officials decline to discuss the cases with newsmen, this was revealed last week in a letter from Acting Commissioner Fred S. Martin to Rep. J. Percy Priest (D-Tenn.), who had inquired of the Bureau if Internal Revenue is now permitting professional entertainers to sell their services as a "business," tax them in the capital-gain rather than personal-income basis.

Comr. Martin did not mention any particular transaction by name but apparently was referring to the Amos 'n' Andy deal when he wrote in reply:

These reports have doubtless had their origin in a recent occasion on which the producers of a well-known radio program, who are themselves regular performers on their program, applied to the Bureau for advice as to the tax consequences ... of the execution and performance of certain contemplated contracts with a national broadcasting chain.

On the basis of representations made by the tax payers, the Bureau advised that certain alleged property rights in such programs comprising a capital asset in the hands of the tax payers within the meaning of Sec. 117 [Internal Revenue Code]; that any gain realized by them upon the projected transfer of such alleged property rights and the proceeds of such capital gain under the applicable provisions of Sec. 117, and that no part of such amount would be treated as compensation paid them for services rendered.

Mr. Martin also wrote that the Bureau already had received "several other inquiries and comments with respect to this general type of situation," and that the "broader implications" of the entire question consequently are being reconsidered.

Although the tax must be paid by the performers rather than the network, it was considered unlikely that they would have been willing to enter into a "capital-gain" transaction without some assurance from CBS that they would be protected in event the Revenue Bureau ruled it is personal income rather than capital gains. Comr. Martin's letter to Rep. Priest indicated that, in the case he cited, the request for a ruling came in advance of the contract-signing.

BENNY VS. HEIDT

LAST NIGHT, as millions listened, the 1949 network battle for the Sunday evening audience got under way. CBS put a new team in the field, led by veteran Jack Benny who CBS believed could duplicate in the 7-7:30 period on its facilities the rating records he had achieved in that time on NBC. Opposing him on its new Sunday team, NBC installed a music show, Horace Heidt's Opportunity for Youth, which the NBC authorities were sure could beat all competition from the viewpoint of "America's number one spot."

ABC stood pat, depending on Walter Winchell and Standard Time to stop any audience raids attempted by CBS and NBC. Mutual also kept its old line-up with one exception: Adventures of the Falcon went in at 7 in place of Sherlock Holmes, whose sponsor, Tri- mount Cloathing Co., discreetly vacated this period for the 8:30-9 time on Monday evening.

How It Lines Up

Barring last minute substitutions not contemplated, the predicted ratings on how the teams lined up for the Sunday struggle: Astorisks indicate changes from the 1948 schedules.

6:30-7 p.m. ABC—Greatest Story Ever Told (Goodyear Tire & Rubber Co.); CBS—Spice Jones (Campbell Soup Co.); MBS—Nick Carter (Cudahy Packing Co.); NBC—Ozzie & Harriet (International Silver Co.).

7:30-8 p.m. ABC—Go for the House; CBS—Jack Benny (American Tobacco Co.); MBS—Adventures of the Falcon; NBC—Horace Heidt (Philip Morris & Co.).

8:30-9 p.m. ABC—Carnegie Hall (American Oil Co.); CBS—Amos 'n' Andy (Lever Bros. Co.); MBS—Mayor of the Town (Mutual Benefit Health & Accident Assn.); NBC—Johnny Desmond (Ronson Art Metal Works).

8:30-9 p.m. ABC—Conco (Guinness Drug Co.); CBS—Miss America Pageant; MBS—Ford Motor Co.

9:30-10 p.m. ABC—Stop the Music (Smith Bros., Eversharp); CBS—Sam Spade (Wildroot Co.); MBS—Alphabet's Melodion Board (Co-op); NBC—Fred Allen (Ford Motor Co.).

10:30-11 p.m. ABC—Mother Goose on the Air (U. S. Steel Corp.); CBS—Humoresque (General Motors Corp.); MBS—Secret Missions; NBC—The Diary of a Chambermaid (Eversharp).

30 PM SUNDAY on WXXX

Horace Heidt is moving up to the no. 1 spot

One of the many ads prepared by NBC to promote the move of Horace Heidt into the 7 p.m., Sunday, spot.

Sunday Network Battle Starts

For Andrew Jergens Co., 9:15-9:30, Louella Parsons (Andrew Jergens Co.); CBS—B. Hayes (Eli Lilly Co.); MBS—Under Arrest; NBC—Mongolias Merry-Go-Round (Sterling Drug).

9:30-10 p.m. ABC—Theatre Guild on the Air (U. S. Steel Corp.); CBS—Our Miss Brooks (Colgate—Palmolive—Peet Co.); MBS to 9:45—Jimmy Fidler (Carter Products), 9:45-10—Twin View of News; NBC—American Album of Familiar Music (Sterling Drug).

10:30-11 p.m. ABC—Theatre Guild on the Air (U. S. Steel Corp.); CBS—Lum 'n' Abner (General Motors Corp.); MBS—Secret Missions; NBC—Take It or Leave It (Eversharp).

No Bergen

Most conspicuously absent from NBC's line-up is Edgar Bergen, who, with his side-kick Charlie McCarthy, has withdrawn from the air "temporarily," he told his audience on his farewell broadcast Dec. 26, stating the expectation to be back in the fall. When he returns it will probably be to CBS which admitted last week that negotiations were in progress but denied a story stating that a contract had already been signed. The news

(Continued on page 18)
**ABC REPORT**

Network's '48 Highlights Listed

AT YEAR'S end, ABC claimed that through expansion into 17 new markets in 1948, it now had coverage of 196 of the '500 leading retail sales markets of the nation via its 272 affiliates.

It also reported a new peak in gross time sales in 1948—$44,501,784—up 51% over 1947 ($29,489,087 for 1947 [Broadcasting, Dec. 27, 1948]).

Other ABC 1948 highlights:

1. Development of an East and Midwest television network based on ownership-operated stations in New York, Chicago and Detroit. Twenty stations were affiliated with its TV network.
2. Power increase of 247,776 w gained by major facilities improvements of 30 of its affiliated stations.
3. Many programming firsts, including the initial telecasting of the Metropolitan Opera.
4. Big Hooper gains by many ABC shows.
5. Inauguration of the fabulous Stop the Music program which swept the country and made the title of the program a part of the current American vocabulary.

During 1948, ABC placed in operation its own TV stations in New York (WJZ-TV), Chicago (WENR-TV) and Detroit (WXYZ-TV). Early in 1949, it plans to place in operation the stations in Hollywood (KECA-TV) and San Francisco (KGO-TV).

ABC also developed an eastern television network linking Boston, New York, Philadelphia, Baltimore and Washington, and a Midwest network linking Chicago, St. Louis, Milwaukee, Toledo, Cleveland and Detroit.

Both Edward J. Noble, chairman of the board, and Mark Woods, president, in statements released with the year-end roundup of ABC activities, stressed the development of the network's television facilities as among 1948 highlights while yet expanding its entire programming operations. (Their statements, this page and page 50.)

**Lists New Clients**

Claiming 87 million radio listeners, the network listed many new large advertisers which used the network in 1948, among them: General Motors, Associated American Railroads, P. Lorillard Co., Sealtest, Pillbury Mills, Kelvinator and the Cheseborough Mfg. Co.

ABC stressed its value as an advertising medium, citing not only its 78.1% increase in gross time sales over the past five years, but also its 86% gain in average evening Hooperatings since 1944, using the first eleven months of each year as a basis.

Also outlined in the yearend report was the need to reorganize ABC administration during the year to take care of these obligations and responsibilities. On the administr-
MBS GROSS UP

5% 1948 Rise Indicated

MUTUAL Broadcasting System's year-end review indicated that gross billings for 1948 from the sale of network radio time would show a gain of 5% over 1947.

MUTUAL's greatest claims, however, were in the direction of programming and listenership. High points of its yearend review were: 1. In line with MUTUAL's self-description as "world's largest network," it passed the 500 mark in number of affiliated stations. 2. It boosted the idea of cooperative programs and at year's end claimed 1,800 local sponsors for them, which, MUTUAL said, topped all other networks combined. 3. It strengthened its weekly daytime programming. 4. It signed Gabriel Heatter to an exclusive broadcasting and television contract. 5. It completed new operating facilities. 6. It won numerous awards. In keeping with its expansion policy, Mutual-Don Lee placed in operation a new $1,500 million studio building in Hollywood, the first studios specifically constructed for joint radio-television-FM broadcasting. The master control panel there is so engineered as to permit simultaneous "feeds" of these three types of radio programs for airing locally, regionally or feeding on a coast-to-coast basis.

Active in TV

In television, with no MBS TV transmitters yet in operation, Mutual advertising and research executives nevertheless became active participants in industry meetings dealing with TV problems. Meanwhile, Mutual affiliates in Chicago, Boston and Hollywood were tied in with other networks during the interim, and in 1948 Mutual expected to see a continuation of such interim affiliations. Mutual will proceed with its TV plans, leading to eventual establishment of a joint network of 110 stations in all the country's leading markets, in addition to some 40 MBS affiliates that have CPs or applications pending.

Mutual insured television coverage of the 1948 World Series, one of its perennial exclusives, by making the baseball classic available to all video stations in New York, Boston, Philadelphia, Baltimore, Washington, Richmond, Schenectady, New Haven, Cleveland, Buffalo, Toledo, St. Louis, Chicago and Milwaukee.

The network also claimed a new all-time listening mark for its AM broadcasts of the series—25 million radio homes tuned in.

Sales Picture


In programming, the network concentrated on building its daytime weekly schedule and claimed it was strengthened by such series as "Kate Smith Sings," "John Nibbitt's Passing Parade," "Gabriel Heatter's Mail Bag," and "The Golden Hour Campaign." News-wise, it produced 4,432 regularly scheduled and special news shows. It claimed credit for development of the "newsrell" program technique, radio reporting via news-voice recordings. During the political conventions in Philadelphia, Mutual built a network within a network in the Quaker City. For the election itself, it claimed further credit for a network innovation by correlating the 750,000 applications for the overall national picture for the benefit of regional and local listeners.

In reports, it presented many exclusives, including the World Series, the play-off game for the American League baseball championship, the All-Star baseball and National Football League's Indianapolis 500 Speedway classic, the Army-Navy gridiron clash, the annual East-West Shrine game, the Cotton Bowl and the Blue Cross bowls, the Zale-Graziano, Zale-Cerdan and Williams-Jack championship boxing bouts.

It was a year of many awards for MBS and its people. Fourteen programs and their personalities were cited during 1948. The network itself received four individual awards for its documentary shows and its public service broadcasting and one for its overall promotional activities in behalf of MBS shows.

Among its honors were: National citation from National Conference of Christians and Jews for Exploring the Unknown program; blue ribbon from Ohio State U. Institute for Education by Radio to the Family Theater series; One Voice Award to William L. Shirer for "interpreting the world news." "Twenty Questions" program received two awards, blue ribbon from state of New Jersey and the Killian Award for "promoting Pacesetter Radio Network; National Headliners Club citation to Albert L. Warner, of Mutual's Washington staff, for "outstanding domestic coverage in his reporting of Congressional hearings in Washington."

NBC '48 RECORD

FOR NBC, the year 1948 was marked by many important achievements, the most spectacular of which were in television. Its TV network grew from four at the year's opening to 25 at the year's end and its revenue from network time sales was 1000% greater in 1948 than in 1947.

In sound radio, gross revenues from time sales in 1948 were 6% greater than in 1947, which had set an all-time record. These were among other high points in the NBC year:

1. Adoption in September of a new and improved code of standards. The code also was made applicable to TV, the first such code in the visual medium.

2. The claim that by year's end the network had almost four times the number of TV network advertisers as all other networks combined.

3. Its policy of drawing new advertisers into television and thus strengthening radio's economic foundation was regarded as a success. Twelve of its TV sponsors on its East Coast network were not already radio timebuyers.

4. Average daytime commercial network in 1947 was 118 stations, against an average of 121 for 1948. In the evening it was 141 in 1948 against 134 in 1947.

5. Fifty-eight percent of NBC's clients renewed their contracts for 1948.

6. NBC Spot Sales Division reported an all-time record in sales volume.

7. The total of AM affiliates rose from 167 to 170.

8. Advances in programming, first in news coverage, and the wilderness of cancellations were other notable events.

The network reported that its 6% radio sales increase was partly due to some additional business and partly to the expansion of the number of network time contracts made by some advertisers. New business came from such advertisers as Campbell Soup, International Silver, John Morrell & Co., Pillsbury Flour Mills, Coca-Cola, Chevrolet Dealers, Elgin Watches and Pet Milk.

7,648 Hours Programmed

During the year, NBC broadcast approximately 7,648 hours of network programming, 51% of which was sponsored by national advertisers.

The NBC summary, however, expressed greatest pride in its television accomplishments. It claimed TV leadership as exemplified by the historic telecast from the U. S. S. Leyte 30 miles at sea; the building of an eastern TV network linking Boston to Richmond within a Midwest network linking Buffalo, Cleveland, Toledo, Detroit, Chicago, Milwaukee and St. Louis.

NBC shifted its coverage of radio and television of the Republican National Convention in Philadelphia in June as the "most elaborate and thorough reporting job ever devoted to a single event by a single organization." It devoted 54 hours of television time and 36 hours of radio programming to the GOP sessions alone at a cost of $500,000 in relation to "a cancellation of 24 hour a day time and talent, plus the huge cost of engineering installations and other expenses involved in the 24-hour operation."

The Democratic National Convention in July was covered by 24 hours and 14 minutes of radio time and 41 hours and 24 minutes of TV time—at a comparable cost to its network, it was said. The three day Progressive Party Convention in July was given nine hour and 36 minutes of radio time and 22 hours and 30 minutes of TV time.

Its coverage of the elections themselves, NBC claimed, topped all networks in listener and viewer ratings. NBC's ratings for the survey made from 8:00 a.m. to 12:00 noon on Nov. 3 was 13.9 with a 37.8 share of audience, against the second network's 10.9 rating and 20.8 share of audience. It claimed that from 8:00 to 11:00 p.m. Nov. 2, it rated 16.8 and 28.9 share of audience against the second network's 14.1 rating and 22.8 share of audience.

In a television survey, WNBV showed a rating of 22.3 and at 43.8.

(Continued on page 51)
By DAVE GLICKMAN

RADIO'S space drought in Los Angeles metropolitan newspapers broke after a decade of resistance with recent publication of the new daily Los Angeles Mirror.

This drought started back in 1958 when the publishers in downtown Los Angeles banded together in agreement to throw out their radio sections, maintaining logs on a limited basis only.

Logic of the anti-radio news campaign was never really clear in its intent. By its snub of radio and its abundant care for the movies, the only apparent inference could be gleaned by the ratio of news to advertising. With major box-office results their target, theatre owners and chains quite naturally had a basis on which to predicate advertising schedules.

Radio, on the other hand, has had and is likely to continue to have meager budgets for paid space in newspapers calling attention to programs. Furthermore, radio is an advertising medium of itself; whereas the movies are produced and must use proper space to merchandise that product.

Now Out From Under

But whatever the relative roles of radio and movies in the minds of the publishers, radio is now out from under the wraps.

With advent of the Mirror, Lou Larkin was brought in as radio editor. In addition to his daily column and radio logs, the double truck section of the tabloid also includes spot AM, FM and TV news stories. Prior to initial publication on Oct. 11, the new tabloid, in an all out promotion campaign, plastered Los Angeles area with billboards announcing the “complete coverage of radio news.”

At first, the Los Angeles Publishers Assn. tried to play footsie with radio. At a Holistic Advertising Club meeting Floyd Maxwell, head of the publisher's body, tried to explain away the Mirror's treatment of radio by saying that it was not a member of the association. This was just enough double-talk, for the Mirror is owned by the Times-Mirror Co., publisher of the Los Angeles Examiner, itself a member of the publishers' group.

Another exception had really taken place about 18 months ago when the Los Angeles Daily News feature started running the syndicated John Crosby column. At that point, the publishers tried to explain it away by deciding that it was syndicated material and not local; consequently it did not constitute a violation of the agreement.

Yet the material in the Crosby was localized as much as possible through parenthetical insertion of the local network station carrying the program being discussed as well as its broadcast time.

But with the Mirror making radio one of its news staples, the several other newspapers were forced to re-examine their positions.

'News' Follows

The Los Angeles Daily News, also a tabloid, was swift to follow the Mirror's lead. It dropped Crosby's column and TV feature. The dropping of Crosby's column resulted in its return on Dec. 7 as an added feature. Radio section has also been dressed up with additional AM, FM and TV news.

Now in line was the Herald-Express, Hearst afternoon newspaper, which pulled a sneak preview on Dec. 2. Without fanfare or any prior announcement, its enlarged radio and television log page appeared with John M. Cooper's syndicated column and TV feature. The newspaper reportedly will hire its own radio editor as well as maintain the syndicated column.

Nick Kenny, radio editor of the New York Mirror, Hearst owned and operated tabloid, arrived in Los Angeles on Dec. 3 to lay plans for a Los Angeles Examiner radio section. Pat Hogan, chosen from the newspaper's staff, had been named radio editor, with a daily section starting the week of Dec. 20.

With the Los Angeles Times co-owner with CBS of KTTV, supposition is that the newspaper will go to TV news column, eventually expanding to cover AM and FM news and also expand log service. No commitment has been made to date.

Not to be forgotten are the suburban daily newspapers which has Bill Bird as radio editor and columnist. The tabloid also goes weekly for art on its two-page daily insert. Charles Perlee is the Pasadena Star-News radio editor. He conducts a daily column along with sports and an occasional special feature.

The are also some 35 neighborhood and bi-weekly newspapers giving their support to radio. Besides the logs they go in for local area radio news, carrying maintained their radio sections throughout the entire Los Angeles Publishers Assn. ban.

Hollywood Citizen-News has carried a radio section for more than 20 years. Besides AM, FM and TV logs, the page carries by-lined two television columns and a movie section twice of Zuma Palmer, radio editor. In addition, there is now also a boxed column of Radio-TV Briefs. The newspaper, the column also uses spot radio news in its regular news sections, and often on the front page. In a recently conducted readers poll, radio section came second with front page news taking first place.

Valley Times, serving the rich Step-Fouch, Villa, Cardinals has maintained a radio page with Allen Rich as editor and columnist. Pasadena Independent is another to carry radio's torch and syndicated by-line columns.

Publishers today are interested in ways and means of utilizing radio to their advantage, and are willing to accept the medium as partners. This is apparent in the zeal in which newspapers have made tie-ups with local TV stations.

It all started when the Los Angeles Times procured a TV channel and then sold 49% stock in KTTV to CBS. Then the Los Angeles Examiner made a reciprocal agreement with Don Lee Broadcasting System thus inkling KTAL (TV) and KJLH with the newspaper.

Daily News followed the lead when a similar deal was worked out with Paramount's KTLA (TV). A ten year mutual cooperative agreement was also worked out between the Herald-Express and ABC for KECA and KECA-TV.

Radio News Back After a Decade

NAB BOARD committee handing the so-called “realignment” project is expected to meet this month, setting in motion what may develop into a complete reorganization prior to April 11-12.

Preliminary report is likely to be made by the committee at the NAB board's Feb. 14-15 meeting in New Orleans.

Purpose of the whole project is to bring the NAB operation on line with industry progress, including television and FM. This idea envisioning a functional type of organization. When the job is done NAB may emerge in a brand new administrative dress.

Committee Members

Members of the committee are Clair R. McCollough, WGL Lancaster, Pa., chairperson; Paul E. Morency, WTIC Hartford; John L. Meagher, KYSM Mankato, Minn.; Everett L. Dillard, WASH (FM) Washington; and Henry W. Slavick, WMC Memphis.

The membership is representative of small stations (Messrs. A. A. Dillard, and Meagher); medium stations (Mr. Slavick); large stations (Mr. Morency); FM (Mr. Dillard); television (Mr. Slavick). All sections of the country but the Far West are represented.

'Realignment' Meeting Expected This Month

NAB

Last NAB reorganization study was conducted in 1944, leading to election of Justice Miller as president and A. D. Willard Jr. as executive vice president. Prior to that a major study had been conducted in 1938, culminating in election of Neville Miller as president.

POSNER PLANS

To Expand New Show on ABC

DR. POSNER Children's Shoes, New York, through its agency Hirshon-Garfield, New York, starting Jan. 15 will sponsor a half hour children's show called The Big and Little Club, Saturdays, 10:30-11 a.m. on a three-station ABC network in New York, Boston and Philadelphia.

The sponsor plans to increase the network until it is coast to coast. In fact, before the starting date, it is understood that a few more stations may be added to the eastern network.

BROADCASTING • Telemcast
PREDICTIONS that television will take great strides forward during the new year have already been made in the columns of Engineering and Broadcasting, but there is less disagreement among Washington radio consulting engineers surveyed by Broadcasting, that FM will eventually supplant AM as the principal aural medium.

It is generally agreed that AM is here to stay for some time and that it will continue to pay the way for the two new arts for an indefinite period. Many feel FM will eventually supplant AM as the principal aural medium. None indicated a belief that TV will ever completely supplant an aural system.

Esterly C. Page, of E. C. Page Consulting Radio Engineers, believes that even with the lifting of the freeze and solution of the allocations problems, television will be slow getting under way as regards new operating stations. He explains the bottleneck will be equipment. Mr. Page predicts the demand for new facilities will be so great that manufacturers will be unable to satisfy customers until late 1950. This is on the basis of allocations being out of the way by early fall of 1949.

Mr. Page believes AM has reached the peak of its curve as far as number of new stations is concerned and from here on activity will be in the field of improving facilities and transfers. FM seems to have realized a revival, he says, due to the TV freeze, but the trend in 1949 should pattern the past year.

Raymond M. Wilmotte, Raymond M. Wilmotte Inc., said he would be surprised if the UHF bands were not opened up commercially during the coming year and that Poly-casting was to be the way. Poly-casting was brought to the attention of the Commission recently by Mr. Wilmotte [Broad-casting, Dec. 6]. Mr. Wilmotte expressed the hope the video VHF band “will not be spoiled by over-exuberance. ... A few months’ delay will not appear important 5 or 10 years from now.”

Seeing an important trend in the purchase of FM receivers, he observed, “Possibly 1949 will see the beginning of a commercial switch from the present AM to the very much better national service now available on FM.”

Andrew D. Ring of Andrew D. Ring Co. & Co. stated that according to him of some years past the public has responded enthusiastically to television since its emergence from the laboratory. He termed it unfortunate that the supply of TV channels is “far below the demand” and the tests in the UHF band “do not show much promise.” Thus the “natural limitation on the propagation in the television band and its emergence from the laboratory” caused the freeze.

Mr. Ring said the “optimum allocation plan should contemplate giving the maximum number of cities service and choice of programs even if most rural service must be sacrificed.” He stated the new tropospheric data “do not disclose major changes in station separation” but “stations cannot be spaced at as low mileage as the trend indicated before these data were available.”

Little further expansion in the AM band is seen by Mr. Ring in view of virtual saturation day and night. He believes FM solves many of the technical problems inherent in AM operation excepting to improve wide rural service. However, he terms FM as a “fine new spring on the old buggy while television is in its winter.”

Mr. Jansky Jr. of Jansky & Bailey claims there is a swing from AM to FM listening. He was quoted as calling the cause of preoccupation with the not insignificant growing pains of television this revolution in broadcast listening is taking place practically unnoticed by those who should be most concerned.

Mr. Jansky, president of the Assn. of Federal Communications Consulting Engineers, paints the following picture for radio in 1949:

During the coming year the radio broadcasting industry will be developing major attention to the problems faced upon it by the advent and growth of two new developments—television and frequency-modulation. Everywhere management is seeking to determine not only what will be the impact of television and FM upon the industry but how to develop the full impact of this impact be felt and what trends will result.

Television’s public appeal has already been demonstrated to the satisfaction of many. However, the opportunity to satisfy the wants of the public for the service which this appeal engenders is circumscribed by television’s apparent inherent engineering and allocation limitations. Therefore, during the coming year while the broadcaster is wrestling with the economic and program problems the radio engineer will be striving to break down the technical barriers which at the moment appear to bar the way to the delivery of television service throughout the nation on a truly competitive, American free enterprise basis. Since the engineer is no magician, the degree of success he will ultimately attain is unpredictable.

FM’s problems are different. FM is a new and greatly improved system of sound broadcasting. Its ultimate future impact upon the industry is not difficult to predict. The trend is that FM can provide more stations with better day and night coverage than can AM—unless, that is, as television is completed and TV becomes so universal—FM will be placed by AM in the same manner as radio by TV in the sound broadcasting field. The big question is—not FM’s impact but how soon will it develop.

Here also, but for a different reason, the engineer cannot prognosticate. This is because he has no basis for predicting how long the broadcast consultant, advertising agency and advertiser in recognition of and react to the great change in listening habits now taking place. I refer to the steady and rapid increase in the number of listeners who rely entirely upon FM stations for their sound broadcast service and the corresponding decline in the amount of listening to AM.

Unfortunately, because of preoccupation with the not insignificant growing pains of television this revolution in broadcast listening is taking place practically unnoticed by those who should be most concerned. When the facts are recognized and their implications fully understood major changes in the economic and program framework of the entire broadcasting industry are bound to occur.

John J. Keel believes that television will make important strides, despite recent delays resulting from the TV freeze order. He thinks FM broadcast stations will grow at a small but steady pace. The Commission, Mr. Keel predicts, will relax its AM engineering standards during the coming year in order provide facilities for localities having no station or day-time only in areas where public interest warrants such action.

The prospective increase in channels, Mr. Keel says, "will greatly stimulate activity in the..." (Continued on page 71)

THE CONSENSUS among the men who all live at the FCC—the radio attorneys of Washington—is that television will produce the most agonizing headaches for the Commission in 1949.

