IOWA home radio sets are used in almost every room. In other words, Iowa radio listening is a positive part of family life—is far more than just an incidental attraction for leisure hours!

The 1948 Iowa Radio Audience Survey* reveals the following about the location of Iowa radio sets: In the 98.0% of Iowa's radio-equipped homes, 70.2% of the families have a radio in the living room, 30.4% have one in the kitchen, 18.1% list "bedroom or bedrooms," 16.3% have one in the dining room, and 18.2% have sets that "move about."

The 1948 Edition of the famed Iowa Radio Audience Survey is full of such background information in addition to statistics about station and program preferences, etc. Write for your complimentary copy of this Eleventh Edition today. Or ask Free & Peters.

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

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

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

WHO

for IOWA PLUS

DES MOINES ... 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.,
National Representatives
The C.B.S. Affiliates in Georgia's First 3 Markets

The Georgia Trio

WAGA
ATLANTA
5000W · 590Kc

WMAZ
MACON
10,000W · 940Kc

WTGC
SAVANNAH
5000W · 1290Kc

The Trio Offers Advertisers at One Low Cost:

Concentrated coverage • Merchandising assistance
Listener loyalty built by local programming • Dealer loyalties

— IN GEORGIA'S FIRST THREE MARKETS

The Georgia Trio

Represented, individually and as a group, by

THE KATZ AGENCY, INC.

New York • Chicago • Detroit • Atlanta • Kansas City • San Francisco • Los Angeles • Dallas
Tell them and sell them from a Home-town Platform

A home-town appearance draws a bigger crowd — inspires a more friendly reception for your sales message.

That's the way it is when you talk to New England people through a Yankee home-town station. You are sure of a larger audience because home-town "acoustics" are favorable and because these people get complete radio entertainment — national, regional and local programs — through their Yankee home-town stations. They listen habitually.

Yankee home-town stations provide the means for fast and steady local impact. These Yankee stations are used by the home-town merchants. They penetrate every neighborhood shopping center. They enable you to command and hold dealer interest and achieve maximum point-of-sale results.

Yankee's 24 home-town stations provide the regional media for an integrated New England campaign, with equal local emphasis everywhere. There is no better way to sell this six-state area.

Acceptance is The Yankee Network's Foundation

The Yankee Network, Inc.
Member of the Mutual Broadcasting System
Closed Circuit

CHALK ONE up for radio stamina in San Antonio. After having withdrawn radio log listings for seven months during which various propositions for paid listings were made, but resisted, three San Antonio dailies again are printing complete program listings, gratis.

NOTICE has been given C. E. Hooper Inc. by MBS that it will cancel service upon expiration of present contract. MBS also subscribes to Nielsen Radio Index. MBS in past has protested use by Hooper of 1946 BMB figures when network had about 200 stations less than present total of 519.

AT SUGGESTION of Brig. Gen. David Sarnoff, RCA board chairman, RCA has created Washington coordinating committee under chairman-ship of RCA vice president, Glen McDaniel, and with F. M. (Scoop) Russell, NBC vice presi-den-t, as coordinator in Washington. All subsidiaries have representatives on committee which meets once monthly.

LEVER BROTHERS Pepsodent Div., handled by J. Walter Thompson Co., Chicago, under-stood making queries into Eleanor and Anna Roosevelt show, three times weekly on ABC, for possible sponsorship.

ALTHOUGH NARBA discussion at Mexico City international broadcasting conference was supposed to be taboo, word has seeped out that Cuba is prepared to make demands again. Among them: No power in excess of 50 kw in U. S.; no further grants on standard broad-cast channel; deletion of existing standard (AM) construction permits where construction was not been completed.

LEHN & FINK PRODUCTS CORP. (Lysol), New York, through Lennen & Mitchell, New York, will start intensive video spot announce-ment campaign in New York in February. Plans also include further TV coverage later on.

CHICAGO alive late Friday with unconfirmed rumors CBS has bought 40%-plus interest in WGN-TV. WGN denied, CBS mum.

WHILE no announcement was forthcoming follow-ing visit of Brig. Gen. Sarnoff, RCA and NBC chairman, with President Truman last Thursday, understood he discussed potentials of Ultrafax, high-speed TV and other up-coming electronic services. It is presumed Gen. Sarnoff discussed both possible industry and military potentials of these developments.

ACQUISITION by Gov. James M. Cox inter-ests of Dayton Journal and Dayton Herald from Lewis B. Rock interests may have bearing (Continued on page 86)

Upcoming


Jan. 11: BMB Executive Committee meeting, BMB Hdrqs., New York.


(Other Upcomings on page 35)

Business Briefly

QUIZ SHOW ON TV  •  Bristol-Myers Co., New York (Ipana, Sal Hepatica, Vitalis). Jan. 14 started Break the Bank on ABC's TV network simultaneously with its ABC (AM) broadcast, Fri., 9-9:30 p.m. Video show will be carried by 11 eastern and midwestern ABC TV stations.

SIGN S FOR TV  •  Mason Candy Bar effective Jan. 15; has signed for quarter-hour Wednesday sponsorship of Houdy Doody on 14-station NBC-TV network. Signing follows four-week successful TV test. Agency, Moore & Hamm, New York.

RU-TEL PLANS  •  Ru-Tel Co., St. Paul, planning programs up to 15 minutes each on 12 stations in major markets through Louis A. Smith Agency, Chicago.

EXPANDED SALES SERVICES URGED BY NAB COMMITTEE

CALL for complete sales service by NAB Broadcast Advertising Dept. with funds expanded to 50% of entire NAB budget sounded Friday at closing day of Washington meeting held by NAB Sales Managers Executive Committee (early story, page 27).

Lack of funds to maintain adequate service prevents radio from competing on equal basis with newspapers, committee held, pointing out that newspapers have been using "rough-tough" tactics and it's time "to stop kidding around." Committee demanded addition of FM and TV functions after discussing NAB re-organization project.

Named to subcommittee directed to get evidence on need for greater recognition of NAB's broadcast advertising operation were Odin S. Ramsland, KDAL Duluth; Ray Baker, KOMO Seattle; George W. Brett, The Katz Agency.

Committee adopted resolutions condemning abuse by door-to-door salesmen who make it difficult for legitimate researchers to gain ac-cess to homes: recommended that TV stations and TV networks avoid discrepancies in rate structures as harmful to new visual medium.

2 NEW YORK AGENCIES MERGE


2,500,000 TV SETS FORECAST

PRODUCTION of 2,500,000 TV sets looms in 1949, Royal V. Howard, NAB engineering di-rector, told Northern California Section of Insti-tute of Radio Engineers.

Bulletins

CHARLES R. DENNY, NBC executive vice president, elected member of network's board at monthly meeting Friday. Mr. Denny joined NBC Nov. 18, 1947, as vice president and general counsel, following resignation as FCC chairman. He was elected executive vice presi-dent July 2, 1948.

BENRUS Watch Co., New York, will add $500,000 to 1949 radio-television budget, bringing year's appropriation to $1,600,000. Jack Tarcher, president, J. D. Tarcher Co. (Benrus agency) said Friday. Firm to add 30 cities to present coverage (103 stations) for its radio time signals.

FCC ADOPTS RULE ON STATION TIME AS DEAL IN PURCHASE

RULES proposed by FCC 11 months ago to prohibit reservation of station time as part of purchase price of station [Broadcasting, Feb. 9] were adopted by Commission Friday, effective Feb. 15. Such contracts already in existence and known to Commission—described as "only a handful"—won't be invalidated if modi-fied to conform to standards laid down by FCC.

These standards are substantially as pro-posed originally, except that provision entitling licensee to "buy up" such contract at any time is changed to say he can do so "for substantial cause, including, but not limited to, the assign-ment of license or the transfer of control of a corporate licensee, consistent disagreement over programs between the parties, or the acquisi-tion of a network affiliation by the licensee." No such contract shall extend beyond Feb. 15, 1964. Rules apply to AM, FM, TV.

Highlights This Issue

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Page 4 • January 10, 1949
"SAYS MR. HOOPER"

For the Months of
October and November

K-R-L-D

Has More Listeners in Dallas

Between 6:00 and 10:30 p.m.

Than Any Other Station.

KRLD RANKS THIRTEENTH AT NIGHT
IN THE 36 HOOPER CHECKING CITIES

That's Why

KRLD

The Times Herald Station

Is Your Best Buy

50,000 Watts
Day and Night

KRLD -- KRLD-FM

The Times Herald Stations

Dallas Studios Ft. Worth

Let a Branham Man Tell You More

CBS
WMT is up to its neck in Deep River (IOWA)

...and Deep River is up to its ears in WMT. As in 1058 other Iowa communities*, WMT keeps on rolling up impressive BMB ratings. The Eastern Iowa audience listens when WMT speaks, or sings, or plays.

Stupendous bumper crops, humming industries, and peak prices are putting more money than ever before into the pockets of WMT's prosperous audience.

Come on in to Deep River and the rest of WMTland... the water's fine for WMT advertisers. Ask the Katz man for details about Eastern Iowa's exclusive CBS outlet.

*within WMT's 2.5 mv line
It was obvious a year ago that the 60,000 seat Orange Bowl couldn't hold all who wanted to see the January 1, 1949 football classic. And when, a few weeks before the Georgia-Texas game, a crisis involving distribution of tickets arose when toSler the Orange Bowl committee, Station WGBS saw a ready-made public service opportunity.

The station engaged RCA's large-screen television equipment and technicians, obtained necessary approval, reserved Miami's Bayfront Park auditorium for the first TV showing in history of the famed New Year's Day giant.

Within a few hours of the first air announcement, all 2,300 free tickets were gone. A section was reserved for patients of Miami's National Children's Cardiac Home.

Viewers ate peanuts, popcorn, sandwiches, consumed soft drinks, cheered, applauded injured players, shouted the scores at long passes and touchdown plays, at times drowned out the excellent narration of WAGA-TV's Bill Terry.

From opening whistle the crowd was enthralled, stayed that way to closing gun. Consensus: a terrific show.

Station WGBS, which only ten days before put its new 40,000 watt transmitter on the air, had started the New Year with a new high in public service.

ALTHOUGH EVERY ticket holder was entitled to seat, crowd formed early outside auditorium. Most had never seen TV of any kind, later expressed amazement at large-screen viewing.

PROJECTION EQUIPMENT was mounted on truck in center aisle. Dick Blooper, who produced show, operated controls from WAGA-TV mobile unit parked under stands at Orange Bowl.

WGBS SOLVES ORANGE BOWL TICKET CRISIS
Miami AM Station Steps Into Breach With Unique Public Service Use of Large-Screen Television
As Used with the RCA TK-20A Film Camera—film camera converts motion pictures into video signals. When only one projector is used, pictures are projected directly through the aperture of the film camera onto the camera pickup tube. The video signals produced are fed via control equipment to the transmitter.

The One Equipment Source for Everything in TV is RCA
**A PERFECT FILM PROGRAM** every time ... high-definition, super-steady pictures ... continuous, on-the-air dependability—with this new sound-film projector that's designed specifically to meet the exacting needs of television stations.

The film-drive mechanism and other mechanical features are precision-built in the RCA Brenkert plant ... home of the famous projectors used by leading theatres around the world. The sound-head is the well-known RCA high-quality unit used in these projectors—modified to include a special, salient-pole synchronous motor.

Here is the film projector that produces higher light output with negligible heating of the film gate or the film ... enables you to project single frames as stills.

Here is a film projector with great mechanical simplification—and with fewer moving parts for quieter, easier operation. It's easy to operate. It's simple to maintain ... even oils itself!

Auxiliary equipment for the projector includes a control rack with its pulsed light power supply, remote panels, and 10-inch picture monitor. A film camera multiplexer is available as accessory equipment (see diagram for operation).

To get the most from your newsreels, shorts, and feature films, overlook none of the advantages of this new 35-mm projector. Let your RCA Broadcast Sales Engineer give you the technical details and prices. Or write Dept. 19 AB.

---

**RCA Multiplexer**—for uninterrupted projection of multireel films where two projectors are needed. This ingenious RCA device eliminates the need for an additional film camera. It consists of a V-shaped mirror for reflecting images from either projector to film camera and a slide film projector for inserting station breaks, commercials, and special effects.

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**TELEVISION BROADCAST EQUIPMENT**

**RADIO CORPORATION OF AMERICA**

**ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.**

In Canada: RCA VICTOR Company Limited, Montreal

Broadcasting * Telecasting    January 10, 1949  Page 9
miami goes for
SPORTS
MIAMI
listens to
WMIE 1140 kc.
(YOUR SPORTS STATION IN MIAMI)

**Feature of the Week**

Around luncheon table in the client room are (clockwise): Karl Plain, KSTP account executive; Mr. Hampe; Mr. Hubbard; Mr. Hobbs; Miller C. Robertson, KSTP-TV vice president in charge of sales, and Joe Cook, KSTP sales promotion manager.

* * *

KSTP Minneapolis-St. Paul inaugurated its luxurious new client room at year's end in its Radio City quarters on the dividing line between the two cities.

The room, plush with heavy carpeting, thick leather chairs and smart wood paneling, measures 14 by 25 feet. Adjoining it is a modernly equipped kitchen 6 by 25 feet. Kitchen is completely stocked.

(Continued on page 85)

**On All Accounts**

E VER since he started building crystal receiver sets back in 1924, Walter K. Neill, account executive of Ruthrauff & Ryan, Hollywood, has had his hands in radio one way or another.

Besides building and selling receivers, he has been singer-actor, writer-producer, commentator-narrator and teacher of radio. He has also given lectures on the medium at Eton College, England.

Today he works on such radio-minded accounts as the Dodge Division of Chrysler Corp.; Southern Calif., Dodge Dealers Assn., and Reddipac Co. (canned whipped cream). Other chores include conducting sales meetings, planning sales promotion campaigns, merchandising various accounts of the agency or flying around the country developing new business.

Los Angeles is his birthplace. The date was Dec. 30, 1906. And Los Angeles is also where he received his early schooling. Graduated from Oregon State College in June 1928, with a B.A., Walt majored in advertising and merchandising.

Putting theory to practice, he worked for various Los Angeles advertising agencies during summer vacations, and thereby also got the necessary cash to keep him in college.

Wait put his baritone voice to good use too, when in the summer of 1928 he made his professional singing debut on KMIC Inglewood, Calif. (now KRKD Los Angeles). Harry Von Zell was then a station staff announcer.

With college completed and diploma in hand, Walt went job hunting, and joined a direct mail agency for about a year. When he shifted to Llewellyn-Seymour Co., then a well-known Los Angeles agency, he got his first real indoctrination in the use of radio as an advertising medium. He worked on various agency accounts.

With the end of prohibition in November 1933, Continental Distillery Corp. commissioned the agency to do a special exploitation and publicity stunt. It was to focus attention on the first consignment of hard liquor (whiskey and gin) to arrive on the West Coast under government sanction. Young Neill was called upon to handle the assignment. So he arranged a one-hour remote broadcast ceremony of the liquor's landing from the liner Dorothy Luckenbach at Los Angeles Harbor. It received

(Continued on page 71)
ALTHOUGH we must admit that sardines are a mite more numerous than ABC fans in Monterey, BMB shows that ABC's net hauls in a prize catch of 83% of the radio families there. In two-thirds of the 69 Coast towns studied by BMB, at least 50% of the radio families tune regularly to ABC.

Chico, where a $4,000,000 almond crop keeps cash registers busy, is nuts about us, too. According to BMB, 64% of Chico's radio families tune to ABC regularly. ABC's big-time shows, boomed by promotion showmanship, dominate audiences outside the big urban areas as well as inside.

Bakersfield is chock-full of oil wells and ABC listeners. 81% of the radio families in this California petroleum center are regular ABC fans. Up and down the Coast, ABC reaches 95% of all radio families at the 50% BMB penetration level. It's your top combination of coverage, low cost, and high ratings.

On the coast you can't get away from ABC

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

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

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

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

THE TREND TO ABC...The Richfield Reporter, oldest newscast on the Pacific Coast, moves to ABC after 17 years on another network, and so does Greyhound's Sunday Coast show—after 13 years on another network.
The listener is in your lap when “MIKE MYSTERIES” are on the air! Music, mystery and murder meet in 15 minutes of action-packed suspense, aimed at riveting interest in every word — every minute. A Lang-Worth “Network-Calibre” musical show incorporating a fast-moving mystery gimmick by Hollywood’s ace writer, Howard Browne (alias “John Evans”).

Every “MIKE MYSTERIES” show spotlights a capsule-sized crime. For the solution, your listeners are invited to match wits with Homicide Lt. Evans. But they don’t learn who done it until they know who done it — a Lang-Worth twist with a “Midas touch”!

For further sleuthing on the chill, thrill and sell of “MIKE MYSTERIES”, corner your radio station or its representative.

LANG-WORTH feature programs, inc.

Network Calibre Programs at Local Station Cost

STEINWAY HALL, 113 West 57th St., New York 19, N.Y.
DO YOU wanna INFLUENCE CONFLUENCE (Ky.)?

If you're hankering to influence the good people of Confluence (Ky.) and generally "capture" the rural Kentucky market as a whole, you're in for some mighty rough sledding, Mr. Carnegie. There just isn't enough dough in those little towns to make the effort worthwhile!

The simple truth is that the Louisville Trading Area is all you want or need in Kentucky, and that, by using WAVE, you can reach this one great market with very little waste. WAVE's 50% BMB Map embraces 27 counties in Kentucky and Indiana with a total Net Effective Buying Income of over a billion dollars!

That's real audience influence—with or without any audience in Confluence!
The picture at upper left shows a portion of KGW's spacious record library, with two built-in turntables, one each for standard records and transcriptions, between the record racks. Music Librarian Violet Schultz stands at the turntable, and Dick Nelson, assistant music librarian, is at the steel cabinets containing transcribed commercials.

More than 50,000 classical and popular orchestrations, vocal and instrumental arrangements, and miscellaneous sheet music are on file in the area of KGW's live music library shown at the left.

KGW's large studios provide ample space for live program presentation. Soundproofed studios and the finest technical equipment combine to create flawless transmission of KGW's programs. At the right are staff musicians (from left) Sammy Piazza, Paul Entler, Bob Smith, Robert Sanderskau, Marian Fause, Abe Bersovitz (Director) and Glenn Shelley. In the control booth are Program Director Homer Welch and Engineer Stan Crawford. At center right members of KGW's acting staff rehearse in Studio B. Bob Amsberry operates the sound truck. Standing (left to right) are Dal McKennon, Mark Daniels, Announcer Phil Irwin and Bob Johanson. Glenn Shelley awaits a musical cue at the organ. In the control booth are Producer John Graves (arm raised) and Engineer Verne Schnow.

The faded scene at the far right shows KGW's music and production facilities of more than two decades ago, when the station was located in The Oregonian building's tower. A far cry from KGW's early days are the modern music library and air-conditioned, soundproofed, near technically-perfect studios of today.
**Production**

**KGW's studios are workshops...** skilled writers and technicians, armed with every necessary piece of equipment, work together to make the radio programs produced by KGW and KGW-FM the most-listened-to performances released in Portland.

Since 1927 KGW has had its own musical director and staff musicians. At that time about the only orchestrations and sheet music in the studios were brought in by the musicians themselves. Today KGW's music library is a complicated, amazingly complete file of all types of music—one of the largest, most efficiently devised music libraries on the Pacific Coast. The "live" library holds more than 50,000 classical and popular orchestrations, plus several thousand vocal and instrumental songs in album and sheet music form. More than 6,000 ten- and twelve-inch standard records and World, Lang-Worth and Thesaurus transcriptions are also on hand. Special files of sound and historical recordings and transcribed commercials are maintained.

* * *

KGW's production staff and artists each week produce an average of twelve shows which originate from KGW's studios. In addition the station's special events department, in cooperation with the production staff, prepares, edits and airs a large number of programs each month.
Resolution for the New Year...

Swing to WHB in Kansas City for increased sales in 1949. WHB merchandises and advertises. WHB promotes its programs, its sponsors and their products. Resolve now to reach—and sell—the Golden Kansas City Marketland dominated by WHB!

WHB
10,000 WATTS IN KANSAS CITY
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

The Swing is to WHB in Kansas City

New Business

ZIONIST ORGANIZATION of America sponsoring Report From Israel on WMCA New York, Mon.-Fri. Program is broadcast direct from Tel Aviv.

Plans are under way for airing of program by major stations throughout this country. Agency: Prudential Adv., New York.

PACKARD DEALERS of Greater Detroit launched, Jan. 6, weekly half-hour television variety show. Program is heard Thursdays, 8-9:30 p.m. on WWJ-TV Detroit. Agency: Young & Rubicam, Detroit.

CULVER OF CALIFORNIA, Los Angeles (men's clothing manufacturer), appoints Consolidated Adv., same city, to handle advertising. Radio will be used in Los Angeles area.

CHEVROLET DEALERS of New York, effective Jan. 12, start sponsorship of Winner Take All, Wednesday, 2-3:00 p.m. on WCBS-TV New York (Broadcasting, Jan. 3, 1949). The program has been on station sustaining for past six months. Agency: Campbell-Ewald Co., New York.

STA-NEET Corp., Los Angeles (home barber comb), appoints BBDO, same city, to handle advertising, effective Feb. 18.

GIBSON REFRIGERATOR Co., Chicago, appoints W. W. Garrison Agency, Chicago, to handle advertising. Radio will be used as part of company's million dollar 1949 campaign to promote sale of ranges, home freezers and refrigerators.

SEGAL SAFETY RAZOR Corp., New York, division of Segal Lock & Hardware Co., appoints Cayton Inc., New York, to handle its national advertising campaign. Extensive mail order radio advertising will be conducted in some 500 cities across the country, with markets in over 60 cities in Florida, Georgia and California already being covered. Television will be added at a later date.

Network Accounts...

GULF OIL Corp., Pittsburgh, Pa., renews sponsorship of radio and television series, We the People, Tuesday, 9:00-9:30 p.m. on CBS and CBS-TV, effective Feb. 1, for 62 weeks. Agency: Young & Rubicam, New York.


HANS ERLANGER named general sales manager, Hunt Foods, Los Angeles. Mr. Erlanger has been with company for past three years.

WITH the advent of Transit Radio service on KXOK-FM St. Louis, the first long-term user will be Big Four Chevrolet, represented by its president, W. J. Rasmussen (center). Looking over the agreement with Mr. Rasmussen are Robert A. Seat (1), whose agency handles the account, and Robert F. Hyland, in charge of KXOK-FM.

BROADCASTING • Telecasting
ANNOUNCEMENT

National Board of Fire Underwriters
Gold Medal Awards for 1948

The Annual Gold Medal Awards of the National Board of Fire Underwriters again will be presented to the nation's radio and press for outstanding public service in fire prevention during 1948.

A gold medal or $500.00 in cash will be awarded to the radio station whose campaign on fire prevention, in the opinion of impartial judges, has contributed most to the welfare of its community.

In addition to the gold medal, honorable mention citations also will be awarded.

Identical awards will be made in the newspaper field.

Every year, through their excellent public service campaigns, radio stations and newspapers in hundreds of towns all over the United States help their communities gain a greater safety from the constant menace of fire.

These campaigns strengthen fire departments, building codes, safety ordinances, and stimulate increased activity on the part of civic organizations working to prevent fires and save lives. It is in recognition of such profoundly worthwhile services that the awards have been made annually since 1941.

You are invited to nominate your station for the 1948 awards. All radio stations and all daily and weekly newspapers are eligible. Mention or lack of mention of the National Board will not be a factor in the judging. For entry forms and for suggestions regarding the materials and make-up of the entries, see your local fire chief or write the National Board of Fire Underwriters.

WINNERS FOR 1947—Awarded May 11, 1948

GOLD MEDALIST

Station WLS ................................. Chicago, Ill.

HONORABLE MENTION CITATIONS

Station KNBC ..................... San Francisco, Calif.  Station KFH .......................... Wichita, Kans.
Station WSB .............................. Atlanta, Ga.    Station KEX .......................... Portland, Ore.
Station KELO .............................. Sioux Falls, S. Dak.

NATIONAL BOARD OF FIRE UNDERWRITERS

85 John Street, New York 7, N. Y.

BROADCASTING • Telecasting
'Factual and Timely'
EDITOR, Broadcasting:
Broadcasting has long been on my "must" list. Even though I may leap-frog through other trade publications, I find the newsy type of material which Broadcasting carries to be very factual and very timely.
Incidentally, should you ever need any reassurance that Broadcasting has a wide circle of, I can verify the fact that after your "Respects" article, I received letters from many old friends whom I had not seen or talked to in several years.

George A. Rolas
Tatham-Laird
Chicago

'One of the Best'
EDITOR, Broadcasting:
Congratulations on your last issue, the annual "round up." It was a dandy, both content and make up, and altogether one of the best.
Bond Geddes
Executive V. P.
Washington 4, D. C.

BMB Pressure
EDITOR, Broadcasting:
I'm so very grateful that Broadcasting has at last thrown the spotlight of our press on what appears to be premeditated pressure practices of BMB. I'm very sorry, after 18 years in radio, to see that certain segments of our industry are apparently going backward.

Whether I am right or wrong, whether BMB is a good or a bad yardstick of coverage, and especially if the latter, pressure through agencies charged with the prudent investment of advertising monies should be strongly decried, not only by all radio stations but by our national association as well.

And I urgently ask that NAB issue a statement indicating the extent, if any, of its connection with this recent unfortunate "drive for subscriptions."
Radio's reputation is still good in spite of occasional stunts like this. I say let's preserve it and not give any of the other media a chance to share the blame because of something for which radio stations, per se, are not responsible but for which the industry may be accused.
Edward C. Obrist
General Manager
WPEN Philadelphia

Standing TV List
EDITOR, Broadcasting:
Wouldn't it be a good idea to keep a standing list of TV stations in your television section each week, adding new ones as they come on the air?

Elly Cohen
Joseph Advertising Agency
Cincinnati

[EDITOR'S NOTE: Our Yearbook provides basic station lists which are augmented by additional listings in various issues throughout the Year one of which is the Telestatus for this issue, page 36. A standing list each week, we feel, would be duplication and would impose a bit of a space problem.]

Babson Answered
EDITOR, Broadcasting:
On Sunday, Dec. 12, Roger Babson in his weekly discussions column took what I considered to be an unwarranted and unfounded jab below the belt at the broadcasting industry.

I'll quote his statement. "Automobile owners enjoy reading illustrated newspaper advertisements of their own and other cars. These printed advertisements are instructive and interesting but the public is tired of listening to the automobile ballyhoo that comes over the radio. Owners are at last beginning to realize that they are paying for these expensive radio programs which expense is added to the price of the cars. It is too bad that the automobile dealers must suffer from these extravagant and mistaken policies of the motor car manufacturers."

For the life of me I can't see why an automobile owner would wax ecstatic over a newspaper ad perhaps showing the ring gear and pinion of a car while a symphonic orchestra or one of the great plays presented by the same automobile manufacturer on the radio would be anathema to the car owner.

In Mr. Babson's reference to the automobile owner paying for these "expensive radio programs," I wonder if he has completely forgotten that it also takes money to do newspaper advertising and that the same owners help to defray that expense!...
A NEW
SOUND EFFECTS
CATALOG

presenting

197
NEW
“SUPER-SOUND
EFFECTS”

making
A TOTAL OF
885
TRUE-TO-LIFE
EFFECTS

at a
NEW LOW PRICE
of only $2.00
A DISC!

(Formerly $2.50 each...
and even less in
quantities!)

Standard Radio does it again! Here is a major tri-
umph in creative recording and value-giving—197 new,
amazingly realistic effects, making a total of 885
Super-Sound Effects—and a new low price of only
$2.00 a disc, less quantity discounts!

Now Everyone can Afford a
Complete Sound Effects Library!
At a price per disc that ranges down to $1.60, you
can now afford a Sound Effects Library that is truly
complete, one that will meet every possible need!
Use the convenient order card to complete your Super-
Sound Effects Library—and expect a new thrill when
you hear the remarkable results of our new tape-
recording methods!

- 30 new Airplanes
- 7 new Animal
- 22 new Automobile
- 27 new Crowd
- 20 new Industrial
- 5 new Marine
- 7 new Music
- 40 new Train
- 2 new Weather
- 36 new Miscellaneous

Standard Radio
TRANSCRIPTION SERVICES, INC.
HOLLYWOOD • CHICAGO
NEW YORK

Have you received
YOUR copy yet?
If not, write for it!
Address nearest office.

Broadcasting • Telecasting
January 10, 1949 • Page 19
Advertisers don't jump
around from station-to-station
...in Cleveland! They KNOW
where they get sales results...by
reaching the largest audience
at the lowest (network station) rates!
A typical example: The Forman
Furniture Company has been on the
air with a half-hour program for
twelve consecutive years! More
proof that WHK is the retailer's
choice in Cleveland!

YES SIR! THEY STAY ON...
FCC REVAMPING

By RUFUS CRATER

DIVISION of FCC into three semi-autonomous panels which will have primary authority over their respective fields was tentatively approved by the Commission last week, with Comr. Rosel H. Hyde slated to head the panel handling all broadcast affairs.

The plan, effective immediately upon adoption, expected this week, would establish three-member panels: Broadcasting, Common Carrier, and Safety & Special Services.

FCC Chairman Wayne Coy would serve on no panel except as an alternate in the absence of others, but would concentrate on administrative functions in the role of executive officer of the Commission. Slated to serve with Mr. Hyde on the Broadcast Panel are Comrs. George E. Sterling and Frieda B. Hennock. By non-political coincidence, even though it’s a Democratic year, the panel thus would be headed by a Republican and controlled by Republicans (Hyde and Sterling).

Illness last Thursday and Friday of Gen. Counsel Benedict P. Cotone blocked final approval. Comr. Sterling was to return to the Mexican City Radio Conference Friday night, and was to vote by remote control on the final draft order, to be prepared by the General Counsel.

The Broadcast Panel would have sole initial authority over all purely broadcast matters, which include telecast. The other panels have similar authority in their fields.

General rule-making, overall allocations, personnel matters, and other affairs affecting all branches of the Commission would continue the responsibility of the whole Commission, not any single panel. Presumably the whole Commission will also settle any jurisdictional questions that arise between panels.

The Common Carrier and Special & Safety Services Panels would have the same members but different chairmen. Both panels are slated to include FCC’s Vice Chairman Paul A. Walker and Comrs. E. M. Webster and Robert F. Jones.

Mr. Walker, the Commission’s Opening of Coastal Cable...p. 39

BROADCASTING * Telecasting

Hyde to Head Separate Broadcast Panel

By DRACO BEATTY

DRASTIC shakeup of BMB and delay of the second coverage survey from next March to early 1960 will come before BMB’s executive committee Tuesday in New York.

Broadcasting, agency and advertising circles were ablaze last week with BMB discussions as the whole coverage problem was thrown into the open [BROADCASTING, Jan. 3].

Conferences involving all interests were held in Washington and New York as officials of NAB, BMB, Assn. of National Advertisers, and American Assn. of Advertising Agencies laid the whole situation on the table.

What they saw wasn’t at all reassuring, judging by informal reaction, but many agreed that publication of views of BMB critics may lead to steps that will save BMB as well as the NAB itself and all nation-wide radio coverage reports.

The talks went into all phases of the BMB operation, with reitera-

other advantages by keeping the full Commission tied up with exceptions directed against panel actions. They felt each panel, should have more complete autonomy, with appeals going straight from the panel to the courts.

Reinstitution of the panel system comes 11 years after Chairman Frank R. McIninch, as one of his first acts when he took office Oct. 1, 1937, abolished the division setup which was then in effect.

At that time the divisions were Broadcast, Telephone and Telegraph; each was composed of two members and the chairman sitting ex officio. Such a plan, Mr. McIninch said, had a “divisive effect” tending away from mutual understanding and cooperation.

The original White Bill (S-1333) of May 1947 provided for the establishment of two three-man divisions, one to handle broadcast matters and one for common-carrier affairs. The chairman would have been the Commission’s chief executive officer but would serve on neither division.

In hearings on the White Bill, Charles R. Denny, then FCC chair-

(Continued on page 65)

BMB

Shakeup, Delay of Survey Possible

By J. FRANK BEATTY

A majority of the directors voted in favor of the changed date and place but Judge Miller told BROADCASTING a decision on the meeting will not be reached until the BMB executive committee has gone over the whole problem.

Judge Miller went to New York Thursday and remained Friday for a two-day series of conferences with network, BMB, agency and advertiser executives. Accompanying him were A. D. Willard Jr., NAB executive vice president, and Dr. Kenneth H. Baker, director of research.

Meetings were held with network officials, Judge Miller said, to bring them up to date on developments. He said there had been “some talk” (Continued on page 60)

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SKYBORN TV

Mixed Results in Day Test

DAYTIME Stratovision was presented to Mid-Atlantic television viewers Thursday by Westinghouse Electric Corp., with results that ranged from "excellent" to "lousy."

The airborne transmitter provided a picture comparable to reliable local service in many areas where local stations did not interfere, judging by reports to Westinghouse and the FCC.

On the other hand reception in downtown Washington was adversely affected by persistent interference, especially at the FCC where Commission officers viewed the test. According to FCC and Westinghouse engineers this interference was caused by Washington television signals.

The Stratovision plane telecast on Channel 6. A Commission engineer explained that since this channel is not used in D.C., receiving sets are not adjusted to trap interference from Channel 5 to which WTTG Washington is assigned.

At the FCC's Laurel monitoring station midway between Washington and Baltimore the signal "was comparable much of the time to reliable local service," according to FCC laboratory engineers. Still and test patterns were "very good," they said, but it was necessary to use an antenna close to the ground to avoid interference from stations on adjacent channels. The plane's signal was good at Laurel when it was transmitted a few miles away as Lynchburg, Va., about 175 airline miles from Laurel.

A camera shooting through the discolored plastic nose of the B-29 Stratovision plane provided a picture in excellent condition for a small part of the time. The shots were taken at a 45-degree angle from a height of four to five miles. The day was clear, aside from some unseasonal winter haze. Conditions for aerial photography were poor, but from an engineer's viewpoint the results were satisfactory.

Maj. Carl O. Wyman, of the Marine Corps Electronic Warfare Program, viewed the Stratovision telecasts in Baltimore. He termed the pictures "very good" and "comparable to motion pictures taken under similar conditions."

Maj. Wyman said that from its five-mile height the plane's TV camera transmitted images of sufficient clarity to permit identification of planes, trucks and other objects on the ground. He says "great possibilities" in Stratovision.

Prior to the test Walter Evans, Westinghouse vice president, reported for WJZ Baltimore and co-developer Glenn L. Martin Co., declared major technical problems of Stratovision had been solved and the system is ready for commercial development.

Three years of testing show it is a practical and useful method of expanding TV service and provides a variety of relay and other high-frequency functions, he said.

Commercial development awaits public demand for the expanded services offered by airborne broadcasting, Mr. Evans said, along with application of the idea by the radio industry and provision for spectrum facilities.

Final flight tests are about over, according to Mr. Evans, but development of relay and broadcast equipment will continue, based on lessons learned in the tests. Propagation studies for commercial use will be compiled and developmental engineering for standardized equipment will be started.

Mr. Evans' preliminary report said there are no technical restrictions preventing these uses of Stratovision:

1. A coast-to-coast network for regular television and frequency modulation programs.
2. Expanded television coverage for the millions of rural listeners who will be unable to receive television programs, if ever, with conventional television broadcasting methods.
3. A military communications system independent of ground conditions.
4. A network for communications systems utilizing high frequencies.
5. A network system for transmitting television programs simultaneously to audiences assembled in theatres or other public places throughout the country.
6. A television network to meet military reconnaissance observation and transmission needs.

Flight tests for the past year have been conducted with a converted B-29. Three public demonstrations were held. Tests were started early in 1945 by C. E. Nobles, 50-year-old inventor of the system.

BPS Signs 13

THIRTEEN more stations have signed on as subscribers to Broadcasters Program Syndicate, according to Bruce Eells, head of Bruce Eells & Assoc., director of the co-operative syndicate plan. Stations are WCSS Amsterdam, N. Y.; KSKG Crowley, La.; KFXJ Grand Junction, Colo.; KWD Des Moines, Iowa; KOIS Coos Bay, Ore.; WMRE Myrtle Beach, S. C.; WHBL Sheboygan, Wis.; KCOG Hamilton, Ontario; KDON Monterey, Calif.; WIBU Anderson, Ind.; WINN Levine, Ky.; CUG Yankton, South Dakota; KOLT Scott's Bluff, Neb.

Say No 'Mo.'

ONE NATIVE of Independence, Mo., shoved off the air Wednesday when President Truman broadcast his "State of the Union" message from Capitol Hill. Arthur C. Page, director of WLS Chicago's Dinner Bell hour, oldest farm program in America, gave way to the man who had been his classmate at the old Columbia grammar school in Independence in the '90's. Remembering after listening to the President's speech, Mr. Page noted that he and "Harry" used to take turns pumping the bellows at a blacksmith shop operated by Mr. Page's father. One of the best patrons of the shop was John F. Truman, the President's father, who at the time was a horse and mule buyer.

KEESLEY IS VP

NICHOLAS KEESELEY, who has been with Lennen & Mitchell, New York, since June 1948, has been named vice president in charge of radio and television, Ray Vir Den, president, announced. Mr. Keesley joins the agency originally as manager of the radio department. Prior to that he was with MBS for two years as a vice president and sales manager, with CBS for three years in the same capacity, and previous to that was with N. W. Ayer for 15 years as timebuyer, talent head, producer and radio account executive.

AGENCY BILLINGS

D-F-S Says It's Tops

DANCER-FITZGERALD-SAMPLE announced last week that according to figures released by the four leading networks, the agency was tops on a list of the 20 leading advertising agencies for gross radio time billing during 1948.

This marks the 16th consecutive year that D-F-S has lead in this field.

The 20 agencies in order of network gross time billed are: Dancer-Fitzgerald-Sample $20,986,510; J. Walter Thompson $10,289,023; Foote, Cone & Belding $9,474,328; BBDO $9,245,141; Young & Rubicam $8,814,207; Benton & Bowles $8,750,818; Compton & Jones, $7,774,349; Wade-Adv $6,592,929; McCann-Erickson $5,279,224; Newell-Emmett $5,185,747; Dunne Jones $5,075,384; Ward Wheelock $4,769,299; Blowe Co. $4,682,765; Wahrhaftig & Ryan $4,340,810; William Eddy & Co. $4,209,235; Sullivan, Stauffer, Corbell & Bayles $4,045,098; Kenyon & Eckhardt $3,994,210; Kudner Adv $770,912; Knox Reeves $2,701,179; Ted Bates Inc. $2,506,142.

"Bride and Groom' ends with the ceremony. . . . Our program carries on from there!"

BROADCASTING • Telecasting

MBS CO-OP

Sales Up 12%

MBS co-op program sales showed 12% gain in 1948 over sales of the previous year.

More than 1,500 local sponsors set the new all-time record, totaling more than all of the other networks combined, Bert Hauser, director of co-op programs announced.

At year's end there were 1,316 program sales which were represented by the 1,900 sponsors. The Fulton Lewis program leads with 326 Mutual stations with more than 400 local sponsors. The addition of Mutual Networks on Jan. 10, makes a total of 19 programs available for local sponsorship.

Mr. Hauser predicts that approximately 100 stations will have a local advertiser for the program by Feb. 1.
A 230% INCREASE in station transfer and assignment applications was registered during fiscal 1948. FCC officials also reported the 14th annual report to Congress.

"It is expected that this trend will continue because of the lack of additional frequencies for new installations, and the market is increasing," the report declared. The assignment and transfer applications totaled 425.

Meanwhile, the year brought a 14% gain in AM and TV station authorizations, as compared with a 60% increase recorded during the previous fiscal year [Broadcasting, Jan. 5, 1948].

**Construction Costs**

Average current construction costs, as indicated by applications on file, were reported as follows: For AM and FM stations, approximately $50,000 each, including land and buildings; for television stations, about $200,000 each, exclusive of land and buildings.

In a brief summary of developments in the broadcasting field in fiscal 1948, FCC said:

- *Broadcast authorizations increased 40% over the previous year, bringing the total number of stations to 19,418.* Of this figure, 1,162 were major broadcast outlets—2,534 AM, 170 FM, and 11 TV. They represented a gain of 239 AM, 122 FM, and 6 TV stations.

- *The last half of the year witnessed a steady surge in TV station applications, a leveling off of FM requests. Applications for new broadcasting stations for the last half year almost equaled the number for new TV facilities; there were more than half the TV number, Texas and California led in all, six times the outstanding broadcast authorizations in the three last months.*

AM broadcast income in 1947 (the most recent year for which statistics were available) was 60% greater than the year before, though the major networks saw a gain of only 10%.

Slightly more than 1,100 AM stations were affiliated with the four nation-wide networks, and there were more than a score of regional AM networks. Under the impetus of rebroadcast opportunities and expanding coaxial cable and microwave relay facilities, FM radio networks were developing. Broadcast receivers of all types were increasing in the marketplace.

Noncommercial educational broadcast station applications from 24 to 46 and international broadcast stations reported by the FCC showed a leveling off, noncommercial educational stations (jumped from 31 to 174). Reorganization and developmental station applications decreased slightly.

*Transfer applications was marked by authorization of a new broadcast service.* During the fiscal year, there were 644 applications for commercial operation over FM stations beginning July 1, 1947, all of which were similarly organized into nine experimental broadcast hearing cases during the fiscal year, dropping the total from 750 to 718. During the same period 683 new cases were designated for hearing, 292 were disposed of following hearing, and 372 were disposed of without hearing.

**Number of Station Authorizations at Year End**

| AM | 239 |
| FM | 1,020 |
| TV | 43 109 |

**RADIO COSTS**

| U.S. BROADCASTERS’ operating expenses rose to 79 cents out of every dollar of total revenue in 1947, and broadcast income before federal taxes declined from 26.5 cents to 21 cents, according to the annual study made by Dr. Kenneth H. Baker, NAB research director, and announced by NAB last Tuesday. Based on FCC figures to be published later, the study showed a continuing trend upward in costs of materials and services in every category. While total 1947 expenses increased 5.5% over the 1946 ratio of 78.6% of the total revenue, broadcast income before federal taxes declined from 26.5 cents to 21 cents. Industry salaries and wages, including talent fees, rose to 46.1 cents of every dollar of broadcast revenue in 1947 (or 58% of the industry’s total operating expenses). The 1946 total was 45.2 cents. The NAB study is made from the FCC summary of the annual financial report (Form 324) required of all licensees. Copies of the study are being mailed to NAB members. Typical breakdowns of the total study show expenses up to 13.5% of total broadcast revenue, 12.1% in 1946, program expenses up to 28.2% from 26.6%, selling expenses up to 11.3% from 11% and direct expenses connected with broadcasting of programs up to 63% from 49.7%. |

**Transfers Show Big Increase**

A total of 7,700 broadcast applications were filed, an increase of 2,384 over the previous year. The year closed with 2,400 applications on hand as against 2,209 on June 30, 1947.

As of last January, the report showed, newspaper ownership or control (excluding associated mobile stations), and approximately 500 radio-operator authorizations. The total represented an increase of 50,000 during the year and was more than three times the prewar number.

Mr. Lasker will coordinate national and local sales. He will make his headquarters at WBMS, the Friendly Group station in Boston.

The group comprises WPIT Pittsburgh, WSTV Steubenville, Ohio, WKBX Kingsport, Tenn., WPAG Allentown, Pa., and WBMS Boston, represented by Lorenzen & Thompson, Boston, and Robert C. Jones, Boston, represented by Burke Kilpurs & Mahoney.
CONGRESS

By ED KEYS

AMONG the hundreds of bills considered by Congressional hoppers during the first week of the 81st Congress were a number concerning the radio industry. Matters affecting the industry also received attention from President Truman in his "State of the Union" message, delivered to Congress Jan. 4.

Rep. William Lemke (R-N.D.) again called attention of Congress to the demands of FM factions with the introduction of H. J. Res. 55. The bill, similar to the one he introduced in the 80th Congress, called for the assignment of a section of the 50 mc band to FM. The measure was referred to the House Interstate and Foreign Commerce Committee.

Time Squabble

Rep. Joseph P. O'Hara (R-Minn.) touched off the perennial "Battle of the Clocks" Jan. 4 with introduction of a bill to outlaw "fast time" nationally. He advocated the establishment of standard time as the official time measure for the entire nation.

A 1918 statute, permitting daylight saving time during the summer months, would be amended under provisions of his bill.

But, the following day a "fast time" advocate, Sen. J. Howard McGrath, chairman of the Democratic National Committee, introduced S-135 to authorize daylight saving time in the District of Columbia.

Sen. Scott Lucas (D-Ill.), who will be majority leader of the Senate, introduced for himself and Sens. Herbert R. O'Connor (D-Md.), Ralph E. Flanders (R-Vt.), and Raymond E. Baldwin (R-Conn.), a bill to increase the pay of the President, Vice President, Speaker of the House and heads of the executive departments and independent agencies. The bill provides for raises of FCC commissioners from $16,000 to $17,500 a year. They now get $10,000.

Earlier a Senate Civil Service Subcommittee (Broadcasting, Dec. 27, 1949) had proposed a rate of $16,000 but later made an upward revision.

The subcommittee, composed of Sens. O'Connor, Flanders and Baldwin, agreed the measure should be enacted into law before Jan. 20. Unless passed by that time—the date of President Truman's inauguration—the $25,000 a year pay raise provided for the President in the measure could not under law become effective during his new term.

Inadequate Salaries

In a letter to Congress, President Truman said that "inadequate salaries have long made it difficult to attract and hold able men for positions of greatest responsibility in the government service. For most of those positions there have been no pay increases in many years. In the meantime other salaries in both government and private industry have risen sharply and opportunities for larger compensation in private industry have greatly expanded."

"In recent years the difficulties of obtaining and holding the best qualified citizens for official positions has definitely impaired the government service. This condition has now progressed to the point where it constitutes a serious threat to the efficiency of the government."

In his "State of the Union" message Jan. 4, President Truman told Congress that the nation's prosperity is threatened by inflationary pressures at a number of critical points in the economy.

He recommended, in part, that Congress enact legislation to (1) continue the power to control consumer credit and enlarge the power to control bank credit; (2) authorize priorities and allocations for key materials in short supply; (3) provide standby authority to import for emergency reasons; (4) license and regulate commodities basically affecting essential industrial production or the cost of living; (4) authorize the use of surplus funds to build up such industries as steel if private firms do not expand rapidly enough.

Truman Message, Bills Involve Radio

In recommending tax legislation to bring an additional $4 billion of government revenue, he expressed the view that this should come principally from additional corporate taxes, a portion from revised estate and gift taxes. He felt that consideration should be given to raising personal income tax rates in the middle and upper brackets. Congressional income tax experts interpreted the middle bracket to be the $5,000 plus group.

President Truman called for repeal of the Taft-Hartley act and re-enactment of the Wagner Act, with amendments to prohibit jurisdictional strikes and "unjustifiable" secondary boycotts.

Rep. Henry Reuss (D-Wis.), slated for appointment as chairman of the House Interstate and Foreign Commerce Committee, Jan. 3 introduced a bill, H. R. 65, to amend the Communications Act so as to permit the use of Coast Guard stations for the reception and transmission of commercial messages. It was referred to the House Commerce Committee.

The same day Rep. W. R. Pasage (D-Tex.) introduced a measure, H. R. 13, to require that published or broadcast political statements concerning candidates for public office contain information relating to sponsorship and cost.

Two bills were introduced during the first few days of the new Congress to repeal federal taxes.

(Continued on page 61)

COMMITTEES

The majority party of the new, reshuffled Congress last Wednesday named its choices for Senate committee posts.

Sen. Edwin C. Johnson (D-Col.) was recommended for chairman of the Interstate and Foreign Commerce Committee, which considers legislation relating to communications.

Democratic members recommended for reappointment to the Commerce Committee were Sens. Ernest W. McFarland (Ariz.), Warren G. Magnuson (Wash.), Francis J. Myers (Pa.), Brien McMahon (Conn.).

Recommended as new Democratic committee members were Sens. Herbert R. O'Connor (Md.), Lyndon B. Johnson (Tex.), Estes Kefauver (Tenn.).

The addition of the three Democratic members will create an 8 to 5 party ratio, as compared to a 6 to 6 ratio used during the Republican controlled 80th Congress.

One Republican vacancy on the committee will be filled. Sen. John W. Bricker (R-Ohio), according to informed sources, appeared last week to hold the edge among contenders for this seat.

Past GOP committee members who will probably reclaim their seats are Sens. Charles W. Tobey (N.H.), Clyde M. Reed (Kan.), Owen Brewster (Me.), and Homer E. Capehart (Ind.).

The names of 15 Democrats and 10 Republicans were approved by the House last Wednesday to constitute the Ways and Means Committee. Democratic members of this committee will act as their party's committee on Committee assignments to recommend House committee appointments. A special Committee on Committees performs this job for the Republicans.

The list of Democratic recommendations was scheduled to be presented to the Senate for confirmation last Friday.

Action on recommendations of the two parties in the House was not expected for another week.

Democrats recommended for seats on the Senate Committee on Expenditures in Executive Departments, which scrutinizes the FCC budget, are Sens. John L. McClellan (Ark.), chairman; James O. Eastland (Miss.), Clyde R. Hoey (N.C.), Glenn H. Taylor (Idaho), Herbert R. O'Connor (Md.), Russel B. Long (La.), and Hubert H. Humphrey (Minn.). Both Sen. O'Connor and Long are new to the committee.

Nominated by the Democratic Steering Committee for seats on the Labor, Health and Welfare Committee and to the Senate were Sens. Elbert D. Thomas (Utah), chairman; James E. Murray (Mont.), Claude Pepper (Fla.), Lister Hill (Ala.), Mathew M. Neelly (W. Va.), Paul H. Douglas (Ill.), and Humphrey. The latter three Senators are new to both the committee and to the Senate.