The majority sampled by Broadcasting feel the 1949 thaw of the television freeze will unleash a flood of new problems for the Commission to cope with. One attorney sees the possibility of an AM freeze in 1949.

Hopes are held for solution of such lingering problems as station editorializing, the Port Huron decision confusion, clear channel, giveaway, Bluebook, AVCO transfer rule, multiple ownership and other matters.

The crystal ball of Vincent B. Welch, Welch, Mott & Morgan, reveals 1949 as the "mushroom" year of television activity, in which the allocation picture will crystalize with the adoption of "a workable long range plan encompassing ultra high frequencies." Mr. Welch also believes the Commission "is faced with the necessity of reconsidering its technical and procedural rules and policies which have become antiquated by the rapid expansion of the broadcast art... Time is essential for such a program and a freeze on AM applications to achieve this goal is a very distinct possibility."

Frank U. Fletcher expects to see "new vistas of sports broadcasts, especially baseball, open up if the Dept. of Justice is successful in breaking up the 'repeater' power now held by local professional baseball clubs over broadcast of out-of-town contests."

Harry P. Warner, Segal, Smith & Hennessey, thinks "the primary problem confronting the Commission in 1949 is the formulation of administrative policies for television." He believes the "courts will undoubtedly clarify the administrative practice and procedure as..." (Continued on page 78)
**MBS PROMOTIONS**

**Schmidt, Johnson Named**

ROBERT A. SCHMID, vice president in charge of station relations for MBS since April, 1947, has been appointed to the newly-created post of vice-president in charge of program sales, Edgar Kobak, network president, announced today. Simultaneously, Mr. Kobak announced that Earl M. Johnson, MBS director of engineering, has also been named director of station relations. Both appointments were effective Jan. 1.

Mr. Schmid, who before his station relations activities was vice president in charge of advertising promotion and research, joined Mutual in 1936. Prior to that, he was with Young & Rubicam and CBS, both in New York. For the past 13 years Mr. Schmid has been engaged in building the network's advertising and station activities. Under his guidance, during 1948, the power of Mutual affiliates and its national coverage increased to an all-time high, the network said.

The new appointments, while not directly connected with the recent resignation of Robert A. Sweezy, [BROADCASTING, Nov. 8] is said to in some respects encompass one of the duties originally designated for Linus Travers, executive president and general manager of the Yankee Network, major MBS stockholder.

Mr. Johnson joined Mutual in 1946 as chief plans and allocations engineer, being named director of engineering the following year. He has been largely responsible, the network said, for the development of its "listenable," a new engineering coverage measurement designed to guide network expansion toward "complete and economical coverage for the advertiser."

Prior to joining MBS, Mr. Johnson served in an engineering capacity with WLW Cincinnati, before which he was assistant chief of the standard broadcast division of FCC. He will continue his duties as director of engineering in addition to assuming those previously handled by Mr. Schmid.

**WITMER QUITS**

Leaves NBC After Illness

ROY C. WITMER, NBC staff vice president and before that vice president in charge of sales for almost 15 years, has resigned. Mr. Witmer, 65, announced the resignation, effective Dec. 31, last Wednesday following a period of illness. His future plans will be announced later, he said.

Mr. Witmer joined NBC in 1927 as an advertising salesman, became assistant sales manager in 1929 and sales manager in 1930. Appointed vice president in charge of sales a year later, he became staff vice president in February 1946. In this post he reported to Niles Trammel, network president.

Prior to joining NBC Mr. Witmer spent 17 years managing manufacturing plants in New England, following earlier activities in the banking and utilities fields in southern California. He attended Leland Stanford U. in California.

**Scott Marriage**

R. J. (Bob) SCOTT, president and treasurer of Schwimmer and Scott Agency, Chicago, and his bride, the former Lucy Gilman, return to Chicago this week after a two-week wedding trip to Miami. They were married in Chicago Dec. 18 at a private and unannounced ceremony. Miss Gilman is a Chicago actress, and has appeared on numerous radio shows. This is the second marriage for both.

**FORT INDUSTRY**

**Subsidiaries Dissolved**

AN INTERNAL reorganization involving dissolution of operating subsidiaries has been announced by the Fort Industry Co. The change, effective Jan. 1, was motivated by a desire to simplify the company's corporate structure, according to George L. Storer, Fort Industry president.

Operating policies are to be maintained at each station affected by the change which will remain as at present, Mr. Storer said. The reorganization affects West Virginia Broadcasting Corp., operating WWVA Wheeling; Monongahela Valley Broadcasting Co., operating WWMN Fairmont, W. Va.; Liberty Broadcasting Corp., operating WAGA Atlanta, and Detroit Broadcasting Co., operating WJBK Detroit.

These companies, all wholly-owned subsidiaries of Fort Industry, are being dissolved and the stations  the same henceforth will be operated directly by the parent firm, together with WSPD Toledo, WLOK Lima, Ohio, and WGBS Miami, Fla. Applications for transfer of subsidiary companies to Fort Industry already have received FCC approval.

Fort Industry also owns three television stations, WSPD-TV Toledo and WJBK-TV Detroit, both on the air, and WAGA-TV Atlanta, which is expected to start soon. The company also owns and operates FM stations in each of the seven cities where it has AM outlets except Fairmont.

Fort Industry also is an applicant for the acquisition of WHAS Louisville [BROADCASTING, Dec. 13]. J. Harold Ryan is senior vice president and treasurer, and Lee E. Wallis is vice president in charge of operations.

**M&P Elects Peterson**

CURT A. PETERSON, radio director who has been associated with Marshalk and Pratt, New York, since 1935, has been elected to partnership in the agency effective Jan. 1. Mr. Peterson was with NBC as assistant program manager prior to his association with the agency.

Since he has been with the agency he helped develop the first extensive use of the five minute news program, "Enso Reporter," which celebrates its 500,000th broadcast on Jan. 5.

**PETERSON QUITS**

Leaves ABC Central Div.

EDWIN R. PETERSON, ABC Central Division salesman credited with selling $20 million worth of network television time in a three-year period, has resigned effective Jan. 1, he revealed last week. Mr. Peterson handled such accounts as General Mills, Libby-McNeil and Liliputian Inc. and Allis-Chalmers Mfg. Co.

Before joining the ABC sales staff in 1941, Mr. Peterson was associated with the Chicago Better Business Bureau. He has denied reports that he would join Taylor-Boroff and Co., station representative firm, in which Edwin R. Boroff, former ABC vice president, is a partner.

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A scene from a Chevrolet TV film, with the salesman closing the door to the accompaniment of a good, solid sound which emphasizes the sturdy construction.

Chevrolet Assn. Humanizes Service

By FLORENCE SMALL

BY YEAR END local Chevrolel Dealers Assn. in the seven cities linked by the NBC East Coast video network had spent a $500,000 plus budget on television making it one of the largest of the video spenders.

Acknowledging the firm's complete satisfaction with the program's sales impact, principals of the Campbell-Ewald Co., agency for Chevrolet, attributed the record in great part to its carefully patterned philosophy of commercial presentation.

When the agency's video section, headed by vice president Winlow H. Case and producer Leo Langlois, blocked out the first dealer commercials, they found that actually the story they were interested in getting across was a public relations means: The best place to go for Chevrolel service is the Chevrolet dealer in your community.

After deciding on general approach, Mr. Case and Mr. Langlois and copy writer Ray Mauer sought the formula for humanizing the grease-and-oil service routine in the Chevrolet Tele-Theatre. The answer was the case of Bebe, the Dog. High in entertainment value, Bebe carries the service message to her Chevrolet-owning, service-spurnning masses in a minute-long film. She will return in two more commercials currently in production.

Mirth With Message

Other commercials have hewn as closely to the narrative, humorous line as Bebe. They are expertly conceived and carried through in conjunction with major studios.

Filmed weather spots sponsored by the dealers have integrated the car into the report, using the top of a Chevrolet convertible to indicate changes in the weather. Good weather sends the top down; storm warning sends it up.

Now readied are a series of pantomime weather spots. Tying in with warmer, rain, snow and sleet, a facelike comedian runs through "Hellzapoppin" antics while forecasting the next day's climate.

This swing away from what one Campbell-Ewald executive called "radio's insistent clamor" has marked all of the agency's telecommercial ventures.

"The television commercial can be less strident, more enjoyable because of the addition of eye to ear," Mr. Case maintains. "Radio had to pound on deaf ears. Now in TV, 85% of the impulse can be channelled through the ear and it can afford to move at a more leisurely pace. In fact, if you go too fast and heavy, you sacrifice effectiveness."

High Points

In the commercials, the agency has purposely avoided dependence on the single unexpected climax. To mold its film commercials for multiple showings, the agency has integrated two or three high points into each one. These nuances will be included in future commercials with modifications shown by audience reactions whenever possible.

Both the films and audio messages have stressed "preventive service." Two projects scheduled for early '49 are emphasis on intelligent car maintenance and familiarization of the public with the men and method hitherto obscured under the term of "service."

The dealers will emphasize that every day a car spends in the shop adds a day of cost and inconvenience. Their remedy: When the Chevrolet goes into the shop, have the mechanic give it a thorough checkup to catch any points of possible trouble, and eliminate them while they are still minor. This preventive care will be linked with economy in dollars, cents and time.

First operation to undergo humanizing via the entertainment route will be the motor tune-up. Shown the process from bumper to fan belt, car owners will be able to evaluate and buy service intelligently, just as they do other commodities.

Both these phases of dealer sales technique will also buttress their public relations objective, since knowledge will replace misperceptions with friendly understanding.

With Chevrolet Central Office covering magazine, newspaper and billboard advertising, the dealers feel that television is "their baby."

Through their commercials and programming, they will plug the owner-dealer relationship to maintain and expand current good will.

When production of new cars meets demand, they will have strengthened the ties between themselves and Chevrolet owners and the habit of buying service where the car was bought.

The dealers have shown a willingness to pay top money for talent and production. The show moved into the Hooper top ten a month after its premiere, and was among the top three on The Pulse survey two weeks later.

A recent check of Chevrolet dealers in the metropolitan areas shows a definite upswing in car owners returning to their local Chevrolet dealers for service.

During '48 the New York Chevrolet dealers sponsored a series of

KTTV OPENS

SEVEN program sponsors and five spot buyers helped to launch the commercial television debut of KTTV Los Angeles on New Year's Day.

The station, which is owned and operated by the Los Angeles Times and CBS, kicked off with telecast of the Rose Bowl parade sponsored by . . .

On its heels came the television debut of MacMillan Petroleum with presentation of Football Highlights film, Standard Federal & Savings Loan came next with action shots of players on both California and Northwestern teams, Packard-Bell paid for Sports Roundup following the game, with Bill Henry, Los Angeles Times columnist and commentator, plus Paul Zimmerman, sports editor of the Times.

The game itself, which was commercially sponsored via AM and television for the first time in its history, was paid for by Gillette. Spot buyers on opening day were Bulova, Barker Bros., Coast Federal Savings & Loan, General Electric Supply Corp. and Central Chevrolet.

That evening the station also showcased two hours of sustaining programs to give listeners an idea of programs which were to come.

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MORE TV STATIONS

THE RADIO-TV pie with its dollar total and how it was sliced in 1948 is given in January 1949 Annual Statistical Issue of Tele-Tech. In the left column boxes are shown the factors and agencies that contributed to the (middle boxes) dollar volume of each category. Right boxes indicate how this money was eventually split. Size of boxes is proportionate to volume.

MORE TV STATIONS Seen as Result Of NBS Clock

HOPE that the radio spectrum may be made to accommodate more radio and television stations was held out by the National Bureau of Standards last week.

Disclosing development of an atomic clock of "unprecedented" potential for permitting synchronization without the use of wire lines.

According to RCA-NBC's estimates, synchronization would make possible the operation of approximately the same number of television stations FCC originally anticipated before interference questions arose to prompt the current licensing freeze and re-examination of engineering standards and allocations. But RCA-NBC engineers emphasize that, even with synchronization, the original 150-mile separation standard for co-channel stations should not be violated.

Bureau officials withheld discussion of the "clock" until its formal demonstration, but hinted that its use as a frequency control to permit more stations may be "at the higher frequencies." They also indicated interest in the possibility that it may be used to achieve the benefits of synchronization.

The NBS release, announcing the demonstration, said the clock "is an atomic standard of frequency and time whose potential accuracy is unprecedented. It is better than the present standard, the rotating earth, in several significant ways," the announcement continued.

"It is important both in science, as a tool and method, and in practical application," NBS said. The reference to more radio and television stations was made as an example of the clock's commercial value which was described as "very high."

While declining to give details on the principle of the clock, a Bureau spokesman explained the term "atomic" refers to "vibrations of the atoms in a molecule" of a material used in the clock. It does not mean the clock is operated by the type of atomic energy released when uranium atoms are split, he asserted.

NANCY GREY, who conducts What's New on WTMJ Milwaukee, has been named an honorary member of Delta Kappa Gamma, national education honor society.

CBS TV CLINIC

Storer to Tell Experiences

DEPARTMENTAL costs, video shortcuts developed and paths to decreasing initial TV twice will be outlined by George B. Storer, president of The Fort Industry Co., Detroit, in his opening morning address to the three-day CBS Television Clinic scheduled for New York on Friday, Saturday and Sunday, Jan. 21-23.

"Television - Where Does the Station Operator Get Off?" is Mr. Storer's topic. In an effort to help fellow broadcasters bypass some of the pitfalls encountered by The Fort Industry Co., he proposes to give the more than 260 CBS radio and television executives expected at the clinic a complete breakdown of his company's experiences in the relatively small Toledo market, where it owns and operates WSPD-TV.

Other Fort Industry stations are WJBS-TV Detroit, WAGA-TV Atlanta, WWVA Wheeling, WAGA Atlanta, WGBS Miami and WMMN Fairmont, W. Va., all CBS TV or AM affiliates.

Theme of the three-day conclave, to be held at the Waldorf-Astoria Hotel, is "Television Is A Going Business as 1949 Begins."

Talks and panels at the clinic, to be participated in by leading video officials, are expected to be frank and concrete, according to J. L. Van Volkungen, CBS vice president and director of television operations.

NY AUDIENCES

Hooper Shows TV Advance

SHARP ADVANCES in New York's television audiences were reflected in the advance daytime Hoopertings, released to New York City stations last week by C. E. Hooper Inc. Reports are based on random sample including both radio and television homes.

WABD New York ranks seventh for the afternoon period among the 13 combined AM and TV stations reported on, and hits a high in the North Jersey sample of over 5% of the entire afternoon listening and looking audience.

Individual shows show even higher percentages for TV. WNBST New York hit a 7.4 share for the 5-6 p.m. period, during which it ranks sixth in share of audience among all 13 reported stations. This share is achieved in the overall Hooper sample despite a video set ownership currently in 400,000 homes as compared with four million total homes in the area within a 50 mile radius of Grand Central Terminal.

Set ownership estimates on TV are based on Hooper surveys; the home estimate is computed from BMR county-by-county "total family" estimates.
Nobody seems to know just why newspapers call pictures of pretty girls "cheese cake." But everybody knows why they print them so frequently. Such pictures have a sure-fire, ready-made audience.

It's for this same reason that more and more radio time buyers are using W-I-T-H in Baltimore, the nation's sixth largest market. They get a BIG audience from this BIG independent radio station.

Moreover, they get this BIG audience at very LOW cost. Yes, it's a fact that station W-I-T-H delivers more listeners-per-dollar spent than any other station in town. W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area.

Get in on these low-cost sales. Call in your Headley-Reed man and learn the full W-I-T-H story today.
WARM WESTERN welcomes is extended to Tucson airport to key executive personnel enroute to CBS 9th District affiliates meeting in Hollywood December 13 and 14. (Top photo): Lee Little, KTUC general manager, takes cost. Fang camera (1 to r) are John J. Karol, sales manager; H. V. Akerberg, vice president in charge of station relations; Glenn Snyder, Prairie Farm reporter (KTUO, CBS affiliate); Joseph H. Ream, CBS executive vice president. Facing Mr. Little is William Lodge, vice president in charge of general engineering. Middle photo: Mr. Akerberg is greeted by Tucson's Mayor Houston (r) as he tries on chef's hot for size. Bottom photo: Off to El Conquistador Hotel by means of Arizona Helicopter Service, Mr. Ream bids Mr. Little laughing adieu.

'TELE-ZOOM'

Push-Button Enlarges TV

A PUSH-BUTTON device which permits enlarging of the image on a home television set one and one half times was unveiled last Monday (Dec. 27) at a special showing in New York by Garod Electronics Corp.

Set dealers as well as writers attended the first showing, held at the Cocomat Grove, Park Central Hotel.

Leonard Ashbach, president of Garod, called the new development "Tele-Zoom" and described it as an improvement of Barnacle Kiss, the company's chief engineer.

A patented electronic circuit development permits, by push-button control, blowing up of the conventional rectangular image to an enlarged circular picture the size of the entire image area provided by the cathode ray tube.

The change can be made at will by the set owner himself with the aid of a remote control switch, which is attached to a cord 15 feet long. Control back can also be made by pressing the button.

To permit this instantaneous change, new Garod sets are being constructed without the conventional rectangular mask found in other sets. Prices of the 1949 Garod sets, which will have the new device will remain unchanged from 1948, ranging from $385 to $1,195. Deliveries are expected to start Jan. 15, according to Louis Silver, Garod general manager.

CBS TV

Three More Become Affiliates

TOTAL number of CBS television affiliates rose to 24 last Monday when signed agencies of three more stations to the network's string, according to an announcement by Herbert V. Akerberg, CBS vice president in charge of station relations.

Newly signed on were: WBNR, Columbus, Ohio, as a full primary television affiliate; WAVE-TV, Louisville and KSD-TV, St. Louis.

PHILA. TAX

5% Gross on TV-Taprooms

PHILADELPHIA Receiver of Taxes W. Frank Marshall said the city would start collecting a 5% gross receipts tax from 2,000 television-equipped taprooms in the new year. The levy is expected to yield about $1 million.

The city moved into position to exact this tax when the State Liquor Control Board cleared the way recently with a decision that the city has the authority to require permits for featuring television broadcasts.

"Appropriately Mr. Marshall's hand was forced by the state's action," said Emmett McGinn, executive secretary of the Philadelphia Retail Liquor Dealers Assn. "We had been promised an opportunity to plead our case to City Council before the tax would go into effect.

Mr. McGinn said his association will ask the Council to exempt the taprooms from the tax when it meets Jan. 15. This exemption will be asked by the association in an amendment to the amusement tax ordinance it is preparing for presentation to the Council's finance committee.

KSD-TV, WTMJ-TV Rates

Actually Reduced—Sutton

RATE increases of WTMJ-TV Milwaukee and KSD-TV St. Louis from $250 to $300 per nighttime hour, effective Jan. 1, actually represent reduced circulation costs when compared with last spring when the former rates became effective, Daniel V. Sutton, sales manager of CBS-TV, wrote advertisers in Milwaukee.

"In Milwaukee," he wrote, "this 20% rate increase compares with a 54% increase in set ownership since last rate was established by the council in April 1949. From 2,050 sets then, the figure will have jumped to 15,300 by Jan. 1, according to current estimates. It represents a circulation rate reduction of 22%—from $125 to $23.08 per thousand.

And in St. Louis, television families have grown from 6,200 in May 1948, when the previous rate was set, to an estimated 18,000 by Jan. 1, 1949—an increase of 210%. Resultant drop in circulation rate: 65% from $16.50 to $5.67 per thousand families."

CBS advertisers, Mr. Sutton said, using either of these stations as of Jan. 1, will be protected at the old rate for programs continued without interruption until July 1.

NBC has asked the Philadelphia Board of Education to re-examine a series of educational television programs for network presentation early in 1949. The board was to consider a wide range of subjects, including geography, history, government, finance, literature and music.

VIDEO LAW

"Fortune" Article Covers

"IS THE air open range, or can telecasters control pickups of their programs?" This subject is covered by David M. Solinger, an attorney specializing in the law of advertising, radio and television, in the January issue of Fortune.

"If the industry can substantiate the claim that it has a property right in a television broadcast, the courts will grant injunctions against an unauthorized use." Establishment of this property right is possible through the use of copyright material, Mr. Solinger points out, and "if a television broadcaster can establish that his program contains original literal material, he will have the same property rights of the owner of a statutory copyright."

DETOIT BAN

Video in Housing Hit

BAN on television sets in Detroit's low-income public housing projects was disclosed last Tuesday (Dec. 28) by the city's Housing Commission. James H. Inglis, Housing Commission director, said all requests for permission to install television sets in the project houses had been refused.

In answer to an inquiry from the New Orleans Housing Authority as to Detroit's policy, the Detroit Commission said it felt the tenants could better save their money toward down payments on their own homes."
THE TALKING PEOPLE

Willson Brain Children Are Successful

By ANN AUGUST

"HER HEH, ha ha, ho ho, uh huh!"—No, not a strengthening exercise for the vocal cords. Just part of the regular repertoire of a unique group of radio commercial renderers, The Talking People. Brain children of Meredith Willson, composer and orchestra leader, this group of five who talk as one are currently doing commercials with him on three General Foods Corp. programs for Jello. They appear in the flesh on ABC Meredith Willson Show; are piped into NBC Aldrich Family and record their commercial for CBS "Mr. Ace & Jane."

The idea for such a group came to Mr. Willson when he was with Armed Forces Radio Service as musical director during the war. Since no commercials could be broadcast overseas, he was faced with the problem of filling in empty spots left by commercials in the programs. This gave him the idea of a commercial that would not only give a message but be entertaining as well. And in seeking something "different" in radio commercials, he hit on the thought of a group chanting the same words in unison.

Same Five

It wasn't until four years later, in 1946, however, that the Talking People became a reality, with their debut on CBS Canada Dry-sponsored Sparkle Time with their creator. And the original five people, John Rarig, Betty Allan, Bob Hanlon, Norma Zimmer and Maxwell Smith, are still talking. All of the group are singers, a prerequisite for their current chores.

The quintet is conducted by Mr. Willson in the same manner as an orchestra. (Only it's harder, says he.) All the lines, including those for his own speaking, are written and rehearsed by him. Dialogue consists of quick humorous repartee between him and the Talking People involving the sponsor's product, Jello. (Agency: Young & Rubicam.)

In their early lisping days he wrote musical accompaniment for their words, but as they grew to know the rhythm and timing, he had only to write the words in script form. By now they laugh, cry, splutter and gasp as one.

Rehearsal time has decreased from five to six hours when they first started on the three programs in October of this year, to approximately an hour and a half weekly now. In this time they rehearse their two and one-half minute appearance on Meredith Willson Show; their one minute and ten seconds each on the other two shows.

Fan Mail

And, in these days, when the radio-listening public merely tolerates listening to the products that beset it, this happy group of commercial choristers receive fan mail. Approximately 50 to 60 letters find their way to them every week. Some of the writers have accused Mr. Willson of using a Sonovox, not believing there were really five voices. They'll soon be able to prove their multiple existence, however, when they face the public across a television screen, and that, according to Mr. Willson, is their next step.

Talking People are (l to r) Betty Allan, Norma Zimmer, Maxwell Smith, Bob Hanlon and John Rarig. Meredith Willson (r) directs.

The Patroon of the Week

TED KELLY

Chief Time Buyer, Cecil & Presbrey, Inc.

Another ex-sergeant joins the H.O.P. Ted, who buys time for such nationally known accounts as Ronson Lighters, El Praco Cigars, Philip Morris, Block Drug Co., etc., was today presented by the William G. Rambeau rep with a certificate of membership in the Honorary Order of Patroons and the deed to a tract of land in the heart of Patroon country.

*PATROON—Aristocratic Landholder of the Hudson Valley

You'll be able to figure it out for yourself when you look at the 10KW power, the coverage and the rates. You reach more people, more often and at less cost per person with WPTR.

WPTR

10,000 Watts of POWER Night and Day

PATROON BROADCASTING CO., ALBANY, N. Y. • • • Represented by RAMBEAU

BROADCASTING • Telecasting

January 3, 1949 • Page 35
TO PROMOTE the new 1949 Chevrolet car and the automobile show at which it will be presented in New York, both the Chevrolet dealers of New York, and General Motors are supporting a spot announcement television campaign.

Effective Jan. 10-17, the dealers will sponsor the spots and find the 17th to the 20th the central office of Chevrolet will underwrite the spots, promoting the new car.

On Jan. 17 to 26 the spots will plug the automobile show for General Motors. The entire campaign will be carried on the following New York video stations: WCHS-TV, WNYT, WABD-DuMont, WPIX, WJZ-TV.

The Chevrolet dealers of New York will also sponsor starting Feb. 7 the Golden Gloves boxing tournament, semi-finals and finals on WPIX.

**COMPTON AGENCY**

Names Morgan to TV Post

ORGANIZATION of a television division of Compton Advertising, New York, has been announced. Brewer Morgan has been named manager of the video division of the radio and television program department, headed by Lewis Titterton. Morgan has been with the agency since 1945.

Television commercials will be prepared by the radio and television copy department, directed by Muriel Haynes.

Compton is now producing the video show “I’d Like to See,” for Procter and Gamble, Cincinnati.

**GM VIDEO**

Spot Campaign Planned

Since the introduction of the new 1949 Chevrolet car and the automobile show at which it will be presented in New York, both the Chevrolet dealers of New York, and General Motors are supporting a spot announcement television campaign.

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The Chevrolet dealers of New York will also sponsor starting Feb. 7 the Golden Gloves boxing tournament, semi-finals and finals on WPIX.
THE DAILY HIT PARADE
GIVES YOU RATINGS
HIGHER THAN NETWORKS*

In Cincinnati, the Daily Hit Parade gives you higher ratings than such network shows as The Lone Ranger, The Contented Hour, Lowell Thomas, Three Star Extra, Gene Autry Show, Blondie, Curtain Time.

These top-flight advertisers are now using The Daily Hit Parade:

PROCTER & GAMBLE "DRENE"
CAMEL CIGARETTES
MGM PICTURES
COLLIER'S MAGAZINE
BULOVA WATCHES
4-WAY COLD TABLETS
BRUCKMAN BREWING CO.

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

FIFTY THOUSAND WATTS OF SELLING POWER
TURN OF the year saw the most significant moving day in many a radio moon. In the trade, the disposition is to regard these changes as simple shifts in the program scenery, with the capital gains tax approach as the enticement. A more apt appraisal, in our view, is that it's the beginning of a radio revival with the TV in the foreground. The shift in some top-ranked programs may be only the beginning. There are signs of negotiations for switches in network affiliations. But these will develop after there's an opportunity to appraise the ratings of these old programs on different networks.

Whether there will be an "affiliation war" reminiscent of radio's earlier days isn't yet apparent in the air. To whom there are the radio artist owe his loyalty? He owes his place in the radio firmament to the opportunity offered by the networks and its affiliates who exhibit his talents to the people. Popularity—as measured by his rating—pegs his value to the sponsor who foots the overall bill. Programming is show business, Show business is by the standard of deep sentiment (i.e., the show's the thing). Then, to whom does the radio artist owe this loyalty? The network (and affiliates) which gave him the opportunity? The people who listened and thus produced the ratings? The sponsor who paid the bill?

Well, we guess, as almost always, it's the "take home pay" that counts.

F O L D O L D E N CONVENTIONS have dominated the Bailey family, Stuart Bailey might have doocily followed his father-in-the building business. Indeed, that was his first perceptible leaning. But instead he took the engineering road of field-intensity measurements, allocation problems, radar, and radio aids via the U. of Minnesota.

Last November Stuart Bailey was chosen to head the Institute of Radio Engineers' 22,000-member organization for 1949. He assumed his new responsibilities Jan. 1.

Mr. Bailey was born in Minneapolis, Oct. 7, 1906.

He received his B.S. in electrical engineering from the U. of Minnesota in 1927. A Master of Science degree followed from the same institution the next year.

Even during his undergraduate days, Mr. Bailey was active in engineering. He was a staff member of W9X1, the university's experimental station. While taking graduate work, he served as chief engineer of WLB, owned and operated by the U. of Minnesota.

A thesis there on radio field intensity measurements garnered for him a Master of Science degree—and portended years of accomplishment and industry service. It was also the beginning of a relationship with his eventual wife, Susan Jansky, Jr., of the Washington consulting radio engineering firm, Jansky & Bailey. And his professor of radio at the U. of Minnesota was none other than Mr. Jansky.

Sharing in the IRE honor is Mr. Jansky, himself a former IRE president and one of Mr. Bailey's most ardent supporters. Their respective IRE tenures come exactly 15 years apart—and they constitute a unique distinction for a radio consulting firm.

In the summer of 1929 he accepted a position as assistant radio engineer with the airways division of the U. S. Dept. of Commerce. That experience with Commerce proved enriching. Working on radio aids to marines and air navigation, Mr. Bailey initiated and supervised the early work of the Lighthouse Service in this field. In addition, he participated in the development of the visual radio range for use on airways of the United States.

Mr. Bailey went to Panama the following summer (1929) and while there installed two automatic marine radio beacons, one at the entrance to Cristobal Harbor, the other at Cape Mala, 120 miles south of Balboa.

In September 1930, Mr. Jansky contacted (Continued on page 12)
**AFRA SAYS NO**

To Recorded Repeats

AFRA, after a poll of radio actors, including top stars, has refused to permit CBS and NBC to use recorded repeats of top programs during the summer and at other times on the basis of a reduced payment plan to talent for rebroadcast rights.

George Heller, AFRA executive secretary, said that actors queried on the plan felt the broadcasting of repeat programs "would be of dubious value both to the industry and the performers."

It is well known, however, that the main stumbling block to AFRA acceptance was the fact payments to actors for rebroadcasts would be but a fraction of their original fees. A further stickler for the union was the fear that airing of such programs as summer replacements would create a big unemployment problem.

**PENDING** the move to a new building located at 12 East 53d St., which it purchased, Maxon Inc., New York, will move from its present quarters at 570 Lexington to temporary quarters at 28 Broad St. The move to permanent quarters in their own building will be made several months hence.

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**BOWLED FILMS**

Are Shown on CBS TV

FILMED highlights of the New Year's Day classic football games were to be shown in a special half-hour film on the CBS television network, Sunday, Jan. 2, 10:15-10:45 p.m. (EST). Through special arrangements with the Gillette Safety Razor Co., Boston, sponsors of the CBS coverage of the Orange and Rose Bowl games and of the West Coast telecast of the Rose Bowl contest, the films were to be shown over CBS TV stations on the East Coast.

Since the Rose Bowl game was to end at approximately 7:30 p.m. (EST), a helicopter was to transport the film from the bowl to the Burbank, Calif., airport for transport to New York in time for yesterday's showing.

The filmed highlights of the games will also be shown today (Monday) on CBS television stations in Chicago, Cleveland, Detroit, Toledo, Milwaukee, St. Louis, Atlanta, Houston and Richmond.

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**Orange Bowl TV**

MIAMI'S Bayfront auditorium, seating 2,000, was expected to be sold out for the first telecast of a New Year's Day Orange Bowl game last Saturday. WGBS Miami sponsored the telecast, which was handled by a special RCA crew.

A microwave link was used in the transmission, which ordinary TV receivers were unable to pick up because of the ultra high frequency. Supplemental equipment, including a remote control truck, was taken to Miami from WAGA-TV Atlanta. The Bayfront auditorium audience saw the game, featuring the U. of Texas and the U. of Georgia, on a movie-size screen.

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**20 Years Service**

1929-1949

Savannah's
No. 1 Station

PLUS WTOC-FM

Represented by THE KATZ AGENCY, INC.

January 3, 1949 • Page 53

**BROADCASTING • Telecasting**
HERE IS THE LATEST WCKY STORY

THE HIGHEST RATED LOCAL SHOW IN CINCINNATI

THE WCKY DAILY HIT PARADE

Nelson King, M. C.
6:15 - 7:00 PM
Monday - Sunday

RATINGS AS HIGH AS 7.9*

The Daily Hit Parade has an average rating of 7.1 for the 21 quarter-hours it is on the air each week.

(* - Pulse, Sept-Oct 1948)

INVEST YOUR AD DOLLAR WCKY'S-ly
TAKE THE GUESS OUT OF BUYING
WITH WOV'S 5 Audited Audiences

WOV CAN TELL YOU THE DIFFERENCE IN PEOPLE, TOO.
Not from a crystal ball, but from sound, basic facts—known, 
proven, tested facts—Specific Market Information on each of 5 
Audited Audiences.

Now you can know where listeners live and shop; what they earn, 
spend and buy; what they like and dislike. All this and other per-
tinent data on specific listening groups available on WOV'S 5 Aud-
ited Audiences.

We want you to have the knowledge of 5 Audited Audiences, each 
a different group of purchasers; each the result of a penetrating, 
accurate and continuing listener survey. Ask for the facts that will 
help you to "TAKE THE GUESS OUT OF BUYING."

WOV's Pantry Survey...new, accurate, informative...shows you 
where you and your competitors stand in the New York Market.

Ralph N. Well, General Manager — The Balling Co., National Representatives

* WAKE UP NEW YORK with Max Cole
* 1280 CLUB with Fred Robbins
* BAND PARADE with Bill Williams
* PRAIRIE STARS with Rosalie Allen
* ITALIAN MARKET OF 2,100,000 Italian-
speaking Americans. More than the com-
bined population of Baltimore and Wash-
ington.
his former pupil, and together they formed Jansky & Bailey.

In the consulting field Mr. Bailey's activities have embraced both general and specific engineering guidance for broadcasting stations and commercial operating companies. He supervises all laboratory functions of the firm, including the development of field-intensity measuring equipment and other devices used in evaluating radio station effectiveness.

Mr. Bailey has been actively responsible for the station coverage system on physical field strength which was to win approval of the American Assn. of Advertising Agencies and eventual use in FCC's standards of Good Engineering Practice. Mr. Bailey feels that the growing stress on attempts to evaluate station performance is inevitable, notwithstanding an equally heavy emphasis on popularity of programs.

The new IRE president's earlier experiences and his current consultant work on radio aids to navigation were to afford an excellent background for the firm's operational studies and report to the Lake Carriers' Assn. on the practical application to Great Lakes navigation. This project was a cooperative one by shipmaster operators and radar manufacturers resulting in minimum specifications of radar for use on the Great Lakes.

War Activities

During the war, when Jansky & Bailey received government contracts, Mr. Bailey aided in the determination of vulnerability of certain United States and enemy captured equipment, and his contribution to the Office of Scientific Research and Development.

Mr. Bailey was also active in the development and construction of radar and anti-aircraft equipment for WIXO, which the consulting firm maintained until 1945 when it sold out to WIXO Broadcasting Co.

The 1949 president has been connected with the IRE since 1928 when he became a junior associate member. He was made a member in 1936, senior member in 1943 and promoted to the grade of fellow the same year. Long active within IRE circles, Stuart Bailey contributed most of his efforts and engineering know-how along wave propagation lines. For 11 years—from 1937 to 1948—he was a member of the IRE wave propagation committee. From 1943 to 1944 he was also a member of the admissions committee.

In 1943 and 1944 Mr. Bailey was a member of the Institute's board of directors, and was elected to the board for a three-year term beginning in 1945, and served on the executive committee, and last year held the treasurer's post.

Mr. Bailey has been married for over 25 years, and he has five children. He is a member of the Washington Chapter of the American Broadcasting Assn., and the Scientific Assn. on Communications. He is a member of the Chicago Scientific Society and the Chicago Valley Institute of Technology.

LOW-BAND FM
Dropped by 11 Stations

EIGHT commercial FM outlets, one experimental station and two non-commercial educational FM stations were slated to cease operations Dec. 31 on the old "low-band" FM band, according to FCC. Authority for dual operation on both the present "high" band (88-108 me) and old "low" band (44-60 me) expired on that date.

After reallocating FM several years ago, the Commission allowed continued use of the low-band channels for the limited period to provide sufficient time for listeners to convert receivers or get use out of old low-band only sets. During the past year efforts were made by FM Assn. and others to secure action by the FCC to drop many of the low-band stations. The action was taken June 19, 1948.

The commercial stations which dropped low-band transmission included: WTWJ-FM and WDRF-FM Hartford, Conn.; WGTR Boston; WWJ-FM Detroit; WQXR-FM and WABF New York; WELD Columbus, Ohio, and WEFM Chicago. All continue on the high band. W2XMN, experimental outlet of FM's inventor, Dr. Edwin H. Armstrong, located at Alpine, N. J., ceased functioning and has become W2XEA on the high band. Educational stations ceasing low-band transmissions were WEZB Chicago and WBOE Cleveland.

Indiana FM Grant

NEW CLASS A FM station was granted by FCC last week to Northern Indiana Broadcasters Inc., Michigan City, Ind., and license to Class A station WISM there. Facilities authorized under the FM construction permit were Channel 228 (93.5 mc), ERP of 1 kw.

MEMBERS of the Washington Chapter of the Assn. of Women Broadcasters who visited the Blue Plains Home for the Aged with Christmas gifts boxes from the Association include (1 to r): Harriet Sabine, Can Mgrs. Institute; Ruth Crane, WMAL-ABC; Maryon McClain, WCFM; Pat Griffin, NAB; Nancy Osgood, WRC-NBC; and Hazel Markel, WTOP-CBS. Gifts included books, articles of clothing, and several recorded radio programs of D. C. stations.

Respects

(Continued from page 40)

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TRANSFER BIDS

Seven AM, Two FM Asked

TRANSFER and assignment applications involving seven AM and two FM stations were filed with FCC last week for approval.

Sales prices total approximately $185,000.

The applications:

KABC Los Angeles, Calif.—Transfer 250 shares (16 2/3%) common stock each by KABC, Inc., and R. F. Boardman, co-owners, to Sheldon Anderson, general manager of station, and Herman Anderson, vice-president. Each of four broadcasting license holders is assigned 250 w fulltime on 1490 kc.

KOKO La Junta and KSPT Trinidad, Colo.—Contingent on approval of KOKO's sale of license to group of shareholders for $200,000, sale of KSPT to Mr. Lupton by group of shareholders for $47,000.

KOKO—Mr. Lupton holds 25% interest in KSPT and also has sold and leased mining interests. He acquires 63% interest in KOKO and an additional 32 1/2% interest in KSPT for total consideration of at least $157,000 and KSPT on July 1 (due July 31) and on the 15th of each month thereafter providing holding in either station, or both, in case of failure of shareholders to sell. Mr. Lupton also buys 70% interest in station, or both, in case of failure of shareholders to sell. Mr. Lupton is local attorney. Sellers are E. A. Mitchell, James L. Durrand and R. K. Schneider, 26 2/3% each; Arnold Geb- hard and W. G. Lister, 5 1/2%; WCMC, 8 1/4%; and KOKO is assigned 250 w fulltime on KSPT at 1180 kc.

KWMY White Plains, N.Y.—Transfer of KWMY-FM, broadcasting on a vacuum line and its license to the Broadcasting Assn. on Communications and its license to the Broadcasting Assn. on Communications.

WMTT Ownership

WMTT McMinnville, Tenn.—Acquisition of control of McMinnville Broadcasting Co. by Mr. Allbritton, 20% owner, who purchases remaining 80% for $5,000.

WCMC Canton, Ohio—Transfer of WCMC-FM and its license to the Broadcasting Assn. on Communications.

WCMC—FCC has approved a sale of WCMC-FM and its license to the Broadcasting Assn. on Communications. WCMC is assigned 250 w fulltime on 93.5 mc.

KODI Cody, Wyo.—Transfer of control of KODI, FM, the Co., to the Broadcasting Assn. on Communications, the Co., owners, to the broadcasting assn. on Communications.

RADIOTRACKS is a service of Radio Program Exchange, Inc., providing upto-the-minute information on radio and television stations throughout the U. S. and Canada. RADIOTRACKS is produced by Broadcasting. For further information, write to Broadcasting, 1230 Avenue of the Americas, New York 20, N.Y.
BROADCASTING

(Continued from page 24)

failed to conform to engineering checks of coverage but revamped the figures after sufficient pressure was brought to force a careful re-check.

The 1946 BMB data were poor in the first place and are useless now, it is charged, with few agencies giving them serious recognition. Usage in five-week listening as a criterion is said to have enabled stations to claim audiences in vast areas where they actually have fewer or no regular listeners. This in turn is credited with inducing agencies and advertisers to buy fewer stations than they need to reach desired audiences, leading to a diversion of millions of dollars into other media.

One of the weak spots in the whole BMB structure is declared to be its inability to exercise more control over the way its reports are used by stations. The reports are manipulated to give greatly exaggerated pictures of station coverage, it is charged, with BMB apparently powerless or reluctant to police utilization of the figures.

BMB Formula Assailed

Heated charges are made against BMB's use of the once-a-week listening formula in the 1946 coverage data. BMB's 1946 ballot, as now planned, asks listeners if they listen once or twice weekly, three to five times, and six or seven times a week. Moreover, 650,000 ballots will be mailed as against 500,000 in the first survey.

BMB critics are still seething over the battery of agency executives thrown at them by Hugh Feltis, BMB president, during the summer-fall NAB district meetings. They charge that other and more subtle pressures are applied, with BMB using NAB membership as a weapon to induce subscribing.

Complaint was heard in several sources last week about a letter sent to stations by Joseph M. Allen, vice president in charge of advertising, Bristol-Myers Co., New York, urging them to sign now. Mr. Allen is a member of the BMB board and executive committee, serving as one of the seven advertising representatives named by the Assn. of National Advertisers.

Mr. Allen told Broadcasting that while he had not yet received any response to the letters, which were mailed last Monday, he hoped they would succeed in "starting a fire under some of these holdouts."

He said letters went to some 50 stations in two slightly different versions, one for stations that subscribed to the first BMB nationwide study in 1946 but still not enrolled for the 1949 project, and the other for stations which have not subscribed to BMB at all. The latter letter read as follows:

We are finding it increasingly difficult to include your station in our radio plans because you have failed to make available to us your BMB figures on station listening and coverage. Since BMB has the approval of the NAB and is administered with NAB representatives on the board, including the president, and since most of the NAB members are subscribers to BMB, I find it a little difficult to understand why your station is one of those that prevent BMB from having an industry-wide value for advertising and advertising agencies.

We are important buyers of radio time and as such feel that we are entitled to reliable, accepted figures on your station's listenership and coverage. Won't you please let me know if we can expect BMB figures on your station in the future?

Want Detailed Accounting

Desire for a complete BMB audit, as voiced by industry critics of BMB, includes such matters as specific entertainment items, expense accounts for travel and similar items, and general management efficiency. Several comments have been heard about a recent BMB brochure on the ground that it is a costly promotion piece rather than a reference document.

Among NAB board members there still exists a desire for a thorough BMB revamping. They are not agreed on how the job should be done. Some favor a wide-open attack on the ground that NAB's seven-vote block in the 21-vote BMB board can be overruled by the seven agency and seven advertiser members.

Other NAB directors feel that while the results of the November action were not all that they desire, the full benefit will not be apparent for some time. Still others take the stand that vast sums have been spent to supply agencies and advertisers with coverage data and that any agitation at this time might destroy the investment.

Through Official Channels

They argue that BMB's board heeded most of NAB's desires in November and that the necessary overhauling can be done through official channels. The point also is made that the joint BMB operation is in itself an effective weapon in keeping agencies and advertisers on friendly terms with broadcasters and keeping them posted on the sales power of the broadcast medium.

Members of the BMB Executive Committee scheduled to meet Jan. 11 are J. Harold Ryan, WSPD Toledo, chairman; Roger W. Clipp, WFIL Philadelphia; Justin Miler, NAB president; Frederic R. Gamble, AAAA; Leonard T. Bush, Compton Adv. Agency; Paul West, ANA; Mr. Allen.

NABET Independent

NABET (National Assn. of Independent Broadcast Engineers & Technicians) is strictly an independent union and is not affiliated with American Federation of Labor as stated in the Dec. 27 Broadcasting. NABET has contracts with NBC, ABC, WOR New York, WMAJ Washington and a long list of other stations and operates independent of any union federation.

THREE DIFFERENT MAPS PROVE WSIX covers Nashville's trading area!

Signal strength, mail pull and BMB audience maps all show almost exactly the same coverage. They prove that WSIX gives you Nashville's 51-county retail trading area. In WSIX's 60 BMB counties 1,321,400* people spend $654,888,000 yearly in retail stores alone. No wonder sponsors get results year after year with WSIX. It's a better buy for you, too.

"Projected from Sales Management May '48"

* Write for convenient tabulation of market data.

National Representative: The Katz Agency, Inc.

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

The Voice of Tennessee's Capital City!

NASHVILLE, TENNESSEE

BROADCASTING • Telecasting
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1949 OUTLOOK

Further Opinion Given

- "Outlook for the Augusta and WGAC area... very favorable due to reactivation of Camp Gordon... and construction of houses..."- J. B. Fuqua, vice president and general manager, WGAC Augusta.

- "I believe it will be an important year... whether radio stations will continue successfully as a separate medium, or if TV will eventually displace radio's earnings and influence."- Don Pederson, general manager, KLAC-TV Hollywood.

- "... Both regional (AM) and TV business will be up on Don Lee."- Ward Ingram, director of advertising, and Bob Hong, TV sales manager, KJH (TV) Los Angeles.

- "Radio's biggest challenge is to prove that, with the influx of new stations, (it) remains a better medium than newspapers. ... The big networks are thinking so much about television they are not furnishing the affiliates a good service as they could or should. The individual station manager must step in..."- Mr. Brown, president and general manager, WORD, Spartanburg, S. C.

- "Agency Comment" Typical late agency comments from Chicago, reflecting optimism for 1949, were these: "Some accounts that never were in radio before are planning campaigns for 1949, but few are planning very far into the new year. Selling FM may be a 1949 development... Regarding television, few of our clients have the experimental budgets to enter this new medium."

- "We anticipate a slight increase in use of radio... with spot demand up about 15%. However, radio will not take anything away from print media."- James H. West, radio director, H. W. Kastor & Co.

- "... No drastic cutbacks of radio budgets are expected during the year."- James G. Cominos, vice president and general manager, LeVally Inc.

Among advertisers, Standard Oil Co. (N. J.) said it had "no further plans for radio activities" to supplement its New York Philharmonic broadcast.

Harry Bullis, chairman of the board, General Mills, asserted that while "we are committed to substantial additional experimental activity in television during the coming year... until a medium is able to reach a majority of homes, it cannot be a basic medium in our advertising plans." He added, however, the firm would be in a position to utilize TV "progressively as its coverage develops."

All top radio shows sponsored by Lever Bros., except those continued in 1949, with television being "studied constantly and with interest," a spokesman of Lever Bros. told Broadcasting.

Termination of the AFM record ban and introduction of long playing microgroove records by Columbia Records point to 1949 as one of the canned music industry's biggest years.

Initially a pretty good agreement was reached with Frank K. White, president of the firm. Over 300 stations are equipped with LP players, he said, and 15 major manufacturers are now producing or considering production of LP discs.

"Television moves ahead even faster in 1949," Dr. Allen B. DuMont, president, Allen B. DuMont

SPOT PROBE

A WEEK'S DELAY of the opening of the first session of FCC's hearing on networks' right to serve as spot advertising representatives of their affiliates, slated to start today, was ordered by the Commission last week.

Under the revised schedule the hearing resumes next Monday (Jan. 10). Authorities expect two to three days' may be needed to complete the hearings to which the Commission devoted five days in the opening session a month ago [Broadcasting, Dec. 6].

Among the principal presentations yet to be made are those of NBC and ABC. National Assn. of Radio Station Representatives, whose-complaint against network representation of affiliates originated the investigation, completed

Week's Continuance

Ordered by FCC

Mr. Cox Mr. Rosenman

- "We expect... better programming on all levels, with the trend toward block programming (and) listening to reach new highs."- Alex Rosenman, commercial manager, WCAU Philadelphia.

- "Retail sales (here) will continue to be high, although sellers' market will be on wane... a competitive situation... to the benefit of advertising media..."- Robert Tinch, general manager, WNAX Yankton, S. D.

Mr. Jett Mr. Brown

Mr. Fitzsimonds Mr. Campbell

- "Regional advertisers who have shown a tendency to switch to announcements in postwar period again are inquiring about programs... Business in South-west generally... sound."- Martin Campbell, Texas Quality Network, and general manager, WFAA Dallas.

- "Intermountain Network shows a 61% increase in billings over 1947... (regionally) an increase of 80%. (nationally) an increase of 33%. We firmly believe the buyers' market is here."- Lynn L. Meyer, vice president, Intermountain Network.

- "... Inasmuch as AM radio can move more merchandising per dollar than any other medium, we are looking forward to a 10% increase in 1949."- Art Mosby, president, KGVO M yuma, Mont.

- "AM radio will suffer temporarily in markets where television goes on the air. AM radio can increase its revenue, at least locally... from new sources combined with imaginative selling."- H. R. Kreistein, vice president and general manager, WMPS Memphis.

- "... Should be a productive, prosperous year for Kansas City radio... (since) it is located in the middle of the Magic Circle of mid-America."- E. K. Hartenbauer, general manager, KCMO Kansas City.

- "... Midwestern prosperity and business must basically be predicated on agricultural prosperity... We believe radio will get its just portion of the advertising monies spent to develop sales in that market."- Glenn Snyder, general manager, WLS Chicago.

- "... One of AM radio's best years... I am one of those who believe television will eventually replace AM radio as we know it; however, that day is far enough away so that concern... need not be considered estimating AM's '49 revenue."- Mort Watters, vice president and general manager, WCPO Cincinnati.

- "... Our entire business is TV. ... Expect '49 to be a banner year for it will introduce network coverage. ... This opens up tremendous possibilities."- E. B. Loveman, vice president and general manager, WPTZ (TV) Philadelphia.

- "We operate only TV and FM... We look for an increase generally in all fields due to tremendous impact of TV... With increased set sales and possibility of Transit Radio, we look for an increase in FM business."- E. K. Jett, WMAR-TV W M A R - F M (Sunpapers stations) Baltimore.

- "Southern California stations will undergo their most difficult period in more than a decade. ... There is already increasingly sharp competition... (including that) from other media. ... Could be bleak year for some stations..."- W. B. Ryan, general manager, Earle C. Anthony Inc. (KFI KFI-TV KFI-PM).

- "Future of radio and/or TV in the Portland area... is dependent upon growth of industry..."- H. Quenton Cox, general manager, KGW Portland.

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Broadcasting* Telecasting
Labs, declared in his year-end statement. Aside from TV's potential growth, Dr. Dumont called for the "lifting of the freeze and early exploitation of ultra high frequencies" in 1949 to service smaller cities and towns. He said that would be 1949's "outstanding development."

Meanwhile, continued expansion of TV set manufacture facilities and the beginning of initial profits by television stations were foreseen by Raymond C. Congrove, executive vice president, AVCO Mfg. Corp. He predicted an "excellent market" for TV receivers and a rapid growth in the number of advertisers using the medium. General business this year should be almost equal to that of 1948, he added.

PRE-AITC MEET
Webster Heads U.S. Group
FCC COMR. E. M. Webster is slated to head the U.S. delegation to an international conference starting about mid-January in Geneva to make preparations for the Administrative International Telegraph Conference to be held in Paris in May. The preparatory conference is expected to last about three weeks.

Mr. Webster and T. H. E. Nestor, associate chief of the international radio frequencies staff of the State Dept.'s International Broadcasting Division, will be vice chairman of this country's delegation. He and other members expect to sail on Jan. 8, while Comr. Webster plans to leave by plane about Jan. 17, starting date of the conference.