Majority Party Shuffles

Nominee for Commerce Chairmanship

SEN. EDWIN JOHNSON

Page 24 • January 10, 1949
TOP CBS newsmen (1 to r), Ted Koop, Edward R. Murrow and Wells Charats, check Inaugural plans in front of the White House. Unfinished stands are in the background.

POSITIVELY PROOF that the living rooms of American radio and television fans are the best possible vantage point to watch and hear history in the making is expected as the result of comprehensive industry plans for coverage of the Presidential Inaugural on Jan. 20.

Kenneth D. Fry, Inaugural radio director, estimates that at least 550 radio and television men—commentators, announcers, cameramen, rewrite men, engineers, reporters, directors, electricians—will be bringing a word and visual picture into millions of homes throughout the nation.

A pool of the broadcast industry [Broadcasting, Dec. 20] will be received by the stations of the four eastern and midwestern video networks, linked Jan. 11 by coaxial cable. (See page 31.)

Plans have been made by NBC.

THE NATIONAL Board of Fire Underwriters is receiving nominations for the annual Gold Medal Awards to radio stations for outstanding public service in fire prevention.

Nominations may be made by any citizen or public official, community group, fire chief, local insurance boards, safety councils or by station managers. Explanatory brochures are now being mailed to stations and other interested groups.

Entries should include scripts, recordings, letters of commendation and other evidence of public service. Closing date is Feb. 28, 1949 and entries should contain material covering Jan. 1 to Dec. 31, 1948.

THE TELEVISION Reports (WLS Chicago) won the award last year for the third time with its intensive fire safety campaign aimed at midwestern farms. Because such programming is an integral part of its public service activities, WLS has announced it will not be a candidate for the 1949 award.

### D-F-S ABSORBS WRC's N. Y. Accounts

**EFFECTIVE Feb. 1,** the New York office accounts and personnel of Roche, Williams & Cleary will be absorbed by Dancer-Fitzgerald-Sample, New York.

R. A. Porter, vice president and ready transferred to D-F-S as vice president. On Feb. 1, Harold F. Kemp, radio director; Ray Cabrera, vice president, will also join D-F-S, along with most of the dozen or so office personnel. Among the accounts D-F-S will absorb is the Lewis-Howe Co., St. Louis (Tums general manager at WRC, has also left and NR Tablets), which last week announced its appointment of D-F-S effective Jan. 31. Show Productions, D-F-S radio department, will handle the new Alex Young Show sponsored by Tums, starting on NBC on Jan. 11.

Other accounts to be taken over by D-F-S are the G. N. Coughlin Co. (Chimney Sweep), West Orange, N. J.; Lee Pharmacal Co., California; and Pearson Pharmacal Co., New York.

Mr. Porter

### HT TELEGENIC

Sarnoff Compliments Truman

**PRESIDENT TRUMAN is a fine subject for television. RCA and NBC board chairman David Sarnoff said Thursday following a call at the White House, because he “doesn't try to act or play Hollywood.”**

Gen. Sarnoff said he had viewed the President on TV as he delivered his Wednesday night message to Congress. Mr. Truman on his television demeanor.

Gen. Sarnoff revealed that he had suggested to the late President Roosevelt early in his administration that he should appear before the microphone as though he were addressing three or four people.

“Just be yourself,” he had advised.

The Gen. Sarnoff leaves this week on the Queen Mary for a business trip to Europe, he said the trip had no connection with his White House visit which he described as a courtesy call on the President.

While in Europe he will testify before a House of Commons committee on nationalization of British communications. It has been invited to testify on technical aspects by both the government and communication interests. The nationalization plan has already been adopted, he said. He added that he would visit other countries if time permitted.

**MILLER NAMED**

**NBC Night Video Manager**

WILLIAM BURKE MILLER, NBC television program director, has been appointed night television manager, it was announced Wednesday by Carlton D. Smith, director of television operations.

In his new post, Mr. Miller will report to Warren Wade, national production manager.

Mr. Miller joined NBC television staff May 29, 1947, after 20 years with the network.

**TV SET OUTPUT**

Announced by GE

TELEVISION set production at the GE Electronics Park plant has reached a rate of 200,000 a year, according to a year-end statement of Dr. W. B. G. Baker, vice president of the company. More than 3,000 of the plant's 7,100 employees are working on video receivers or television station equipment, Dr. Baker said.

With a prediction for the new year, Dr. Baker estimated that "Television receiver billings at the retail level will exceed $650 million in 1949."
THE MANY radio artists dreaming of tax relief under a capital gains scheme had a rude awakening last Monday. The Treasury ruled that proposals of radio artists and others to sell their personal services as property would not be treated as a capital gain to permit lower taxes.

Charles Correll and Freeman Gosden, the Amos 'n' Andy team, appeared to be the only performers safely under the wire. Information sources had previously indicated [BROADCASTING, Dec. 6] that the Amos 'n' Andy team, which led the crusade to the Internal Revenue office might be the only ones left on safe ground after the flood of relief appeals had passed.

Amos 'n' Andy Safe

Regardless of what action may follow in other cases, it is felt highly improbable that the Internal Revenue would deviate from its long standing policy of refusing to act retroactively.

Jack Benny had switched his "incorporated" show from NBC to CBS [BROADCASTING, Nov. 29] and stood to realize hundreds of thousands of dollars in tax savings, if the bureau accepted it as a capital gains deal.

The disappointment for Mr. Benny was contained in a statement issued by George J. Schoeneen, Commissioner of Internal Revenue, indicating that the artists would not be allowed the 25% capital gains tax on deals involving personal services.

If the facts show the sale is one of "personal services" rather than property, they will be taxed at the regular income tax rate of 77% on sums exceeding $1 million.

The Revenue Act prohibits dissemination of information on specific cases, but there was little doubt that the Benny negotiations had prompted the official clarification.

Internal Revenue Statement

Comr. Schoeneen issued the following statement:

"The tax effect of any business transaction is determined by its realities.

"Accordingly, proposals of radio artists and others to obtain compensation for personal services under the capital gains tax cannot be regarded as coming within the capital gains provisions of the Internal Revenue Code.

"Such compensation is taxable at ordinary income tax rates.

"Internal Revenue officials said the explanation was in response to "numerous inquiries."

Refuting accounts that it would give the radio comedian $4 million to switch to its network, CBS, in a statement issued Dec. 31, announced it will pay Mr. Benny $1,356,000. According to network officials, CBS is paying $2,250,000 for the total stock and assets of Amusement Enterprises Inc., but that Mr. Benny "personally owned not all but only 60% of the stock." Some reporters credited Harry Livingstone, Mr. Benny's wife, with owning a sizeable portion of the remaining 40% of the stock.

Federal and State Taxes

Mr. Benny under such an arrangement would, according to a rough estimate, pay about $700,000 in federal taxes on the $1,356,000. He would be nicked, in addition, for California state taxes.

Some quarters have felt that the performers being wooed to CBS would not have been willing to enter into capital gains transactions without some assurance from CBS that they would be protected in event the Revenue Bureau ruled their deals involved personal income as other than capital gains [BROADCASTING, Jan. 3].

Frank Stanton, CBS president, emphatically denied such an arrangement had been agreed to and identified such reports as "utterly fantastic."

Mr. Stanton maintained there was nothing in the contract to that effect and that "no side or verbal agreements" had been made. He indicated that henceforth the matter must be resolved by Mr. Benny and the Internal Revenue Bureau.

It was in a capital gains deal that CBS last fall acquired the Amos 'n' Andy show. The theory behind the sale had been that the network had purchased a trade name which could be continued even if its originators drop out. The fact that the Benny show requires the presence of Mr. Benny was believed by the chief reason his bid was rejected.

NBC has announced flatly it will not make comparable offers to performers until the Revenue Bureau position has been made clear.

Two-Year Run

Although it was anticipated that the Internal Revenue ruling would subdue the tax-saving craze, the controversy over current cases was expected to run, less spectacularly, for about two more years.

The Benny faction has contended that the CBS purchase of Amusement Enterprises Inc., carries right to the use of characters, scripts, etc., as in the Amos 'n' Andy case and therefore is clearly a capital-gain transaction.

Mr. Benny may still believe his is a capital gains case when he files his tax return that "if his is disputed by the Internal Revenue Bureau, he may appeal his case to the U. S. Tax Court in Washington, D. C.

If he includes the sale as a capital gain in his 1945 tax returns, the matter will probably not reach the U. S. Tax Court for six months to a year. In part of his 1945 returns, it will be an estimated one to one and a half years before it reaches the court.

Other top-flight NBC stars reported to have been wooed by capital gains deals include Bing Crosby, Edgar Bergen, Fibber McGee and Molly, and Phil Harris and Alice Faye.

Not only radio artists have sought relief under the capital gains method. By using it, Gen. Dwight D. Eisenhower was able to keep half of the $1 million he earned on his recent book Crusade in Europe, published by Doubleday.

Up to Dec. 30, CBS Frank Stanton was intent upon making further talent raids on competing networks.

"At year's end," Mr. Stanton said, "negotiations were being carried forth to add other prominent names to our programs to the schedule."

Mr. Stanton indicated that CBS also intended to continue creating its own new programs and developing new stars.

A Running Account

Edgar Bergen. Others reported seeking capital gains deals or inviting offers from CBS, ABC or MBS include Bob Hope, Fibber McGee and Molly, Red Skelton and Gildersleeve. Niles Trammell, NBC president, reportedly on West Coast protecting talent from raids.

BROADCASTING, Nov. 29—Decampment from N B C of Jack Benny, Edgar Bergen and Phil Harris-Alice Faye team—here forth of heretofore dominant Sunday night program power of network—for CBS seemed likely last week. Unofficially learned CBS has 70% succeeded in luring Mr. Benny to its fold by means of a capital gains purchase.

BROADCASTING, Nov. 29—Jack Benny program will move to full CBS network Jan. 2 in Sunday 7:30 p.m. period it had occupied on NBC, CBS announced Friday. Everybody but principals willing to concede Phil Harris and Alice Faye would move to CBS early next year. NBC President Niles Trammell announced NBC will continue to refuse to purchase stock in so-called production companies until U. S. Treasury says such transactions (Continued on page 68)
SUNDAY NIGHT HOOPERS

By ED JAMES

IN THE STATISTICAL judgment of Hooperatings, NBC last week was groggy from the new CBS Sunday punch.

CBS, with its reorganized Sunday evening schedule built around captured NBC stars, also captured sizeable portions of the radio audience. On Jan. 2—the night of the most drastic network program switch in recent history—NBC led CBS in only one show—a Fred Allen over the CBS mystery, Sam Spade—and that by a narrow margin.

The Hooper story for the 6:30-8:30 p.m. critical hours of Sunday was as follows:

6:30-7 p.m.: CBS—Spice Jones for Coca-Cola, 10.4 average; NBC—Ozzie & Harriet for National Silver Co., 8.2.

7:30-8 p.m.: CBS—Jan Benny for American Tobacco Co., 27;8; NBC—Horace Heidt for Philip Morris Co., 11.7.

8:30-9 p.m.: NBC—Fred Allen for Ford Dealers of America, 12;3; CBS—Sam Spade for Wildroot Co., 11.2.

NBC Hooper Down

Against the new opposition of the Spice Jones Show, moved last Jan. 2 to the Sunday 6:30 time from its former place at Friday 10:30-11 p.m., NBC's Ozzie & Harriet lost 4.3 average points below its position of two weeks before, the latest previous Hooperating period. Mr. Jones and company gained 2.6 points over his previous rating in the Friday spot.

Mr. Benny's Hooperating was improved by his transfer of networks. His 27.8 on Jan. 2 was 2.2 higher than that for his Dec. 19 broadcast on NBC. Mr. Heidt, moved into the difficult position opposite Mr. Benny, suffered a decline of 5.6 points below his Dec. 19 rating in his former post, Sundays 10:30-11 p.m.

Amos 'n' Andy, preceded by the powerful Benny audience pull, got a rating 5.7 points higher than that for its Dec. 19 broadcast. NBC's Harries-Faye Show fell 4.9 points below Dec. 19. Of all the Sunday evening schedule, these were the two CBS-NBC shows which on Jan. 2 remained in the same time spots.

NBC's Fred Allen, in a time half an hour earlier than formerly, dropped 2.2 points below his Dec. 19 rating in his accustomed 8:30-9 Sunday spot, which he used to confront Edgar Bergen before the ventriloquist's "retirement," picked up 1.2 points against his new opponent, Mr. Allen.

Two other NBC shows which Sunday were rated 9.0—Fred Allen and Sam Spade with a 15.2 rating. With the first engagement fought, and the dismal Hooper communiqué digested, NBC settled down for a long Sabbath-shattering battle.

The other hit of worthwhile news was that Sterling Drug was contemplating cancellation of Manhattan Merry-Go-Round, Sundays 9-10:30 p.m. on NBC, a program it has sponsored for 16 years.

If Sterling quits, NBC would be left with the entire 8:30-9:30 p.m. period on its hands. It was known that several advertisers were regarded as firm progressively buyers of either the whole hour or part of it. Until the Sterling decision to stay or quit was made, NBC scheduled a new dramatic program for the 8:30-9 p.m. period and stood by the Merry-Go-Round at 9-10:30.

The new show, the NBC Theatre, will be produced in cooperation with the Screen Directors Guild and will consist of half-hour adaptations of successful movies. The first, "Stage Coach," starring John Wayne, was to be heard last night (Jan. 9). Each week the director of the film will appear on the radio show. The Screen Directors Guild will make the selections of films for adaptation and will be paid an unknown price by NBC.

CRIMP IN CBS PLANS?

Meanwhile, speculation was rife, following the Internal Revenue decision on Mr. Benny's capital gains purchase by CBS (see story, page 28), as to whether a crimp had been put in Columbia's plans for acquiring other performers.

It was known that until a fortnight ago, when the government turned up its nose at Mr. Benny's request, CBS had been pursuing other NBC luminaries with offers of purchases similar to Mr. Benny's.

With such deals precluded by the new Internal Revenue ruling, it was believed that at least some of the CBS negotiations had stalled. Observers acknowledged, however, that other inducements such as desirable time periods might be offered by CBS in place of the now impossible capital gains deal and that it was not unlikely that some NBC stars would be tempted to leave.

REPORTED PRICE

Reports that Mr. Benny's purchase price had been $4 million were vehemently denied by CBS. In an official statement, the network explained that the assets and stock of the comedian's Amusement Enterprises Inc., had been bought for more than $1 million.

CBS pointed out that Mr. Benny owned only 60% of Amusement Enterprises Inc. and therefore his share of the purchase price was $1,366,000. Taxed as income rather than as a capital gain, that figure will probably produce about $1 million revenue for the government and about $350,000 for Mr. Benny.

The network also denied rumors that it had given Mr. Benny stock in CBS as a hedge against an adverse Internal Revenue ruling.

SALES PRACTICES

REVAMPING of broadcast sales practices to stop stations from competing with their network was taken in early February by the NAB sales managers executive committee, opening a two-day meeting at NAB headquarters.

Committee chairman Eugene S. Thomas, WOIC Washington, presided.

Gaining into the whole problem of sales and rate practices, the committee was told that agencies and representatives handling national time are protesting rate practices that purportedly drive business to other media.

Stations maintaining two rates—general and retail, or national and local—were said in some cases to be defeating the purpose of the dual rate structure by permitting national advertisers to use tactics that permit them to buy time at the lower or local rate.

DEVICES POINTED OUT

This was attributed in some cases to local salesmen who advise national advertisers to place business through them. Such devices as routing through a local distributor are employed, the committee was told. Thus national time is diverted from agencies and representatives, with the agencies often deciding to move into other media and drop radio.

An educational campaign was proposed to inform stations of the effect of such methods.

Preparation of a manual on sales practices to be published as soon as possible, was proposed on rec-

NAB Studies Problems

(Continued on page 27)

FIVE-MAN NAB board committee will meet early in February to draw up first phase of NAB reorganization plan (BROADCASTING, Jan. 3). All facets of the industry are represented. Left to right: Henry W. Slavick, WMC Memphis; John F. McOgher, KYSM Mankato, Minn.; Clair R. McColough, WGAL Lancaster, Pa., chairman; Paul W. Morency, WTIC Hartford; Everett L. Dillard, WASH Washington.

BROADCASTING • Telecasting
ELECTION of two ABC vice presidents and the reassignment of Charles C. Barry and his assistant in charge of television were announced last week by the network. Mr. Barry had been scheduled to take command of western operations.

Ernest Lee Jahncke Jr. was elected vice president in charge of the stations department for both radio and television, and J. Donald Wilson was elected vice president in charge of programs.

Mr. Barry, whose appointment as successor to Don Searle, retired vice president in charge of the Western Division of ABC, was announced a month ago, will remain in New York to direct the network's television activities, and will report to Robert E. Kintner, executive vice president.

Paul Mowrey continues as national director of television for the network.

As a result of the change in Mr. Barry's assignments, Frank Samuels, ABC West Coast sales manager, will be acting head of West Coast operations. John Edwards will serve as acting head of programs on the West Coast, the former job of Mr. Wilson, who will make his headquarters in New York as program chief.

Expanded Video Plans

The decision to retain Mr. Barry in the East and place him in overall supervision of television was made in view of expanded plans for ABC video, according to Mr. Kintner.

Mr. Barry was vice president in charge of programs before his new abrogated appointment as West Coast chief. He has been chief of television as well as radio programming for the network since July 1, 1946.

Mr. Jahncke, who has been with ABC since his release from duty with the Navy, in which he was a commander, became manager of television stations relations several months ago following the transfer of John Norton, who had been vice president in charge of the stations department, to the vice presidency of the midwestern division.

At that time Otto Brandt was named manager of station relations for the network, over the elevation of Mr. Jahncke to a vice presidency in overall charge of the stations department, Mr. Brandt becomes national director of stations relations for both television and radio.

A graduate of the U. S. Naval Academy, Mr. Jahncke was in the traffic department of NBC from 1937 to 1941 when he went on active duty with the Navy.

Mr. Wilson, formerly a freelance director and producer in Hollywood, has been with ABC for a year and was appointed head of programming a month ago at the time of the decision to move Mr. Barry to the West Coast.

Other Appointments

Several other executive appointments at the network were also announced. Morgan Ryan, former member of the program sales department, was named eastern program manager and program manager of WJZ New York; Harold Morgan Jr., former budget officer, was appointed business manager for television; Geraldine Zorbaugh and William R. White, of the legal staff, were made assistant secretaries of the company; Charles Harrell, former eastern program manager, was made an executive producer of television, and Anne Kelly, in the program department of WJZ, was named assistant program manager of the station.

FEDMAN

Given Promotion by MBS

ARTHUR FELDMAN, director of news operations for the MBS Washington office, has been named Mutual director of special events, A. A. Schechter, the network's news and special events vice president, announced last week.

Mr. Feldman succeeds Jack Paige, recently promoted to manager of program operations. He joined MBS in January 1948 as a member of the network's news staff.

Simultaneously, Hollis Seavey special events director of Mutual's Washington office, was appointed news and special events coordinator in the capital city.

FMA POST

Sellers Executive Director

EDWARD L. SELLERS, Washington representative, last week was named executive director of the FM Assn. succeeding Bill Bailey. Mr. Bailey wound up his FMA tenure Dec. 31 [BROADCASTING, Jan. 3].

With emphasis planned on sales aspects of FM broadcasting along with consumer acceptance, FMA's executive committee outlined a promotional program for the year including a sales clinic during the spring in New York. Already plans are under way for the annual FMA convention to be held next September at the Sheraton Hotel, Chicago.

Mr. Sellers has been an Associated Press radio editor and sales representative for the AP Washington News Report. He has been in public relations work more than a decade, including the Virginia Railway Assn. and Norfolk & Western Railway. During the war he was a Navy flyer and was retired as a lieutenant. After the war he was with Capital Airlines as publicity and promotions manager, becoming sales manager of the airline's news bureau. He is a graduate of Roanoke College and Washington & Lee U., where he did graduate work in journalism.

FMA has retained Faught Co. as public relations and promotion counsel to assist Mr. Sellers and the board in its expanded 1949 program. The board will meet in the near future to work out details and make budgetary provisions.

Thomas F. McNulty, president of WMCF (FM) Baltimore, last week resigned as a board member and treasurer of FMA. He gave no reason for the action. FMA has not yet taken steps to name a successor.

TURKEY DAY SHOW

On CBS Tops in Audience

THE CBS Thanksgiving Festival received the highest audience ratings, according to A. C. Nielsen Co., New York Marketing Research Organization.

CBS, the network that established the tradition of specially-created, star-studded holiday shows, received a total audience rating of 22.7% as against 20.8% for the same type of show on NBC for the same period, Thursday, Nov. 25, 4-6 p.m.

The CBS show was sponsored by Wm. Wrigley Jr. Co., Chicago, through Arthur Meyerhoff, also Chicago. NBC's Thanksgiving frolic was sponsored by Elgin National Watch Co., Elgin, Ill., through J. Walter Thompson Co., Chicago.

Jahncke, Wilson VP's, Barry Shifts

Mr. Wilson  Mr. Barry  Mr. Jahncke

commander, became manager of television stations relations several months ago following the transfer of John Norton, who had been vice president in charge of the stations department, to the vice presidency of the midwestern division.

B&B NAMED

To Handle Crosley

AVCO Manufacturing Corp., Cincinnati, has appointed Benton & Bowles, New York, to handle advertising for its Crosley Division, W. A. Blee, AVCO vice president and general sales manager of Crosley, announced last week.

Benton & Bowles will promote and advertise Crosley products under two major groups—electronics and household appliances. Mr. Blee said that Crosley, in 1949, will more than double its 1948 expenditure.

Mr. Sellers

Daytime Billings Go To Murray

APPROXIMATELY $2 million worth of daytime radio billings effective immediately will be transferred by the Whitehall Pharmacal Co., New York, to the John F. Murray Co. advertising agency, New York, from Dancer-Fitzgerald-Sample, New York, which handled that billing for the past decade.

Among the shows that John F. Murray will handle are Helen Trent and Our Gal Sunday both five times weekly on station CBS; Just Plain Bill and Front Page Farrell both five times weekly on NBC, and Zeke Manners on West Coast network. All five shows were formerly handled by D-F-S. The Mr. Keen show on CBS will be retained by D-F-S.

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ARMSTRONG VS. FCC Case Goes to Court in February

DISPUTE over the reallocation of FM—long waged between FCC and FM's inventor, Prof. Edwin H. Armstrong—has at last reached the court stage.

Pending a trial court hearing, Prof. Armstrong has won a stay order against FCC's deletion of his experimental low-band FM station, W2XWM.

In an eleventh-hour move Dec. 31, Prof. Armstrong filed an appeal with the U. S. Court of Appeals for the District of Columbia from FCC's denial of his request for continued operation of W2XWM.

Midnight of Dec. 31 was FCC deadline for cessation of all low-band FM broadcasting. The stay order against the Commission action was issued the same day and the case was ordered on the court's February docket for immediate consideration.

Data 'Ignored'

Implications were contained in the court appeal that FCC not only "ignored" vital FM propagation data offered in the past from W2XWM, but that the Commission in its present proposed television reallocation "may be acting on data that is erroneous" if it stops the Alpine low-band experimental program.

The petition to the court that had it been for the W2XWM experiments he "could not have ascertained" certain propagation data errors at the FCC's television engineering conference Nov. 30-Dec. 3 [BROADCASTING, Dec. 6].

The prompt court action stemmed from the claim by Prof. Armstrong that both he and FM would suffer "irreparable injury" if W2XWM were forced to cease transmissions. Upon the filing of the notice of appeal an order may order the court hold an informal hearing that afternoon before Justices D. Lawrence Grover, Bennett Clark and J. Harlan Stewart.

In late afternoon the court called for representatives of FCC and Commission General Counsel Benedict P. Cotton, Assistant General Counsel Harry Piotkin and attorneys Richard Solomon and Paul Dobin attended.

Principal basis is whether or not Prof. Armstrong was entitled to FCC hearing on, or received due consideration of, his request for renewal of the W2XWM authorization beyond July 31. The FM inventor charged he was denied renewal without hearing.

The old battle between Prof. Armstrong and the Commission over the reallocation of FM from 44-50 mc to its present 88-108 mc band is expected to be drawn into the proceeding as detailed background to the case.

It is believed, there has been no private interest involved in the allocation dispute upon which litigation might be based.

Meanwhile, W2XWM may be continued in operation. It uses 40 kw on 44.1 mc. Termined the first regular FM outlet and in continuous operation since 1939, W2XWM was one of the band's first pioneer broadcast under the Dec. 31 deadline [BROADCASTING, Jan. 2]. It is the only outlet which had a formal in time to make the termination order went into effect.

The Armstrong appeal was supported by an affidavit from Paul A. deMars, Washington consulting radio engineer, who designed and constructed Yankee Network's pioneer FM stations at Paxton, Mass., and Mt. Washington, N. H.