FCC staff executives who will attend are William J. Norfleet, chief accountant; Marion H. Woodward, assistant chief engineer in charge of the Common Carrier Division, and Jack Werner, assistant chief of the Law Bureau's Common Carrier Division.

FCC meanwhile has invited submission of proposals for changes to be made in the International Telegraph Regulations in preparation for the Paris conference. Proposals must be made by Jan. 10.

Ritter on ABC
P. J. RITTER Co., through the Clements Co. Inc., Philadelphia, has contracted for 52 weeks for Betty Clark Sings, over an Eastern ABC network, effective Jan. 15. The program, 15 minutes in length, features 12 year old Betty Clark, blind singer, whose entire script will be in verse, with musical background provided by an electric harp and electric guitar. Commercials will deal with the company's chili sauce, relish, catsup and other food products.

WALTER WINCHELL
K-F Is His New Sponsor

EFFECTIVE Jan. 2, Walter Winchell, Sundays, 9-9:15 p.m. on ABC, will be heard with a new sponsor, Kaiser-Frazer Sales Corp., and a new announcer, Cy Harrice. In addition, Mr. Winchell's repeat broadcast will be carried on both the ABC West Coast stations and the Don Lee network simultaneously Sundays, 8:30-8:45 p.m. (PST).

Mr. Harrice will succeed Ben Grauer who has been announcing the Winchell show for the past 16 years, while it was sponsored by Jergens Lotion.

The William H. Weintraub Co., New York, is the agency for Kaiser-Frazer Sales Corp.

Meanwhile Louella Parsons, Sundays, 9:15-9:30 on ABC, sponsored by Jergens Lotion, effective Jan. 2, will also be carried repeat on the Don Lee network following Mr. Winchell in the 8:45-9 p.m. period (PST). Robert Orr Assoc., New York, handles the show for Jergens.

TV and Husbands

JOHN J. ANTHONY, WMGM New York human relations counselor and director of the Marital Relations Institute for 20 years, claims that television keeps hubby home, but sends wifey back to ma. Pointing out that although television, home-centered entertainment, might tend to unify family interest, wives get fed up with feeding hubby's sports fan cronies night after night as they digest endless diets of video sports and intermission snacks.

CARLTON FREDERICKS, WMGM New York health and nutrition expert, was cited last week by the American Veterans Committee for "outstanding services to the public in advancing the science of nutrition."

TOY SOUND KIT
NBC Staffers' Idea

WILLIAM BRINKMEYER, staff sound man for NBC, has had a profitable brainstorm in his radio sound kit, which is providing the current toy market with an imaginative and educational item. Designed to give youngsters the necessary basic sounds used in radio production, the kit supplies manual and recorded effects. With printed instructions for their use, the package also contains recorded dramatic sketches featuring Ezra Stone, Ty Perry and Ed Jerome. Sound effects are omitted from the recordings, and are to be inserted by the youngster, who works from professional scripts.

Currently being demonstrated at the Toy Show in New York's Museum of Science and Industry, the set is assembled and packaged by the Assoc. for the Blind.
ALL FOUR networks last week reaffirmed their decision to abide by the NAB code, which officially goes into effect Jan. 1.

An ABC official said "NAB is already in line with the NAB code and sincerely hopes all other radio stations will follow suit. We have already notified sponsors of giveaway shows that all mentions of commercial names of products given away will be charged against time for their commercial announcement."

Edgar Kobak, president of Mutual Broadcasting System, explained that MBS had a "department of continuity acceptance which is charged with the duty of seeing to it that everything which goes on our air conforms with the best broadcasting practices, as adopted by the industry—for instance, the length of commercials on sponsored programs; the questions of good taste and moderation in children's programs and on subjects which may be controversial; the handling of crime in mystery shows; and many other points covered in the code."

MBS Standards

Mr. Kobak also said that he didn't want to give the impression that "we think of our programs—with no faults and weaknesses. In fact, on several points Mutual's own program standards are stricter than the code. But our approach is a simple one. We will speak up and try to get the weaknesses strengthened and the errors corrected, if we possibly can. But as long as a provision is in the code, we will live up to it—until it is changed by due and orderly process."

ABC has notified its advertisers and agencies of certain changes in network policies. The policy changes, Mark Woods, president of ABC, said in a letter, are chiefly concerned with the maximum time to be allotted to advertising messages on programs carried by ABC.

Commercials Allowed

Between the hours of 6 p.m. and 11 p.m., Mr. Woods said, "The maximum time to be used for advertising, allowable to any single sponsor, regardless of type of program, and the manner in which the advertising message is distributed through the program should be for a five-minute program, one minute; 10-minute programs, 2 minutes; 15-minute programs, 2 minutes, 30 seconds; 25-minute programs, 2 minutes, 30 seconds; 30-minute programs, 3 minutes; 45-minute programs, 4 minutes, 30 seconds, and 60-minute programs, 6 minutes.

Mr. Woods also designated the commercial allowances that will be observed in daytime commercial broadcasts.

All copy pertaining to contests on radio programs, concerning the exploitation or sale of a sponsor's product or services, will be counted as commercial time," Mr. Woods asserted. "This also will cover any references during the course of a broadcast made to prizes or gifts offered to participants in radio contests."

Mr. Woods pointed out that such types of programs as Stop the Music do no fall in the category of a radio contest, and are more properly classified as audience participation of "giveaway" programs.

ABC has decided that in announcing the prizes on such "giveaway" programs it will count as advertising any unduly detailed description of material used in connection with the award as well as the trade name of such advertising.

CBS 'Glad'

A CBS spokesman said that CBS was "glad to see the NAB code go into effect and hopes it has wide industry support. We have advised all advertising agencies on the way the code affects them, and we are receiving fine cooperation."

ATTENDING testimonial dinner in Kansas City last Monday for President Truman's former hobbeshopy partner, Eddie Jacobson (r), were the President and Tom L. Evans (l), president, KCMO Kansas City. Mr. Evans is one of Mr. Truman's oldest friends. Dinner was the occasion of the President's off-the-cuff remarks charging Russia with reneging on agreements and blocking peace progress.

ALL-RADIO FILM

DETAILED PLANS for distributing and showing the All-Radio Presentation film were discussed and decided upon Tuesday in New York by the steering subcommittee of the Overall Industry Presentation Committee.

Gordon Gray of WIP Philadelphia, chairman of the committee, also disclosed these other developments:

Decision to make the April NAB Convention the target date and occasion for preview of the film.

Decision to submit a completed shooting script of the film to a meeting of the full committee Jan. 14 in the BMB board room in New York.

At the Tuesday meeting, held also in the BMB board room, Lewis Avery of Avery-Knodel, submitted a detailed, ten-page plan for distributing and presenting the film. His recommendations were approved.

According to his plan, first showings of the film would be conducted simultaneously or almost simultaneously in eight of the country's biggest markets—New York, Chicago, Philadelphia, Los Angeles, Detroit, Boston, San Francisco and Atlanta.

These initial big showings would be arranged and supervised by the committee itself, which would have a trained team available for this purpose. Thirty-five mm prints would be used and special dinners would be held in New York, Chicago and Detroit as part of the build-up. In the other five key cities, showings would be in conjunction with a luncheon.

Local Showings

In all other city showings, local area subscribers will run the presentation, using 16mm prints. It is recommended that initial planning for the showing in any city be by "top management" because of the importance of the film.

It is further recommended that if a cocktail party be selected as the occasion for the showing that not a single drink be served before the "All-Radio Presentation." At a luncheon or dinner showing, it is recommended that the showing be immediately after completion of service.

If more than one showing is planned for a community, it is recommended that the first presentation be for "VIPs."

It was further recommended that for each local showing an m.c. be selected who is well known in the area as a radio authority and who can speak well and with conviction about radio.

The other recommendations, which probably will become the basis for a pamphlet to guide local committees planning presentations, goes into such details as the form of invitations to attend, technical requirements for showing, such as electricity needed, room dimensions, stage platforms, acoustical properties and screen requirements.
DuMONT CONTEST
Photo Competition
PHOTO fans will have an opportunity to shoot a Broadway play in action, and simultaneously compete for prizes dear to their hearts thanks to a new photo contest on DuMont's Photo Horizons, Wednesdays, 8-8:30 p.m.

Sponsored by the Peerless Camera Stores, New York, and the Theatre Guild, the contest is open to anyone who can focus a lens. It was announced by Lawrence Langner, head of the Guild and Paul Crabtree, director of "The Silver Whistle," Broadway play. Special

'GIMCRACK'
Giveaway Items Lose Value

"ARE giveaway radio programs making crackerjack prizes out of reliable products?" That question has been asked by E. F. Stafford, radio director of Daniel F. Sullivan Co., Adv., Boston.

As evidence of this danger, Mr. Sullivan, in a letter to BROADCASTING, reported a recent incident observed by an electric appliances merchant in a small community near Boston.

The merchant was showing a refrigerator to a woman customer, explaining the advantages of the nationally advertised product.

"How about that one over there?" she asked, pointing to another refrigerator. "They give this make away on the radio. They can't be too good."

The customer bought the lesser-known make, Mr. Sullivan reported, because in her mind she associated the refrigerator that was the giveaway with the "gimcrack"—a shabby article of little worth.

If this feeling is at all widespread, Mr. Sullivan believes manufacturers must soon give the matter some thought. "When refrigerators and crackerjack prizes fall into the same category," he said, "the music will be stopped without further discussion."

YOU STILL HAVE TIME to Enroll Your Music Librarian in the next course on THE ORGANIZATION and MAINTENANCE of A RADIO STATION LIBRARY presented by BMI

MONDAY, JANUARY 10 and TUESDAY, JANUARY 11

Every phase in the practical operation of a station library is thoroughly covered — from proper cataloguing to copyright research and program building in AM, FM and TV.

Designed as an added BMI Service to broadcasters, the Library Course has proved its value to those who attended the three previous sessions.

BMI is pleased to acknowledge the many "thank you" letters from broadcasters such as these:

ROGER M. COELOS, Dumont Television Station WTTG, Washington, D. C.—

"I think this is a wonderful thing (BMI Librarian's Clinic) that BMI is doing and it certainly was worth while for me." 

BILL WARREN, Program Manager, W/L, Baltimore, Md.—

"Many thanks for the truly wonderful and informative Library Course that Miss Suter and I attended." 

MORRIS C. AUSTIN, Librarian, CFCF, Montreal, Canada—

"You people have done a magnificent job in planning and executing this course, and we would like to express our sincere appreciation to you all for providing us with a detailed and concise picture of library organization and management."

CY KING, Station Director, WEBR, Buffalo, N. Y.—

"Miss Mary Brady and Mrs. Rita Leopold, who attended the BMI Library School, were most enthusiastic about the course and I believe that it was a good investment."

WIRE or PHONE your registration to ROY HARLOW, Director of Station Relations BROADCAST MUSIC, INC. 580 Fifth Avenue New York 19, N. Y.

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Newspapers affiliates, Life, which $100,000 tuned gest stations keep every called fare the identify.

Benny Tie-In

High spot of the continuing promotion, however, is an exclusive line-up of Jack Benny with the infan
tile paralysis fund, whose 1949 campaign will be based on the covered wagon "Beepin’ theme, with the slogan, “Ten pennies from Ben
ty.” A covered wagon was launched Dec. 27 in Hollywood with the notoriously tight-fisted comedian’s donation of ten pennies to start it on a nationwide tour which will wind up in Washington on Jan. 31, visiting some 30 cities enroute. In other cities CBS afilliates will utilize duplicating ve

ils on behalf of the fund-raising drive and of network publicity. Jack Benny, meeting the wagon at the capital, will conclude its ca

mpaign with a second donation of a half-million pennies.

Benny and Horace Heidt broadcast casts Dec. 19 and 26. Ozzie and Harriet and Fred Allen also men
tioned the replacement of Mr. Ben
ny by Mr. Heidt on their broadcasts on those dates.

In addition, NBC recorded a se

ries of dramatized announce

ments in which a fortunate charac
ter such as a new father, man-giv
en a raise, woman winner of a quiz show grand prize, etc. is described as being in a nice spot. “But,” the announcer added, “Horace Heidt is in the number one spot—9 o’clock Sunday on NBC.”

Yesterday (Jan. 2) the space was increased to five newspaper ads, each 2 columns by 75 lines, scattered throughout all papers in the NBC o & o station cities and Los Angeles, plus whatever use was made of them by individual affiliates. In several markets, NBC took full page ads, covering not only Mr. Heidt but the full new NBC Sunday evening lineup. The full schedule of papers also carried radio page ads on the Fred Allen and the Ozzie and Harriet shows.

All the NBC newspaper ads were designed and the art work executed by Richard Blake, net
work copy director, and written by Pat Steel, NBC copywriter. Net
work plans to continue the promo

tion with hard-hitting follow-up copy, the nature of which it would not reveal until the time.

Steady Publicity

Accompanying the NBC promo
cation campaign is a continuous pub
licity drive, which started early in December with a promotional party for Horace Heidt. Since then each day’s publicity package for the network has contained at least one story on the Heidt pro
gram, a practice that will be con
tinued into January. For the past week each NBC release regardless of subject, has carried a bottom-

of-page boxed notice: “It’s R-burr for Horace Heidt at 7 p.m., EST, Sunday Jan. 2” Publicity has also been stepped up on the full Sunday evening schedule. Eats of feature stories, mats, glossy prints and other material on Mr. Heidt’s and other programs also went to the radio editors of some 1,500 newspapers in addition to a mail

ing to the publicity directors of all NBC affiliated stations.

NCCJ AWARDS

Nominations Requested

NOMINATIONS for annual radio awards for the promotion of better human relations in 1948 are being re
quested by the National Conference of Christians and Jews Inc., New York. Awards will be announced in February 1949, in connection with the observance of Brother
hood Week, Feb. 20-21. They will be made in the following cate
gories:

1. Network series.
2. Network single programs.
3. Local stations which have made consistent contributions.
4. Radio personalities who have made significant contributions.
5. A special award for significant contributions not included in the foregoing categories.

Nominations should be sent to Mr. Edward J. Heffron, director, Department of Media Relations, National Conference of Christians and Jews, 381 Fourth Ave., New York 16, before Jan. 15, 1949.

Can You Afford to Overlook the BOISE MARKET?

1. Population 161,000
2. Per Family Income 54% ABOVE National Average
3. Per Capital Retail Sales 2½ TIMES National Average

KDO

Basic NBC Outlet

Dominates the Boise Market

REPRESENTED NATIONALLY* BY JOHN BLAIR & CO.

Benny vs. Heidt

(Continued from page 25) services credited the confirmation to an NBC executive whom that network was unable to locate or identify.

Fred Allen has been moved up into the 8-8:30 spot on NBC formerly occupied by Mr. Bergen, leaving that half-hour of ABC’s Step
the Music opposed by sustainers on the other three networks.

Promotion and publicity, as in

dispensable to internetwork war

dare as military bands were to the Army of yesteryear, have been called into full play by CBS and NBC. The CBS goal is to inform ev
y American listener—that is, every American old enough to leave his cradle—that on Jan. 2 and each Sunday thereafter, Jack Benny can be heard at his old time but now on a new network. NBC’s job is to keep listeners tuned in to its stations on Sunday, with the big

gest part of that task keeping them tuned to Horace Heidt with Mr. Ben

ny beckoning across the dial.

CBS, which is spending well over $100,000 on the job, opened its space advertising with a double

gate spread in the current issue of Life, which hit the nation’s door

s and gasoline stations Friday. In cooperation with about 180 of its af

filiates, on a 50-50 basis, CBS took 450-line ads in 600 to 700 newspapers yesterday morning and will repeat this on Jan. 16.

Radiowise, CBS has blanketed its.
Best Dressed in ’48

MRS. WILLIAM S. PALEY, wife of the chairman of the board of CBS, has been named the best dressed woman of 1948. The results of a nationwide poll conducted by 150 fashion designers and society editors were announced Dec. 28 by the New York Dress Institute. Mrs. Paley, formerly a fashion editor, ranked second in the 1947 listings to the Duchess of Windsor.

RADIO TRAINING

Hudson Finds Schools Lax

AMERICAN institutions of learning have been lax in training people for specific radio work, Robert B. Hudson, CBS director of education and opinion broadcasts, declared last Tuesday. He addressed the Speech Assn. of America at Washington’s Hotel Statler.

Mr. Hudson pointed out that most impetus for college and university radio training programs has come “from student pressure rather than in response to cries for help from the radio industry.” Radio has been slow, on the other hand, in analyzing its own jobs and in setting up systematic standards for determining what combinations of skills each job requires, he added.

With the picture brightening, Mr. Hudson observed, a dozen or more universities and colleges are now meeting standards for radio training courses, and many others should follow.

Unveil RCA TV Set

RCA’s new television set with the 16-inch metal tube will be unveiled today (Jan. 3) at the Chicago Furniture Show. The set, including AM and FM as well as TV reception, will be priced at less than $500, causing some industry trepidation that the introduction of these sets to the public will force a general video set price reduction if older models are to be sold.

KGO-TV Antenna

THE six-bay “bat wing” antenna for KGO-TV San Francisco was put in place Dec. 21, completing construction of the 508 foot tower for KGO-TV and KGO-FM. With the 30 foot FM pylon and 50 foot TV antenna, KGO-TV has a transmitting elevation of 1,362 feet above sea level. The station’s G3L transmitter is now being installed and when coaxial cable is installed to the antenna—probably about the middle of this month—KGO-TV will begin transmitting a test pattern.

KGO-TV's six-bay "bat wing" antenna is shown here being installed on the broadcast tower. The station's G3L transmitter is now being installed and when coaxial cable is installed to the antenna—probably about the middle of this month—KGO-TV will begin transmitting a test pattern.

SCHWERIN CORP.

Ups Newell and Krolik

TWO NEW appointments to executive posts of Schwerin Research Corp., New York, were announced last week by Horace Scherwin, president.

Henry H. Newell, chief of the firm’s analysis division since the organization’s inception in 1946, was elected to vice presidency by the firm’s board of directors. Prior to Mr. Newell’s Army service, which preceded his joining Scherwin, he was with the National Assn. of Manufacturers in public relations work, and did sales promotion for Fawcett Publications.

Richard Krolik, former general manager of Television Reporter Productions, Hollywood, was appointed public relations director. Mr. Krolik previously was television consultant to Argosy Pictures Corp., Jack Bourke Productions and Mercury-International Pictures, all Hollywood. Prior to wartime service, he was assistant publicity director of MBS.

RADIO KITCHEN

Being Built at WMPS

A COMPLETE kitchen studio is now under construction in the new $250,000 studios and offices being built by WMPS Memphis. Designed to bring mid-south housewives the latest in kitchen tips, the studio will be operated with the most modern equipment being manufactured by General Electric.

Harold R. Krelstein, vice president and general manager of the station, said a nationally known home economist will be engaged to conduct daily cooking classes over the air and for special live audience groups.

The station will move into its new quarters soon after Jan. 1, according to Mr. Krelstein.

NBC’s Orchestra of the Nation series, Saturday, 3 p.m., will feature the American premiere performance of Bela Bartok’s one-act opera “Duke Bluebeard’s Castle” on Jan. 3. Program, aired to the network by WPAA Dallas, will feature the city’s symphony orchestra under the baton of Antal Dorati, its regular conductor.
FRANK STANTON
Says CBS Audience Largest
CBS has the largest individual audiences and the largest average audiences in radio, according to a yearend statement by Frank Stanton, president.
His statement was issued as a CBS yearend round up was publicized describing 1948 as the most eventful year in the 21 year history of the network (see page 26).
Stressing the program side of CBS activities, Mr. Stanton said: "CBS today has the largest creative program operation in the entire broadcasting industry. The size and scope of Columbia-built programs-CBS's own "package" shows—has been outstanding in many in the "top-ratings" lists. During the past year, CBS program ratings have increased 14% on the whole, and today Columbia has the largest individual audiences and the largest average audiences in all radio."
He spoke of some of the acquisitions of new talent by CBS which made radio history in the past year, such as the purchase of Amos 'n' Andy and the Jack Benny show, and then said significantly:
"At the year's end, negotiations were being carried forth to add other prominent artists and programs to the schedule."

Shrinker Time.
The network also introduced several audience participation programs which became popular, among them, Sing It Again and Hit The Jackpot.
Several old shows were expanded or embellished by top talent additions. Arthur Godfrey's half-hour daytime show was expanded to a full hour, Mondays through Fridays. The New York Philharmonic Symphony Orchestra began its 19th consecutive season on CBS with a new intermission feature Weekend With Music. Jane Froman became soloist on The Patty Wayne Show, That Refreshes and James Melton returned to CBS as star of Harvest of Stars.
In TV, the network created numerous programs, began simulcasts of We the People, started video counterparts of such AM shows as

Ford Theatre, The Merry Amsterdam Show and People's Platform.
On March 20, the first telecast of a symphony concert was transmitted over CBS-TV network as Eugene Ormandy conducted the Philadelphia Orchestra. The network also acquired exclusive video rights to 62 major British films and signed a contract for production of a mystery films titled, The Case of Eddie Drake.

Conventions High Spots
In news, sports and special events, CBS radio and television new high spots were, the President's nominating conventions; election campaigns and their dramatic finale; three-year exclusive contract for Rose Bowl football and Tournament of Roses events; broadcasts of summer and winter Olympics.

IRE SESSIONS
27 Slated for March Meet
The 1949 convention of the Institute of Radio Engineers, to be held March 7-10 at New York's Hotel Commodore and Grand Central Palace, will feature a technical program of 171 papers grouped into 27 sessions which will cover practically the entire radio-electronic art, plus six symposia on nuclear science, network theory, electronic computers, radio aids to navigation, semiconductors and—a distinct departure for the IRE—marketing.
B. E. Shackelford, past president of the IRE, will serve as toastmaster at the President's Luncheon on March 8 to introduce Stuart L. Bailey, incoming president, Raymond F. Guy, manager of NRE's television engineering department, will be toastmaster at the annual banquet on March 10.
At the banquet, the Institute's highest award, its Medal of Honor, will be presented to Ralph Bown, director of research at Bell Telephone Labs. C. E. Shannon will receive the Morris Liebmann memorial prize and R. V. Pourn the Browder J. Thompson award.
share of audience, as compared with the second station's 15.0 rating and 20.3 share of audience.

Although at year's end, NBC had lost important programs to CBS, it was on a campaign to sign up new radio and television talent. With the promise that the coming year would see many new programs in the NBC schedule, it could point to the following programming developments in the past year:

Signing of Dean Martin and Jerry Lewis, comedy team; inauguration in November of Dress Rehearsal, consisting of pickups of Boston Symphony, Serge Koussevitzky conducting and Olin Downes, commenting; continuation through the summer of NBC summer programs—Radio City Playhouse, the Jane Pickens show, and Who Said That?; The NBC University Theatre, produced in Hollywood with screen stars.

Sets Special Unit

In the documentary field, it inaugurated Living—1948 in February and later set up a special unit headed by Wade Arnold and James Harvey to build and produce shows requiring documentary techniques and skills.

NBC also boasted many firsts on the news front, among them: Its eye-witness account of the assassination of Mohandas K. Ghandi; Merrill Mueller, London manager, obtaining an uncensored account of the Communist coup in Czechoslovakia; broadcast from San Moritz of Winter Olympics; exclusive interview by NBC's W. W. Chaplin with Ed Crump who in March predicted bolt of southern states if Truman were renominated; first broadcasts out of Shanghai as the Communists threatened Nanking.

Among awards won for news coverage were: Overseas Press Club Award to Merrill Mueller for best reporting on foreign affairs from abroad by radio; Headliners Award to Morgan Beatty for "outstanding reporting" during the Texas City disaster in 1947; a special citation from Syracuse U. for "outstanding work in radio journalism," to William P. Brooks, vice president in charge of news and international relations.

In Education Field

In the field of education, NBC launched the "College by Radio" plan, providing for cooperation through local stations with universities to utilize programs for home study courses. In December the first big television network enterprise in daily education for children was announced with NBC an important participant.

During 1948, the network's Department of Information handled about 160,000 letters and phone calls. This figure does not include the thousands of communications addressed specifically to NBC artists, programs, sponsors or departments. Less than 2% of the total were complaints or criticism.

NBC Thesaurus, the music library service, reached an all-time high of more than 5,000 selections while 67 new stations joined the subscriber list. More than 5,800 hours of syndicated programming were booked over U. S. and Canadian stations.

Staff Changes

With this expansion, NBC made the following administrative changes during the year: On July 2, Charles R. Denny was appointed executive vice president, becoming the managerial director of the network; in December, David C. Adams former vice president and general attorney of RCA Communications Inc., became assistant to Mr. Denny; on May 3, Sidney N. Strotz was appointed administrative vice president in charge of both television and the Western Division; Carleton D. Smith, formerly manager of the NBC stations in Washington, was made director of television operations, and Norman Blackburn was named program director

'Howdy' Telerating

NBC's video puppet show, Howdy Doody, received a December Hooper New York Telerating of 30.3 for its Friday telecast, making it the sixth most popular program with New York viewers. Show, sponsored on Friday, 5:45-6 p.m., by Unique Art Mfg. Co., was erroneously omitted from the list of top ten TV shows [Broadcasting, Dec. 27].
SIEGEL Seeks Dropped FM Facilities

SEYMOUR N. SIEGEL, New York City's director of radio communication and general manager of WNYC, municipally-owned AM station, last week file application at FCC for recently deleted facilities of WFMQ (FM) Jersey City, N. J., dropped by Fidelity Media Broadcasting Corp. [Broadcasting, Nov. 9, 1948].

Mr. Siegel's application requested channel 276 (103.1 mc) with effective radiated power of 1 kw and antenna height above average terrain of 250 ft. He indicated he proposed to buy, and use as is, the physical facilities of WFMQ. He gave purchase price of $15,000.

WFMQ was dropped by Fidelity Media Broadcasting in late October because of time-sale difficulties to support the operation. It was indicated at that time that the station represented an initial investment of $150,000. WFMQ had been gun-broadcasting in September 1947. Firm was headed by Frank C. Wood, president.

Mr. Siegel gave limited technical information in his application. References were made to files of WFMQ since he proposed to use the same facilities.

THE CBS sustainer, Robert Q. Lewis Show is now heard five weeks instead of once a week, Mondays through Fridays, 1:45-5 p.m. EST.

TRANSFERs

IN A YEAREND BURST unmatched in many months, FCC last Wednesday approved 18 station transfer and assignment applications representing almost $1 million in sales prices.

The number of the transactions needed Commission approval before Dec. 31.

The transfers included the sale of the late C. Merwyn Dobyns' KVER Santa Ana, Calif., to Abraham Brody, 15% owner, who already held a single share, and WILM and WILM-FM Wilmington, Del., by Alfred G. Hill and associates to another group of individuals and members of his family for $205,000 and 49% of WILM, and WILM-FM St. Louis by C. W. Benson to Leon A. Benson for $150,000.

Details of the transactions given FCC approval are as follows:

KGER Long Beach, Calif., KOMB (FM) Los Angeles, KEX and KEX-FM, by E. W. Benson, 15% owner, of sale of KGER and CP for $12,000 from Dana Latham, ev. owner under will of C. Merwyn Dobyns, deceased, to John Brown Schools of California for $600,000. John Brown Schools is headed by Mr. Benson who owns and operates private schools in Los Angeles, San Francisco, Santa Barbara, Calif., plus two others in Arkansas.

KGER is assigned 250 w fulltime on 1230 kc.

WILM and WILM-FM Wilmington, Del.—Granted transfer of control of Delaware Telecasting Co. to Robert J. Reynolds for $137,200. Reynolds acquires 75% ownership of WILM, by Alfred G. Hill, and six other stockholders. Phone Telecasting Inc., new firm, for $50,000. Sellers are Robert J. Reynolds, H. H. Brinkley and Frank Holton (nee Mary Frances Hill), owners of WILM, and Jack R. Thompson and Chester (Flx.) Tomlin, who take over WILM-FM. (Phone Telecasting is composed of two groups, one owned by Bob Reynolds, and the other by the owners of WILM.)

WILM is assigned 250 w fulltime on 1450 kc.

WILM-FM St. Louis—Granted assignment of ownership of control of Missouri Broad- casting Co. Inc. to A. G. Hill, 50% owner, and M. P. H. Holton, 50% owner, to Bell Telephone Co. of St. Louis, Mo., who has granted for Bell 250 w fulltime on 1450 kc.

KVER Los Angeles—Composed of two groups, one owned by W. A. Benson, 15% interest, for $137,000, and the other by M. P. H. Holton, 85% owner, with a total capital of $160,000.

KVER is assigned 250 w fulltime on 1450 kc.

FOR RESULTS

-Over a million people in 79 counties of Georgia, South Carolina and Florida.

-3½ times more people than any other station in this market.

-A $557,206,000 retail sales area.

SASAV

Envisioned by McElroy

BROADCASTING • Telecasting

Page 52 • January 3, 1949

E. F. JOHNSON CO.
WASHINGTON, MINNESOTA

ANTENNAS
Phasing equipment
Adjustable phase matching loops
Isolation filters
Sampling lines
FM and AM, concentric lines
Fixed capacitors
Variable capacitors
Phase shifting transformers
FM scc-opplers
Standing wave indicators
Towel lighting strips
Supports for wire transmission lines
Presumable capacitors
Neutralizing capacitors
Fixed inductors
Variable inductors
Wires for all information directly or through your consulting

KLUG's

Broadcasting Co., Inc. licensee of WPAD Paducah, Ky. and 16.47% owner, sells his interest to Hopkinsville Broadcasting for $52,568. Stock is licensed as "Bury stock and F. E. Lackey becomes sole owner. Paducah Broadcasting Co. Inc. licensed by Peter J. Wolpers for $52,568.

KUSP Artesia, N. M.—Granted assignment of control of Artesia Intermoun- tain Broadcasting Co. to Artesia Broad- casting Co., new in corporation in which majority of stock is held by local people.

KUSP licensed for $52,568. Artesia Broad- casting principals include: Martin Kates, Jr., vice president, and owner of 100 shares; T. E. Brown, owner of plumbing supply house, 40 shares; and S. P. Yates, oil well drilling contractor, 50 shares. Martin Kates Jr. holds 102 shares and remaining 217 shares held by 14 local business men and others. KUSP is assigned 250 w fulltime on 1370 kc.

KWOQ was granted license for KWOQ and permit for KWOQ-FM from Station KWCQ to new partnership of same name and composed of five of former three partners, A. L. McCary and J. H. Wolpers buy, and share equal interest in one-third interest of D. A. Tedrick for $25,000. KWOQ is assigned 250 w fulltime on 1340 kc.

W MT Iron Mountain, Mich.—Granted transfer of control of Iron Mountain-Kingsford Broadcasting Co., new firm, to Jerry D. Long, trustee of two trust funds for his three children, arising from the estate of Irven W. Swope, 50% owner, with wife, 25% owner, and son, 25% owner, WYNE Canton, Ohio, and permits to KVER to hold license for KWOQ and permit to KWOQ-FM from Station KWCQ to new partnership of same name and composed of five of former three partners, A. L. McCary and J. H. Wolpers buy, and share equal interest in one-third interest of D. A. Tedrick for $25,000. KWOQ is assigned 250 w fulltime on 1340 kc.

WAVS Kinston, N. C.—Granted license for WAVS and permit for WAVS-FM from Station KBOQ to new partnership of same name and composed of A. L. McCary and J. H. Wolpers buy, and share equal interest in one-third interest of D. A. Tedrick for $25,000. WAVS is assigned 250 w fulltime on 1450 kc.
FIVE AM GRANTS

WHJB CP Reinstated

CONSTRUCTION PERMITS for five new AM stations—three full-time and two daytime only—have been granted by FCC.

Big Sandy Broadcasting Co., Paintsville, Ky., headed by ex-Rep. W. Howes Mode (R-Ky.), local attorney, received construction permit for 250 w fulltime on 1490 kc.

Logansport Broadcasting Corp., Logansport, Ind., including group of Washington radio lawyers, received CP for 250 w fulltime on 1320 kc. Holding 20% interest each are William A. Porter, Robert M. Booth and Herbert M. Bingham of Bingham, Collins, Porter & Kistler, Washington. Logansport had been in hearing with Kosciusko Broadcasting Corp., on possible interference. Logansport was granted 250 w daytime on 1220 kc at Warsaw, Ind.

Pittsburgh Radio Supply House, licensee of WJAS Pittsburgh, last week was granted reinstatement of its CP for WHJF Greensburg, Pa. WHJF is assigned 500 w night, 1 kw day on 620 kc, directional. The permit had expired.

Meanwhile, the Commission last week also granted in part a petition of James Madison Broadcasting Corp., applicant for 250 w fulltime on 1540 kc at Orange, Va. Commission approved request to modify an issue of its consolidated hearing with Harrisonburg Broadcasting Co., which seeks same facilities at Harrisonburg, Va. However FCC at same time removed Harrisonburg Broadcasting from the case with respect to all issues therein and consolidated it with County Broadcasting Service, Mount Jackson, Va., also seeking 1540 kc.

Issue modified concerns whether or not James Madison Broadcasting application was filed to block "establishment of a competitive" station to WSVA Harrisonburg. The Mount Jackson applicant is owned by Frank U. Fletcher, Washington radio lawyer and part owner of WARL Arlington, Va.

The new station grants and respective ownership details follow:

Alamosa, Colo.—San Luis Valley Broadcast- ing Co., 1490 kc, 250 w, daytime; estimated cost $25,800. Principals: Raymond F. Fletcher, publisher and 25% owner of daily Alamosa Daily; Dr. W. Howes Mode, 20%; Herbert M. Bingham, 20%; William A. Porter, 15%; and Dorothy Mac Fletcher, 15% owner of Courtyard, Inc., and Margaret Alice Fletcher, teacher, treasurer.

BROWNFIELD, Tex.—Terry County Broad- casting Co., 1350 kc, 250 w, unlimited; estimated cost $12,300. Partners: Sterling J. Fair, local real estate agent, 45%; Mike Allen Barrett, owner-publisher weekly Brownfield News, 45%; and Esther Constance Parmer, office manager of Dallas law firm of Gormley, Bingham, Ragsdale & Present, 10%.

Paintsville, Ky.—Big Sandy Broadcast- ing Co., 1490 kc, 250 w, unlimited; estimated cost $14,125. Partners: ex-Rep. W. Howes Meade (R-Ky.), five-eighths owner; Dr. James W. Archer, physician, one-quarter owner, and Herbert J. Morgan, employed by National Supply Co., one-eighth owner.


Warsaw, Ind.—Kosciusko Broadcast- ing Corp., 1250 kc, 250 w, daytime. Principals: Joseph H. Astorin Jr., general manager of Manistee Radio Corp., AM applicant at Manistee, Mich., president, and 45% owner; Virgil A. McCray, optometrist, vice president 7.5%; Howard J. Deeks, chief engineer of WGL Fort Wayne, Ind., secretary-treasurer 4.5%; and Porter & Bingham, attorneys, assistant secretary 3.5%.

NEW YORK FM

Bid by Church Withdrawn

CONSENT has been granted by FCC to formal petition of Radio Corp. of Board of Missions and Extension of the Methodist Church requesting withdrawal from the competition for remaining Four Class B FM channels in the New York area. Four applicants remain.

The church group earlier had indicated its intention of withdrawing from the proceeding and did not participate in the hearing held by the Commission in New York Dec. 18-24. Non-technical evidence was received. James D. Cunningham, FCC hearing examiner presiding in the case, indicated last week that the hearing would be completed and the case closed as quickly as possible. Engineering testimony is to be received in Washington Jan. 25.

The four applicants remaining in the proceeding, involving the four Class B channels reserved for later assignment at the reallocation of FM several years ago, include: Debs Memorial Radio Fund Inc. (WEVD), Atlantic Broadcasting Co. Inc. (WHOM), Crosley Broadcasting Corp. (WINS), all New York, and Ebaths-McKeever Exhibition Co. (Brooklyn Dodgers), Brooklyn.

The Methodist Church had participated in the original New York FM proceeding and at one time held a grant for one of the five channels then assigned. This decision was subsequently set aside and revised (Broadcasting, April 12, 1948). WEVD also had taken part.

Wasser to Produce

PRODUCTION of the opening show for WDTV(TV) Pittsburgh, which begins operation Jan. 11 (Broadcasting, Dec. 27), will be handled by Pete Wasser of the Pete Wasser Co. Mr. Wasser has been appointed to handle the production and promotion of the inaugural show only.

SOME CHICAGO stations can "reach" South Bend...but the audience listens to WSBT!

You want listeners, not merely signal strength, for your radio dollars. Listeners are what you get on WSBT. This station is the overwhelming choice of listener in the South Bend market. No other station—Chicago, local, or elsewhere—even comes close in Share of Audience. Want proof? See Hooper.

Sales Meeting

FOLLOWING ABC broadcast of My True Story today from 10-12:30 a.m., Libby, McNeil & Libby, sponsor of the five times weekly show, will hold its first sales meeting of 1949 in the ABC Radio City studios. More than 100 salesmen will hear A. Rogers, advertising manager, and P. J. Asendorf, sales manager, outline the company's 1949 advertising plans.

National Representative

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Broadcasting • Telecasting

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Book Analyzes Second Study

SECOND declaration by American listeners in favor of privately operated broadcasting was formally unveiled last week when distribution was started of a book Radio Listening in America. The book analyzes in detail the findings of the second nationwide study conducted by National Opinion Research Center, U. of Chicago, at request of the NAB.

The study was construed as a "stay out" order to the government, based on the exhaustive analysis of audience opinion (details carried in Broadcasting, March 8, 1948). The details are provided in the book, written by Paul F. Lazarsfeld and Patricia Kendall.

Radio occupies the same place it had in American hearts in 1946, according to the survey. The 1946 study had shown that the public likes its radio, doesn't like government regulation and only a minority dislikes the advertising that makes U. S. radio possible.

In the second study, conducted in 1947, this viewpoint was reiterated with two changes. First, there is a slight decline in enthusiasm for the job radio is doing, ascribed to the fact that the nation was conscious of radio's wartime service during the 1946 study, and secondly there is evidence that the public depends less on radio for its news now that the war is over.

Dr. Lazarsfeld's position in the new book is that radio critics are very much in the minority but this minority is a highly educated group whose views should receive correspondingly greater recognition.

At NAB it was explained that the NORC studies are the only voluntary, impartial and frank analyses of public opinion conducted on behalf of any of the leading media.

As analyzed by Dr. Lazarsfeld the new survey probes public attitudes toward advertising, singing commercials, market for serious and educational programs, and government regulation along with other topics.

The study was based on a scientific sample of the population. It showed that 70% of the people believe radio is doing an excellent or good job in their communities. This compares with 59% saying that schools are doing excellent or good jobs, 63% approving the work of newspapers, 42% rating local government excellent or good, and 78% believing churches are doing excellent or good work.

Oppose Regulation

Seventy-six percent oppose federal regulation of radio advertising, 65% oppose control of controversial issue programming, 67% are against control of over-all educational programming, 86% oppose government control of accuracy of radio news and 52% oppose control of station profits.

The survey revealed that 76% prefer radio programs as they now are (sponsored by advertisers) to paying a $5 annual program license fee to get the same programs, were that possible.

A tiny minority, only 9%, is opposed to advertising on the radio, Dr. Lazarsfeld noting that the whole set of facts regarding the listeners' attitude towards commercials duplicates almost completely the findings of the first survey.

Prenstis-Hall Book

The book is published by Prentis-Hall, New York ($2.50) and will be on sale through normal book-selling outlets. Many copies are being mailed individuals and institutions.

The authors have written chapters on The Communications Behavior of the Average American, Programs and Their Listeners, The People Look at Radio (over-all appraisal, annoyances and dissatisfaction, fairness), Some Observations on Advertising, Toward an Even Better Radio.

SNOW TROUBLE

KBIO Helps Out

WHEN one of the worst snow storms ever experienced in Cassia and Minidoka counties, Idaho, struck last month, KBIO Burley stepped in to help school children return home safely.

As the storm struck in mid-morning, calls began to come in from worried parents. To help answer the many questions, schools were contacted and their schedule of busses broadcast during the noon news period.

When the students started home, the station carried such announcements as this: "School bus number 7 has just gone by Brady's place, letting off the Brady children. The bus will turn south to Earl Prymiller's place. . . ." "Parents are requested to meet the busses," ran another announcement.

All the children were returned home safely and the following day Burnell Wrigley, assistant superintendent of schools, commended the station in a statement in the local paper.

Sponsorless Xmas

WITH the cooperation of all sponsors, WDOV Dover, Del., presented its Christmas day schedule with no commercial mentions. The entire day's programming was in the Christmas tradition, according to Courtney Evans, station owner, with no commercial announcements at any time. Christmas programs, music and operas were offered, including a two hour presentation of "The Messiah," by Handel.

SPICED STUDY

Sports Part of TV Course

THE CURRICULUM for students at the Twin City Television Labs., Minneapolis, is a sports fan's dream since the school launched the first of a series of full scale remote closed circuit telecasts covering all phases of program production.

The television lab's mobile unit, with a DuMont two-camera chain, was taken to the Hamline-North Dakota State conference basketball game. Cameras, monitor equipment and special receivers were set up to offer 48 students an opportunity to do an actual remote with the camera in the course of their training.

Ernest S. Collins, former NBC senior TV program director, now serving as director of training at the lab, indicated that remotes will constitute a vital part of the training for program directors, announcers, cameramen and writers. The next closed circuit television pickup is planned for one of the hockey games in the St. Paul Auditorium.

Penalty for TV

WIDESPREAD talk about television sets for everything from cars to airplanes has brought reaction from Conn. State Rep. Louis A. Lemaire Jr. According to a New York Herald Tribune story of Dec. 14 Rep. Lemaire has written a bill providing a $1,000 fine for anyone putting a television set in an automobile or train. The bill will be introduced at the opening session of the Connecticut Legislature.
KY. BASKETBALL

Oil Firm Sponsors Games

WLAP Lexington will be key station for broadcasting of U. of Kentucky basketball games this season by a 17-station Kentucky sports network. A similar network carried all 1948 U. of Kentucky football games.

Ashland Oil & Refining Co., Ashland, Ky., has signed to sponsor the basketball series. Arrangements were completed recently by Willis Munro, advertising manager of the oil firm; J. E. Willson, general manager of WLAP, and Bernie Shively, U. of Kentucky athletic director.

J. B. Paulconer, WLAP sports director, will handle the play-by-play on the games. The following stations will carry the series: WLAP, WFKY Frankfort, WWIN Louisville, WCTM Ashland, WFTM Maysville, WHIR Danville, WSoFC Somerset, WCTT Corbin, WKIC Hazard, WHLN Harlan, WODI Owensboro, WDPJ Hopkinsville, WLJL Bowling Green, WPAD Paducah, WSON Henderson, WNBS Murray and WKAY Glasgow.

Mrs. Ola Jolliffe

MRS. OLA JOLLIFFE, wife of Dr. Charles B. Jolliffe, executive vice president in charge of the laboratories division of Radio Corp. of America, died Christmas day in a Princeton, N. J., hospital. Mrs. Jolliffe, a native of West Virginia, lived in Washington, D. C., from 1926 to 1935, when her husband was chief engineer of the Federal Radio Commission and its successor, FCC. Besides her husband, she is survived by two daughters, Mrs. Arthur T. Clements of Princeton and Mrs. Logan Bostian, Mendham, N. J. Funeral services were held at the First Presbyterian Church in Princeton last Monday (Dec. 27). Burial was also at Princeton.

WESTINGHOUSE

Outlets to Free & Peters

WESTINGHOUSE Radio Stations Inc. has announced the appointment of Free & Peters Inc. as national sales representative for its six radio properties. The stations are KDKA Pittsburgh, WBZ Boston, WAZA Springfield, Mass., KYW Philadelphia, WOWO Fort Wayne, Ind., and KEX Portland, Ore.

The sales representative firm maintains offices in Atlanta, Chicago, Detroit, Fort Worth, Hollywood, New York and San Francisco. Home offices of Westinghouse, a subsidiary of Westinghouse Electric Corp., are located in Philadelphia.

AFA Booklet

THE ADVERTISING Federation of America has just released a folder, Some Questions and Answers About Advertising. Covering radio and other media, the booklet answers such questions as: "How much is spent for advertising in the United States?"; "Doesn't advertising add to the cost of the goods advertised?"; "What about the claim sometimes made, "We save by doing no advertising and pass the savings along to you"?"; "Does advertising have anything to do with our high standard of living?" and "What would happen if advertising were discontinued?"

Available through the AFA at 300 West 42nd Street, New York City, prices start at ten copies for $6.

Robinson-Whiting

FULL-SCALE CBS wedding was held Wednesday, Dec. 29, at Las Vegas, Nev., when Hubbell Robinson Jr., CBS vice president and director of programs, married Margaret Whiting, singing star of the network's Club 15. Harry Ackerman, Columbia's Hollywood director of network programs, was best man, while Barbara Whiting, the bride's sister, and star of Junior Miss, CBS Lever Bros. series, was maid of honor.

Management

WILLIAM C. FRANKLIN has been appointed manager of WMMW and WMMW-FM Meriden, Conn. He was formerly manager of WNNB Providence, R. I.

HUGH B. TERRY, manager of KLZ Denver, has been appointed one of seven board members of Denver's permanent board of health and charities.

JOSE FERRERAS has accepted post of manager of WITA San Juan, P. R. He was formerly with Publicidad Astra, Porto Rican advertising agency.

JOHN A. KENNEDY, president of WCHS Charleston and WSAZ Huntington, W. Va., and editor and publisher of the San Diego (Calif.) Daily Journal, has been in contact with President Truman concerning the establishment of an over-all agency looking toward a solution of the acute water shortage in the West and Southwest.

A plan was suggested to President Truman in a letter from Mr. Kennedy on Dec. 17, 1948. The 51st of last month marked the 20th anniversary of signing of the Boulder Canyon Project Act by President Coolidge.

JOSEPH M. TROEBSCH, assistant manager of WSTV and WSTV-FM Steubenville, Ohio, received the American Legion public service citation on the station's behalf, for its airing of the American Legion's Decision Now program for past two years. Citation was presented by Argonne Post 53 of Steubenville.

JOHN BALLANTINE, chairman of the board of Philco Corp., Philadelphia, is serving as chairman of the program committee for the return of the Freedom Train to Philadelphia, early in January.

ROBERT R. NELSON, former program director of WARD and WARD-FM Johnstown, Pa., has been promoted to station manager.

S. CARL MARK, executive vice president and general manager of WWTM Trenton, N. J., is the father of a boy.

KGA's 50,000 WATTS of Protected Persuasive Power Extends and Increases the Market

- Any Petry Man Has the Facts

IN THE UNIQUE SPokane MARKET

One of America's Outstanding Markets, the Spokane Area Excels in All 7 Points Surveyed By Sales Management.
NEW HOOPER SERVICE

C. E. HOOPER's sixth and "ultimate" service was announced last Tuesday by C. E. Hooper, president. The latest service is a comparison of radio advertising effectiveness, reported in the form of a comparative index to the use of advertised products in listening and non-listening homes to individual network programs.

This new service will be accomplished, Mr. Hooper explained, "by turning our listener-diary cross-section sample of U. S. radio homes into a consumer panel upon completion of the listening measurement."

"The first such study of effectiveness will proceed immediately after receipt of the January-February 1948 filled-in listener-diaries from over 3,000 homes representing a cross-section of U. S. radio families. Using our Consumer Service Bureau letterheads, we will inquire which brands, in each of a dozen product classifications, are in use in those diary homes."

"Upon receipt of responses the matching of listener and non-listener homes to individual programs against products used involves a simple IBM card-sorting operation."

Announced at Party

Announcement was made at the annual Hooper pre-Christmas luncheon for the radio, advertising and amusement industry press, breaking the no-news tradition of those luncheons. Mr. Hooper also announced at that time that NBC has subscribed to U. S. Hooper findings following months of detailed investigation of the methods by which they are obtained and examination of the resultant measurements. Other advance subscribers to these projectable ratings include General Mills, Gulf Oil Corp., Dancer-Fitzgerald-Sample, Gardner Advertising Co., Newell-Emmett Co., etc., Mr. Hooper said.

"But more impressive than the identity of subscribers is the procedure by which some organizations have arrived at their decisions not to subscribe," Mr. Hooper stated. The absence of "truly national network audience measurement plus the BMB 1948 network audience figures "which minimized the differences in audience size between networks," have, he said, led to a conclusion that all network programs are truly national in coverage.

Contrast between BMB and Hooper network audience measurements is shown in the following tables:

\[
\begin{array}{l|c|c|c|c}
\text{Network} & \text{BC of Families} & \text{NBR} & \text{CBS} & \text{ABC} \\
\hline
\text{NBC} & 31,128,000 & 21,681,000 & 19,162,000 & 15,162,000 \\
\text{CBS} & 25,081,000 & 16,372,000 & 13,180,000 & 11,496,000 \\
\text{ABC} & 21,081,000 & 13,081,000 & 9,896,000 & 8,396,000 \\
\hline
\text{Maximum once-a-week evening program audience for each network during the period January 1, 1948, according to the first U. S. Hooperating report was:} \\
\text{Network Program Listening Homes} & \text{Network Hooperating} & \text{Hooperating} & \text{Listening} & \text{Network Hooperating} \\
\text{Audimeter readings} & \text{Audimeter readings} & \text{Audimeter readings} & \text{Audimeter readings} & \text{Audimeter readings} \\
\text{NBC} & 14,7 & 3,350,000 & 3,350,000 & 3,557,000 \\
\text{CBS} & 10,30 & 3,350,000 & 3,350,000 & 3,557,000 \\
\text{ABC} & 7,14 & 2,896,000 & 2,896,000 & 2,896,000 \\
\text{MBS} & 4,39 & 1,032,000 & 1,032,000 & 1,032,000 \\
\end{array}
\]

Declaring that U. S. Hooperings provide the base for cost-per-listener computation which BMB did not furnish, Mr. Hooper added: "In addition to greater efficiency in use of networks on present programs, analysis of U. S. Hooperings report by advertisers is revealing new possibilities for the placement of additional programs. Involved is the matching of "city" appeal programs against opposing networks' "rural" appeal programs."

Audimeter Criticism

Next turning his attention to the Nielsen Audimeter measurements, Mr. Hooper declared that "the Audimeter cannot but fail to comprehend" the differences in station service due to engineering factors. "The ability of a listener to hear a station bears an absolute relation to the distance and in some cases the direction of his home from the transmitter."

"Though the Audimeter sample might qualify as conforming to controls such as size of community, size of family, income of family, etc.," Mr. Hooper stated, "to date the necessity of collecting tapes and otherwise servicing the Audimeters has precluded its sample being distributed with true representation of the distance and direction of the listeners' homes from the transmitters."

"It, therefore, has failed to sample network radio's major variable. Possibly this failure became apparent when U. S. Hooperings were compared with Audimeter ratings last spring. This occasioned the Nielsen announcement of a proposed reshuffle of his Audimeter sample and announcement of the adoption in the future of a tape mailing device."

"But the mailing device is not going to solve the problem. For the receipt of mail is days slower from remote places than from big cities. To next his announced schedule of publication dates it appears self-evident that Nielsen must either (A) publish without evidence of listening in remote sections or (B) await such arrivals and as a result furnish a slow rather than a fast service."