Prof. Armstrong also included in his appeal a letter from Dr. Harlan T. Stetson, director of the Cosmic Terrestrial Research Lab. of Massachusetts Institute of Technology, saying it would be "unfortunate" to stop W2XWM at this time. Dr. Stetson has been making hourly measurements of ionization, 167 miles distant, since Feb. 1945.

In his notice of appeal, Prof. Armstrong stated that Dec 10 had written application to the Commission for renewal of the W2XWM authorization. The station has been conducting its experimental program since 1941 under short-term special temporary authorization.

On Dec. 22, the notice of appeal said, the "Commission advised ap-" plicant that the Ciockett Committee had, on that date, considered his application for renewal and had denied same but without having fixed any time and place for hearing on said application and without having afforded appellant an opportunity to be heard.

A petition for reconsideration of the denial was filed on Dec. 29, the appeal related, and on Dec. 30 a supplemental to that petition was filed "expressly requesting an opportunity to be heard and to present oral argument" on the application and petition.

On Dec. 30 also there was filed a request for extension on temporary basis the "license" for W2XWM and that the renewal be stayed pending final determination of the petition for reconsideration.

The notice of appeal indicated the "Commission has not taken any action" upon the pending requests because it found several reasons to support the appeal.

The appeal said that the Dec. 22 letter of denial was based upon two previous orders of the Commission relating to termination of low-band operation "which were arbitrary and capricious and contrary to law and embodied and were based upon gross misconceptions of scientific fact." The appeal added that it was issued in September and May in reply to requests that the Commission modify or reconsider its decision not to allocate the 44-50 mc band to FM and to require cessation of all low-band transmission on Dec. 31 [BROADCASTING, May 10, Sept. 20, 1948].

Said to Be Violation

The failure to give hearing on the renewal application and petition for reconsideration was termed in violation of Sec. 309(a) of the Communications Act as well as of the Fifth Amendment to the Constitution. It was pointed out that the FCC action "summarily terminates" the W2XWM operation "at a time when there is no present possibility of making an allocation of band and frequency in question for any other purpose."

FCC proposes to allocate the 44-50 mc band among various public safety and special services and one Commission spokesman has said that the next week indicated the assignments may be made final as early as February. He pointed out also that there is now not been set more than a few weeks to get into operation after approval. FCC had said it intended to expedite this allocation in its September order on the low-band operation.

The appeal further argued that the FCC order "without reason or necessity summarily terminates important experimental activity in connection with the propagation characteristic of radio waves." Also mentioned was the fact that "more than eight regularly operated commercial stations" would be deprived of programs broadcast by W2XWM. Such action "materially hampers the services rendered by those stations," it was said.

In his petition for the stay order, Prof. Armstrong pointed out that expenditures of great amounts of time and money would be "substantially lost to him." In an accompanying affidavit the inventor charged that the proposed station's attorneys were "correctly in that the repeated.”

Speaker of the House Sam Rayburn called the fact that stations, including newspapers and other publications might be prosecuted under its terms if they published any information which previously had been sent via a classified machine.

Speaker Rayburn was advised that the new measure was drafted by the Navy and represented the combined views of the State Dept., Central Intelligence Agency, Army and Air Force.

Congressman Cellar indicated that the bill "will have to be scrutinized carefully."

"The joke," said Rep. Cellar, "is in that the classified information..."

"Some magazine writer might innocently turn out a good technical article on a scientific subject, and find himself in trouble because someone in the armed services thought it contained some good stuff that should be stamped 'classified.'"

According to Secretary Kenney the proposed legislation "does not in any way control the free dissemination of information which might be transmitted by code or cipher unless unclassified information has been obtained by clandestine interception and cryptanalysis."

Ramifications Are Seen In Proposal

SECURITY

SUSPICIONS have been aroused in the news circles and on Capitol Hill that security safeguards might prove to be unwarranted prosecutions.

Speaker of the House Sam Rayburn centered on the fact that stations, including newspapers and other publications might be prosecuted under its terms if they published any information which previously had been sent via a classified machine.

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COAXIAL OPENING

AT&T to Link East, Midwest Tuesday

**By BRUCE ROBERTSON**

NETWORK television will take its longest forward step tomorrow night (Jan. 11) when AT&T links up its multistate cable system to reach and develop the New York market.

The new network cable between Pittsburgh and Cleveland will connect the present East Coast and midwestern video network facilities.

Event, to be celebrated with a 90-minute ceremonial program, marks the beginning of regular TV network programming from the Atlantic to the Mississippi. Moreover, it is tangible evidence that coast-to-coast video networking is no dream to be achieved at some far-distant date, but a rapidly approaching reality.

AT&T pointed out that the new video network service, which becomes available for regular use on Wednesday, will put TV programs within reach of a quarter of the nation's population. The combined network, which extends to 2,100 miles, 1,740 route miles of coaxial cable and 370 route miles of radio relay.

The new video network facilities provide one circuit each way between New York and Chicago for network TV programs, which the Bell System promises will be expanded by the end of June to provide three westbound and one eastbound circuits. Until these added channels are available, however, the four TV networks are dividing the facilities on an elaborate time-sharing schedule worked out after weeks of argument which concluded in many cases with the telephone people making the allocations themselves because the video broadcasters could not reach agreement.

Allocation for the East-to-West circuit first to be announced [BROADCASTING, Jan. 3], were somewhat altered last week when WPIX (TV) New York decided not to join the cable-sharing group at this time. Changes in the East-West schedule are:

- **Monday-Saturday, 5-8 p.m.**
  - 5:15 to NBC
  - 6:15 to ABC
  - 7:15 to ABC

- **SUNDAY**
  - NBC 6-7:30
  - ABC 6-7:30

- **MONDAY**
  - 5:15-6:30 to NBC
  - 6:30-7:30 to ABC

- **TUESDAY**
  - 5:15-6:30 to NBC
  - 6:30-7:30 to ABC

- **WEDNESDAY**
  - 5:15-6:30 to NBC
  - 6:30-7:30 to ABC

- **THURSDAY**
  - 5:15-6:30 to NBC
  - 6:30-7:30 to ABC

- **FRIDAY**
  - 5:15-6:30 to NBC
  - 6:30-7:30 to ABC

- **SATURDAY**
  - 5:15-6:30 to NBC
  - 6:30-7:30 to ABC

The Monday 8-9 hour allocated to WPIX is now divided: 8-8:15 to CBS; 8:15-9 to DuMont; 8:30-9 to NBC. Tuesday, the 10-10:30 spot formerly given to WPIX is now split 10-10:15 to CBS, 10:15-10:30 to NBC. Saturday, the 8:30-9 period switches from DuMont to ABC, 9:30-9:45 to ABC and 9:10-10:30 to WPIX to ABC.

Sunday the 5-6:30 period goes from WPIX to NBC, 6:30-8 which was open is now divided 6:30 to CBS and 6:10-8:30 to ABC, 10-11 goes from rotation to NBC each week.

Those changes are in the East-to-West circuit. The West-to-East circuit allocations specifically decided on last Wednesday, include no allocations to DuMont. Division of time among the other three TV networks is shown in the above tables.

NBC Time

On Monday, 10-11 p.m., the West-to-East circuit allocated to NBC stops at Philadelphia as DuMont was the last western network in New York circuit at that time. This is also true Friday, 9:30-10 p.m., when ABC has the Washington-to-New York circuit.

When CBS is bringing the Golden Gloves finals east from Chicago for the week of Feb. 21 a number of evening programs generally allocated to other networks were made available to CBS for that week only. CBS will also get the West-to-East cable on March 4 from 10-11 p.m. for a special sports program.

NBC's schedule for the full eastern and midwestern networks via the new cable includes Tuesday, 9:30-11 p.m., Dundie Doody, 8:30-6 p.m., Camel Newsreel, 7:50-8 p.m.

Once-a-week programs to go on the full Atlantic-to-Mississippi NBC hook up of Jan. 12 are: Texaco Star Theatre, Tuesday, 8-9 p.m.; Kraft Television Theatre, Wednesday, 9-10 p.m.; Bigelow-Barrow National Forest Show, Thursday, 9:30-10 p.m. and the Friday night fight sponsored by Gillette Safety Razor Corp. [BROADCASTING, Jan. 3].

In addition, NBC reported that the Philco Playhouse will be broadcast over the full hook up every other Sunday, 9-10 p.m. On the Sundays that it does not get the cable, this program will be broadcast on NBC's East Coast TV network as it has been.

In the Midwest, the program used in the East two weeks earlier will go on at the same time through kinescope recordings sent to the individual NBC affiliates in the Midwest.

The Swift show, on NBC-TV East Coast hook up, will be broadcast from Chicago over the full hook up Jan. 13. Henceforth, it will go on live on the eastern network as in the past, and will be repeated by kinescope recording broadcast on the midwest network from Chicago two weeks later at the same time.

This same procedure will be followed for the Clue-Beaupre Arrow show, Thursday, 8-9 p.m.; The Bates Girl About Town, Wednesday, 2-3 p.m., the Colgate-Palmolive-Peet program, Monday, 9-10 p.m.

American Tobacco Co.'s new program, Show Time, Friday, 9-10 p.m., half-hour filmed dramas based on famous short stories, will start Jan. 21 on NBC's East Coast hook up, with prints of the film sent to all NBC TV affiliates for simultaneous broadcast.

Chicago Origins

RCA's new Kukla Fran and Ollie, Monday through Friday, 7:30-8 p.m., will be broadcast from Chicago to the full Midwest network and fed via cable to New York and Richmond, with other eastern markets possibly to be added. Admiral Radio Corp. on Jan. 28 starts Friday Night Follies on a combined NBC-DuMont video hookup in East and Midwest, 8-9 p.m.

Chevrolet Div. of General Motors will add kinescopic recordings on KNBH Hollywood to its live East Coast NBC hookup, Monday, 8-9:30 p.m., after that station takes to the air Jan. 16, but has made no other plans to extend the program's present TV coverage. Procter & Gamble will continue to telecast Things I'd Like to See, Tuesday, 9-10 p.m., in the East only until the time when more cable circuits are available.

Motorola Radio Co. is planning to drop its Nature of Things series, Monday, 8:30-9:45 p.m., and to replace it with a new half-hour show (Continued on page 63)
A Wise Old Bird

Nobody quite knows why the owl is supposed to be so wise. But ever since the ancient Greeks made him sacred to their Goddess of Wisdom, the owl has been supposedly a wise old bird.

There are some wise old birds among time-buyers too. It's easy to spot them. The wise ones buy W·I·T·H, the BIG independent with the BIG audience.

They know that W·I·T·H is the big bargain buy in the nation's sixth largest market. They know that W·I·T·H regularly delivers more listeners-per-dollar than any other station in town. They know that W·I·T·H covers 92.3% of all the radio homes in the Baltimore trading area.

Are you among these wise ones? If not, call in your Headley-Reed man today and get the full W·I·T·H story.
Leave us now join

Before we wipe the old slate clean
Let's sing a song, let's pen a paean
To everything in '48
Which we would like to celebrate:

To Radio, first, a cup of cheer
For winding up its biggest year,
Knowing full well, while we're about it,
That none of us could live without it.
Hail to a year of glad relations
Between this network and its stations
From West Palm Beach to Puget Sound,
And, boy, bring on another round
For the nine-and-ninety million folks
Who listen weekly to our jokes,
Our songs and stories, news and dramas—
Here's to them all, their pops and mamas,
Their sisters, uncles, aunts and others
Including in the Lever Brothers.
To Pepsodent's Irma, Palmolive's Brooks
To Phil and all the other Cooks,
To Chesterfields and that old peachy
Godfrey guy, and Don Ameche
(The "Lucky" boy)—to Vaughn Monroe
And Hawk from whom all Camels flow,
To Johnny and to Philip Morris—
You're all okay in our thesaurus.

Hasn't it been a dandy year
For all the theaters on our air!
The "15th straight" for champion Lux,
Ford looking like a million bucks,
Electric's show where Little Helen
Is standing 'em in the aisles, all yellin',
While Armstrong, Hallmark and Prudential
Just keep on being existential.

Three cheers, we say, and three more cheers
For all those doughty engineers
Who worked the night-long and the day-long
To make those records that can play long;
All of which just goes to prove
We're always in that micro-groove.

Remember the day when General "Ike"
Stood up before Columbia's mike
To raise a cool three hundred grand
For Europe's hungry kids? We stand
Hats off to "Ike" and his Crusade
And guys like him who make the grade:
A pair of Sulka's best pajamas
To grace the gams of Lowell Thomas.

And now let's pay our proper dues
To Edward Murrow and his News
hands

Than which there is no super-duper,
And let's salute our Average Hooper,
And all our shows—and there are plenty—
That broke into the tough "top twenty."
Hooray for Sunday's Peerless Tonic
Which millions call the Philharmonic.
(With this connection, shout hooray
For Standard Oil—that is, [N.J.])

We would be derelict in our mission
Did we not honor Television.
Man's glassy essence, thee we toast,
Now on your way from coast to coast
Toward new horizons. Hail TV!
There's more in you than we can see.
Rochester, Jack and Mrs. Benny
Of happy returns we wish you many,
And here's a cane all made of candy
For Lum 'n' Abner 'n' Amos 'n' Andy.
Shoot Roman candles to the sky
In praise of dear old NRI,
And while we're on the alphabet
A pox on us lest we forget
IBEW... RDG...
abracadAFRA and NAB,
Four fanfares and a furbelow
For Messrs. BBD & O.

Sullivan, Stauffer, Colwell, Bayles,
We know that you will never fail us,
And may the light of yon great Star
Shine gently on you, Y & R.
In Thompson's name we shout our skoals
And we're all yours in Benton & Bowles.
On, Procter! On, Gamble! On, Gallup and Roper!
Let bygones be bygones for each horoscope.
Let's pin a sprig of holly on
The famous Crosbys, Bing and John,
And with another wreath adorn
The brows of Gould and Miss Van Horne.
For Variety's "mugs" and Radio Daily
A long locomotive and a willow-waley.

Well... '48 was mighty fine,
Now looking out toward '49
We wish from electronic science
The best to all our friends and clients,
To everyone in Radio
A hug beneath the mistletoe,
We're only sorry we can't list 'em...
This is... The Columbia Broadcasting System.
BOXING SPARS WITH TV

TELEVISION networks should sit down now with boxing authorities and work out the economics of ring telecasts for the good of both industries, according to Abe J. Greene, national commissioner of the National Boxing Assn.

Mr. Greene told Broadcasting that his own organization is now making a national poll of the members on television, seeking to find out what effect TV has had on boxing in their areas and seeking suggestions for meeting problems created by television.

Results of the NBA poll are expected to be revealed in time for its next executive committee meeting at a date yet to be set in February.

The NBA is composed of the official boxing commissioners, who are generally government officials, from all states, except Massachusetts (which is about to join) and New York. Mexico, Cuba, Canada and several U. S. territories are also members. Commissioners are charged with the duties of fostering as well as regulating the sport.

In New York, meanwhile, the Boxing Managers Guild took the initiative for boxers, letting it be known it will seek to bargain for contracts for fighters with television networks.

Statement Devoted to TV

Mr. Greene’s revelation that the poll was being conducted followed the issuance of his year-end statement, which, unprecedentedly, was devoted completely to the effect of television on boxing. Mr. Greene, former NBA president, is the first man to hold the job of national commissioner. He also is the state athletic commissioner of New Jersey.

His main thesis was that telecasting big ring contests could upset the economy of boxing clubs throughout the country. He indicated that in self defense boxing clubs might have to ban telecasts.

A somewhat similar argument recently was raised in connection with college football telecasts—that televising of one big game could destroy the gate of smaller colleges and thereby ruin the financial foundation on which all college sports rests (Broadcasting, Dec. 20, 1948).

Mr. Greene discounted the argument that television might make many new fight fans as did radio. The media are not comparable, he said, because a telecast, unlike a radio report, is so close an approximation to eyewitnessing.

"Television gives the homeside spectator a ringside seat which he can’t get unless he’s among the 400 garden millionaires," said Mr. Greene.

"The expedient of cutting main event fighters into a small slice of the promoters television payoff just won’t do," he continued. "New York-main-eventers get a $272 melon. That isn’t the answer because with gates badly slumping, it’s like buying a quarter for a buck.

"But it isn’t the effect of video on any one given television show that’s so devastating. More drop in the gate at Madison Square Garden alone is only a momentary defection which Uncle Mike Jacobs and the Garden probably can handle.

"It is what such television shows do to the hinterlands that counts. For instance, if a good fight is televised from Washington, the fight club in Newark, or Richmond Hills, or Pawtucket is badly dented.

"There isn’t a fight club in New Jersey, for instance, which can compete with Garden television on Friday night. When Beau Jack and Ike Williams boxed for the title in Philadelphia, the club in Newark, 100 miles away, might just as well have folded for the night. It did fold completely later."

Economy Upset

Mr. Greene emphasized that boxing economy has been upset already with "meager television" and with the coaxial cable to the Midwest about to operate, the problem can only be intensified.

The effect of television on small clubs, he said, will have a deleterious effect on all boxing because the fight game needs the local rings as the incubators for the top talent.

"Television men who are talking about staging major fights in small clubs by a more extensive audience nine years ahead of themselves and therefore talking through their hats. A good club has the fight bugs—two Donnybrookers in a plush-lined hangout without accompanying bedlam and they’ll emulate a pair of sweethearts.

"Additionally, a more sponsored show between two world-famous boxers in a private club for the sponsor’s friends takes the fight out of the realm of sports and makes it a purely commercial proposition. Of what value will it be then, to newspapers and sport pages, which make sports as big as they are?

"Without sports page steam-up for a fight, the television sponsorship won’t be worth the tube it’s flashed on, and the vicious cycle is complete."

He urged the TV networks and TV manufacturers, the latter of which have enjoyed vast sales spurt due to big fights, to "heed the handwriting on the wall" and sit down with boxing commissions and the NBA "lest they wake up some day and find a universal decree against televising of boxing bouts."

Charles Johnston, president of the Boxing Managers Guild in New York, acknowledged that his organization would try to bargain for "talent" in the ring business with TV networks. This would be the guild’s first effort in that direction.

The guild already has had one meeting with DuMont network executive, notifying them that after May 1, when DuMont contracts with the arenas are terminated, that the guild expects to be the negotiator instead of fight clubs, as heretofore.

CHICAGO SHOW

Furniture Exhibition Features Television Receivers

RADIO and television manufacturers, educated since the first flush of receiver production to the fashion whiffs of the buying public, are making radical improvements in cabinet styling.

Evidence of modern design is being seen in Chicago at the annual Winter Furniture Market in the American Furniture Mart, where more than a dozen AM and TV sets are on exhibit.

Manufacturers are dramatizing their products to buyers from all parts of the country. Receiver cabinets are developed elaborately in a variety of sizes, shapes and woods, although mechanical elements and prices remain much the same as last year.

Major variance in this year’s prices is that the new sets have been broadened to include more inexpensive as well as more costly models.

Because manufacturers have dropped older lines before coming out with new ones, attempts to give greater values are centered on original design and styling. Selling, sparked by fashion consciousness, has become highly competitive.

TV set makers predict their receivers will become the focal point in a room, replacing the traditional fireplace or couch. Requirements in the televiewing rooms, they say, are: (1) That furniture be low-slug, light and easily movable; (2) that chairs or couches enable viewers to shift, rock back or rest without losing view of the screen, and (3) that the receiver cabinet be as attractive and well-arranged as the normal focal point, such as a grand piano.

"In the planning of homes, there is already a trend toward a regular television room," one TV spokesman said. "The set is no longer a gadget pushed into a corner, interfering with the room arrangement.

"Suppliers also predict that video will aid in counterbalancing the drift from home and family entertainment."

Several private brand manufacturers are exhibiting radio and television sets produced to correlate with complete furniture lines, with cabinets complementing other pieces in a room by color, material and size. Ensembles on display feature a receiver as an integral part of the furnishings.

Major-brand manufacturers participating in the Mart showing are RCA, Philco, Admiral and Zenith. Arvin, an Indiana firm, introduced its table model TV set for the first time last Monday. RCA is showing four 16-inch picture tube models, with push-button tuning for both close-up and normal viewing.

Products made by General Electric are in dealer showrooms at the home furnishings market in the Merchandise Mart. The two-week Winter Market will be concluded at each site Jan. 15.

THE EMERSON entry in the low priced television set field is this Model 611, introduced last week at the World’s Fair, New York City.

With a 52 inch screen and 10 inch picture tube, the set will list for $269.50, 10% lower than the former price for this type of set.

BROADCASTING • Telecasting
TV PULSE

'Texaco Theatre,' Godfrey Tops in N.Y., Phila.

TEXACO Star Theatre and Godfrey's Talent Scouts held the number 1 and 2 spots in the TV Top Ten list in both Philadelphia and New York during December, according to The Pulse Inc. Wrestling was the top attraction in Chicago during the same month. Sets in use in both Phila- delphia and New York showed slight increases.

New York

<table>
<thead>
<tr>
<th>New York Top Ten Shows</th>
<th>December</th>
<th>November</th>
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<tbody>
<tr>
<td>Texaco Star Theatre</td>
<td>WNBC</td>
<td>70.0</td>
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<tr>
<td>Godfrey's Talent Scouts</td>
<td>WCBS-7</td>
<td>59.3</td>
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<tr>
<td>Toast of the Town</td>
<td>WCBS-7</td>
<td>52.8</td>
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<tr>
<td>Original Amateur Hour</td>
<td>WAND</td>
<td>51.2</td>
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<tr>
<td>Small Fry Meets Beauty</td>
<td>WAND</td>
<td>51.2</td>
</tr>
<tr>
<td>We, The People</td>
<td>WNTN</td>
<td>49.3</td>
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<tr>
<td>Kreft TV Theatre</td>
<td>WNTN</td>
<td>48.7</td>
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<tr>
<td>Reckless Kelly</td>
<td>WNYW</td>
<td>47.5</td>
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<tr>
<td>Winner Take All</td>
<td>WCBS-7</td>
<td>32.6</td>
</tr>
<tr>
<td>Howdy Doody</td>
<td>WNBT</td>
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AVERAGE 1/2 HR. SETS-IN-USE

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<tr>
<th>Entire Week 12 Noon to 12 Midnight</th>
<th>6 p.m.-12 Midnight Sets-In-Use Entire Week</th>
<th>4 p.m.-12 Midnight Sets-In-Use Entire Week</th>
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<tr>
<td>Combined</td>
<td>TV Only</td>
<td>Radio Only</td>
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<td>Dec. 1948</td>
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<td>Nov. 1948</td>
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<td>Oct. 1948</td>
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Philadelphia

Five of the ten leading shows in Philadelphia were comedy-variety offerings. Four of these programs have appeared among the Top Ten lists since October; the fifth, Godfrey’s Talent Scouts, is a newcomer to TV.

AVERAGE 1/2 HR. SETS-IN-USE

<table>
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<th>Entire Week 12 Noon to 12 Midnight</th>
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NEW CBS TV’S

Four Affiliates Added

AFFILIATION of four television stations with CBS, bringing the network’s total to 28, was announced last week.

The stations and the effective dates of their affiliations are: WTHI, Terre Haute, Ind., Feb. 7-19; WTVK, Danville, Va., Feb. 15, owned by the Miami Valley Broadcasting Corp., operating on Channel 13, Robert Moody, general manager; WTVG, Syracuse, Feb. 1, owned by the Meredith-Syracuse Television Corp., operating on Channel 8, Paul Adanti, general manager; WICU, Erie, Jan. 1, owned by the Erie Dispatch, Inc., operating on Channel 12, Edward Lamb, president; KOB-TV Albuquerque, Dec. 31, owned by Albuquerque Broadcasting Co., operating on Channel 4, R. R. Seal, general manager.

‘Goldbergs’ on TV

ONE OF radio’s oldest families, and certainly one of its longest-running programs, turns to radio’s most precious child when The Goldbergs invade television, Thursday, Jan. 13, the series debuts on CBS-TV, 8-8:30 p.m., with its author, Gertrude Berg, in the lead role of Mollie Goldberg, which she created.

BROADCASTING  Telecasting

7-YEAR TV PACT

Signed by Cooley and KTLA

A SEVEN-YEAR television contract has been signed between KTLA Hollywood and Spade Cooley, western recording star, according to Klaus Landsberg, West Coast director of Paramount television.

Mr. Landsberg who termed the pact “unique” pointed out that Spade Cooley’s Western Variety show, 1 candid interview program and 1 special event telecast. They were divided over the week as follows: Monday 5; Tuesday 2; Wednesday 1; Thursday 2; Friday 4; Saturday 1; Sunday 5; and Monday-Friday 1.

Wrestling

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<th>Winds</th>
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<td>Tues.</td>
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<td>Wed.</td>
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The Senate commented that “rolling theatres” operated by the public “will produce more smash-ups and kill and maim more people than bad brakes, drunken driving and icy roads.”

CTS CONFERENCE

Set for Chicago March 7

TELEVISION industry leaders from all parts of the country will take part in the Chicago Television Council’s national TV conference, March 7, 8 and 9, in the Palmer House, Chicago. Scheduled speakers, representing all elements within the industry, will appear alone and in discussion panels, according to James Storton, council president and ABC Central Division general manager.