"To make either concession would result in the Audimeter service failing to live up to the promises in its prospectus."

Comparing the Audimeter as a "measurement of tuning, not listening," Mr. Hooper charged that "the Audimeter produces a different proportion of tuning and listening in the ratings published for each period of the day and for each network. The result is complete lack of comparability of Audimeter results between different daytime periods, between day and evening periods, between different evening periods and between evenings." Mr. Hooper's own proposed use of an electronic device is for television, not radio, he said, as "we observe coincidence between tuning and looking which does not exist between tuning and listening."

STAAATS COTSWORTH, mystery-solving newspaper photographer in CBS Crime Photographer series for past five years, will exhibit Eastern Press previews of Popular Photography's nation-wide $60,000 contest which opens Feb. 9 for three weeks at Museum of Science and Industry, New York.

ORLANDO FLORIDA

1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
1948 TOP NEWS

THE TEN best news stories of 1948, as selected by NBC's news and special events editors, were to be dramatized Sunday, Jan. 2, (2:30-3:30 p.m.) with Robert Trout as narrator.


Recorded voices of President Truman, Henry Wallace, Glenn Taylor, Thomas Dewey, Robert Simpson giving an eye-witness account of the Gandhi slaying, and the key figures in the spy investigations were to be heard on the show, which was to replace, for yesterday only, the NBC University Theatre.

ABC RENEWALS

Three Are Re-Signed

GOODYEAR Tire & Rubber Co., Norwich Pharmacia Co. and Whitehall Pharmaceutical Co. each have signed 52-week renewal contracts with ABC, it was announced last week.

Goodyear, through a Kramer Agency, New York, has renewed its award-winning Sunday series, The Greatest Story Ever Told. It will sponsor the program at its 6:30 p.m. time over 22 ABC stations. Renewal became effective Jan. 2.

Norwich, also renewing on a coast-to-coast basis over 210 stations, will again sponsor The Fat Man Fridays at 8 p.m. The contract, effective Feb. 3, was placed through the Lawrence C. Gambiner Advertising Agency, New York.

On the Pacific Coast ABC network of 17 stations, Whitehall has renewed its sponsorship of the Monday-Thursday-Friday broadcast of Zeke Manners at 10:45 a.m. The agency is Dancer-Fitzgerald-Sample, Hollywood.

RADIO NEWS

Covered in New Book

NEWS BY RADIO. By Mitchell V. Charnley 403 pp. New York: The Macmillan Co. $4.00.

MITCHELL CHARNLEY of the U. of Minnesota has just released, through Macmillan, News by Radio. The book covers the subject from all angles, giving a good working knowledge of the field to practitioner and layman alike.

News by Radio describes special practices, principles and characteristics developed in radio news short life. It evaluates them in the light of their effectiveness or failure. And it suggests methods of achieving and expanding the effectiveness of radio news and of avoiding failures.

A few of the subjects covered include the operation of a radio newsroom; getting the news together from various sources and writing it; local new coverage; special events and coverage of special fields, and laws covering radio news.

New Film Process

WESTERN Electric Co. on Jan. 6 will demonstrate to newsmen a new film recording process developed by the company which believes it to be "of special significance in the recording of films for television." Demonstration will be held at WE headquarters in New York, 195 Broadway.

TRUMAN TOPS

WJZ-ABC News Story List

THE TRUMAN upset has been labelled by WJZ New York and ABC news editors in six bureaus in this country as the top news story of 1948, John Madigan, WJZ-ABC's national news editor, has revealed.

Following is the list of the ten top news stories of the year selected by WJZ-ABC:

1. Election of President Truman
2. Hirota Trial
3. Chinese War
4. Communist Failure in Italy
5. Communist Triumph in Czechoslovakia
6. Approval of the Marshall Plan
7. Kashmir Case and its Aftermath
8. War in Palestine; Assassination of Count Bernadotte
9. Death of Babe Ruth
10. Spy Investigations; Bentley; His-Chambers

The 10 leading news events covered by television this year were:

1. Election of President Truman
2. Philadelphia Political Conventions
3. Mastro-Dean WELP Openings
4. His-Chambers Hearings
5. World Series
6. President Truman's Return to Washington
7. Special Session of Congress
8. Louie-Waltz Tour
9. Kosenkina Case
10. UN Coverage; Lake Success and Flushing
FM DELETIONS

Five Turn in CPs

DELETION of construction permits for five FM stations was granted by FCC last week, all upon request of station owners. Two of the FM outlets were reported dropped for economic reasons.

Leviston-Auburn Broadcasting Corp., licensee of AM station WLAM Leviston, Me., turned in its FM permit for WLFM because it did not feel FM "should be planted on a sound basis for years to come and desires to devote profits to improvement of its AM programming rather than to an unprofitable FM operation," FCC said.

The Corinth Broadcasting Co., licensee of AM station WCMA Corinth, Miss., relinquished its authorization for WCMA-FM. FCC said "applicant believes it is economically unsound at present time to continue with FM" and will devote time and facilities to improving its AM operation.

Greenville Broadcasting Co., licensee of WGTC Greenville, N.C., turned in its permit for WGTC-FM "as the company is now engaged in the preparation of an application for assignment of license to Carolina Broadcasting System Inc."

Commission reported, Carolina Broadcasting was not identified.

Two other FM permits deleted were for WWNR-FM Beckley, W. Va., and WLON Front Royal, Va. No reasons were given. WWNR-FM permit was held by Rahall Broadcasting Co., licensee of WWNR Beckley, and WLON authorization was held by Hoyt Barton Long, AM applicant at Front Royal.

WEEI REALIGNS

Sales Staff Changes Made

A REALIGNMENT of the sales force of WEEI Boston has been announced by Wilbur Edwards, assistant general manager. Guy Cunningham, director of sales promotion, moves to sales department, where he will handle national sales. He will be the contact for WEEI of Radio Sales Inc. and all national firms with branch offices and representatives in Boston. With the transfer of Mr. Cunningham, Dona Byrne will be promoted to account executive on the Boston sales staff.

Mr. Cunningham has been director of sales promotion for the station since December 1942, and prior to that time had been a newspaper editor and reporter in New Jersey for eight years. Mr. Byrne joined WEEI in June 1948.

In connection with its sales staff changes WEEI announced that on Friday, Dec. 17, 1948 a record business for one day of approximately $75,000 was signed. With this activity the station reports that it had sold close to a half million dollars in radio time before the end of the year 1948, according to a December analysis of business.

WPOR BREAKS ICE

W. T. Grant Makes Big Time Purchase

SMASHING precedent, WPOR Portland, Me. landed the largest time purchase ever made by the W. T. Grant chain of stores, Murray Carpenter, station president, revealed.

The deal, involving a 52-week contract for a weekly total of 450 minutes of sponsored program time, plus several evening Class A spot announcements per week, was consummated Dec. 2, Mr. Carpenter said. The time, placed directly, was based on the ABC outlet's regular retail rate card.

"This is the first time in the history of the W. T. Grant chain that a Grant store has ever made a radio purchase of this magnitude," Maurice McNaboe, the chain's Portland manager, declared.

Programs purchased by the Grant store are:

Breakfast Timetable, a recorded music and news show featuring Ray Harrison, 7-7:25 a.m. Monday through Saturday.

Bing Sings, a program of Bing Crosby's most requested songs, 6:15-6:30 a.m. Monday through Saturday.

Drama Division, an audience participation show originating in Grant's store, 12-12:45 a.m. Monday through Friday.

Band by Demand, featuring a different popular band each evening, 6:30-8:45 p.m. Monday through Friday.

As You Like It, a telephone request record show featuring dedications, 9-10 a.m. Saturday only.

Negotiations are sealed by Mr. McNaboe (seated) and (l to r) Mrs. Ruth Toner, Grant's Portland advertising manager; Mr. Carpenter; Roger Perry, Grant's Portland operations manager, and Leon P. Gorman Jr., WPOR sales manager.

HARRY PEARSON

Is Head of Seattle Club

HARRY S. PEARSON, partner in Pearson & Morgan advertising agency, has been elected president of the Advertising and Sales Club of Seattle. A former first vice president of the club, he will assume his new office at the first meeting of 1949.

Other newly elected officers are first vice-president, Mrs. Lorna S. Moitoret, Honig-Cooper Co.; second vice-president, Roger Rice, KING Seattle; Secretary, Mrs. Lila A. Casady, Mail Advertising Bureau; treasurer; Ron Renny, Craftsman Press.

New members of the board of directors are Ray Baker, commercial manager of KOMO Seattle; Tom Sheehan, Seattle Transit System advertising department; A. L. Brock, Seattle Post-Intelligencer; and E. R. Tracy, Western Printing Co.
A DECISION flatly upholding FCC's right to examine the percentages of commercial sustaining time proposed by applicants was handed down last week by the U. S. Court of Appeals for the District of Columbia.

The court affirmed the Commission's denial of an application of the Bay State Beacon Inc., of Brockton, Mass., which proposed to make up to 96% of its available time for sale. The case involved three applicants for 1450 kc with 250 kw at Brockton. FCC granted that of Cur-Nan Co. (WBKA) and denied those of Bay State Beacon and Plymouth County Broadcasting Co. [Broadcasting, Jan. 19].

A request for Supreme Court review of the lower court's ruling was being considered, but spokesmen for Bay State said late last week that no decision had been reached.

The Court rejected Bay State's contentions that FCC based its decision primarily on a "quantitative analysis" of the amount of commercial time proposed by the applicants. Even so, the Court continued:

"In Excess of Authority"

"To argue that the Commission may not in the performance of its plain duty inquire into the amount of sustaining time a prospective licensee purports to reserve if granted a license, and to further argue that if it does, such inquiry is in excess of its authority, contravenes the First Amendment and constitutes censorship prohibited by Sec. 326 of the [Communications] Act, to suggest that Congress intended to create the Commission and then by the very act of its creation, stultify and immobile it in the performance of the specific functions that called it into being."

The decision was written by District Court Judge Matthew F. McCuire, who participated in the case by designation, on behalf of himself and Justice E. Barrett Prettyman and James M. Proctor.

The Court found "no merit" in Bay State's argument that FCC predicated its decision on commercial-time comparisons and that "such a test is beyond the authority of the Commission, violative of the Communications Act, and unconstitutional."

The decision said:

"First of all, the Commission predicated its decision on its finding of no such test. It is true that the factor of amount of time devoted to commercials, or in excess of amount devoted to "clear" time, was in no sense controlling, although it undoubtedly played an important part in leading the Commission to the conclusion it finally reached.

"The test applied was that of public convenience, interest or necessity for the test, was found for the test, by taking the application of the Commission's authority" (quotation from 1940 court decision).

"In applying this yardstick it not only was concerned with the matter of the amount of time devoted to commercial programs, or in excess of amount devoted to clear time, but Cur-Nan by virtue of its greater interest in sustaining time and maintenance, could more effectively realize that the proposed operation plans."

It found also that Cur-Nan had made "a further representative of a more realistic approach to the needs of the community to be served, by intelligent planning, in an effort to properly evaluate the need for a program that would best serve it."

"The decision held that the test laid down by Congress for the guidance of the Commission is as practical as any that could be devised for a body functioning as it does in the field of delegated authority.""

Bay State's contention that FCC violated the First Amendment, the Court maintained that "certainly if a denial of a license would be violative of the First Amendment, then every unsuccessful applicant would have the right of free speech throttled and abridged."

Not Supported

"To the company's claim that FCC's findings with respect to local ownership were not supported by the record, the Court replied: "The point is utterly devoid of significance."

The Court quoted Chief Justice Fred M. Vinson of the Supreme Court as holding, in a decision written by the Chief Justice on the Court of Appeals, that FCC's findings "under the law must be maintained if they are not arbitrary or capricious or erroneous in law, and are based upon substantial evidence."

The purpose of the Commission, Chief Justice Vinson said, is "to determine under statutory direction the rights of the people of the U.S. to have the best possible radio service. The interest, convenience, and necessity of the public is an essential test for the privilege of operating a radio station. FCC is the only proper agency to decide these public questions."

During oral argument on the appeal [Broadcasting, Oct. 25], Richard A. Solomon, chief of FCC's Litigation Section, stressed that FCC had not found Bay State's program proposals to be "bad" but had merely held that Cur-Nan's were "better."

Joseph L. Rauh Jr., attorney for Cur-Nan, joined him in support of FCC's decision, while Philip J. Henney Jr. of the Washington firm of Segal, Smith & Hennessy, argued for Bay State.

Cur-Nan Co. is controlled by Matthew J. Noonan and Charles F. Kerns. The Bay State Board is headed by Clarence A. McLaughlin Jr., attorney, who owns 21%."

RCA HONORS

Folsom Addresses Group

"WE ARE ON the threshold of a great new industry," Frank M. Folsom, newly elected president of the Radio Corp. of America, told 276 broadcast executives at a Vic- toria Convention, Camden, N. J., and the RCA Service Co., at a celebration in their honor in Philadelphia. "Fifty years ago, U.S. impact on the public came from the Victorla phonograph. Twenty-five years ago it came from the first radio tubes. Today it is coming from television."

The Service Award program was inaugurated during the second week of December with 836 employees of the RCA Victor Division across the nation being honored for 25 or more years of service. Three "deans among management" were among those honored: L. W. Teagarden, vice president in charge of the RCA tube department; D. F. Schmit, vice president and director of engineering, and Arnold K. Weber, Camden plant manager of personnel.

James W. Murray, vice president in charge of RCA Victor Record Activities, rewarded seven employees of the Hollywood plant on Dec. 8 at Bel Air, Md. John G. Wilson, executive vice president of the company, presented awards to 116 Harrison plant employees Dec. 14 in Newark, New Jersey. The next night, Mr. Wilson rewarded seven employees of the Lancaster (Pa.) plant.

W. M. Norton, president of the RCA Victor Distributing Corp., made the awards to three members of his organization Dec. 15 at the Electric Club, in Chicago. W. T. Warren, chief engineer of the RCA Victor Record Department, rewarded three recording engineers at RCA Victor's Chicago recording studio, and, at the same location, H. J. Mayer, Chicago district manager of the RCA Service Co., honored one employee of his organization.

The week of ceremonies ended Dec. 16 at the Naval Officers Club, Indianapolis, where J. B. Elliott, vice president in charge of the home instrument department, presented 25-year awards.

KCU FT. WORTH

Construction Is Started

CONSTRUCTION has begun on the transmitter for KCU Fort Worth, scheduled to go on the air in the spring. Licensed to East-West Broadcasting Co., station will operate as an independent on 1640 kc with 5 kw day, 1 kw night.

KCU will be on the air daily from 6 a.m. to midnight, according to Bruce Chambers, president and general manager. Mr. Chambers formerly was program director of KBWU Corpus Christi, Tex.

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WDSU NTU BROADCASTING 10000 quartz from the French Quarter to the Gulf and South Louisiana listeners. From daily association with time-honored New Orleans institutions, WDSU has developed a high quality of integrity. WDSU devices program time regularly and exclusively to the St. Louis Cathedral, the International House, Muiscum International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphony and Opera. WDSU's dominant Hoopering that boosbin 150000 listeners creates high listener loyalty.

New Orleans WDSU, "We are on the threshold of a great new industry," Frank M. Folsom, newly elected president of the Radio Corp. of America, told 276 broadcast executives at a Victoria Convention, Camden, N. J., and the RCA Service Co., at a celebration in their honor in Philadelphia. "Fifty years ago, U.S. impact on the public came from the Victorla phonograph. Twenty-five years ago it came from the first radio tubes. Today it is coming from television."

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SCIRPPS-HOWARD Radio has petitioned FCC to reconsider its order requiring the company to make a choice between its WWOZ Cincinnat i application for 630 kc, and its application to buy WVLK Versailles, Ky., and move it to Cincinnati.

Scripps-Howard has shown consistently, spokesmen said, that it intends to prosecute the 630-ke application, one of three involved in a competitive hearing which FCC reopened after issuing a "final" decision favoring WLAP Lexington, Ky. [BROADCASTING, Oct. 25].

The application for consent to buy WVLK did not develop until about three weeks before the 630 kc case was reopened, Scripps-Howard pointed out, noting that this was some six months after FCC issued its decision "granting" WLAP's application and "denying" WCPQ's and Queen City Broadcasing Co.'s. The applications are for a five day and a 1 kw night.

Since the WVLK application has not been formally "accepted" by the Commission, and since it was filed when it appeared that the 630 kc decision had become final, Scripps-Howard could see no reason why it should now be required to make a choice between the two.

Transfer Said Necessary

Further, the petition said, the WLAP transfer application is necessary to meet FCC's requirements that agreements affecting the control of stations must be reported to the Commission.

The WLAP application covers an agreement by which Scripps-Howard would acquire WVLK (600 kc, 1 kw) from Baseball Commissioner A. B. (Happy) Chandler and associates for $225,000 and move it to Cincinnati [BROADCASTING, Sept. 20]. Upon approval, Scripps-Howard would dispose of WCPQ, which operates on 1230 kc with 250 w, but would retain the call letters of the Cincinnati station.

Scripps-Howard's petition, filed in reply to an FCC order holding that either the 630 kc or the WVLK application must be dropped [BROADCASTING, Dec. 13], was submitted by Philip J. Hennessey Jr. of the Washington law firm of Segal, Smith & Hennessey, counsel for Scripps-Howard.

CBS CHANGES

Several Sustainers Move

THE FOLLOWING changes for CBS sustaining programs were announced last week by the network: Life With Luigi, now on Wednesdays, 9:30-10 p.m., switched to Sundays, 7:30-8:30 p.m., Jan. 7. William Marlowe, now on Sundays, 8:30-9 p.m., changed to Saturdays, 8:30-9 p.m., Jan. 7.

Morey Amsterdam Show, now Tuesdays, 10-11 p.m., will be heard one hour earlier on Tuesdays, 9:30-10 p.m., starting Jan. 4.

Winners Take All, now Saturdays, 8:30-9 p.m., changed to Saturdays, 7-7:30 p.m., starting Jan. 8.

A-Lister will be known as Beat the Clock starting Wednesday, Jan. 18, 19-20-21 p.m.

Mr. and Mrs. Jane return to the air in the 10:30-11 p.m. spot on Tuesdays, starting Feb. 1.

ENGINEERING

Firms Reserve Show Space

TEN weeks before the opening of the 1949 radio engineering show at New York's Grand Central Palace, March 7-10, 1949, 12½% more exhibitors have booked space than in 1948. Last year 165 organizations participated, while 200 firms have reserved space for this year's exhibition.

Exhibits ranging from raw materials used in radio and electronic manufacture to complete transmitters and studio equipment will be shown, with over 12,000 engineers expected to visit.

Fifteen-day half-day technical sessions will be held in Grand Central Palace lecture halls, with additional programs scheduled at the Commodore Hotel. New features include a nuclear center for exhibiting the test, control and laboratory equipment of nucleonics, in which 14 firms are participating, and special sound theatres, in which six audio equipment firms are demonstrating.

Philco Sales Meets

JAMES H. CARMINE, vice president of distribution, Philco Corp., Philadelphia, has announced that the company will "unveil exciting new developments in television" during sales conventions this month. Over 1,500 representatives of the company's wholesale distributors will meet in Palm Beach, Fla., Jan. 8-9; and Santa Barbara, Calif., Jan. 13 and 14. The international division of Philco will hold a separate sales convention in Palm Beach, Jan. 8, with more than 50 key distributors of the company's products throughout the world in attendance.

VERNON, N. Y.

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EARLY morning broadcasts originating from office of director of traffic at 3400 West Jefferson, Detroit, to give listeners information on weather, street conditions and traffic hazards. Entitled Listen and Live, the program also includes music and comments by Bob Maxwell. Police Dept.'s portion of program is compiled from official reports submitted by city agencies directly concerned with public safety and traffic. Greater Detroit Plymouth Dealers Assn. sponsors the program. Agency is Powell-Grant Adv., Detroit.

Inaugural Ceremonies on TV
To commemorate the first postwar elections in the Commonwealth of Massachusetts, WNAC-TV Boston will telescast the complete inaugural ceremonies on Jan. 6. Program will cover the speech of the elected representatives, senators and state officers, the swearing in of Gov. Pudl A. Dever by the president of the Senate, and his first speech as Governor. WNAC-TV will remain on the air from 11:45 a.m. to conclusion.

Let's Listen in Spanish
WHAT Philadelphia launched its first Spanish program a few weeks ago, and it proved popular enough to warrant a change from a half-hour to a one-hour broadcast from 10-11 p.m., Monday, Tuesday, and Saturday. Listeners, who are also entertained and visiting South American celebrities are featured on the show. Santos Montalvo and Raymond Gutierrez enunciate.

'The Singing Lady' Returns
ONE of the most popular children's radio programs, The Singing Lady, is returning to new generation of children by way of television. Under sponsorship of The Kellogg Co., Battle Creek, Mich., Wix fighters and 'The Singing Lady' will be seen and heard on ABC-TV network beginning early this year. W. N. Ayres & Son, New York, is the agency. In this new series Miss Wicker will use puppets to enact the stories.

Opportunity Knocks
DESIGNED to give Dixie talent a chance to try their luck on television, Tele-Television Tryouts made its debut on WSB-TV Atlanta. Program is a variety exhibition featuring local talent. Performers will compete against each other, and the winner each Thursday will appear on the following week's show. 'The World of Art' AIT and radio have combined in a new show heard each Friday at 7:15 p.m. on KTRC Santa Fe, N. M. Program covers painting, literature, music, dance, and the theater. Format is built around reviews of local, national and international art news, interviews, and ends with a discussion of some issue or educational phase of the arts. Alfred Morang, painter and art critic, is writer-producer and m.c. of show.

New Variety Show
WCAU-TV Philadelphia is presenting Spotlight Time variety show every Tuesday, 7:15-7:30 p.m., under sponsorship of the Philadelphia Automobile Co., Kaiser-Frazer dealer. Joyce Ayres sings leading numbers and introduces professional and amateur artists. Joseph Lownenthal Adv., Philadelphia, handles the account and sets the package.

Eversharp Order
FEDERAL Trade Commission has acknowledged receipt from Eversharp Inc., Chicago, of a stipulation-agreement to cease further misrepresentations on behalf of products. Eversharp Schick Injector razor and blades. Agreement provides firm will "cease and desist" that they prevent nick or cuts while shaving or that they shave without skin irritation.

TV PACKAGE, Flower Show, owned and produced by World Video, New York, moved from WPIX New York to the full NBC-TV East Coast network, Sat., Jan. 1, 8:30-9 p.m.

CONTINENTAL FM
Expands to Midwest Net
MIDWEST FM NETWORK will carry programs of Continental FM Network in the Indiana area, according to a joint announcement by Graeme Zimmer, WCSI Columbus, Ind., and Everett L. Dillard, Continental president.

Midwest will obtain service via pickup from WEAW Evansville, Ill., which is a key station in Continental's nation-wide wire-recording service. Seven Midwest outlets will carry the programs in Indiana. The program service is recorded off Continental's wire-air relay.

WOPT Oswego, N. Y., FM outlet owned by the Oswego Palladium-Times, has joined the main Continental eastern hookup, according to E. M. Waterbury, WOPT general manager. Program service will be received via the Rural Radio Network leg of Continental.

Applications to obtain service have been received from Continental from stations in nine other midwestern states. Tests will be conducted to determine if they can be fed by radio relay from WEAW.

AER CONTEST
Script Entries Invited
RULES for the second annual National Radio Script Contest of the Assn. for Education by Radio have been sent to all colleges and universities which offer courses in broadcasting.

To date, awards totaling over $1,000 are being offered. Additional prizes are expected before the contest closes on March 30. The contest is open to any student enrolled in any recognized college or university in the U. S. Copies of the rules may be obtained by writing to Sherman P. Lawton, AER Script Contest, U. of Oklahoma, Norman, Oklahoma.

Cut!
"THE FACES on the Cutting Room Floor" may be billed as the follow-up for the NBC promotion film "Behind Your Radio Dial." Made some time ago, the film had a private preview just after Amos 'n' Andy left NBC for CBS. Scratch one comedy team, cut one sequence, was the only answer. Since then, week by week, with the exodus of Jack Benny, then Phil Harris, and Edgar Bergen in turn, the film has grown shorter and shorter as it keeps returning to the studios for cutting. Now the comedians' faces grin grotesquely up from the cutting room floor as network executives pace back and forth over all that's left of their comedy Hall of Fame.
HARRY LUBCKE
TV Arts & Sciences Head

HARRY R. LUBCKE, head of KTSI (TV) Los Angeles, was elected president of Academy of Television Arts & Sciences, Hollywood, at meeting Dec. 21.

Other officers elected were: First vice president, Don McNamara, director of television, Telefilm Inc.; second vice president, Russell Furse, television distribution manager, Cascade Pictures of Calif.; treasurer, Lenore Kingston, writer and TV actress; corresponding secretary, Robert Packham, producer of NBC Chesterfield Supper Club; secretary, James Vandiveer, KECA-TV Hollywood, director of remote programming; recording secretary, Betty Bears, radio dramatist; secretary to treasurer, Catherine Silhey, USC teacher of communications English.

Three directors-at-large elected include Ed Nassour, president of Nassour Studios, Hollywood; Ray Montfort, chief engineer, KTTV (TV) Los Angeles; Jack Strauss, Kinescope sales manager, Television Relay Inc.

ELEVEN sponsors of video programs, 17 sponsors of announcements and 43 advertisers participating in the sponsoring of Your New Kinescope sales include communications English.

HARRY (TV)

TELEVISION AND ALLIED INDUSTRIES

and these minutes of the meeting of the Academy of Television Arts & Sciences, Hollywood, held in the home of Mr. and Mrs. Russell Furse, 8857 Stagecoach Rd., Thursday, Jan. 21, 1948.