“IT is our intention to measure the developments of the television to date and to estimate the future in an exciting, interesting manner,” Mr. Storton said. “We will avoid generalizations and tedious excursions and seek, instead, to get down to bases.”

The conclusive, which will be “practical as well as informative,” is the first of its kind to take place in Chicago. Speakers will be chosen for their activity in the industry and the phases with which they are most familiar, Mr. Storton explained. The session will be open to all industry members and interested persons, and attendance will include station personnel, agency representatives, talent and technicians.

A registration fee, still unannounced, will include cost of three luncheons and a dinner at which a national TV expert will be guest of honor.

CAR TV BAN BILL

To Be Introduced in N. Y.

A BILL banning television in New York state was introduced in the state legislature, which convened last Wednesday, State Sen. Thomas C. Desmond, the bill’s sponsor, announced. Exceptions would be Army, Navy, police, fire and television company cars.

The senator commented that “rolling theatres” operated by the public “will produce more smash-ups and kill and maim more people than bad brakes, drunken driving and icy roads.”

Video Impetus

“THE PUBLIC serves as the real effective Impetus as far as TV progress is concerned and the TV engineer will have to keep pace with consumer demands,” Leonard Ashbach, president Garod Electronics Corp., said in a statement just released. He cited his own company, which today is marketing 14 models of sets—all including the new tele-zoom development with remote control operation [BROADCASTING, Jan. 3].

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### Telestatus

**Grants, Applications as of Jan. 1**

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**PENNSYLVANIA**

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**RHODE ISLAND**

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**SOUTH Carolina**

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**VIRGINIA**

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**WASHINGTON**

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<td>KOMO</td>
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**WEST VIRGINIA**

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**WISCONSIN**

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**WYOMING**

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<td>KGW</td>
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**THE TELEVISION PICTURE as it existed on Jan. 1, from a stations and applications standpoint, was shown in a state-by-state list prepared by FCC and released last Tuesday.**

The list shows 50 stations in operation—more than were on the air in mid-August, when the last such list was issued [BROADCASTING, Aug. 16]. It also shows 73 stations under construction—15 less than in August—and 311 pending applications, 10 more than in August. Of the pending applications 186 are involved in hearings, primarily because of channel shortages.

The relatively slight change in any category on the list except operating stations is due, primarily, to the freeze on television licensing which has been in effect since early September. The freeze does not affect construction. Nor does it preclude new applications, though it has obviously slowed activity in this respect.

There has been no new indication of when the freeze may be lifted. But most observers appear to feel that it will have to be lifted before the engineering and allocation review, for which the freeze was called, before late spring or early summer in any event.

Following is FCC's television list, prepared as of Jan. 1. "L" denotes a licensed station; "C" indicates a construction permit; "O" means the station is operating under special temporary authority, and "A" indicates an application. "A-H" signifies an application which has been set for hearing. "See also" indicates more than one city in a metropolitan district.

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**ALABAMA**

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**COLORADO**

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**IOWA**

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**ILLINOIS**

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<td>WTVF</td>
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**January 10, 1949**
1949 • KNBH
makes it the West's
Year in Television

A year ago this month, NBC announced
the opening of Network Television with a
report to the nation, published in news-
papers from coast to coast.

Today, NBC announces the most significant development since
then in its television expansion—the opening of its key West
Coast station...KNBH, Hollywood.

KNBH will be the exclusive outlet in Southern California for
NBC programs. The resources of the entire Network, the creative
talent of all Hollywood, will be at the disposal of its experienced
production and technical staff.

At the beginning, KNBH will serve the swiftly-growing audience
in America's third-largest television area, its third-largest market
area. It will also originate programs for viewers elsewhere—first
through Kinescope recording facilities, later (as connecting links
are completed) for a Western Regional Network, and ultimately
for a Transcontinental Network.

In announcing the opening of the NBC Television Network a year
ago, we invited advertisers and agencies to join with us in the
development of the world's greatest means of mass commu-
nication—and the most effective sales medium yet devised.
Today, in announcing the opening of KNBH, we repeat
that invitation to all who recognize the importance of
Southern California as a production center—and
as a market.

KNBH
CHANNEL 4

Studios:
Hollywood's Radio City, Sunset and Vine
Transmitter:
Mt. Wilson, Altitude 5,780 feet

The National Broadcasting Company
A Service of Radio Corporation of America
Right Out of the Horse’s Mouth … and It Ain’t Hay

While there are those who claim that it’s strictly off the cob, the fact remains that he’s got ’em eating out of his hand, whether down on the farm or every week-day evening on the air.

Country gentleman or man-about-Washington, feeding livestock or ferreting out news, Fulton Lewis, Jr. goes about his chores with workmanlike capacity. The best measure of his success is his loyal audience.

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr. program is the original news “co-op.” It affords local advertisers network prestige at local time cost, with prorated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now.

Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

TV MUSICAL

ADMIRAL CORP., will sponsor television’s first full-scale Broadway-type musical revue, Friday Night Frolic, which will have its premiere combined East and Midwest networks of both DuMont and NBC.

The show, to be telemcast over 24 stations in 16 cities, will star Sid Caesar, with Mary McCarthy, Imogene Coca and the dance team of Gower and Champion. It is being developed by Kudner Agency, under supervision of Myron P. Kirk, director of radio and television, with the assistance of the William Morris Agency.

Many television “firsts” will be achieved by the show, among them the fact that in cities with both DuMont and NBC stations it will be shown over both simultaneously. Within one week, the show will be kinescoped to 14 additional cities, thereby bringing it to every city in the United States with television facilities.

Friday Night Frolic will be the first continuing television show organized as a permanent stock company, complete with its own technical and administrative staffs, including: Writing, music, scenery, costumes, lighting and choreography. It also will have a permanent ballet group and occasional guest stars.

Each Friday evening it will present a new show centering around a definite theme, such as Radio City, night life, cross country and the like, with sketches, songs and dances highlighting each title.

No Expense Spared

In signing the dual network contract, Ross Siragusa, president of Admiral, said no expense would be spared to make the program outstanding. He added:

“People buy television sets for one reason — to be entertained. We’re going to bring to their living rooms the best Broadway has to offer.”

Details of the two-network arrangements were evolved by Mr. Kirk, Commr. Mortimer W. Loewi, executive assistant to the president of the Allen B. DuMont Labs., and Charles R. Denny Jr., executive vice president of NBC.

The joint pick-up will be made each Friday from NBC’s newly-acquired International Theatre at Columbus Circle, New York.

It will be viewed over WNET and WABC New York, WIFIL-TV and WPTF Philadelphia, WAAM and WBAL-TV Baltimore, WNDW and WTGO Washington, WNAC and WBZ Boston, WNEW and WBNB Cleveland, WNBQ and WCN-TV Chicago, WJW-TV and WBKB-TV Detroit, WRKJ-Behrenstady, WBEN-TV Buffalo, KSRO-LET Long Island, WTVJ-TV Milwaukee, WTVW-TV Toledo, WNHC New Haven, WDTV Philadelphia, WKNV Richmond. It will be kinescoped to KOR-TV Akron, WITI and WCAT Milwaukee, KSDK St. Louis, KRON San Francisco, KTVN Reno, KTVM Tucson, KYI Seattle, WEIR-Lexington, WRHE Detroit, KBPG-AB Columbus, KFFE Fort Worth, KJFF Houston.

Max Lieberman, who conducted the summer theatre at Tamiment, PA, where he developed such personalities as Danny Kaye and Imogene Coca, will be producer-director, and will join Mel Tolklin and Lucille Kallen in writing lyrics and sketches. He has had the Broadway hit “Straw Hat Revue” and is a writing contributor to the current Broadway success, “Make Mine Manhattan.”

Charles Sanford will be musical director. He currently holds the same post in “Make Mine Manhattan” and served similarly with “Oklahoma,” “Sadie Thompson,” “Hellzapoppin” and “Sons of Fun,” and was assistant musical director for “Porgy and Bess.”

Frederick Fox will do the scenery. He created settings for “Light Up the Sky” and “Make Mine Manhattan” as well as for “Dear Ruth,” “John Loves Mary” and “Anna Lucasta.” DuMont will be in charge of costumes and James Starbuck will direct choreography.

ABC’S TORNEY

LEAVING TO FORM TV FIRM

KIRK TORNEY, sales manager for KGO and the ABC Spot Sales Office, San Francisco, will resign Jan. 10 to enter private business in the television sales field.

Together with Robert Bush, San Francisco businessman, Mr. Torney will incorporate his new enterprise under the name Torney Bush Television Co. of San Carlos, Calif. The company will sell and install leading brands of television receiving sets within the San Francisco Bay area television signal range.

Mr. Torney, a native of San Francisco, first joined the KGO sales staff in May 1944 following wartime service in the Navy. He was appointed ABC network account executive for San Francisco in November 1944, and was promoted to sales manager early in 1946.

In addition to his AM duties at KGO, Mr. Torney in recent months has handled initial KGO-TV sales operations. The station plans to begin telemcasting early this year.

Gayle V. Grubb, KGO general manager, said Mr. Torney’s successor has not yet been chosen, but will be named within the next week or two.
Above you see cut-away sections of radio-frequency transmission lines that not only perform as you like but have features that cut time and cost of installation. These "Seal-O-Flange" lines (used in AM, FM, and TV transmitters) are made by Communication Products Co., Inc., and distributed by Graybar. They install without soldering and without anchor joints, expansion sections, or troublesome couplings! Each 20-foot section of line is a self-anchored unit and contains an ingenious spiral connector which provides for differential expansion. Flanges are brazed, forged brass. Neoprene ring seals pressurized lines. Trouble-free!

Graybar has everything you need in broadcast equipment... PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds. To get the most suitable items the easiest, quickest way—for a small maintenance job or a complete new station—call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N.Y.

There are Graybar offices in over 100 principal cities. These are the Graybar Broadcast Equipment Representatives in key cities:

**ATLANTA**
E. W. Stone, Cypress 1751

**BOSTON**
J. P. Lynch, Kenmore 4-4567

**CHICAGO**
E. H. Taylor, Canal 4104

**CINCINNATI**
J. E. Thompson, Main 0600

**CLEVELAND**
W. S. Rockwell, Cherry 1360

**DALLAS**
C. C. Ross, Central 6454

**DETROIT**
P. I. Gundy, Temple 1-5500

**JACKSONVILLE**
W. C. Winfree, Jacksonville 5-7180

**KANSAS CITY, MO.**
R. S. Uhrig, Grand 0324

**LOS ANGELES**
R. B. Thompson, Trinity 3321

**MINNEAPOLIS**
W. G. Pregi, Geneva 0480

**NEW YORK**
F. C. Sweeney, Watkins 4-3000

**PHILADELPHIA**
O. T. Jones, Walnut 2-5405

**PITTSBURGH**
R. F. Griswold, Court 4000

**RICHMOND**
E. C. Toms, Richmond 2-8782

**SAN FRANCISCO**
K. O. Morrison, Market 5131

**SEATTLE**
D. A. Craig, Main 4655

**ST. LOUIS**
J. F. Lephard, Newstand 4700

There are Graybar offices in over 100 principal cities. These are the Graybar Broadcast Equipment Representatives in key cities:
DISCUSSING cooperation of KNBH (TV) Los Angeles with Los Angeles Mirror are (I to r) Robert Brown, KNBH program manager; Virgil Pinkley, editor and publisher of the Mirror, and Harold J. Bock, NBC Western Division television manager. Station and paper will collaborate in joint coverage of spot news and feature events. The Los Angeles NBC video outlet is scheduled to start operations about the middle of this month.

ROBERT HOAG (r), new sales manager for KTSL (TV) Los Angeles, receives congratulations on his promotion from Ward D. Ingrim, Don Lee director of advertising. Mr. Hoag was station TV sales co-ordinator.

BRIGHT future for video was voiced by Benjamin Abrams (I), Emerson Radio & Phonograph Corp. president, when interviewed by Bill Leonard on WCBS New York's This Is New York.

BACKING UP Art Baker (seated) when he moved his Notebook to KECA Hollywood are his associates of ten years ago when program started (I to r) Amos Baron, KECA sales manager; Clyde Scott, general manager; John Edwards, ABC production manager, and Rollo Hunter, KECA program manager.

VISITING Tepoztecatl Pyramids during lull in Mexico City High Frequency Conference are (I to r) Royal Howard, NAB; Mrs. Howard; Forney Rankin, NAB; Mrs. Raymond Guy, and Mr. Guy, NBC.

NEWELL-EMMETT staff artist Eric Gurney took his job in his hands when he prepared these "portraits" of the agency's partners. In real life they are (I to r) John Cunningham, George Fowler, Richard Strobridge, Fred Walsh, C. D. Nowell and Tom Maloney. The drawings are part of an exhibit at Newell-Emmett offices of Mr. Gurney's caricatures of 40 agency people.

STARTING "Pennies from Benny" campaign for Infantile Paralysis Fund are (I to r) Anncr. Don Wilson; D. W. Thornburgh, CBS v.p.; A. E. Joselyn, KNX Los Angeles; Jack Benny.
2 COMMERCIAL ANNOUNCEMENTS

+ WGN = RESULTS

RESULTS which Hirsch Clothing Company of Chicago, a neighborhood store, knows about.

Hirsch announced a sale of ladies' dresses on WGN at 6:15 pm, Monday, November 29, 1948, on John Nesbitt's 15 minute program, "The Passing Parade."

This was the only broadcast (2 commercial announcements) — no other promotion or advertising was used!

BUT—here's what happened the next day, Tuesday:

By 9:30 am . . . opening time — dozens of women crowded around the front door . . .

9:35 am . . . third floor dress shop filled with milling customers asking about the "Radio Dress" . . .

9:40 am . . . first and second floors pressed into service as waiting rooms . . .

9:45 am . . . signs posted on street doors reading "Sorry. Half-hour Wait." Store employees used as auxiliary police to line up buyers waiting outside store . . .

2:00 pm . . . entire stock of sale dresses SOLD OUT (a sale which was to have lasted one week) . . .

6:00 pm . . . closing time — hundreds and hundreds of women had responded — an additional 250 dresses not included in the group for sale had been sold — in total, A WEEK'S SUPPLY OF DRESSES SOLD OUT IN ONE DAY!

YES . . . Hirsch Clothing Company knows about RESULTS with WGN!

A Clear Channel Station . . .
Serving the Middle West

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 120 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
716 LOUIS BLDG., 333 SW Oak St., Portland 4
MEMO:  TO PROGRAM DIRECTORS

Our thanks to the 543 stations which carried the "Naval Air Reserve Show" last season as a public service. You fellows did a swell job and as a result, we're back in production with a new 26 week series.

The new show is grown up - bigger and better than ever - we should like to see most of you fellows down to the show one day. The regulars are all on board - our star Jim Ameche with his Orchestra... and George Barnes with his Orchestra... and the guest performers from the entertainment world.

The cast of the "Naval Air Reserve Show" and Universal Recording Corporation placed this page so that we could announce the new series... (thanks, fellows)... And we should like your station to come aboard if you have a weekly quarter-hour that needs a public service show of this caliber.

Just drop us a line - we'll have the new show available soon.

Sincerely,

Walter H. Kimmel
Lt. Comdr., USNR
Director of Radio

George Barnes and his Orchestra

Our Star
Jim Ameche

Universal Recording Corp.

"The Honey Dreamers"

Page 42 * January 10, 1949

Broadcasting * Telecasting
WHIO-TV

Starting Tests Jan. 17

A REGULAR schedule of test patterns will be started Jan. 17 by WHIO-TV Dayton, Ohio, according to R. H. Moody, WHIO manager. Beginning Jan. 31, WHIO-TV will televise the Dayton Golden Gloves Tournament, sponsored by R.C.A. Victor and local dealers. The station will operate on Channel 13 (210-216 mc) with 24 kw visual, 22 kw aural.

BROADCASTING • Telecasting
two are always better than one.

On the surface there may not seem to be much similarity between over-water locomotion and broadcast advertising...But in the city of Baltimore, Maryland, there lies an exact parallel.

For Baltimore, with a fair array of broadcasting stations for a city of its extensive size and buying power, has only one broadcaster...WBAL...that offers advertisers a powerful combination of both AM and Television under the same aegis*.

The advantages of this? Very simple...and very interesting. With WBAL and WBAL-TV used in combination

...you can promote your shows both ways
...you can publicize your talent both ways
...you can merchandise your product (or service) both ways

*under the same roof for that matter. Both WBAL and WBAL-TV are luxuriously housed at 2610 North Charles Street, Baltimore 18, Md.
Your advertising in one medium reinforces and strengthens your effort in the other...with the net result that each sales message you broadcast, on either AM or TV, has a commercial power that will strike envy into the heart of your strongest competitor.

In fact, the WBAL combination has proved so strong that many advertisers—who have as yet used only one of the two media—have derived large indirect sales benefits from the fact that both exist on WBAL.

So...if you have an eye (and an ear) for the rich Baltimore market, come and see us. WBAL will help keep your advertising effort, your sales curve and the figures in your ledger all headed in the right direction...because

*in Baltimore, WBAL—and only WBAL—offers both*
TV's Golden Spike

IN RAILROAD history, the red letter event was the driving of the Golden Spike on May 10, 1869, at Ogden, Utah. It marked the junction of the first transcontinental railway.

Tomorrow (Jan. 11) television's counterpart of the Golden Spike becomes a fait accompli. The 1948 and 1951 bills are connected for TV. Later, and probably faster than the present AT&T timetable, the lines will extend coast-to-coast.

Logically bracketed with the East-Midwest TV junction is the observation of FCC Chairman Coy that "Television is rapidly becoming America's pastime."

Panelled Bureaucracy

AFTER a lapse of 11 years, the FCC is returning to a "panel" or "division" organization, designed to expedite its work principally by seeking to break the broadcasting bottleneck.

Unlike previous Commissions, this is one wherein all the members do not want to get in on the broadcasting (and now the telecasting) act. Comr. E. M. Webster, who lives and breathes safety and safety services, becomes chairman of the panel of that name. And he's been the prime mover for swift reorganization lest the FCC find itself hopelessly snarled. Separate with him is Comr. George E. Walker, a common carrier rather than a broadcasting expert, and Comr. Robert F. Jones, who has demonstrated that he can fit into any regulatory niche and do a masterful job of it. The same three make up the Common Carrier Panel, but with Mr. Walker appropriately as chairman.

The brunt falls on the Broadcast Panel. Roder H. Hyde, who came up the hard way through the FCC ranks, heads it. He's a Republican, and so is Comr. George E. Sterling, former chief engineer and another career success story, who will sit with him. Miss Frieda Henstock, who joined the FCC last year leaving a top law practice in New York with an exemplary record, is the third Broadcast Panel member and the only Democrat. The fact that this compact band is organized is adequate proof that the reorientation was not dictated along partisan lines, but rather on the basis of qualification, and seniority.

The chairman, Wayne Coy, will not sit on any division, but will be an alternate member of each. His function is largely administration and policy. High policy matters involving rule-making procedures and general allocations automatically are the function of the full Commission. And appeals from each panel automatically go to the full FCC.

On paper, the looks like a long stride in the right direction.

But any such project is as good (or as bad) as the men (and women) who administer it. We think Chairman Coy is wise in shedding the burden of meeting and hearing detail. The present duties of the chairman entail the ubiquity of a Whirling Dervish.

Even at the degree of autonomy given each panel will, in our view, depend the success of the new system. If many broadcast cases are appealed to the full FCC, it won't lighten the work-load but do the exact opposite, by introducing a new and cumbersome step.

We hope the panel plan works. This Commission is the best manned since creation of the First FCC, to undertake such a "segregation plan."

Our Respects To

HAROLD BARKLEY STOKES

WHEN THE EASTERN television networks start piping their programs into the Midwest this week, they can thank Harold Barkley Stokes, radio and television program director of ABC's Central Division, for having made thousands of midwesterners TV-network conscious.

Since the Midwest coaxials and relays were opened for business last fall, Mr. Stokes has been supplying 16 hours of network programming weekly out of his 22-hour schedule at WENR-TV Chicago.

Hundreds of letters from television viewers, dealers, and TV station officials in Buffalo, Cleveland, Detroit, Toledo, and Milwaukee have commended ABC for breathing life into AT&T's western facilities. But few writers have realized that ABC's broad-shouldered, florid-faced Chicago program chief, has been responsible—more than any other one man—for sustaining TV interest in these cities.

With becoming modesty, Mr. Stokes reckons his efforts have helped Midwest video dealers sell "a few hundred" sets, but network researchers estimate the figure runs "well into the thousands."

It was last Sept. 1 that Paul Mowrey, ABC television director, flew into Chicago with the $64 question: Assuming that WENR-TV's engineers would be ready, could Stokes stage a premiere by Sept. 17, and three days later be prepared to start regular programming on the Midwest network? If so, ABC could blaze a Midwest video trail and perhaps win friends for its combined eastern-western network of the future.

This meant that Mr. Stokes, in addition to working himself "into a lather" for the next 16 days and nights, henceforth would handle TV as well as AM programming for the Central Division. He calmly answered Mr. Mowrey with a question of his own:

"How many program-hours a week did you have in mind, Paul?"

When the TV boss suggested 16, Harold Stokes only smiled. This was a challenge, but hardly equal to the one NBC tossed him in the early '30's. He was asked to whip up 11 programs for WMAQ Chicago in one day. Of course, that was AM—this TV. But was there much difference? Apparently not too much.

Of 15 WENR-TV originals, seven have come out of the Stokes noggin. Critics call his Super Circus one of the finest 60-minute video properties on the air. Four bidders currently are racing for sponsorship. His Music in Velvet (Continued on page 48)

Page 46 • January 10, 1949

BROADCASTING • Telecasting

No Jan. 1 Jeannie

HARDLY a station in the nation played "Jeannie With the Light Brown Hair" last New Year's Day. If any did, it was by sheerest programming circumstance.

Eight years ago that day, "Jeannie," resurrected from the limbo of public domain, was No. 1 on the Hit Parade—an ASCAP-less parade.

Today there's healthy competition in music, with both ASCAP and Broadcast Music Inc., radio-owned music source of supply. The ASCAP-radio contracts are automatically renewed Jan. 1, with no increase in rates.

If there was a murmur of controversy or any semblance of rancor in the renewal negotiations of ASCAP leaders against the ASCAP-Midwesters, it wasn't discernible in the public prints or in NAB councils. There's a reason—about 200 pounds of it—in the person of Theodore C. Streibert, president of NAB and chairman of the NAB Music Advisory Committee. For the past couple of years, Mr. Streibert has functioned quietly and effectively in his dealings with ASCAP. He commands the respect of broadcasters and ASCAP leaders alike.

For the next-nine years, then, there will be no "Jeannies" on the airwaves unless the program-makers want them there, or unless the boys want to plug an encore in tribute to Ted Streibert's prowess.
Mark well, ye sellers, this market-wise mot: "There is music wherever there is harmony, order or proportion." It was Sir Thomas Browne's way of saying, some centuries ago, that music lovers are a well balanced lot... steady, reliable, and generally on the ball. Qualities that make a good customer! And because WQXR broadcasts the most good music in New York, it is welcomed into 550,000 homes by just such could-be customers of yours. Many of them would be, too, if you asked them. Why not go after this most profitable portion of the world's largest and most profitable market? Today, call Circle 5-5566.

WQXR

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES
Jefford R. Runyon, former vice president and director of Columbia Records, New York, who left to direct field activity of American Cancer Society, has been elected executive vice president of the society. Mr. Runyon is a former vice president and director of the American Cancer Society.

Berton Sonis, former program director of WCHS Charleston, W. Va., has been appointed manager of WITP same city.

Dan Tannkhill, with KRJF Miles City, Mont., as manager and commercial time salesman since its inception in 1941, has resigned to join KWYO Sheridan, Wyo., as part owner. W. F. Flinn, general manager of Star Prime Co., owns and operates KRJF, is now manager of station. NORM ENGSTROM becomes commercial time salesman.

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Claude S. Middagh has been appointed manager of WERT Altoona, Pa., has been appointed campaign director of local March of Dimes for 1944. He has also been appointed general chairman of committee for celebration of Altoona's 100th anniversary in 1949.

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William B. Dolphy, executive vice president of WMT Cedar Rapids, Iowa, and head of William B. Dolphy Enterprises, Washington, D.C., has been appointed president and managing director of Mutual Broadcasting System.

Donald E. Boudeau is now manager, commercial manager and program director of WKID Urbana, Ill. G. Max Ridgely is co-managing editor of station. Other personnel changes include: MYRON WALDEN, sports director, and JOAN RICHARDS, women's director.

Bob Moran, general manager of WRRN Vidalia, Ga., will preside at the upcoming Southern Phonograph Record show. His future plans will be announced in a press release in the near future.

TROY McDaniel, manager of KGBS and KGBS Harlingen, Tex., has been elected president of Harlingen Kiwanis Club. DAVE BENNETT, assistant manager, is now president of San Benito (Tex.) Kiwanis Club.