Head room—The layway between the actor’s head and the actual top of any setting. Refers to the amount of upward camera movement possible without overshooting a character.

High hat—A camera mount for use on top of a set or such waist-high object.

Hot light—A concentrated light used in the studio for emphasizing features and bringing out contours.

Inky—an incandescent lamp.

Key light—Over-all general illumination.

Kill—to order the elimination of anything in the studio, e.g., “kill the chair,” or “kill that light.”

Lose the light—Term used in directing cameras, i.e., “Move to your next position when you lose the light.”

Masking piece (or wall)—A wall section arbitrarily included in a setting to provide a backing for acute changes in camera angles.

Miniature—A small scaled setting or display usually used to establish a locale; a maquette.

Model (verb)—To order to move expressively before the camera—e.g., as in fashion shows.

Neno—Broadcast originating in some location other than the television studios.

Noodle—to play a few bars of background music or improvisation, usually behind titles—knows as “noodling.”

Optical lens—The lens focusing the image of the scene to be televised.

Technical HENRY RHEA has joined WFLD-TV Philadelphia, as assistant chief engineer. He has been in radio and television for 15 years, with RCA and as a consulting engineer.

CHARLES W. GRIM JR., formerly with KREO India, Calif., has joined KFI-PM Los Angeles engineering staff.

EDWIN J. HART, formerly with WFMZ Allentown, Pa., has joined WCAU Philadelphia’s AM studio group. Additional new WCAU personnel includes SHAHAN H. ALJANIAN, as chauffeur-dolly-light man on WCAU-TV crew; RAYMOND STALH, as supervisor of audio maintenance, and FRANK CATANZARO, supervisor of television maintenance.

WILLIAM J. HOYD, WSB Atlanta engineer, and June Coley have announced their marriage.

DuMONT SALES
May Double ’47’s

DuMONT sales in 1948 should double those of 1947, with net profit after taxes nearly four times that of 1947, Allen B. DuMont, president, Allen B. DuMont Labs, wrote stockholders Dec. 21.

Letter, accompanying the first dividend checks on the company’s common stock, 2½¢ a share, notes that since “starting operations in 1931, it has been a long, uphill battle to reach this point. Earnings today are in excess of this dividend but it is necessary to plow back the greater part.

“We must provide additional working capital and fixed assets so your company can retain its present position in the television and allied industries and take advantage of the enormous growth in the next five years.”

Pointing to the recent purchase of plants, adding more than 500,000 square feet of manufacturing space or double that which DuMont had a short time ago, Dr. DuMont said, “While it takes time to equip and man such additional facilities, we look forward to 1948 with confidence that sales will greatly exceed 1948, assuming no very substantial change in the national economy.”

The company’s TV operation is “still operating at a loss,” he reported, “but television receiver sales are constantly increasing and as the number of viewers grows the broadcasting end of the business should become one of the more profitable divisions of your company.”

TULLIS-VICTOR

Joined in New Agency

A. J. VICTOR has purchased 60% stock holdings of Howard Tullis Co., Hollywood, joining the firm as chairman of the board. Agency name changed to Tullis-Victor Co. Tullis continues as president of the agency.

Mr. Victor for the past four years was account executive with XXIA Pasadena.

Test on WCAU-TV

THE NEW weekly audience participation show, Stop the Clock, on WCAU-TV Philadelphia, Monday, 9:30 p.m., is being used by N. Snel- lenburg & Co. department store, and Elliot Lewis Corp., distributor of International Harvester refrigerators, to test the selling power of Philadelphia television. At this end, both companies are giving little play for the present to other media. Joseph Lowenthal Advertising is the agency.

100% EQUIPMENT SOURCE

Over 5000 items in stock from soldering to circular saws.

Get Mine your one source for all broad casting equipment needs. Six daily air

ning True flights serve your emergency needs.

Wherever you may be, I

Radio Company

In Washington, D.C. (202)

5901 Adas"
December 23 Decisions

BY COMMISSION EN BANC

Model City Bstg. Co., Inc., Aniston, Ala.—Upon petition of WJAC, of Birmingham, Ala., the Commission has modified its decision of October 29, 1961, and granted permission to file a petition with the Commission in connection with the transmission of AM and FM stations in the vicinity of Birmingham, Ala.

WPBN, Alexandria, La.—Granted modified CP to increase N power from 300 kw to 1 kw and make changes in engineering conditions.

WBN, Warren, Ohio.—Granted CP to increase N power from 300 kw to 1 kw and make changes in engineering conditions.

December 23 Applications

ACCEPTED FOR FILING

AM—1350 kc

WXQ, High Point, N. C.—Application of appraiser of Consolidated Broadcasting Corporation, Inc. of High Point, N. C. to modified CP to change of height and weight of tower, the modification to take place on the 1st day of January, 1962, which modification will result in changes in tower design. This application is accepted for filing.

December 23 Applications

ACTED UPON

AM—820 kc

WJMW, Athens, Ga.—License to cover filed, application for license to cover CP renewal application of WJMW, Athens, Ga., to modify CP to increase N power.

December 27 Applications

ACTED UPON

AM—1290 kc

WLQM, Nashville, Tenn.—Application for license to cover of WLQM, Nashville, Tenn., to modify CP to increase N power.

Revisions and Modifiactions

December 23

December 27

December 29

December 30

December 31

January 1

January 2

January 3

January 4

January 5

January 6

January 7

January 8
On All Accounts
(Continued from page 10)

musical and script programs for the agency's London office. This included Carson Robinson, Morton Downey, and the Four Ink Spots. Along with it he wrote copy for such agency accounts as Barbasol, H-O Oats, Rheingold Beer, Gunther's Beer and Texaco.

With resignation from that agency, more than a year of freelancing followed, and in 1940 Innes found himself a commercial lancing agency, more

Along with included Carson Robinson, Morton Downey, and the Four Ink Spots. Along with it he wrote copy for such agency accounts as Barbasol, H-O Oats, Rheingold Beer, Gunther's Beer and Texaco.

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CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1335 Wisconsin Ave., N. W.
Washington, D. C. 20005

McNARY & WRATHALL
RADIO ENGINEERS
906 West 17th St.
Los Angeles, Calif.

EXECUTIVE OFFICES
20 Dixie
WARNER BLDG.,
PORTER ST., N. W.
WASHINGTON, D. C.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
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WASHINGTON, D. C.

George C. Davis
801-314 Monroe Bldg.—Sterling 0111
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Commercial Radio Equip Co.
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INTERNATIONAL BLDG., Dt. 1319
WASHINGTON, D. C.

J. W. McKeown, P. E.
870 W. Washington Blvd.
Los Angeles, Calif.

Raymond M. Wilmette
PAUL A. deMARS
ASSOCIATE
1449 CHURCH ST., N. W., Dt. 1324
WASHINGTON 5, D. C.

John J. Keel
WARNER BLDG., WASHINGTON, D. C.
13th & E Sts., N. W.
National 6513

Worthington C. Lent
Consulting Engineers
OFFICE & LABORATORIES
4813 Bethesda Ave., Bethesda 14, Md.
Oliver 8200

Herbert L. Wilson
1085 CONNECTICUT AVE., N. W.
WASHINGTON 6, D. C. 20036

Russell P. May
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C. 20005

Rothrock & Bairey
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

Weldon & Carr
WASHINGTON, D. C.
1605 Connecticut Ave., N. W.
WASHINGTON 6, D. C.

Andrew Corporation
CONSULTING RADIO ENGINEERS
363 E. 75th St.
Triangle 4400
CHICAGO 19, ILLINOIS

Dixie B. McKee & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.

E. C. Page
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.

Chambers & Garrison
1519 Connecticut Avenue
WASHINGTON 6, D. C.

Kear & Kennedy
1703 K ST., N. W.
STERLING 7932
WASHINGTON, D. C.

William L. Moss
Consulting Radio Engineers
4125 Monroe Street
TOLEDO 6, OHIO

John Creutz
319 BOND BLDG., REPUBLIC 3151
WASHINGTON, D. C.

Gille Bros.
1108 Lillian Way
Gladstone 6178
HOLLYWOOD, CALIFORNIA

Preissman & Biser
AM, FM, Television
Alloction, Station Design
Management Training Associates
3308 14th St., N. W.
Washington 10, D. C. 20005

H. V. Anderson
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-377
Lake Charles, La.

Guy C. Hutcheson
1100 W. ABRAM ST.
PHONE 1218
ARLINGTON, TEXAS

Nathan Williams
Allocation & Field Engineering
20 Algoma Blvd., Ph. Blackhawk 22
Oshkosh, Wis.

George A. Bittler
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO

Lee E. Baker
Consulting Radio Engineer
FRITZ BAUR, Assoc.
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

Silliman & Barclay
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave., RE. 6646
Washington, D. C.

Lynne C. Smeby
820 13th St., N. W.
WASHINGTON 5, D. C.

George P. Adair
Radio Engineering Consultant
Executive 7551
1754 M STREET, N. W.
WASHINGTON 6, D. C.

Saxton & Winston
Dallas 2222 N. Fitzhugh Tre 7-3754
Longview
P. O. Box 1866 4321

January 3, 1949 • Page 65
## Classified Advertisements

**PAYABLE IN ADVANCE** — Checks and money orders only. Situation Wanted 10c per word — $1 minimum. Help Wanted 20c per word — $2 minimum. All other classifications 25c charge for blank number. One inch ads, acceptable, $12.00 per insertion. Deadline Two weeks preceding issue date. Send box replies to Broadcasting, 870 National Press Building, Washington D.C. or huge Broadcasting is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

### Help Wanted

#### Managerial

Regional network station in large metropolitan city in central states needs general manager, minimum age 30. Box 543, BROADCASTING.

Medium sized station in large metropolitan city in central states needs general manager, minimum age 30. Box 544, BROADCASTING.

I am interested in manager for 250 watt AM network affiliated station in southern market of 40,000. Affiliated with Mutual Radio. Some experience, good references, experience in advertising, sales, and general supervision. Box 545, BROADCASTING.

#### Salesmen

Sales manager for midwestern regional AM network. Needs well established, established, well known, and capable of making the grade. This is an important Texas market. Box 511, BROADCASTING.

Salesman needed for sales office in beautiful southwestern resort in California. Must be a proven and experienced salesman, or one who has the potential to become one. Box 546, BROADCASTING.

Salesman and salesmen, FM station experience. Colsil on the air 4 years. Write to Box 547, BROADCASTING.

Excellent opportunity for salesman of real ability and high character. Has sales experience in an important Texas market. Box 511, BROADCASTING.

Experienced time salesman for rich Pacific Coast market. 15% commission on all sales. Single, preferred. Box 603, BROADCASTING.

Good proposition for someone wanting to enter broadcast sales. No selling experience required, but an ability to do the job well. Send credentials. Box 548, BROADCASTING.

Local salesman for station in city of 125,000. Network affiliated, well established. Salary and commission. Opportunity for advancement to sales manager. Call or write for complete details. Box 549, BROADCASTING.

Local salesman for station in city of 125,000. Network affiliated, well established. Salary and commission. Opportunity for advancement to sales manager. Call or write to Box 550, BROADCASTING.

Salesman for station in city of 125,000. Network affiliated, well established. Salary and commission. Opportunity for advancement to sales manager. Call or write to Box 551, BROADCASTING.

#### Technical

Wanted operator for 250 watt AM and 10 kw FM transmitters. Please give complete details first letter. Box 552, BROADCASTING.

Chief engineer—West coast regional directional. Send full details photo, salary requirements. Box 553, BROADCASTING.

Recording engineer—We are looking for thoroughly experienced recording engineer. He must be completely familiar with commercial recording equipment and be well versed in installation. Must have work experience in engineering department of a new station. Good working conditions and availability. Replies held in strictest confidence. One employee known of this ad. Box 554, BROADCASTING.

Combination engineer-anonymous. Engineering experience unimportant. Must be thoroughly experienced and able to work alone. Send disc and salary required first letter. Box 555, BROADCASTING.

Experienced engineer with best references wanted by network local in pleasant southwestern resort city. Box 556, BROADCASTING.

Texas 250 watt transmitter operator of stable character. Box 557, BROADCASTING.

Three combination first class engineer-announcers. One for radio, one for television and one for both. Contact Monroe Lowery, Radio Station WWAN, Memphis, Tennessee.

Assistant chief engineer wanted in southwestern local. Box 559, BROADCASTING.

Wanted operator for 250 watt AM and 10 kw FM transmitters. Please give complete details first letter. Box 560, BROADCASTING.

#### Announcers

Announcer—Morning man to wake ’em up. Must have fresh new ideas, and must be experienced in doing record sales and promotion. This is a job in a midwest city. Job opens after January 15. Write Box 661, BROADCASTING.

Announcer with superior voice and thorough experience needed by network station in beautiful southwestern city. Box 572, BROADCASTING.

If you can build an audience and have a record of proven performance, a good job is available on the announcing staff of station in lovely Texas city. Box 573, BROADCASTING.

Wanted Immediately. Top morning disc jockey. No beginners. Must have experience. In first letter give all details, references, and a good letter of recommendation. We are a regional network station in midwest city of over 100,000 population. Box 663, BROADCASTING.

### Help Wanted (Cont’d)

Experienced announcer—to do general announcing in local network station. Disc and photo required. $45.00 for first letter. Box 574, BROADCASTING.


### Situations Wanted

#### Managerial

Experienced manager can give your station a solid, businesslike administration and direct program policy that will increase audience. Proven ability. Write for sensational results but will give you real dollars instead of phone book profits. Box 654, BROADCASTING.

General manager available, sober, family man. Fifteen years experience in construction and operation. Top record, references South of Box 72, BROADCASTING.

Successful manager desires change in the Coast. Interested in remaining a specialty announcer. Outstanding reputation. Address Box 1038. College graduate, 23, Sports and hillbilly station preferred. Box 396, BROADCASTING.

Manager—Successful fifteen year network affiliate wishes change of city. Has managed all departments. Best references. Will guarantee results. Box 655, BROADCASTING.

Sports director in need of place to play—by-play in major sports, commercial or network. Location can be near your background desires of combination program director. Address Box 656, BROADCASTING.

Young, enthusiastic, college graduate, experienced commercial manager. Time salesmen, copy writer wants position with advancing station. Own car and gear to sell. Available first of February. All good offers considered. Box 611, BROADCASTING.

Experienced, successful manager available. Came up through the ranks. Know all phases of man managing, as well as production. Must be proficient employer. Only son taking over here. Box 612, BROADCASTING.

Wanted—Position as MD in medium size city, to be in charge of station operation. Twelve years experience in such positions. Must be sober and willing to work West only. Box 665, BROADCASTING.

#### Salesmen

Experienced salesman and contact man with knowledge of basic television production and technical techniques desires position in either sales, promotion or sales engineering. Must have university education, have practical experience in either east or west coast. Young, aggressive, progressive in outlook. Box 666, BROADCASTING.

Wanted—Broadcasting salesman or assistant manager in small southwestern resort town. Must have experience, excellent contacts with television, travel, and sales agencies. Box 622, BROADCASTING.

#### Production-Programmers, Others

Copywriter—Who can produce selling copy, qualitative, for cable television. Must have California network affiliate, sales copy. Script, speed, full details. Box 613, BROADCASTING.

MBS affiliate program director—Men years experience desirable for a fairly successful regional MBS station in a city by name that is growing. Must be willing to travel. Box 614, BROADCASTING.

Sports announcer—Wanted to do play by play for successful network. Send disc, reel of work, or complete details. Box 615, BROADCASTING.

#### Situations Wanted (Cont’d)

Ex sportscaster and announcer in Virginia desires position in east or New England. Responds to letters only. Box 657, BROADCASTING.

Young woman, graduate School of Radio Technique, desires permanent position as disc jockey, cashier, or traffic manager. Box 658, BROADCASTING.


Basketball play-by-play, Nine years experience all sports. Box 659, BROADCASTING.

Single, willing to travel. Graduate of leading radio school. Radio City, New York. Box 660, BROADCASTING.

Staff announcer—Young, single, veteran of major network. Has experience in New York radio school. New York personal wants position on ambition. Box 661, BROADCASTING.


Network show experienced announcer and prominent disc jockey now. Desires good solid, steady announcing position. Minimum salary $1,500 per week. Box 663, BROADCASTING.


Announcer, ambitious, versatile. Relied, well-trained. Box 665, BROADCASTING.

A background of many years of athletic preparation and administration plus several years of sports broadcasting. Interested in coaching. Box 666, BROADCASTING.

Wanted—disc jockey. Wanted a minimum of three years experience in all phases of Chicago radio. BROADCASTING. Box 667, BROADCASTING.

Stability plus ability equal performance of announcer, thoroughly experienced in news, special events, reliable, planters, shows, sports, languages, music, education, programming. Has knowledge of production. Available now, call or write High-Profile Broadcasting, 201 W. Adams Ave., Chicago 15, Atlanta 5-0316.

Vettseller announcer—Two years experience wants opportunity with one or two networks. Presently employed, married. Bill Foster, 410 N. Clinton St. Adrian, Michigan.

Chief announcer regional station. 6 years experience. Wants announcer or program director job. Box 669, BROADCASTING.

Announcer, 35, capable, experienced, strong on news, commercials. Contact Dick Jenkins, Emerald Avenue, Chicago 15, Illinois.

Chief announcer regional station. 6 years experience. Wants announcer or program director job. Box 670, BROADCASTING.
Situated Wanted (Cont'd)

Experienced stage and radio director. Works well with studio director and floor manager. Write Box 650, BROADCASTING.

Chief Engineer, highly qualified all phases AM and FM desires connection with progressive established station. Excellent references. Box 662, BROADCASTING.

Engineer, 1st phone experience, desires midwest as transmitter operator. S. Ronning, 102 North Blackwell Ave., Sioux Falls, South Dakota.

Operator, first license, four years with broadcast transmitter experience as transmitter. Location not important. Age 21; single; goodceans. Box 665, BROADCASTING.

Engineer, 1st phone, experienced 18 months with broadcast transmitters. Can assume full responsibility, also interested in teaching and years age. Excellent references. Write Box 667, BROADCASTING.

For Sale

Sound Mirror model BK43 portable microphone for use with RCA or similar portable wire recorder. Best offer takes it. Box 668, BROADCASTING.

SALESMAN

For topnotch station, large southern market, unlimited opportunity, good guarantee until established. Must have excellent business and character references. Send full particulars with description of previous sales records to BOX 637, BROADCASTING.

 trance, full responsibility, and all associated apparatus. May be purchased as complete installation or as individual units. Two Gates turntable, one continuous, 3,000 watt equipment mounted in rack and cabinets, with all wiring; 300 watt, and all associated apparatus, may be purchased as complete installation or as individual units. Two Gates turntable, one continuous, 3,000 watt equipment mounted in rack and cabinets, with all wiring.

Situations Wanted

SALESMAN

For Sale (Cont'd)

Two Presto 6N floor cabinet recorders with 12 cutting heads, RCA 1005, two 8A recording amplifiers, line equipment mounted in rack and cabinets, with all wiring.

Looking for WELL TRAINED MEN!

Tell us your needs; Our graduates have thorough . . . full time technical training in Radio Broadcasting and Television, and in the Armed Forces, with MAJOR emphasis on Electronic-Television training laboratories. The Class of 1947 graduates in Radio and Television are F.C.C. Licensed and all are well qualified to operate and maintain Radio-Broadcast and Television equipment. Write, phone or wire:

EMPLOYMENT SERVICE

DEFOREST'S TRAINING, Inc.

2030 N. Ashland Ave.
Chicago 11, Ill.
Phone Lincoln 5-7256

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly around in all phases of broadcasting by Hollywood's outstanding professionals!

HALY'S SCHOOL OF RADIO AND TELEVISION

8800 Wilshire Blvd.
Los Angeles, California

Approved for veterans

Beverly Hills, California

NOTE: Station Managers and Program Directors from everywhere want all that are attuned with personnel we furnish.

The School of Radio Technique

OM NEW YORK
HOLLYWOOD - CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by an experienced faculty of professionals. Moderate rates.

Send for free booklet B.

Approved for G.I. Training

WASHINGTON 20, N.Y.: RADIO CITY, R. C. K. Bldg.

CHICAGO 4, Ill.: 725 S. Wabash Avenue

HOLLYWOOD 38, CAL.: 9292 Melrose Avenue

NEW YORK 20, N.Y.: RADIO CITY, R. C. K. Bldg.

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WASHINGTON 20, N.Y.: RADIO CITY, R. C. K. Bldg.
ALL-OUT cooperation of the Springfield, Mass., police department has been secured by WSPR Springfileld for its promotion of ABC’s This Is Your FBI. The station reports that all of the police boxes, located in busy intersections throughout the city, carry two signs plugging the show and local outlet.

Originated by Howard S. Keefe, promotion manager of WSPR, the project also had the cooperation of Police Chief Raymond P. Gallagher. Although Chief Gallagher has opposed use of the boxes for commercial or semi-commercial purposes, he did lend his support to this project.

In endorsing This Is Your FBI as an educational feature, Chief Gallagher referred to it as being one of the only two network broadcasts which can claim complete authenticity in the law enforcement field. As added proof of the department’s support, the WSPR promotion signs also bear the signature of the Springfield police department.

WTOC Transmitter

WTOC Savannah, Ga., began using its new 6 kw RCA transmitter Jan. 1 following renovation of its transmitter plant nearly four miles west of the city. WTOC, a CBS affiliate, currently has pending before FCC an application for an additional 1 kw power. The old transmitter, a prewar composite model, will be overhauled and kept as standby equipment, the station said. WTOC, observing its 20th anniversary year, is licensed to the Savannah Broadcasting Co. on 1490 kc.

UNITED STATES Television Mfg. Corp., New York, has announced that sales for November 1948 totaled $242,686. UST, devoted exclusively to manufacture of TV sets, in April of last year added a line of home receivers to large commercial models for public places on which it had previously concentrated.

WBKB Exchange ‘Sun-Times’ Cooperates

SERVICES OF WBKB (TV) Chicago, Balaban & Katz station, and the Chicago Sun-Times, Marshall Field newspaper, are being exchanged to benefit televisionara and readers mutually. The agreement, signed last week by John Balaban, station director, and Richard Finnegan, Sun-Times publisher, provides that the operations will work hand-in-hand in news reporting, promotions and special events.

The paper will supply WBKB with late news and features daily, with the station supplying the Sun-Times complete video facilities. Contract provides also for appointment of Ulmer Turner as WBKB news editor. In this capacity, he will work as liaison man between the paper and station and will organize an expanded news operation. Mr. Turner, former radio editor of the Chicago Herald and Examiner, Herald-American and Sun, has worked as broadcast commentator for the Hearst papers in Chicago and as an INS writer.

Network Station With TV Opportunity

A very profitable, well established station covering one of the midwest’s important and substantial markets. His attractive television possibilities.

- Earnings are excellent and make possible an unusually low ratio of net to sales price. Approximately $50,000 in quick assets included in total price of $225,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

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Kay V. Hamilton  
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HOPEFUL that at least a partial solution of its television dilemma may be near, FCC last week “invited” observations of the results of NAB’s symposium on operations between WNBT (TV) New York and WNBW (TV) Washington (Broadcasting, Dec. 6, 20).

The synchronization system is designed to minimize co-channel interference and thus permit closer spacing of television stations than would be possible otherwise.

When it was announced, RCA-NBC engineers said it would permit co-channel operations by stations 150 miles apart—the keystone of FCC’s original allocation plan, before the question of tropospheric interference arose and prompted fears that much greater separations might be necessary.

“The Commission desires to obtain information as to the areas in or near New York City and Washington, D. C., which are deriving benefit from the synchronization,” FCC said in a public notice issued Friday, “It will therefore be pleased to receive reports of observations which indicate an elimination or a discernible reduction in interference from this method.”

To permit comparisons, the synchronization program is interrupted for one minute at the start of each quarter-hour period: From 0:00 to 0:01; 0:15 to 0:16; 0:30 to 0:31, and 0:45 to 0:46.

Fringe Areas

The interference occurs mostly in fringe areas of television coverage and shows up on television screens as moving horizontal bars, which are described as a “Venetian blind” effect.

As the difference in carrier frequencies of two co-channel stations is reduced the number of interference bars diminishes. When there is no difference in frequencies then when they are synchronized—there are no bars.

The equipment, which engineers say may be produced for no more than $5,000, consists of two units: One at WNBT and one at RCA Labs in Princeton.

When the system is in operation, signals from WNBT and WNBW—both on Channel 4—are compared electronically at the output of the two radio receivers located at Princeton. Information regarding frequency differences is carried as frequency modulation of a 1000-cycle tone by telephone line to New York.

The frequency shift of this tone is used to change the frequency of the WNBT transmitter to keep it on exactly the same frequency as the WNBW transmitter. The system is automatic.

The question of tropospheric interference is one of the major problems which led FCC to oppose the recent freeze on VHF TV applications.

FCC’s goal has been to provide for 150 miles separation for co-channel stations and 76 miles sep-
NETWORK vice presidents do have blood, in spite of rumors spread by certain comics, as proved by the above pictures. At top, Victor M. Ratner, CBS vice president in charge of advertising and sales promotion, donates his blood to the CBS blood bank established by the network in cooperation with the Red Cross for use by company personnel and their families. [Broadcasting, Dec. 28]. At bottom, Howard S. Meighen, CBS vice president and general executive, has his blood pressure taken before giving his blood.

WPTF-NABET Vote

RADIO engineers and technicians, excluding turntable operators, voting with WPTF Raleigh, N. C., will vote for or against the National Asan, of Broadcast Engineers and Technicians as collective bargaining agent. National Labor Relations Board directed that the election be held on or before Jan. 14. NLRB also has announced certification of the Miami local of the American Federation of Radio Artists (APL) as bargaining representative for announcers, continuity writers and the music librarian at WGBS Miami.