BOB BELL, program director of WCTC New Brunswick, N. J., has been appointed director of station relations and assistant to James L. Howe, general manager and president of Chautauqua, N. Y., has been licensed to start station. NAT SHEOHALTER succeeds Mr. Bell as program director.

WILLIAM B. DOLPHY, executive vice president of WMT Cedar Rapids, Iowa, and head of William B. Dolphy Enterprises, Washington, D.C., has been appointed president and managing director of Mutual Broadcasting System.

Donald E. Boudeau is now manager, commercial manager and program director of WKID Urbana, Ill. G. MAX RIDGELY is co-managing editor of station. Other personnel changes include: MYRON WALDEN, sports director, and JOAN RICHARDS, women's director.

WSCI Luncheon

ADVERTISING Club of Washington will hold a "WSCI Day" luncheon at the Statler Hotel Jan. 11 to introduce officially staff personnel of the city's fourth radio station, WOIC (TV), to club members. Eugene S. Thomas, WOIC general manager, is scheduled to make the introductions and outline briefly station's plans for serving the Washington area. WOIC, affiliated with both CBS and MBS networks, began operation Jan. 16. Ed Sullivan, star of CBS-TV's "Toast of the Town" and columnist, will serve as master of ceremonies, assisted by Al Kelly, co-édian.
Reaching Toward the Clouds for KFAM, St. Cloud, Minn.
(AM-250 watts...FM-50 kilowatts)

Familiar landmark on Military Highway west of St. Cloud is KFAM's 440-foot Truscon Self-Supporting Steel Radio Tower, which mounts an RCA 4-section FM Pylon. Overall, the antenna reaches 494 feet toward the clouds.

The Times Publishing Company of St. Cloud is one more in the long list of station operators turning to Truscon for solution of radio tower problems. Experienced Truscon engineers analyze specific locations, weather, winds, geography and other factors—and develop the right tower design to assure continuous, uninterrupted service.

Whenever you require new or additional antennas, call on Truscon Radio Tower Engineers. With their worldwide experience, plus extensive Truscon manufacturing facilities, they can furnish any type of radio tower you need—tall or small, guyed or self-supporting, uniform or tapered in cross-section, for AM, FM, or TV. A phone call or letter to our home office in Youngstown, Ohio, or to any nearby Truscon District office, brings prompt action—with no obligation.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation
ARE YOU MISSING THE MARK ON THE PACIFIC COAST?

If you're aiming to pin down a sales message on the whole big, wealthy Pacific Coast market, buy Don Lee and hit the mark. Only the Don Lee network, with 45 stations, can release your message from within every important buying market on the Pacific Coast.

Pacific Coast people listen to their own local network station rather than to out-of-town or distant stations, because mountains up to 15,000 feet high make reliable long-range reception impossible. It takes a lot of local network stations for all the people to hear your radio message, and only Don Lee has enough of them.

LEWIS ALLEN WEISS, President WILLET H. BROWN, Exec. Vice-Pres. WARD D. INGRIM, Director of Advertising

1315 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA - Represented Nationally by JOHN BLAIR & COMPANY

Of the 45 Major Pacific Coast Cities

<table>
<thead>
<tr>
<th>Only 10</th>
<th>3</th>
<th>7</th>
<th>25</th>
</tr>
</thead>
<tbody>
<tr>
<td>have stations of all 4 networks</td>
<td>have Don Lee and 2 other network stations</td>
<td>have Don Lee and 1 other network station</td>
<td>have Don Lee and NO other network station</td>
</tr>
</tbody>
</table>
Don Lee has a station in every city where the other three Pacific Coast networks have one. To cover the rest of the Pacific Coast (115 “outside” market counties), Network A has 11 stations, Network B has 3 stations, and Network C has 2 stations—but Don Lee has 32 stations, twice as many as the other three networks combined.

Only Don Lee, with 45 stations, has facilities to cover both “inside” and “outside” Pacific Coast markets, where over 13½ million people enjoy a buying income of 22 billion dollars a year. Don’t buy your Pacific Coast radio blindfolded. Buy Don Lee and reach the whole rich Pacific Coast.

**The Nation’s Greatest Regional Network**
**COMMERCIAL**

**THE PULSE**

**Lux Theatre,' Benny P.M. Leaders**

--Philadelphia--

Average ¼-hour sets in use increased in Philadelphia during November-December. Lux Theatre and Jack Benny led the top ten evening shows. The figures:

**AVERAGE ¼ HR. SETS-IN-USE**

6 a.m.-12 Midnight, Entire Week

November-December 1948

<table>
<thead>
<tr>
<th>Station</th>
<th>Rating</th>
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</thead>
<tbody>
<tr>
<td>Lux Theatre</td>
<td>22.3</td>
</tr>
<tr>
<td>Jack Benny</td>
<td>21.5</td>
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<tr>
<td>Phil Morris-Alice Faye</td>
<td>20.5</td>
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<tr>
<td>Bob Hope</td>
<td>20.0</td>
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<tr>
<td>Lux Theatre</td>
<td>19.8</td>
</tr>
<tr>
<td>Godfrey's Talent Scouts</td>
<td>20.3</td>
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**SAT. & SUN. DAYTIME**

6 a.m.-12 Midnight, Entire Week

November-December 1948

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**TOP 10 EVENING & DAYTIME—METROPOLITAN CHICAGO**

Highest ¼ hr. Rating

<table>
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</table>

--Chicago--

Listening increased in Chicago for all periods of the day during November-December. Sportscasts disappeared from the Top Ten. The figures:

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6 a.m.-12 Midnight, Entire Week

November-December 1948

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**SAT. & SUN. DAYTIME**

6 a.m.-12 Midnight, Entire Week

November-December 1948

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**TOP 10 EVENING & DAYTIME—METROPOLITAN CHICAGO**

Highest ¼ hr. Rating

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--Boston--

Morning and evening sets in use increased in Boston during November-December, but afternoon listening was consistently lower, due to the end of baseball sportscasts. The final total for the two months' period was off one-tenth—27.2 against 28.3 during September-October. Evening leaders were Lux Theatre and Jack Benny. The figures:

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6 a.m.-12 Midnight, Entire Week

November-December 1948

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</tr>
<tr>
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<td>19.2</td>
</tr>
<tr>
<td>Bob Hope</td>
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**TOP 10 EVENING & DAYTIME—METROPOLITAN BOSTON**

Highest ¼ hr. Rating

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(Continued on page 88)

**CBS RENEWALS**

Five Sponsors Re-Sign

CBS has announced the renewal of five network programs by their respective sponsors. They are:

- Eric Berne and the News, Mon.-Fri., 6-6:30 p.m., Metropolitan Life Insurance Co., New York, through Young & Rubicam, also New York.
- We, the People, Gulf Oil Corp., Pittsburgh, Mon.-Fri., 6-6:30 p.m., through Young & Rubicam, New York.

**Florida Citrus Drive**

FLORIDA Citrus Commission, Lakeland, Fla., on Jan. 24, starts a spot announcement campaign, five times a week on six stations in the southern market. Benton & Bowles, New York, its agency, placed the six-weeks contracts on the stations.

**MARQUEE adds modern touch to exterior of WMBD Pooch's new studio buildings and offices. At its new location WMBD has three studios on the second floor, a news floor on the main floor and a theatre studio seating 300 persons.**
HAVE YOU time
to help these children?

Use These All-Star Shows for the 1949 MARCH OF DIMES

Dennis Day Show
Discs for Dimes—
    short plugs by recording artists
Benny Goodman and his new orchestra
'Skitch' Henderson
Guy Lombardo and his Royal Canadians
Gregory Peck—Basil O'Connor

Piggy Bank Polka—
on official 1949 March of Dimes song
A Report to You—
an infantile paralysis documentary
Alec Templeton with Allen Roth and his orchestra, plus
1-minute live and transcribed announcements
Foreign language programs in Spanish,
German, Italian, Yiddish and Polish

JOIN THE MARCH OF DIMES • FIGHT INFANTILE PARALYSIS

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS, INC., 120 BROADWAY, NEW YORK 5, NEW YORK
HOWARD J. LONDON, Radio Director
Franklin D. Roosevelt, Founder

BROADCASTING • Telecasting
January 10, 1949 • Page 53
UNESCO Pledge Is Suggested

A PLEDGE by signatory states represented at the International High Frequency Broadcasting Conference that they will never use their assigned frequencies "for purposes contrary to mutual comprehension and tolerance," has been suggested by UNESCO (United Nations Educational, Scientific, and Cultural Organization) for inclusion in the text of the Mexico City Agreement.

The resolution pointed out that high frequency broadcasting has "too often been used for unfriendly propaganda," and called attention to the "International Convention Concerning the Use of Broadcasting in the Interest of Peace," signed by 22 countries at Geneva in 1938.

Memorandum documents submitted to the Mexico Conference by Arno Huth, UNESCO representative, cited IHFBC's purpose as of "direct concern to UNESCO," since the latter deals with all means of mass communication.

Major points cited by UNESCO are:

- It is necessary to reach an international agreement on high frequency allocations only for a universally accepted plan, to guarantee reception of broadcasts. Radio is better, safer, and more for propaganda. The absence of international regulations allows nations to develop such practices to develop unhampered.

- The 2,150 kilocycles allocated to high frequency are inadequate.

- An appreciable increase of effective broadcasting would contribute to fullest use of the spectrum's resources. Also a suitable high-limit low-frequency stations in tropical regions is advisable.

- On priorities, highest frequencies should be assigned to international broadcasting.

- Radio's local needs can be met by use of other frequencies; by increasing number of local stations; by establishing relay networks or line connections. Better equipped countries should give material and technical aid to those asked to follow the highest principles. The UN's Cultural Organization (COS) should undertake to assist in this cooperation.

- Principles justifying priorities imposed due to the high-frequency stations. A protocol to complement the IHFBC is supposed to this end; UNESCO should probably undertake to assist in this cooperation.

- UNESCO recommends that participates support by giving the priority to the new high-frequency allocation, covering the most likely frequency stations. If it is agreed, the frequency plan should be adopted for all stations, when set up, should provide common frequencies for UN and UNESCO activities.

Wilkey Promoted

GENE WILKEY has been promoted to assistant general manager of WCCO Minneapolis, Merle S. Jones, general manager of the station, announced last Thursday.

Previously, WJZ (TV) in Cincinnati, and was with WDDC in Washington, D.C.

Mr. Wilkey joined WCCO in January 1944 to become WDDC's and program director. He was named program manager July 1, 1945. Mr. Wilkey joined radio career at WDDC when he was 19 years old, and advanced to program manager.

STATE DEPT. officials on hand to take part in the official opening of "Voice of America's" new penthouse studios atop the Interior Dept. are (seated, left to right): George V. Allen, Assistant Secretary of State for public affairs, and Lloyd Lebhas, director, Office of International Information; (standing, left to right): William C. Loveless, director, Office of Information, under whose IB Division, Robert A. Lovett, Undersecretary of State, was unable to attend.

Also on hand were numerous newsreel photographers. The

THE OPENING of International Broadcasting Division's new "Voice of America" studios in a plush penthouse atop the Interior Dept. building took place last Monday. Top Congressional committee members and State Dept. officials participated in three-hour ceremonies coinciding with the opening of the 81st Congress.

George V. Allen, Assistant Secretary for Public Affairs, delivered the dedicatory remarks on the initial Washington "Voice" broadcast. He expressed the hope that the new facilities will enable the "Voice" to give foreign listeners a "clearer, on-the-scene picture of America's democracy in action" and make a worthwhile contribution to a better understanding among people." Karl Mundt (R.S.D.) and Tom Connally (D.-Texas) also spoke briefly.

The broadcast, lasting less than an hour, was recorded at 4 p.m. for shipment to New York, from whence it was piped to overseas listeners the following day, Tuesday, in 19 languages.

On Wednesday President Truman's "State of the Union" address was picked up off network feeds, transmitted to New York and piped to English, German and Russian speaking people. Translations had been prepared from advance texts of the speech. Transcriptions in other languages were aired later that day and on Thursday.

Others attending the "Voice" opening included Sen. H. A. Smith (R.N.J.), William Warne, Assistant Secretary of Interior, and Lloyd Lebhas, director of Office of International Information, under whose IB Division, Robert A. Lovett, Undersecretary of State, was unable to attend.

Also on hand were numerous newsreel photographers. The

‘VOICE’ STUDIOS

Elaborate Penthouse

Opened in D. C.

The "Voice" Washington debut was scheduled to be shown last week on Camel's nightly NBC-TV newsreel program, and in newsreels on theatre screens throughout the country. One point of photographic interest in the Interior Dept. reception room is a folding screen, covered with envelopes received from "Voice" listeners abroad.

Excerpts of the remarks made by Secretary Allen on the "Voice's" first Washington-originated broadcast:

From the new Washington studios, the "Voice of America" hopes to give its listeners around the world a clearer, on-the-scene picture of America's democracy in action.

It hopes to give the peoples of other lands a better understanding of the executive, legislative and judicial functions of the United States Government. It also hopes to give the rest of the world an accurate story of the American experiment in how they live and work and solve their problems; and what this means to the world.

The objectives of the international information and educational exchange program, as defined by law, are: "To give a better understanding of the United States in other countries, and to increase mutual understanding of the United States among the people of other countries."

I have just recently returned from a meeting of the United Nations Educational, Scientific, and Cultural Organization. In the international field, UNESCO is seeking to accomplish somewhat the same ends as is the "Voice of America" within its own scope.

The Constitution of UNESCO says: "Since wars are made in the minds of men, it is in the minds of men that the defenses of peace must be constructed."

To that end—the building of the defenses of peace in the minds of men—the "Voice of America" is unalterably pledged.

WDTV OPENING

Talent Lined Up for Event

TALENT for the opening night ceremonies of WDTV (TV) Durham's Pittsburgh television station which begins operations Jan. 11 [BROADCASTING, Dec. 27, 1948], was announced last week by Donald Stewart, general manager.

Participating in the formal opening events will be Mayor David L. Lawrence, Pittsburgh, and Dr. Allen B. DuMont, president of Allen B. DuMont Labs. Immediately following the opening will be a series of acts that will include nationally known radio and stage stars, Mr. Stewart said.

WDTV will operate on Channel 3 (90-06 me).

CBS-TV SALES

Fitzgerald, McKinnie Join

Two new members have been appointed to the CBS-TV sales staff, David V. Sutton, sales manager, announced. They are John D. Fitzgerald and Ralph E. McKinnie. Mrs. Fitzgerald has been with Compton Advertising Agency, New York, and was CBS special events director from 1935 to 1940, from which post he joined National Assn. of Manufacturers as radio director.

Mr. McKinnie was most recently account executive at DuMont Television Network. Previously, he was national sales manager for WVTV Cincinnati, and was with Paul H. Raymer & Co., New York.

RMA SALES

$111 Million in 9 Months


Combined sales of AM, FM and TV broadcasting transmitting equipment to civilian firms amounted to $5,706,728 in the third quarter, RMA said, bringing the nine-month total to $23,327,843. Government purchases for the third quarter totalled 84% of RMA member companies.

Television equipment, including studio, antenna and associated apparatus, represented sales of $5,256,465 out of the total civilian broadcast transmitting sales in the third quarter and brought the total sales of this type of TV apparatus to $10,216,387 for the three quarters. Radio equipment sales, including governmental equipment sales amounted to $832,897 in the third quarter and AM equipment sales totalled $681,912 for the same period. AM and FM antenna equipment totalled $255,444 and reported export sales of broadcast apparatus amounted to $495,974.

BROADCASTING • Telecasting

Page 54 • January 10, 1949
New Andrew Multi-V FM Antenna Gives You Greatest Power Gain Per Dollar!

...Only $250.00 side-mounted; $435.00 top-mounted

Here is why the new ANDREW Multi-V is your best FM antenna buy.

- Power Gain of 1.6
- 10 KW Power Capacity
- Top or side mounting with equal ease.
- Weighs only 70 pounds side mounted; 450 pounds top mounted
- Low initial cost — low maintenance
- Omnidirectional pattern
- Factory tuned to required frequency — no further adjustments required
- Single feed point — single transmission line
- Built to withstand winds of over 100 MPH
- Antenna can be completely assembled on ground
- Insulation resistance of feed line can be tested without climbing tower

WANT THE MOST EFFICIENT LOW-COST FM ANTENNA FOR YOUR STATION? BUY THE ANDREW MULTI-V!

WRITE FOR BULLETIN 86 for complete details
An excerpt from the text:

"country. The letter continued that the error itself was not serious but the "really serious thing" was that TID had another set of data made earlier by Mr. Carlson "under similar conditions which showed diametrically opposite results and conclusions from those used" in the report.

Allen Contention

When the charges arose at the conference, Chairman Edward W. Allen, TID chief, pointed out that all of the information at hand had been carefully considered, properly adjusted and weighed before conclusions were drawn from the material.

In his second letter, dated Dec. 27 and in reply to the Commission's denial of Dec. 22, Prof. Armstrong reiterated the facts of his first letter.
Sales Practices
(Continued from page 27)
commendation of the sales practices subcommittee.

A resolution was adopted urging NAB to take steps to encourage collection of sales material and result stories in television. The committee would encourage collection of data on circulation in television along with the setting up of uniform rate cards and contracts.

The NAB reorganization program was discussed at the Thursday session but action was put over to Friday.

J. Robert Gulick, WGAL Lancaster, Pa., committee member, and Lee Hart, NAB retail coordinator, discussed retail advertising and the NRDGA radio competition. Results of the contest will be announced this week at the NRDGA convention in New York.

Gordon Gray, WIP Philadelphia, committee member and chairman of the All-Radio Presentation committee, reviewed progress of the promotion project, now operating as a separate organization. The sales group pledged support to the promotion committee’s campaign to enlist industrywide financial support.

Mr. Gray reported the subscription list had passed the 400-station mark. He said the promotion committee expects to review the shooting script at a meeting to be held Friday at BMI headquarters.

Attending the meeting, besides Messrs. Thomas, Gulick and Gray, were Ray Baker, KOMO Seattle; John W. Kennedy, WHAM Rochester; Joseph B. Matthews, WIRK West Palm Beach, Fla.; Odin S. Ramsland, KDAL Duluth; Frank E. Pellegrin, Transit Radio Inc., Chicago. Associate members present were George W. Brett, Katz Agency; Joseph Hershey McGilvray, Joseph Hershey McGilvray Inc.; H. E. Ringgold, Edward Petry & Co. The two board liaison members—Clyde W. Rembert, KRLD Dallas and Harry R. Spence, KXRO Aberdeen, Wash.—were unable to attend. Representing the board were Campbell Arnoux, WTAR Norfolk, Va., and Howard Lane, WJJD Chicago.

CONGRESS PR
Dickson Gets Post
Cecil B. Dickson, veteran Washington newspaperman, who is well known in radio circles, Jan. 4 was appointed coordinator of legislative information for Congress. The post, which pays $12,000 a year, was created by the 80th Congress.

Mr. Dickson, 50, was born in Paris, Tex. He has worked on Oklahoma, Texas and Washington, D. C. newspapers and UP, AP and INS.

‘NAB REPORTS’

Publications to Be Revised

PROPOSAL to revise the editorial and typographical content of the NAB Reports, weekly report to the membership, was adopted Thursday at a meeting of a special committee named by the board at its November session. The committee will report at the next board meeting, currently scheduled Feb. 14-15 in New Orleans.

Campbell Arnoux, WTAR Norfolk, Va., committee chairman, presided. Other members present were Howard Lane, WJJD Chicago, and Willard Egolf, WBCC-FM Bethesda, Md. Sitting with the committee were C. E. Arney Jr., NAB secretary-treasurer; Robert K. Richards, director, Public Relations & Publications Dept., and James Dawson, director of information.

Delaware’s Home Owned & Operated Station

WAMS

1,000 WATTS - MUTUAL NETWORK

Wilmington, Delaware

35th LARGEST WHOLESALE MARKET IN THE U.S.A.

DAY and NIGHT

1380 KC

The only Delaware station with a directional antenna pattern designed to blanket the 53rd Metropolitan Area in the United States. 1000 watts, 6 miles northwest of Wilmington is directionally beamed southeast to radiate 5000 - 6000 watts over the entire Wilmington Area, Downstate Delaware, plus Southern New Jersey and parts of Maryland and Pennsylvania. 225,000 RADIO HOMES ARE IN THIS BLANKET AREA.

WHY PAY FOR COVERAGE THAT IS WASTED

Buy WAMS

George L. Sutherland, Vice Pres. and General Mgr. REPRESENTED NATIONALLY BY WEED & COMPANY

Broadcasting • Telecasting

January 10, 1949 • Page 57
**PACIFIC FOOTBALL**

WHILE the Pacific Coast Conference was trying to decide its position on television in the fall of '49 last week, the Los Angeles stations were almost unanimous that no price near the $75,000 paid USC-UCLA for 13 games was likely.

Since USC and UCLA were the only schools in a city where television stations were operative at the start of the '48 session, the Pacific Coast Conference granted them special authority to deal for themselves. In 1949 television will be possible in San Francisco and Seattle. This will mean at least three more colleges whose home games may be televised.

Hence, television was a logical subject at the winter meeting of the Pacific Coast Conference at Palm Springs, Calif., Jan. 3-4-5. Still wary of the medium, the western moguls postponed any consideration of 49 television rights until after the National Collegiate Athletic Assn. meeting in San Francisco, Jan. 6-7-8.

Although the western teams did experience a slight dip in attendance this past fall, Los Angeles station executives point out that the drop was occasioned by poor teams in the West's largest city.

They argue that the East which has more television of football and more population to draw upon, experienced an increase in attendance.

On the practical subject of rights in '49, the majority of the television stations in Los Angeles felt that the $75,000 paid to USC-UCLA by KLAC-TV was very much out of line. So much so that they point out that the station had to take a substantial loss calculated at $35,000-$50,000 when time and facilities are added.

However, it was not possible to ascertain whether KLAC-TV was willing to bid as high again this year. Sentiment at Palm Springs had it that the schools in cities with video would probably be allowed to negotiate for themselves.

Radio was also on the minds of the western athletic leaders and here it was considered likely that Tidewater Associated Oil Co. would make a strong bid for renewal of its football aural radio rights.

This past year, however, the conference very definitely had placed the sponsor on trial as result of dissatisfaction with the quality of play-by-play in '47. Whether the conference leaders were impressed with the '48 job was not mentioned.

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**WICU (TV)**

**Issues First Rate Card**

RATE CARD No. 1, effective Feb. 1, has been issued by WICU (TV) Erie, Pa. The station is owned and operated by the Dispatch Inc. with Edward Lamb as president and Layman W. Cameron, general manager.

One time rate in the Class A period, 6-11 p.m. weekdays and 12 noon to 11 p.m. Sunday, hourly is $150. Frequency discount for 260 times or more cuts the price to $105 for a Class A hour. Class B time is $90 an hour and decreases to $65 per hour with the frequency discount.

For one minute or less in Class A time the one time rate is $22.50, decreasing to $17.55 for 260 or more. Class B time for one minute or less runs from $15 down to $9.75.

Rehearsal time of twice the length of the broadcast is available without charge, the card states. Additional time is listed as 25 per hour or fraction thereof.

The station will operate on Channel 12, 304-310 mc, with 3.4 kw video and 1.75 kw aural. National representative is Headley-Reed Co.

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**16MM FILM TV**

**Improved by New WE Method**

IMPROVED fidelity in sound in the telecasts of 16mm films is possible with a new method of sound-on-film recording announced by the Electrical Research Products Division of Western Electric Co.

Demonstration of the new sound recording was held Thursday at Western Electric's office in New York.

Results obtained are comparable to those achieved by 35mm theatre sound, company officials claimed. They are attained by using variable density recording and omitting the customary magnetic step in processing. The usual direct current bias for noise reduction is not applied, but instead a high frequency alternating current bias of the order of 24 kc is superimposed on the light valve.

The only equipment required, in addition to recent Western Electric recording machinery, is a simple oscillator to provide the alternating current bias. No change is required in sound projectors on which the film is used.
Seven new planes completed...at a cost of $4.30!

New planes can't fly without control cable, and this manufacturer needed some—fast. He got it the same way he regularly gets many supplies and parts—by Air Express. The cable was ordered in A.M., delivered to plant same day. 500 miles, 28 lbs., Air Express charge only $4.30. And plane production continued without a break.

$4.30 included pick-up and delivery at no extra charge—and receipt for shipment. All this, plus the world's fastest shipping service. That's Air Express—used with profit by every business.

Shipment go on all flights of Scheduled Airlines. Speeds up to 5 miles a minute—no waiting around. Around-the-clock service. Direct service to over 1,000 airport cities, air-rail for $2,000 off-airline offices.

Facts on low Air Express rates:
22 lbs. of new fashions goes 700 miles for $4.73.
6-lb. carton of new jewelry line goes 1,000 miles for $8.24.
Same day delivery in both cases if you ship early.

Only Air Express gives you all these advantages: Special pick-up and delivery at no extra cost. You get a receipt for every shipment and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $50 without extras charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.
BROADCASTING

M B
(Continued from page 11)
about BMB. Among those said to
time have discussed the crisis were Fred-
sor Fabian Gamble, AAAA president,
and Paul West, ANA president.
he NAB officials are understood to
have conferred with Mr. Felts,
who has been a target for BMB
critics, along with John Churchill,
director of research.

Three Courses
Three courses were suggested
during last week's discussion:

1. Scrap the whole thing now.
2. Go ahead with the March survey
(for which much of the plan-
ing is complete) and then wind up
BMB.
3. Put off the survey until 1960
and do a careful and complete re-
organization job.

Judging by some of the com-
ments, the third course has a good
chance of favorable action at Tues-
day's meeting. The executive com-
mittee, it is understood, would not
take any final action but would
review the whole crisis and report
to the BMB board, with the separate
NAB, ANA and AAAA boards pos-
sibly taking final action.

The idea of moving NAB's board
meeting to New York would give
the directors a chance to confer
with all parties involved in the tri-
partite project.

Mr. Feltis has been made by critics of BMB that the
NAB board in November whipped
up a violent set of suggestions for
BMB's guidance but that the ideas were
reconsidered by the NAB in February and two emissaries were
to later
BMB committee and board meet-
ing with instructions to lay
the facts on the table.

BMB officials have argued that
the NAB representatives present
at the meeting were accepted and
steps were taken to put them into
operation.

Feltis Asawa's Article
Statements in the article "BMB on
Carpet," in the Jan. 3 BROAD-
CASTING contain a number of er-
rors of fact, according to Hugh
Feltis, BMB president. The article
summarized views of broadcasters
who are critical of BMB. Excerpts
from Mr. Feltis' reply to specific
points follow:

1. A weak spot in BMB would
be revealed if the bureau would
open its books to show the list of
paying subscribers.

"BMB's list of paying subscribers
is not only open, it is publicized.
The summer issue of the BMB
Quarterly, distributed to all U.S.
stations, listed every subscriber as
of June 30, 1948, the end of the
fiscal year. On Dec. 14 and 29 we
issued press releases listing the
additional subscribers since July 1.

2. Pressures have been ap-
plied to encourage stations to join
(BMB).

"All selling may be regarded as
a form of pressure and we have
tried to sell subscriptions. Our
efforts have been directed and ap-
proved by the board of directors
and BMB committees, on which
broadcasters are represented. At
its November meeting the NAB
board itself recommended that
NAB undertake a sales and pro-
motional campaign to enlist 1,000
subscribers."

3. How much money has been
received to date?

"BMB's receipts are no secret.
In September 1947 every subscrib-
er received a financial report. The
report is a detailed financial state-
ment showing receipts and expend-
tures is submitted to the finance
and executive committees, which
include four broadcaster repre-
sentatives. Judge Miller, president
of NAB, is a member of our execu-
tive committee."

4. What has been done with the
money, including expense ac-
tounts, travel, entertainment, personal
salaries?

"All these and many other ex-
penditures are enumerated in the
monthly financial statements sub-
mitted to the finance and executive
committees."

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

"The published lists were paying
subscribers with the ex-
ception of 36 stations, which have
resigned."

6. What is the status of the
BMB tax case? What attorneys
have been hired? How much have
they been paid?

"The employment of Root, Bal-
lantine, Harlan, Bushby & Palmer
tax counsel was publicized and
sent direct to every U.S. radio
station, the NAB board and NAB
officials; also to AAAA and ANA.
Previously the bureau's tax mat-
ters had been handled first by
NAB's own tax counsel, Alvord &
Alvord and then by BMB's gen-
eral counsel, John Griffin. The
status of the tax case is that all
payments to tax counsel are matters
of record, known to our finance
and executive committees."

7. Is BMB actually diverting mil-
ions of national advertising dollars
to other media?

"All our evidence is to the effect
that BMB has increased the use of
radio. Many instances can be
cited."

8. (NAB members) resent the
BMB board's implication that
all association members should
subscribe.

"BMB believes that all broad-
casters, NAB members as well as
others, should subscribe to BMB,
not because they are NAB mem-
bers, but for the value of BMB
for to them as broadcasters."

9. Persistent refusal to heed
individual complaints.

"BMB acknowledges that its
figures have not always been
given as prompt attention to com-
plaints as might have been de-
Sired, but all have been handled
sooner or later. Our actions must
be in accordance with policies estab-
lished by our committees and
the board."

10. (BMB) revamped figures af-
er sufficient pressure was brought
to forces a careful re-check.
"BMB did not change any of its
figures for any station. Our figures
represent what listeners told us. We
do recognize that the figures call
for interpretation in the light of
signal availability and have created
an engineering advisory committee
to study the problem."

11. Once-a-week (minimum)
listening (requirement) enabled
stations to claim audiences in vast
areas where they actually have few
or no regular listeners.

"It was the stations (not the ad-
vertisers or agencies) who insisted
on a once-a-week minimum. Many
feared that their claimed audience
areas would be reduced if a greater
frequency minimum were used."

12. Exaggerated audience area
claims made possible by the once-
a-week minimum standards are
credited with inducing agencies
and advertisers to buy fewer sta-
tions than they need to reach de-
sired audiences, leading to the
diversion of millions of dollars to
other media.

"Advertisers and agencies rec-
ognized the thinness of once-a-
week from the start. That is why
many of them use cut-off points of
50% or 25% penetration in con-
sidering stations. Average daily
audience in study Nos. 2 and 3 will
provide data on more frequent lis-
tening. BMB makes possible the
more effective and efficient use of
radio."

13. BMB critics are still seek-
ing over the battery of agency ex-
ecutives thrown at them by Hugh

... for proof write
for Hooper and
other marketing
data...

NATIONAL REP. FORJOE & CO.
Dave Morris, Gen. Mgr.

k-nuz
"Your Good News Station"
9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

WHBO 56
FIRST ON YOUR RADIO

Pulling in a Million More Listeners!

M. Beccia

Contracts made NOW at present rates receive full year's protection
Represented by THE WALKER COMPANY

BROADCASTING • Telecasting
FITZGIBBONS PLAN
Under TBA Scrutiny

PROPOSAL of an industry-wide tax on video receiver manufacturers will be a major topic of discussion by the board of Television Broadcaster Assn. at its next meeting, to be held Jan. 18 in New York. Proceeds from the tax, proposed by L. O. Fitzgibbons, commercial manager of WOC Davenport, Iowa, would be spent for set advertising via television programs [BROADCASTING, Jan. 3].

TBA has circulated the proposal to its manufacturer members asking for their opinions of the plan to aid the board in its considerations. Meeting will also discuss the Detroit ban on video ownership for residents of low-cost public housing projects [BROADCASTING, Jan. 3] and whether or not it is a proper matter for TBA action.

FILM INSERTS
KFI-TV Plans Use

PRACTICE of inserting commercials in feature length pictures telecast by KFI-TV Los Angeles was announced last week by William B. Ryan, general manager.

Fis is stopped or cut at breaks, Mr. Ryan explained, thereby permitting smooth insertion of the commercial. First buyer of this idea is Victory Packing Co., Los Angeles pet food manufacturer, through J. C. Stevens Co. Hollywood advertising agency.

Feltis at NAB district meetings.

"Advertiser and agency executives of the caliber that appeared at these meetings do not permit themselves to be thrown at people. Nor do the NAB district directors. BMB was invited to participate at each district meeting."

14. More subtle pressures are applied, with BMB using NAB membership as a weapon to induce subscribing.

"BMB has no weapons. Some subscribers want their fellow NAB members to subscribe in order to reduce the cost to themselves and to make the BMB reports more complete, thus more useful to timebuyers, thus more valuable to subscribers."

"The letter from Joseph Allen of Bristol-Meyers, is presented as though it had been inspired by BMB. Had the critics queried Mr. Allen they would have found that this is not the case. He is not the kind of a man who would permit himself to be used as a tool by BMB or any other organization. BMB did not inspire or suggest the letter."

15. Desire for a complete BMB audit.

"BMB's books are audited annually by Ernst & Ernst. Copies of the complete audit are sent to all members of the finance and executive committees. A condensed report of examination, prepared by Ernst & Ernst, is sent to and is reviewed by the board."

"A recent BMB brochure is a costly promotion piece rather than a reference document."

"We have received scores of requests for additional copies and many comments on the booklet. Only one broadcaster has commented adversely. Many commented favorably. The manner of presentation was unanimously approved by the Users Service Committee."

"Above and beyond the individual points," Mr. Feltis said, "it should be borne in mind that as a cooperative association BMB acts only by instruction from or with the advice of its board and committees. And the BMB board members are elected by the three member associations, NAB, AAAA and ANA."

FITZGIBBONS PLAN
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SURE COVERAGE
IN A BOOMING OKLAHOMA MARKET!

KTUL's swiftly developing 26 county area packs an $878,744,000 buying income punch — with ~245,580 radio homes — 48,870 MORE than in 1946 by the new corrected BMB report.
Gala Plans for Coax Start

WABD (TV) PROMOTES

Passman, Rayel Named

CHANGES in title and function of two staff members of WABD (TV) New York were announced last week by Leonard G. Hole, general manager of the DuMont television key station.

Mr. Passman, formerly of CBS and the Washington office of the Cowles Broadcasting Co., is responsible for the organization and distribution of program and operation schedules and will assist Mr. Hole in the administration of all station operations.

Mr. Rayel is directly responsible for the presentation of all programs aired from 7 a.m. to 6 p.m., Mon.-Fri., reporting to Tony Kramer, WABD's program manager. He joined DuMont in May 1946, and in July became assistant to James Caddigan, director of programming for the DuMont network, who has released Mr. Rayel for his new assignment.
Rescind Revocation Says Walker

COMMR. PAUL A. WALKER ruled last week that FCC should “re-voke” the permit for WTVJ (TV) Miami and should approve the proposed transfer of the station to Wolfson-Meyer Theatre Enterprises [BROADCASTING, Aug. 2].

His ruling came in an initial decision which is subject to approval of the Commission. Commr. Walker presided in the hearing on both the revocation and transfer questions in late October [BROADCASTING, Nov. 1].

The Commission’s original revocation order, held up pending a hearing and final decision, was based on alleged concealment and misrepresentation of ownership and financial affairs. At that time FCC charged that Robert J. Venn, an 11-year veteran of broadcasting who was listed as president and 66% owner of the company, had relinquished control to Wolfson-Meyer Theatre Enterprises (Wometco).

The hearing was the basis of the hearing, Commr. Walker concluded that

ASCAP

TV Negotiating to Start
NEGOTIATIONS with ASCAP for renewal of the license agreement to start this week, according to Robert P. Myers, NBC assistant general attorney and head of the television subcommittee of the NAB Music Advisory Committee.

ASCAP has secured video licensing rights from the required 80% of both writers and publishers (figured on a royalty basis) and so is now in a position to begin negotiations with the telecasters. Definitions of terms used in the rights given ASCAP by its members—costumes, scenery and the like—is the first order of business, Mr. Myers said.

The extension of the ASCAP contracts with sound broadcasters through 1960 [BROADCASTING, Jan. 3] does not cover television, which is to be separately licensed.

When It’s BMI It’s Yours
Another BMI “Pin Up” Hit—
Published by Melody Lane

I LOVE YOU SO MUCH IT HURTS
On Records: Mills Brothers—Dec. 24550; Reeves Caff—Lon. 312; Floyd Tillman—Col. 20430; Frontiersmen—Vic. 20-3188; Jimmy Wakeley—Cap. 15243; Shorty Long—Dec. 46139; Tommy Clayton—Variety 8010.

The transfer is to be accomplished by simple stock subscription. Wometco, who subscribes to all 1,000 shares of Class A $5.00 par common stock while the 333 shares of Class B $1 par common stock are to be held by Mr. Venn; Mitchell Wolfson, president of Wometco, and Mrs. Wolfson; and Sidney Meyer, Wometco vice president, and Mrs. Meyer. Class A stockholders (367 shares Wometco) must lend $200 per share to the corporation, repayable after 20 years with no interest payable during the first three years.

Wometco owns and operates a number of motion picture theatres and affiliated enterprises in the greater Miami area and also owns 20% of WMEF Miami, of which Mr. Venn has been general manager.

AGENCY EXEC

N-E Names 8 to Ownership

NEWELL-EMMETT Co., New York, promoted eight executives into ownership of the company Jan. 1 in recognition of “long and effective” service.

They are: James F. Kiley, controller, who has been with the agency since 1919; Edward F. Molyneux, art department manager, who also joined the agency in 1919; G. Everett-Hoyt, executive, associated since 1920; Gerald W. Tasker, research director, with the company since 1925; Russell K. Jones, executive since 1929; Robert R. Newell, copy department manager, who joined in 1933; Earl H. Ellis, executive, with the firm since 1938, and Newman F. McEvoy, media department manager, with the agency since 1928.

Mr. McEvoy has handled time-buying for a variety of active advertisers. Among his clients included Liggett & Myers (Chesterfield) and Pepsi Cola, for which he was chief timebuyer. He is credited with putting that company’s famous 15-second jingle on a number of U.S. stations. In January 1947 he was named president of Media Men’s Assn., New York.

The advertising agency has been broadening the base of its ownership from within the organization since its establishment in 1919.

SJR Talks TV Rights

MEMBERS of the Society of Authors Representatives, composed of literary and dramatist agents, met last Wednesday afternoon to discuss and swap information on the various aspects of television rights for the properties they represent. The meeting resolved to take the matter up with the Dramatists Guild the latter part of next week.
"TELEVISION, with the aid of motion pictures and radio, will reach the heights of success and prosperity and service to mankind," Spyros Skouras, president, 20th Century-Fox Film Corp., told the Dec. 30 meeting of the Radio Executives Club of New York (Broadcasting, Jan. 3).

"We are dealing with no midget marvel of the moment," Mr. Skouras declared. "We have on our hands a mighty giant and until it is fully grown and developed it will plague us and upset us and give us many headaches." But when the developmental period is over, he predicted that "the zenith in entertainment will be reached."

Impact Will Be Felt

Pointing out that "there is no question that the motion picture industry and radio will feel the impact of this growth of television and that there will have to be an adjustment period," Mr. Skouras continued: "I see no basis whatsoever for those who cry panic and darkly predict that it will mean the eventual destruction of the motion picture industry and radio."

"On the contrary, in my opinion, television will give to the motion picture industry its greatest impetus since the advent of sound."

He foresees "a whole new technique, a whole new world of achievement, an entirely changed setting and a vastly larger audience. When between 5 and 10 million television sets will be in use in homes and television theatres will be in common use, then the motion pictures, radio and television will be one."

Mr. Skouras envisaged chains of 3,000 or more theatres receiving simultaneously "the finest in motion pictures, operas, plays, sports along with current events of greatest import" and reproducing them by large-screen television for millions of theatre patrons across the land.

These wire transmitted programs, two or three hours long unlike radio's half-hour units, will be shown for a week on the same hookup, three times a day, he predicted. He warned, however, that if "some gadget should come along which would permit a toll for entertainment in homes, that might change the whole form of this entertainment."

Carleton D. Smith, NBC director of television operations, cited video's "overwhelming acceptance by viewers and advertisers alike" — the best indication of it's "coming of age during 1948."

TV programs, he said, "have garnerred fantasticly high ratings and the advertising impact is terrific," such as the Texaco Star Theatre's regular ratings of 80 and sponsor identification in the '90s.

Many New to TV

Pointing to NBC's current 30 TV network advertisers as compared to the 9 it had a year ago, Mr. Smith said: "At NBC, we have been particularly pleased with the fact that many of the advertisers, now buying the network, are new to television.

"Of the hours per week sold on the NBC television network, more than 60% has been bought by advertisers who are not currently using NBC's sound broadcasting facilities. The remaining 40% of the commercial schedule has been purchased by current NBC advertisers, but with new money, not from their NBC sound appropriation.

"For the first time, since before the war," he continued, "we are entering a period of intense competition for the consumer's dollar and the backlog of consumer demand is beginning to evaporate.

"The television manufacturing industry itself, will do much to create new demand and will undoubtedly give employment to hundreds of thousands.

"More important, perhaps, may be television's contribution to the economy of the nation, for its very existence will stimulate the movement of billions of dollars worth of merchandise and services."

"Television will create new advertising money by speeding up the movement of goods from the manufacturer to the consumer and will be an invaluable aid in improving the efficiency of the distribution machinery of the nation."

"Television in 1949, and in the years to come, will offer an unequaled opportunity for large and small advertisers, alike. It is a new opportunity in a new medium."

A Challenge

Richard W. Hubbell, head of Richard W. Hubbell & Assoc., television management consultants, declared that with the influx of new money into the television "the dominance of the standard radio broadcaster in television is being challenged.

"Some of the most impressive new television projects," he said, "have been organized by men who have made their millions in the oil business, in the cattle business, in the hotel business, in motion picture distribution, in show business, in publishing and in diversified manufacturing enterprises.

"The influx of new money typified by these people," Mr. Hubbell predicted, "will bring about an ownership and management revolution in the broadcasting industry in the next 18 months to two years. . . . But television cannot be conceived solely as a challenge to the status quo."

"Within the next decade television will not only create a number of new millionaires but will also become a prime mover of the economy. Television will pave the way for the development and marketing of new consumer goods, electronic and otherwise, which may run to as much as an additional $2 billion annually.

"Discussing the present freeze on applications for TV stations and the problems confronting attempts to add UHF channels to the present VHF frequencies for TV operation, Mr. Hubbell said:

"FCC policy respecting opening of the UHF channels for television stations should be resolved before next summer, but only preliminary steps can be taken by industry to get going on them. A few more experimental transmitters may go on the air, but the number of UHF receivers next year will be infinitesimal.

Favored Positions

"The simple fact is the occupants of the 2 VHF channels (numbers 2 through 13) are in favored positions. These channels are to television what the clear channels and the better placed regional channels are to AM radio."

"Late comers using UHF channels in areas already served by Channel 2 through 13 stations will have the same commercial obstacles to overcome that local and daytime AM stations, and nearly all FM stations, have had to meet."

E. K. Jett, vice president and director of radio for the Baltimore Sunpapers (WMAR-TV), predicted there will be at least 85,000 TV, and more than 100,000 FM receivers in the Baltimore area by the end of 1949. This means that there will be about one receiver in every three or four families. What will this do to AM broadcasting?"

In answering this question, the former FCC commissioner quoted a statement by FCC Chairman Wayne Coy in which Mr. Coy said that "a broadcaster who buries his head in the sand and who doesn't think that television is going to take a large portion of his audience and a large portion of the advertising dollars is just deluding himself."

Citing the tremendous growth of the television industry, Mr. Jett referred to a recent Dept. of Commerce project that "greatest growth in a year of any American
industry was chided up by the manufacturers of television receivers.

"At the very bottom of the graph," Mr. Jett continued, "was a bar for radio production. One of the reports..." the Sunpapers added... "The demand for video sets was 1,000% greater than for the AM receivers.

A lot of people want to know why the Sunpapers dropped its construction permit to build a new AM station, Mr. Jett stated. "Let me say at the outset that we do not think AM is a dead duck..." however, "...this is not a good time to create a ninth AM facility in the Baltimore area.

"...While we were looking for a new AM transmitting site," Mr. Jett said, "...the FCC released one of its full economics reports..." Maryland and Delaware were combined in one table which showed that in 1946 the total AM revenue of all stations was $2,764,909. Average broadcast income from the 11 stations then on the air was $184,908. This caused us to wonder what the average income might be if the 58 stations now authorized, including three television stations, were placed in operation in these two states..."

"We gave back our AM construction permit," Mr. Jett concluded, "because...we preferred to concentrate on TV and FM and not establish a third facility at this particular time."

**NAB ELECTIONS**

**Board Ballots Mailed Today**

BALLOTS for nominations to fill 16 vacancies on the NAB board will be mailed Oct. 10 to member stations by Ernst & Ernst, New York accountants. The eight directors-at-large are to be nominated along with directors for eight of the nine odd-numbered districts. NAB districts elect directors in odd and even-numbered years for two-year terms.

District 9 (Ill., Wis. in part) last August reelected Charles C. Caley, WMBD Peoria, Ill., at the district meeting after mail nominations.

**HOME OF CAMEL CIGARETTES**

WAIR is located just a few blocks from the great R. J. Reynolds Tobacco Company... one of several major industries contributing to Winston-Salem's perpetual prosperity. WAIR is the favorite station of this easily-sold mass market.

**WAIR**

Winston-Salem, North Carolina
Representatives: Avery-Knobel, Inc.

BROADCASTING • Telecasting

**‘WJR DECISION’**

**FCC Revamping (Continued from page 21)**

man, objected to the use of only two divisions, and to the limitations on the activities of the chairman, who he felt would become a "ceremonial figurehead" under the bill.

At that time Mr. Denny said the Commission was considering a three-division system with four members on each division and the chairman sitting on all three as a "connecting link" [BROADCASTING, June 23, 1947].

A draft order which would have accomplished the general objectives outlined by Mr. Denny was subsequently presented by the Commission to Sen. Wallace H. White Jr. (R-Me.), then chairman of the Senate Interstate & Foreign Commerce Committee and author of the White Bill [BROADCASTING, July 21].

The FCC never put this order into effect, however, and after Mr. Denny's departure from the Commission at the end of October 1947 the plan was put aside temporarily.

A revised version of the White Bill in 1949 provided for enlargement of the Commission to nine members and separation into three three-man divisions. But within a short time this was changed again to provide for continuation of a seven-man Commission and to provide for only two panels: One for broadcast matters and one for common carriers and safety and special services.

The White Bill, although ultimately reported out of Committee, died with the expiration of the 80th Congress.

**C. S. FRENCH**

**Joins Transit Radio**

CARLIN S. FRENCH resigned his position as general manager of radio for Lorenzen and Thompson, Chicago, on Dec. 31 to accept an appointment to the national advertising sales staff of Transit Radio, Richard C. Cramer, TTR’s executive vice president, announced.

Mr. French, who joined the representative firm in 1947, will enter Transit Radio’s Chicago office at 35 E. Wacker Drive today (Jan. 10) to assist Frank E. Pellegrin, national advertising sales manager. As national advertising representative, Mr. French will also serve as consultant to FM stations conducting negotiations with his firm.

For ten years he was owner-operator of WMTV East St. Louis, Ill., and is presently a partner in WATO Oak Ridge, Tenn., and a stockholder in KXIX Mexico, Miss.

**DECLARING that administrative agencies otherwise will be saddled with "a serious burden," FCC last week asked the Supreme Court to review the now-named "WJR decision" of the U. S. Court of Appeals for the District of Columbia [BROADCASTING, Oct. 11].**

THE WJR decision held that the Commission must accord a hearing to any station which claims it would be harmed by the grant of a pending application—even if the alleged "harm" is interference outside the station’s normally protected contour.

The decision upheld WJR. Detroit’s appeal from a grant issued for a new daytime station at Tar- boro, N. C., on WJR’s 760 kc clear-channel.

FCC filed its request for Supreme Court review through Solicitor General Philip B. Perlman. The Court may grant or deny the petition, as it wishes. But in government circles it was believed that a review may be granted.

FCC contends the effect of the ruling would extend also to the courts.

It would, the petition asserted, "substantially limit the manner in which administrative agencies and courts may carry on their functions without conflict with the Due Process Clause of the Fifth Amendment."

The petition, signed by Solicitor General Perlman and FCC General Counsel Benedict P. Cottone, argued:

"The effect of the decision... is to create a rigorous and universally applicable requirement that the FCC and other administrative agencies afford each and every petitioner before them the right to argue on questions of law, raised by their petitions, even though the pleadings or administrative proceedings—whatever they be—do not raise any substantial questions of law which, even when viewed in the most favorable light, would make favorable action by the agency inappropriate..."

"To afford administrative agencies and courts no leeway or discretion whatever to make summary disposition of pleadings that are insubstantial or frivolous would impose a serious burden on the administration of judicial and quasi-judicial agencies. The large volume of business processed by the tribunals requires that certain pleadings be handled without the formality of oral argument..."

"The lower court was split 3 to 2 on the question of whether a hearing is required every time. Justices Harold M. Stephens, Bennett Champ Clark, and Wilbur K. Mil- ler held that a hearing of some sort is necessary whenever there is a claim of damage, while Justices E. Barrett Prettyman and Henry J. Edgerton dissented on grounds that the Court should be allowed to decide for itself whether allegations are sufficient to warrant hearing."

**An Excerpt from a letter to Cleveland’s Chief Station**

**CARLIN S. FRENCH, Director Sales and Service Promotion Cleveland, Ohio**

**PHILCO CORPORATION**

Mr. Frank E. Pellegrin, Director Sales and Service Promotion Cleveland, Ohio

This note is an appreciation of the fine cooperation that we of Philco received from you and the staff of the WJR in carrying out the details of the Don McNeil for President promotion in New Philadelphia

**REPRINTS AVAILABLE FOR $1000**

**BILLY O’NEILL, President**

**BASIC AM Network**

**CLEVELAND**

$500 Watts

Represented Nationally by Headley-Reed Company

January 10, 1949 • Page 65
To One Million People

Means CBS

NBS CLOCKS

THE CHIEF BENEFITS of television and radio will be received from the National Bureau of Standards' new super-accurate atomic clock [Broadcasting, Jan. 3] probably will be in the "higher" frequencies, above 1,000 mc, NBS authorities indicated last week.