George Zachary, radio producer and director, has joined the program staff of CBS as television director. Mr. Zachary entered radio in 1938 as a script writer for CBS and remained with the network for six years. Since then he has been with OWL, a radio officer in the Navy, and in 1946, following his discharge as a lieutenant, he worked freelance on the Ford Festival of American Music and the VanUGH Men-to Show.

John Zane, traffic manager and sports announcer at WMNW Meriden, Conn., has been appointed station's program director.

Art Elmonn has joined announcing staff of WSSC Glen Falls, N. Y., as "Rise and Shiner."

Etzel Grey, formerly with WFRP Savannah, Ga., as director of women's programs, and WBNX New York, as literary critic, has joined WQUA Moline, Ill., in same capacity. "PEG" Mouley has joined station's traffic department.

George Perry, formerly producer-director at WARM Scranton, Pa., and director of radio at Marywood College, has resigned these posts to do graduate work in speech and drama at Catholic U. of America, Washington. He is continuing as radio adviser to the Roman Catholic Diocese of Scranton.

Frank Dodge, for eight years associate director for CBS operations staff, has joined Arthur Godfrey's production staff as assistant to Margaret Richardson.

John B. Cron, former film representative, has been appointed supervisor of film procurement for NBC-TV.

Arthur Godfrey, CBS star, has received a trophy from the Maryland Flying Club for "his contribution in the promotion of aviation."

Keten Perin has joined production staff of WGN Chicago. He was formerly producer of Air Schacht Sport Show on WOR New York.

Tony Farrar has joined WAAM (TV) Baltimore, as staff producer.

Walter H. Mitchell has joined continuity staff of WIBL Columbus, Ga.

Lawrence J. Geraghty, announcer-producer at KWRN and KWRN-FM Reno, Nev., has been appointed program director of the two stations.

Robert Hayton has re-joined announcing staff of KGVO Missoula, Mont. He was with KGVO in 1942-43, while attending Montana State U.

Bob Dingman, formerly with WTRY Troy, N. Y., has joined announcing staff of WCSS Amsterdam, N. Y.

Robert Banner Jr. has joined program department of NBC's Central Division, Chicago, as assistant production director. Other personnel additions include: Charles Robin, assistant production director; Marshall Head, film librarian; Mirth Durward, script girl, and Francis Scott, assistant operations manager.

Berne Enterline (Rex Dale) has joined WCKY Cincinnati, where he will emcee early morning disc shows. He was formerly with WMMJ Peoria, Ill., where he handled programming and record shows. Mr. Enterline was listed as joining WMJJ in Broadcasting, Nov. 29.

ABC STATIONS

Affiliates to Hold Meetings

A series of meetings with representatives of its 372 affiliated stations has been scheduled for January and February by ABC. The meetings, announced by Otto Brandt, director of stations, are held each year to better acquaint the network with the problems of its affiliates in eight ABC districts.

The sessions also provide opportunity for the stations to become more fully acquainted with network plans and developments and to promote closer cooperation in sales, programming and general station relations.

First of the meetings will be held on Thursday, Jan. 6, at New York's Waldorf-Astoria, when representatives of stations in the northeastern district meet with network officials headed by Edward J. Noble, ABC board chairman; Mark Woods, president, and Robert E. Kintner, executive vice president.

Southcentral and southeastern district stations will meet at New Orleans' International House on Monday, Jan. 10. Southwestern, middle and central stations will convene Thursday, Jan. 27, in Chicago's Ambassador East Hotel.

Mountain and Pacific areas will meet Thursday, Feb. 3, in the St. Francis Hotel, San Francisco.

January 3, 1949 • Page 69
YOUNGSTERS will sing and play their way to music scholarships on Musical Horizons, series of 35 Sunday afternoon programs for Island musical talent, being aired by WPBJ-FM Providence. R. I. Program will continue until spring when slim nation contests will be held to choose the best of the winter's winners. The three most promising youngsters will receive music scholarships provided by WPBJ.

'Favorite Program' Contest

TO test listenership and promote its programs, WCHS Kansas City, has conducted a series of "Favorite Program" contests. Listeners submitted names of WCHS programs they liked best and why, and each received a prize for entry.

Just a Gag?

"HERE'S hoping that you had a most enjoyable time . . . at the annual WMT (Cedar Rapids, Iowa) Christmas Party . . . . " states that station's Christmas Party promotion release. And for those who had too much "party" they thoughtfully enclosed a small, one-dose package of Alka-Seltzer.

Promotion

PUBLIC affair programs will be emphasized during the Western Radio Conference Feb. 24-25 when broadcasters, teachers, audio-visual directors and listener groups gather for their second annual meeting at the Marine Memorial Club in San Francisco.

Six plenary sessions will be devoted to the techniques of good programming in children's programs, station newsletters, talks and discussions, and community projects. Specific examples will be explored in each session. The children's field will be divided into classroom Listening and leisure-hour programs. Plans were outlined by John C. Crabbe, director of radio for College of the Pacific. Herald Moulsey, CBS assistant director of public affairs, New York, is scheduled to sit in as a panel member in a period on radio's forum programs. Luke Roberts, educational director, KOIN Portland, will direct.

In sessions on documentary broadcasts, stress will be laid on small stations and school-operated outlets. Radio's role in fund drives and educational campaigns will be discussed.

Mr. Crabbe said there was a possibility of a TV demonstration. Principal speaker at the conference is to be announced later, with the major address to be delivered at the final session. There will also be individual meetings of certain allied groups, among them the Assn. for Education by Radio.

FRISCO MEET

To Air Radio Forum Role

WNBC CARES

Food Appeal Nets 11 Tons

ELEVEN tons of CARE packages were sent to Europe in time for the holidays as the result of an all-day appeal by WNBC New York, according to Paul Comly French, executive director of CARE.

The appeal started at 5:30 Thanksgiving morning and continued all day, with every program devoted to the drive. Contributions were directed to a special post office box. Names such as Douglas Fairbanks Jr., and Edna Ferber appeared on the station to further the appeal.

It is estimated that the food resulting provided more than 380,000 meals.

In a letter from Mr. French to Thomas B. McFadden, manager of WNBC, the station was commended for its service. In 1947, WNBC made a similar appeal which resulted in the shipment of eight tons of CARE packages.

NEW KSDJ San Diego owner, Charles E. Selik, is shown with Hildegard during a cocktail party given Dec. 10 by Mr. Selik. During the party Mr. Selik announced change in call letters to KCBQ, effective Jan. 1. Station used double call to acquaint listeners with change.

WCHS
Charleston, W. Va.
television field, providing service to smaller communities and other areas on a worthwhile competitive system. The extension of the coaxial cable will not only result in greater range, but will also increase the growth of television but will provide bigger and better programs; increase the viewing audience and thereby reduce the cost per viewer, which is so important to the advertiser.

With an assertion that television is now "the loudest question," John Creutz joins the chorus calling for more video channels. Mr. Creutz doesn't think it likely that other services in the 40-300 mc range will make way for video and that the 500-800 mc band "good, bad or indifferent," must be available.

On the subject of tropospheric interference, Mr. Creutz holds these views: "Such scanty data as is available indicates that with such uncertain and varying propagation conditions, our ideas of service areas and interference standards as we have used them must be left behind in the broadcast band. The [FCC's Technical Information Division] report 2.4.5. concludes with an estimated accuracy of 10 db. In making interference calculations, we are, therefore, using the equivalent of not knowing whether the radiated power is 20 kw or 200 kw."

FM was described by Mr. Creutz as a marvelous and, in most ways, an improved service. He believes the public will not rush to replace a system it has been enjoying for a generation.

"The 700 mc band is in operation, and the more to come," Everett L. Dillard maintains, "will demonstrate FM's excellent primary coverage, particularly at night and will establish the economic security of FM broadcasting in 1949."

"TV's problem is its limited number of channels. In the VHF band which must be adequately engineered and properly allocated. UHF television must be solved if a freely competitive TV allocation is to be achieved."

Mr. Dillard, former president of FM Assn., believes the fate of AM rests with the 1949 conference on the North American Regional Broadcasting Assembly. He insists that America can not meet increased foreign demands without degrading our own national service and further congesting our own domestic AM broadcasting frequencies.

"The new NARB," he admonishes, "is more important than major broadcasters now appreciate and its effect will only be known after the Conference has been concluded."

Glen D. Gillett of Glenn D. Gillett & Assoc., does not expect a radical change in the present VHF TV allocation as the result of the freeze.

"The effect of increased tropospheric interference," he contends, "will be largely counterbalanced by synchronization, simple directive receiving antennas, directive transmitting antennas and other similar developments."

Mr. Gillett maintains UHF is not yet out of the laboratory and there is not enough data now available to permit an accurate prediction of coverage.

He sees a continuing development of FM with most rapid acceptance in areas of poor conductivity where there are high static levels much of the year. AM will continue to be the basic means of broadcasting for many years to come in many areas although ultimately it will be largely supplanted by FM and/or TV service according to Mr. Gillett.

Since he accepts super-power for Mexico as already a "fait accompli," he insists that the U. S. System must not only authorize but compel the use of super-power AM stations on the clear channels. He considers it the only way economically feasible to reach the remote areas which could not of themselves support local facilities.

A saturated AM spectrum has made 1949 the year of opportunity for FM, in the opinion of Frank G. Kear of Kenwood.

Mr. Kear forecasts a year of growth comparable to the year just concluding for television, which he characterizes as being in the "teen-age" period, somewhat awkward and ungainly, but clearly demonstrating its potentialities.

He predicts that a sound engineering basis for allocation should be forming in a few months.

"Technical advances providing higher transmitter powers, and more selective receivers with bigger kinescopes should serve to maintain the present healthy rate of growth," he points out.

According to J. C. McNary, of McNary & Wallsh, "planning operations for the year (1949) will naturally be directed almost entirely to TV, with initial attempts being made to estimate the outcome of the current FCC allocations for the present UHF band, the UHF band, and color in the UHF band. The substantial time required for FCC decisions in these important policy matters is expected to delay further TV expansion until later in the year."

Consulting Engineer Herbert L. Wilson cautions that they "should not place their money in FM, but instead place it in television."

Mr. Wilson believes that as long as we are to have two forms of broadcasting, namely aural and video, that FM would be a duplication in part of the general broadcasting system in that FM does not have the coverage of AM, and at least the AM service can be heard in some form throughout the United States.

"One of the things that must be done at an early stage of the television game is to get television facilities out of the hands of the blue-chip boys. This can be done only by forming corporations and where possible placing the stock of these corporations in the open market."

Dixie B. McKey is convinced 1949 will be a banner year for radio, offering great opportunity for progress, especially in all phases of the radio art.

"While it is true," Mr. McKey said, "that we are faced with the solution of many new problems such as allocation of frequencies in the UHF and VHF bands; the adaptation of standards for a national television service; and the ever present problem of high power in the standard bands with its intercontinental complications, cooperation and effort of the entire industry can and will overcome these obstacles."

WITH MOVE of GE House Party from CBS to ABC, effective today (Jan. 3) program will originate from Hollywood, California. Program broadcasts 12:30-1:00 p.m. PST for East and Midwest, with transmitted repeat on West Coast from 2:30-5:00 p.m. PST.

January 3, 1949 • Page 71
AM APPLICATIONS

Beverly Hills, Calif.—John R. Martin and A. J. White, both of 550 N. Loma Vista Dr., Beverly Hills, Calif., owners, are granted license for new FM station; Ch. 225, 107.9 mc, ERP 7 kw, antenna height 750 ft. above average terrain 210 ft. Power, 7 kw. Assigned to John R. Martin, Beverly Hills, Calif., to serve as a complementary station to KFBE, Garfield, Calif. 

CA—San Francisco

Los Angeles—Grant of new FM station for area 76 FCC-BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

DC—Washington

App. No. Licenses CPs Granting Hearing

| AM Stations | 1,911 | 1,911 |
| FM Stations | 638 | 263 | 712 | 45 | 90 | 31 |
| TV Stations | 32 | 16 | 31 |
| **Total** | 2,561 | 1,911 | 745 | 45 | 90 | 31 |

December 28 Decisions

By the SECRETARY

KFI—Los Angeles; Ch. 225, 107.9 mc, ERP 7 kw, antenna height 750 ft. above average terrain 210 ft. Power, 7 kw. Assigned to John R. Martin, Beverly Hills, Calif., to serve as a complementary station to KFBE, Garfield, Calif.

December 30 Decisions

By the SECRETARY

KFWO-AM—Phoenix, Ariz.—Grant of new license for AM station; Ch. 225, 540 mc, ERP 1,000 kw, antenna height 510 ft. Power, 1,000 kw. Assigned to Bopp Brothers, Inc., Phoenix, Ariz., for operation in Phoenix, Ariz., area.


AM APPLICATIONS

Beverly Hills, Calif.—John R. Martin and A. J. White, both of 550 N. Loma Vista Dr., Beverly Hills, Calif., owners, are granted license for new FM station; Ch. 225, 107.9 mc, ERP 7 kw, antenna height 750 ft. above average terrain 210 ft. Power, 7 kw. Assigned to John R. Martin, Beverly Hills, Calif., to serve as a complementary station to KFBE, Garfield, Calif.
Lawyers
(Continued from page 29)
exemplified by the WJR and related cases upon which such administrative policies as local ownership, equitable distribution of broadcast facilities, integration of ownership with management, etc.

Mr. Warner predicts significant developments in the fields of copyright law, defamation, right of privacy, property rights in television broadcasts, program standards and other problems confronting the broadcaster in his day-to-day operations.

The two principal unanswered questions facing FCC in the new year are what decision to reach in the clear channel proceeding and how best to allocate VHF television channels, in the opinion of Vernon L. Wilkinson, Haley, McRenna & Wilkinson.

Mr. Wilkinson contends television can provide the spur to prosperity that the automobile industry provided in the decade following World War I, and urges prompt removal of the freeze “that now immobilizes telecasting and improvements in clear channel broadcasting.”

Neville Miller, Miller & Schroeder, thinks television will be “the most active and exciting field in radio” during the coming year providing FCC is able to adopt new standards.

Mr. Miller also expects such questions as the MCC-MCA multiple ownership, the Commission’s power over program content and the industry’s licenses to be reviewed and litigated.

Interesting Developments

“Transit radio and storecasting,” Mr. Miller said, “should provide interesting developments in the FM field and, of course, with a new Congress in session there is always the possibility of another attempt to rewrite the Act with revisions concerning programming and clear channels being bitterly contested.”

According to W. Theodore Pierson, Pierson & Ball, the most disastrous error the Commission could make during 1949 would be not to make any decisions at all on such matters as clear channels, Tennessee’s editorial gag, the radio-defamation dilemma, the question of giveaways and international and domestic allocations.

“More than any recent year,” Mr. Pierson intuits, “1949 can be a year of vital decision or a year of disastrous indecision. The growth of the adolescent television can be stunted or nurtured.”

Jeremiah Courtney, Courtney, Krieger & Jorgensen, is convinced the “backlog of orders in the mobile field makes it abundantly clear that 1949 will witness the greatest expansion of mobile radio use ever seen.”

Mr. Courtney does not expect further demands by mobile services for the low band TV frequencies. He maintains “the impact of the mobile radio services needs may be expected to fall, rather, on the government assignments, with increasing pressure generated against IRAC to yield or share parts of its unused frequency bands.”

With repeal of the television freeze and solution of clear channel and related problems, Ben S. Fisher, Fisher, Wayland, Duvall & Southmay, believes the industry “can look for one of the most active periods in all of the history of broadcasting.”

“The Commission itself is doing a tremendous job in trying to solve these problems,” Mr. Fisher said, “and is working with a sincere effort and determination to arrive at a successful solution of these problems on behalf of the entire radio industry.”

Commission approval of TV use of the UHF band and adoption of standards for the high band are forecast by Leonard H. Marks, Cohn & Marks.

Mr. Marks believes 1,000 FM stations will be in operation during the forthcoming year. “1949 will prove that there is nothing wrong with FM that a little advertising won’t cure,” he said.

“We can anticipate,” Mr. Marks said, “that AM daytime only stations will be given an opportunity to institute fulltime service as a result of a breakdown of clear channels and a revision of NARBA on the Mexican 1-A’s.”

Thad H. Brown Jr., Roberts & McElhinny, thinks 1949 might be properly termed the “Year of Decisions.” He maintains the Commission has never tackled a matter of greater significance than providing a stable television industry and a sufficiency of television broadcast service.

“Aside from FCC matters,” Mr. Brown stated, “many additional legal questions of general import to the television industry may be met and decided in 1949. To name several, we refer for instance to the attempted assumption by state movie censorship boards of jurisdiction over films broadcast on television, state amusement taxes relating to television reception in public places . . . “ Other problems he believes with are an industry television code, absolute property rights, unfair competition, equitable servitudes and unauthorized telecasts.

Mr. Wilkinson means to raise the question of the freeze to the FCC, based on the proviso in the Federal Communications Act that the freeze and any other administrative procedures “shall be deemed temporary. They will cease to exist ten days after the date of an order of the FCC therefor unless the FCC has given notice of its intent to make them permanent.”

Mr. Wilkinson is making a full-scale attempt to rewrite the freeze statute.

Mr. Brown calls for a rewrite of the freeze statute.

Mr. Cohn believes that the freeze statute, if it is retained, will be broken.

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INDUSTRY 1948 TIME SALES ESTIMATED AT $398,560,000

ESTIMATES of broadcasting industry's 1948 revenue revised upward by NAB Friday to show 6.5% increase over 1947 instead of un-official September estimate of a 6% rise (Close Circuit, Dec. 13, 1948), Dr. Kenneth Baker, NAB research department director, explained all NAB estimates are in terms of gross revenue—after frequency or volume discounts but before agency commission deductions.

Based on original study and revisions, following conclusions for 1948 appeared justified, according to Dr. Baker: Overall gross industry revenue, to increase 6.5%—from $374,086,866 to $398,560,000; operating expenses, to rise 10%—from $212,500,000 to $232,200,000; national spot revenue, to increase 10%—from $91,561,241 to $100,789,000; local revenue, to increase 6%—from $147,778,814 to $156,646,000; network revenue, to rise 4.5%—from $127,713,942 to $133,461,000.

Station revenue from national spot was largest in dollar volume and percentage—first time in several years. With spot attracting considerable volume in industry income, the 10% increase "is even more significant," NAB report said. Greatest boosts were estimated for Ohio, Indiana, Michigan and Wisconsin.

Local business increases were highest in Minnesota, West Virginia, Nebraska, Kansas and the Dakotas. Additional local revenue will go mainly to stations starting operation since Jan. 1, 1948, it was pointed out.

Operating expenses showed largest gains in New York, New Jersey, and Pennsylvania. Inasmuch as expense increases exceed revenue, profits before federal taxes will be less than 20%, "for the first time since 1939." Rising operating expenses were attributed to increased wage rates, and to fact TV and FM are supported largely by AM earnings, the study indicated.

JACK BENNY TOPS FIRST 15 EVENING HOOPER RATINGS

TOP EVENING network program based on Dec. 30 Hooper report was Jack Benny, with a rating of 25.6. Biggest boost over preceding year ago shown by Horace Heidt show, which jumped from 30th to 10th in December ratings. Top 15 programs and ratings:

Jack Benny* 25.6; Radio Theatre, 24.0; Walter Winchell, 3.3; Mr. District Attorney, 18.4; Phil Harris-Alice Faye, 19.1; My Friend Irma, 13.7; Bob Hope & Milton; 12; Charlie McCarthy, 17.6; Horace Heidt, 17.3; Arthur Godfrey's Talent Scouts, 13.5; David Kent, 12.6; Louella Parsons, 16.1; Crime Photographer, 15.8. (Includes second broadcast).

FCC NAMES PLOTKIN

FCC Assistant General Counsel Harry M. Plotkin named chief of Broadcast Division of Law Bureau last Thursday and Max Goldman appointed assistant general counsel charged of Litigation & Administration Division. They have been acting in those capacities. Previously, Mr. Plotkin had been head of litigation & Administration and Mr. Goldman had been assistant chief. Mrs. Annie E. Huntington promoted to chief of Domestic Wire Branch of Common Carrier Division, Law Bureau, as successor to Bernard Strausberg, who becomes chief of Rate Branch in that division.

NEW EXECUTIVE STAFF AT WPAT ANNOUNCED

ANNOUNCEMENT of new executive staff of WPAT Paterson, under ownership of Passaic Daily News, was made Thursday by new owner, A. D. Willard Jr., publisher of newspapers, who retained 10% interest, is executive vice president and general manager. Dow H. Drucker, chairman of board of newspaper, holds similar status at radio operation. William H. Jr., publisher of newspapers, is president of radio operations, and Richard Drucker, his brother, and treasurer of newspaper organization, is vice president and promotion manager for radio.

Named assistant vice president and assistant general manager is Arthur Mundorff, now manager of Drukker FM station, WWDJ. Earl Lucas was appointed assistant vice president and WRAF, Meen, and Harry Adlitz, business manager of newspaper, was named treasurer. Dave Golden continues as director of publicity and special events.

FORRESTAL ON CENSORSHIP

CENSORSHIP in any form is not workable or desirable in peace time, Secretary of Defense James Forrestal said Thursday. He indicated he agrees with news advisory group appointed early last year and composed of radio and press executives. Defense Secretary's first annual report also envisioned super type Stratovision for TV and radio as one non-military use of man-made earth satellites now under study. Defense group considering possibility of creating little moon-like outposts at edge of earth's gravitational pull, some 200,000 miles up. Radio waves would be beamed to satellites and retransmitted to wide areas of earth.

COAXIAL OPENING SPEAKERS

WAYNE COY, FCC chairman, will head speakers at Jan. 11 ceremonies opening AT&T East-Midwest coaxial cable for television. Among others, Leroy A. Wilson, president, AT&T; Frank Stanton, president, CBS; Niles Trammell, president, NBC; Allen B. DuMont, president, WJAB and DuMont Labs; Mark Woods, president, ABC; F. M. Flynn, president, WPX; and William O'Dwyer of New York and Mayor Martin Kennedy of Chicago also will participate.

TRUMAN LAUDS TV

PRESIDENT TRUMAN said Thursday that television played a very important role in fall campaigning. He made statement when Byrson Rhash, ABC President, announced, asked at news conference what part he thought television had taken in campaign. Unfortunately TV didn't come enough territory when it was used, President added.

NAB URGES SALARY BOOST FOR MEMBERS OF FCC

ELEVATION of salaries for FCC Commissioners to $25,500 in proposed legislation urged Thursday by A. D. Willard Jr., NAB executive vice president, in letter to Sen. Ralph E. Flanders (R-Vt.), chairman of subcommittee of Post Offices and Civil Service Committee.

Sen. Flanders to introduce bill carrying out plans of government reorganization unit for salary boosts. Bill presently provides only $17,500 for FCC members. Mr. Willard contends multi-billion dollar industry and public dependent on type of leadership FCC provides. Many other similar agencies to get $22,500 salaries under bill, slated for fast action after Congress opens this week.

'VOICE' OPENS NEW STUDIOS

NEW "Voice of America" Washington studios in Interior Dept. to open direct worldwide shortwave broadcasts today, George V. Allen, Assistant Secretary for Public Affairs, announced Friday. First major broadcasts will be opening of Congress, President Truman's State of Union address, and inauguration ceremonies in Washington. Main programming operation to remain in New York. Top-floor studios were reactivated last month under arrangement with Interior Secretary Krug [Broadcasting, Dec. 18].

Closed Circuit

(Continued from page 4)

Norweb is being supported for post if his health can stand it (see editorial, page 40). It's known that FCC Chairman Wayne Coy has been offered position, which isn't yet vacant, but to date has evinced little interest.

HIGHLIGHTS of final report of House Select Committee to Investigate FCC, due for week-end consideration by Committee, expected to include strong criticism of FCC's Blue Book and of FCC legal department; review of so-called "Lamb case" centering on issuance of multiple station grants to Attorney-Publisher Edward Lamb, and recommendation for legislation to protect FCC's commercial grant for Insular Government station in Puerto Rico, as well as proposal for continued Congressional study of FCC.

FULTON LEWIS JR. and WOIC (TV), up-coming Washington outlet, negotiating exclusive deal whereby Mutual commentator would make nightly TV appearance on new Bamberger telestation. Five-a-week programs would be aired as simulcasts—combined TV, AM—looking toward long-range co-op arrangement pending reality of MBS TV Network (WOR TV New York and WOIC already set as nucleus).

NEW AGREEMENT between Los Angeles Mirror and KNBH Hollywood, NBC television station, in process late last week. In addition to local news cooperation NBC will obtain rights to any special events paper develops L. A. Times, sister newspaper owned by the Times Mirror Co., has agreement with CBI via KTTV.

ALTHOUGH NO NAMES mentioned, ABC officials last week admitted likelihood that Charles (Bud) Barry would not take over another Western Division vice president, despite earlier announcement following resignation of Doi Searie. Change reportedly because of network's own executive plans, and Mr. Barry's key responsibilities in programming

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BROADCASTING * Telecasting
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
PART OF THE COLORADO SCENE

OIL IS BIG NEWS in the KLZ market! Colorado's famous peaks have a rival in the thousands of towering oil derricks now pumping oil into the coffers of this rich western country. On the heels of the great Rangely field comes the discovery of another huge oil strike in southwestern Colorado, a discovery so large it "may well make Colorado a major oil producing state." The flood of black gold in this area is but one more solid example of the diversification and economic stability of the KLZ market.

AND WHERE THERE'S NEWS you'll find KLZ's alert news staff on the job. Long known for its radio news leadership, KLZ's news staff is one of the largest and most experienced in all of the West. KLZ newsmen were first to bring to Denver radio the use of wire-recordings and telephone-recorded interviews in the news. With a true "nose for news" and the "know-how" of radio news writing, KLZ continues to be the listener's favorite.

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KLZ
CBS in Denver