It can be used as a frequency control at upper ranges where quartz crystals are believed to lose their effectiveness. Thus, by the exactness of its control, it will permit narrower guard bands and consequently more efficient use of the spectrum than would be possible otherwise.

Frequencies in this range, NBS noted, are used by television relays, radar, and microwave equipment in general.

Observers, after the first demonstration last Thursday, were inclined to doubt that the clock would fulfill all the hopes engendered by the Bureau's early announcement that the development "will permit motion picture and television stations in the new over-crowded radio spectrum."

Has Limitations

NBS spokesman said that the clock would have to be of particular value to broadcasters in the spectrum range where quartz crystals effectively control frequencies.

However, there was growing belief that, by providing more exact control than do the quartz crystals, the clock could permit synchronization of co-channel television stations without use of wire-lines [Broadcasting, Jan. 3], thus reducing interference at a perhaps less cost. Standards Bureau officials estimated the atomic clock could be built commercially for "a few thousand dollars."

The clock was hailed as a standard of frequency and time which "promises to surpass by one or two orders of magnitude the accuracy of the present primary standard, the rotating earth." It has a potential accuracy of one part in a billion "or even 10 billion," NBS officials declared.

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW the Voice of Kansas in OPAKA

BLACKBURN-HAMILTON INC., radio and newspaper brokers.

Details of the applications filed with FCC:

WEGO Concord, N. C.-Assignment of license from Wayne M. Nelson to The Concord Tribune Inc. for $50,000. Mr. Nelson is licensee of WATN, Rock- ingham, N. C., and 15% owner WWNF Payetteville, N. C. Purchaser is publisher of daily "Tribune" there and is owned as follows: A. W. Hackett, president-director 61.71%; John C. Barnard, vice-president 10.19%; Helen M. Barnhardt, 10.19%; Zack L. Roberts, vice-president 4.71%: E. Ray King, vice-president, assistant treasurer 4.17%; and Ray Bell, editor of paper, director 9.14%. There are four other stockholders.

WGTG Greenville, N. C.-Application of license from J. J. White, Jr., Green- ville Co. Board Co. to Carolina Broadcasting Co. to Carolina Broadcasting System, for $20,000. Mr. White wishes to retire from radio because of failing health, he told FCC. Carolina Broadcasting is a permittee of new AM station there to be licensed at 1270 kc. 1 kw, day, and would drop that permit is transfer is approved. Firm would seek to improve operation of WGTG Carolina Broadcasting is headed by Earl Westbrook, president and 29.95% owner. WGTG is assigned 750 kc, 250 w, full-time.

JETT TO SPEAK

At CBS TV Clinic Opening

FACILITIES and programming necessary for a well-rounded television service in a metropolitan area will be outlined by E. K. Jett, vice president and radio director of Baltimore-Washington (WBAL-TV) and former FCC commissioner, at the opening session of the three-day CBS television clinic Jan. 21, 22, 23 in New York.

J. L. Van Volkenburg, CBS vice president and director of television operations, said the purpose of the clinic is to afford executives of the 250 stations represented a chance to get acquainted with every facet of video planning, construction and operation.

Every available hotel room with television accommodations in New York has been reserved for the visiting executives. On-the-scene observation of actual operations in the new CBS television studios also is on the schedule, as is the study of remote telecasts of WCBS-TV, WPIX (TV) New York, WCAU-TV Philadelphia and WMAR-TV.

Following the half-day session, key CBS-TV executives will hold additional days open for consultation with station officials on their individual plans.
UNSTOPPABLE
Wilmotte Cites TV Demand

TELEVISION "has taken hold of the public" and nothing is going to stop the demand for it. Investors represent the initial force to satisfy that demand—and where there is demand and investors there are profits.

These were among the opinions expressed by Raymond M. Wilmotte, president of Raymond M. Wilmotte Inc., consulting engineers in radio and electronics, Washington, D. C., in a talk before the New York Society of Security Analysts Jan. 5 in New York.

After reviewing current engineering and technical problems in television, Mr. Wilmotte pointed out that there is little "hope" of providing nation-wide video service comparable to AM service with TV limited to its present 12 channels.

Continuance of this limitation is not likely, he said. "In fact," he added, "there are very good prospects that good service will become possible in the still unopened ultra-high frequency band where over 60 channels are waiting to be used."

"Only officially proposed system to open up this band that seems economical," said Mr. Wilmotte, "is Polycasting—a method of using a lot of low-powered stations instead of a single large one." Commenting that the system still has to be proven, he noted that on actual installation, he said it has an important advantage with respect to amount of capital required. The service signal provided can be designed to fit the shape of the area to be served, and increased service area is obtained by adding stations in the new areas to be opened.

Case Re-elected

NELSON CASE, who ran unopposed for re-election as president of AFRA’s New York local, received 332 votes, highest of all candidates. Also elected and their tallies: Vice presidents—Karl Swenson 437, Ben Grauer 484, Virginia Payne 357, Kenneth Banghart 312, Charles Goldstein 295; Treasurer—Don Seymour 381; Recording Secretary—Ted Osborn 366.

MERGER

CONSIDERABLE resistance against the proposed merger of talent unions has been forming in the American Guild of Variety Artists, it was learned last week.

AGVA was invited to become a party to the blending of Actors Equity, Chorus Equity, American Guild of Musical Artists and of the American Federation of Radio Artists last month [Broadcasting, Dec. 20, 1948]. All are members of the parent Associated Actors and Artists of America, Washington.

The invitation to AGVA, although made known in the press somewhere in mid-month, actually was not received at the AGVA offices in New York until the end of the month, it was said.

AGVA’s national board will have to decide what to do about the invitation. Since there is no meeting of the board scheduled, the whole matter of accepting or rejecting the invitation appears to be left in the air.

There is some sentiment in the union that if the merger is effected it may be challenged by AGVA on constitutional grounds—that the merger is not legal under the basic law of the 4A’s.

Thinking along this line in AGVA takes the course that the merger is only a partial blending, since many units of the 4A’s are not participating and that therefore the partial merging, in effect, constitutes action against those not included.

Fearful of 'Scheme'

The unit forces in AGVA look upon the proposed merger as primarily a scheme to divide up television jurisdiction and they are fearful it may exclude many actors in the 4A unions not included in the merger.

They would prefer to see either a complete blending of all the 4A unions, or, if television jurisdiction is at present the real problem, that the video question not be apportioned among the various component unions of the 4A’s but be instead held by the 4A office itself.

This would mean, it is said, that the 4A’s would issue a television card and, it is the hope of the AGVA members, that this card

AGVA Resisting Efforts Of Talent Groups

would be uniform and would require no further dues than are presently paid by members to the respective guilds or branches to which they belong.

Leadership in the proposed merger has been taken by A.A., It has reached the stage where the national governing boards of the four unions involved must approve plans made by a joint merger committee.

The Screen Actors Guild, another 4A member, has agreed to become a partner of the organization formed by merger for the purpose of dividing television jurisdiction [Broadcasting, Dec. 20, 1948].

MOTOROLA SUIT

Siragusa Terms It 'Spite'

ROSS SIRAGUSA, president of the Admiral Corp., charged Wednesday that Motorola's recent suit against Admiral is a "spite suit" occasioned by his company's successful entrance into the low price television field. He branded allegations in the suit as completely unfounded.

Motorola, in its complaint, charged Admiral with infringement of its television patents.

GODFREY SHOWS

Adds New CBS-TV Program

A NEW hour-long weekly Arthur Godfrey variety show will begin Wednesday on CBS television network, 8-9 p. m., titled "Arthur Godfrey and his Friends." Sponsor will be Liggett & Myers Tobacco Co. for Chesterfields.

With the addition of the new show, the Godfrey schedule now lines up as follows: CBS—The Arthur Godfrey Show 10:30-11:30 a. m. Mondays through Fridays; CBS and CBS-TV—Arthur Godfrey’s Talent Scouts, 8:30-9 p. m. Mondays; CBS-TV—Arthur Godfrey and his Friends 8-9 p. m. Wednesdays.

The new program will be produced by Margaret "Mug" Richardson, Jack Carney and Paul Nickell will direct.

Inglis to NAB

DR. RUTH A. INGLIS, on leave from U. of Washington until October, joined the NAB headquarters staff last week as editorial assistant to President Justin Miller [Broadcasting, Dec. 18]. Miss Inglis is an associate professor of sociology at the university and is author of Freedom of the Movies, part of the Hutchins Commission on Freedom of the Press.

January 10, 1949 • Page 67
FCC should abandon its controversial Blue Book and abide by law books [CLOSED CIRCUIT, Jan. 3]. Congress has advised.

That suggestion accompanied a recommendation of a House Select Committee Jan. 1 to the new 81st Congress that legislation be enacted guaranteeing that radio remain as free as the press.

The report's free radio theme brought sharply back in focus for the industry platforms adopted on that subject at the 1940 and 1949 Democratic National Conventions. In radio circles, after the new Congress convened last Monday, interest was centered on what action the legislative body would take to fulfill its convention pledges.

The unanimous report, sharply critical of the FCC's operations and policies, reflected bipartisan thinking. It was signed by Rep. Forest A. Harness (R-Ind.), committee chairman defeated in the recent elections, and Dems. Leonard W. Hall (R-N.Y.), Charles H. Elston (R-Ohio), J. Percy Priest (D-Tenn.), and Oren Harris (D-Ark.).

The committee recommended that an appropriate committee be appointed to investigate the Commission and that legislation be enacted to rectify the errors it had detected and to meet the changing needs of the industry.

Congressional attention was directed to the conception of the Blue Book and the "training and philosophies of some of its progenitors."

Conception of Blue Book

"The Commission," the report said, "hired Charles Arthur Siepmann, who was born in England and educated there, was for 20 years employed by the government possession owned and controlled Blue Broadcasting Corp. and was, for a time, its director of program planning. . . ."

". . . the employment of a man experienced in controlling programs from a government ownership viewpoint, in the preparation of the 'Blue Book' supports the premise that such employment was a deliberate step toward government control of radio. It further supports the charges that the report 'considered from every angle, reveals a lack of faith in the American system of free radio and a desire to impose artificial and arbitrary controls over what the people of this country shall hear.'"

It was concluded by the committee that the act represented the "misuse of powers far beyond those given to it by Congress and inconsistent with the constitutional limitations under which Congress acts."

It was the FCC power to license and periodically renew licenses is literally the power of life and death, the broadcasters must be active to even the slightest implication of the part the Commission. Former FCC Chairman Fly, who was chairman when the Blue Book was conceived, once amusingly spoke of this situation as "regulation by raised eyebrow."

The Commission was described as an example of the "usurpation of the power and authority of the Commission by the courts."

Congress was urged to "give further and minute study" to the question of regulation by the FCC. Legislation, if needed, should be spelled out so that it "will leave no question of the intent of Congress that radio must remain free as the press and the violation of the acts of Congress and the First Amendment of the Constitution in this regard will no longer be tolerated," the committee reported.

Used as Excuse?

It was the opinion of the committee that FCC in that power and authority to promulgate and issue the Blue Book and that it is being used as the basis and excuse for regulation by the Commission, directly and indirectly, of radio program content at stations.

The FCC's accounting department, with its 125 employees, was described by the committee as the weakest department in the Commission. It was weak, the committee said, in the sense of ability to perform its functions correctly.

In the cases and documents examined by Frank T. Bow, general counsel, and his staff of investigators, there was "widespread ambiguity and misleading information making it impossible to reconcile any of the applicant's financial statements," the report stated.

The probe committee termed the economic branch and division as "the crowning blight" of the accounting department. They pointed out that this branch was headed by Dallas Smythe, who resigned from FCC on June 30 just as the Select Committee was beginning its investigation.

No one at FCC, committee members said, had been able to give a strong reason for the existence of this branch of the accounting department, which makes studies of "economic trends and economic impact of radio and related industries upon the public." All the data needed by FCC can be obtained without cost, the report stated.

The law department was labelled by the committee as the "Goliath among the departments exercising power and influence far above and beyond its ability and merits."

"We found," the report continued, "that the legal division of the FCC almost invariably writes an opinion for the Commission without previous consultation with the various Commissioners."

In structure, functions and personnel the committee found little to criticize in the engineering department.

Grants to Edward Lamb for WTVN(TV) Columbus, Ohio, WTRT(FM) Toledo, Ohio, WEEL (FM) Erie, Pa., WICU(TV) Erie, Pa., and WTDQ Toledo, Ohio, were cited by the Committee as "an example . . . of the failure of proper investigation by the Commission or disregard of evidence."

It was felt by the committee that the FCC had failed to sufficiently investigate before granting facilities to The Cooperative Broadcasting Assn., now operating WCDF (FM) in Washington, D.C.

Their report included data taken from the Committee on Un-American Activities on organizations claiming as members Herbert S. Wood and Mrs. Charles Putnam, one-time officers of the licensee.

A comprehensive file of material on its investigation of communications in Puerto Rico was presented by the committee. The committee believes that the entry of the government station into the competitive field does pose a serious question in relation to the private interests.

It was the recommendation of the committee that Congress enact laws to protect private broadcasters from competition by government stations of agencies or subdivisions of government.

...and can she cook!

See What HOOPER Says

Yes sir: WSGN is that certain party for you if your Northern Alabama sales need perking or stitching! Does she have talent? The May-September Hooper says WSGN has 18 out of the 30 top-rated shows, twice as good as Station A with 3 out of 30 and five times as good as Station B with 6 out of 30. WSGN's top-rated programs were: Morn., 8. Aftn. 4. Eve., 6."

ALABAMA'S BEST BUY FAR!

THE NEWS • AGE • HERALD STATIONS
Birmingham 2, Alabama  Headley Reed National Rep.
Designed post-war to excel in...

- performance
- reliability
- efficiency
- economy
- accessibility
- convenience

The Collins 20T gives its owners every advantage of the latest developments and refinements in high fidelity one kilowatt AM transmitter design. Thorough engineering and fine components assure a long life of dependable operation.

Vertical chassis construction and careful arrangement provide quick accessibility to all parts and wiring. All tubes are easily reached from the front.

Adjustments are made, and the meters read, from one convenient position before the exciter cabinet control panel. A switch gives selection of either of two complete and independent temperature controlled plug-in oscillators. One oscillator can be unplugged and removed for servicing while the other carries on.

The 20T requires only 4.75 kw of power at 100% modulation at 85% power factor. The entire transmitter uses only nine different tube types, including rectifiers and voltage regulators; thus a minimum of spares need be stocked.

Today’s competition on the airwaves can’t be met with obsolete or obsolescent equipment. Ask us for more information about the modern 20T.

FOR HIGH PERFORMANCE, IT’S...
BOUND
... to keep a full six months' issues of BROADCASTING snuggly together, instantly available for reference and research. Binders are 9½"wide; 13" high. Sturdy blue leathercloth, stamped in silver with the BROADCASTING - Telecasting signature. Kivar lining, canvas joints, constructed to last for years.

BOUND
... to keep you from scanning about for lost issues; to keep magazines from being torn or frayed. Magazines are held intact ready to snap open for a long reading or a quick glance. Efficient looking for your reception room; smart looking for your library or desk.

BOUND
... to keep all those BROADCASTING special features at your fingertips... the continuing studies of radio markets, "Teletator" reports, Telecasting sections, AM and TV showcharts and all those other unduplicated and exclusive BROADCASTING features. Number is limited. Tear out the coupon and mail today, please.

Holds 6 Months' Issues!

$5 ea.

Broadcasting Magazine
870 National Press Bldg.
Washington, D. C.

Send for Yours Today!

Technical

Jim Lawhon, former southeastern district field engineer for General Electric, has joined WMAZ Macon, Ga., as technical advisor. He succeeds Fred Denton who now operates WIVY Jacksonville, Fla.

John Battison, ABC allocations engineer, has been elected senior member of Institute of Radio Engineers. Mr. Battison has been member since 1946.

James D. Martyn, formerly of KHBO Honolulu, State Dept. International broadcast station, has joined WFIL-FM Philadelphia.

Addition of two engineers and transfer of three persons to television engineering department have been announced at NBC Central Division, Chicago: John N. Cashman, maintenance, and George C. Wilson, studio, join AM staff, replacing Wilfred Frather and Ruel Powell, TV engineer transmitters; Richard Fischer is working as student on WBQ transmitter staff.

KYW Philadelphia has completed construction of two new 465-foot towers in suburban Whitemarsh. New antenna system will be put in operation after completion of tests. Station has recently put in operation a 245-foot tower atop Mid-City Architect's Bldg., 576 feet above street, for its KYW-FM.

Leroy Bremmer, formerly with KHOW Bakersfield, Calif., has joined engineering staff of KROC-TV Seattle, Wash.

WFMD Increase

Field's FM Station to 33 kw

Marshall Field's Chicago FM station, WFMD, on Jan. 1 began broadcasting with 33,000 w, almost double its previous power.

Studies and transmitting site are located on the 38th floor of the Carbide and Carbon Bldg., where offices of its AM affiliate, WJJD, are also housed. Programming is not duplicated.

Exclusive FM programs include two hours of educational broadcast daily by the Chicago Board of Education for use in schoolrooms, Felix Borowy's Concert Hour, a daily United Nations report from its headquarters, and Chicago White Sox night baseball games. Station operates on seven day schedule, 1:10-50 p.m. CST, on 102.3 mc.

WEAV Ups Power

WEAV, ABC affiliate at Plattsburg, N. Y., began operating from its new transmitter and with increased power Dec. 29. The station, formerly on 1340 kc with 250 w, is now on 960 kc with 1 kw. It is licensed for fulltime service to Plattsburg Broadcasting Corp. George F. Bissell is president and general manager. Collins equipment is used in the new transmitter, located on Lake Shore Road south of Plattsburg.

SCRANTON FM

Two Open Christmas

Two new FM stations in Scranton, Pa., started operation at noon on Christmas Day. They are WQAN-FM, owned by The Scranton Times, and WGBI-FM, owned by Scranton Broadcasters Inc. Transmitters of the stations are located on Bald Mount, only 970 feet apart.

WQAN-FM is on Channel 222 (92.3 mc) with 1 kw. John P. McGoldrick is manager and chief engineer; Robert R. Flanagan, program director; James Pettinato, supervisor of operations; William Houston and Robert Barritt, engineers; Anthony Martell, Eugene Feneay, Hugh Dill, and William Badger, announcers. The station is using temporary studio and office quarters in the Times building, pending construction of an additional floor on the building.

Madge A. Megargee, vice president of Scranton Broadcasters, and her brother Frank E. Megargee officiated at the WQAN-FM opening. The station is on Channel 267 (101.3 mc) with 1 kw. Kenneth R. Cooke is chief engineer.

Both stations have AM operations.
in this country. And for a sponsor too.

If horseback riding and sailing are hobbies, Walt says, then those are his.

**WKDN CAMDEN**

*Now in Operation*

WKDN Camden, N. J., is now operating on 800 kc with 1 kw daytime. South Jersey Broadcasting Co. is the permittee for the station which took the air Oct. 31.

President and general manager of the new outlet is Ranulf Compton with F. J. Compton vice president. WKDN's program director is Edwin W. Tucker and the commercial manager is Phillip Adams. Roger S. Whitlock is chief engineer.

Studios and transmitter are at Fairview in Camden. Designated Radio Park, the property also contains a 200 foot transmission tower.

President and treasurer of South Jersey Broadcasting Co. is Mr. Compton who holds 77% interest. His wife, Florence J. Compton, is vice president and holds 20% while Mortimer Hendrickson is secretary and 3% owner.

**Duffy-Mott Campaign**

LARGEST prune juice advertising campaign ever conducted will get under way in January, H. E. Meinhold, vice president of Duffy-Mott (Sunsweet prune juice) announced. Mr. Meinhold said that radio, large class magazines, general weeklies and trade papers will be employed. Young & Rubicam, New York, is the agency handling the account. Radio plans will most likely include a spot announcement campaign.

**CBC to Meet**

THE JANUARY meeting of the board of governors of Canadian Broadcasting Corp. is to be held at Montreal, Jan. 20-22. No agenda has been announced as yet, but it is expected that some discussion on television may develop in connection with conversations now going on towards joint operation of TV stations by CBC and private interests at Montreal and Toronto.
January 3 Applications

ACCEPTED FOR FILING

AM—1390 kc

WASA Havre de Grace, Md.—CP change from 1500 kc to 1390 kc, to increase from 500 w to 1 kw, operating D.

License for CP

WEAV Pittsfield, N. Y.—License to cover CP new AM station and specify studio site as 205 E. King St.

Modification of CP

KMAC San Antonio, Tex.—Modification of CP (revised to cover new new AM station and specify new location and studio site as 1018 San Antonio St.)

KXIF Florence, Ky.—Modification of CP (revised to cover new AM station and specify new location and studio site as 2520 E. 7th St.)

January 4 Decisions

BY THE SECRETARY

WMTM Morristown, N. J.—Grant license for new standard station 1250 kc 500 w D.

WSOB Columbus, S. C.—Grant license covering changes in ground system.

WDEV Waterbury, Vt.—Grant license covering change in towers, DA-DE, and change name of applicant to WNLs S. E. Squier.

WDBU Boston, Mass.—Grant license and CP to change name to Interstate Broadcasting and Television Corp. Same for KDVL-TV

WCVA Culpersburg, Va.—Grant license for CP, change of location, and studio locations, and change type trans.

KUHF Houston, Tex.—Grant license and CP to change name to University of Houston Television.

KCFF Joplin, Mo.—Grant license for new FM station.

KMAC Columbus, O. 1.—Grant license for new FM station.

KXLO Denver, Colo.—Grant license for new FM station.

KMAC San Antonio, Tex.—Grant license for new FM station and specify new location as 852 E. King St.

January 3 Applications continue

January 4 Decisions continue

January 4 Decisions continue

January 3 Applications

ACCEPTED FOR FILING

AM—1390 kc

WASA Havre de Grace, Md.—CP change from 1500 kc to 1390 kc, to increase from 500 w to 1 kw, operating D.

License for CP

WEAV Pittsfield, N. Y.—License to cover CP new AM station and specify studio site as 205 E. King St.

Modification of CP

KMAC San Antonio, Tex.—Mod. CP change frequency, increase power. etc. for completion of license.

KXIF Florence, Ky.—Modification of CP (revised to cover new new AM station and specify new location and studio site as 1018 San Antonio St.)

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KMAC San Antonio, Tex.—Grant license for new FM station and specify new location as 852 E. King St.

January 4 Decisions continue
DENTAL VIDEO

KSTP Covers Operation

BROADCASTING

between room Dental Fails, documentaries, with a documentary series, Operat- tions, followed a battle with WHLI Hempstead and WHLI- TV Minneapolis-St. Paul.

The image was viewed on receivers in the ballroom of the hotel. RCA-Victor cooperated in the venture by providing some of the equipment.

SIGN 56

For Polish Programs

POLISH Program Service, Passaic, N. J., has signed with 86 sta- tions for programs, according to John Nowak, director.

The firm transcribes programs in Polish from English scripts sub- mitted by the contracting stations. Shows run from 15 to 60 minutes and are sold outright to the station.

WHLI CRUSADE

Phone Increase Fought

WHLI Hempstead (N. Y.) has claimed another victory in its battle with public utilities on Long Island.

Its new triumph, the station said, came when J. Russel Sprague, Nassau County executive, an- nounced his administration would oppose increase in rates sought by the New York Telephone Co. Mr. Sprague's statement, said the station, followed a survey made by Jerry Carr, WHLI's director of news, of the phone rate proposals and the broadcasts of his findings.

The broadcasts claimed that phone users would be faced with increases ranging from 13 to 61% instead of a predicted 15%.

Earlier in the year, WHLI at- tacked the Long Island Railroad with a documentary series, Operation Snafu. A second series of documentaries, Life That Fails, dealt with the Long Island Lighting Co.

Programs

EARTHIQUAKES, smog control and water supply are among the problems being brought into a weekly Seminar for Citizens on KFMY (FM) Los Angeles. Each week a city or county official takes up a different civic problem, telling what the city is doing about correcting it and what citizens in turn can do about it.

Christmas, 1948

AS A special Christmas broadcast WPTM-Pottsville, Pa., aired The Last Great Hope of Earth, a part of its regular Zone Portraits series. The program was based on the return of the star of Bethlehem and the second coming of the Wise Men, this time in the person of foreign ministers of the U. S., Great Britain, and Russia—each bringing gifts of uranium, plu- tonium and the formula for fission, rather than gold, frankincense, and myrrh. These 20th Century Wise Men sought to return the gifts since mankind could not learn how to live with them. WPAM reports that many listeners who tuned into the broadcast late believed that the Wise Men had truly returned, and swamped the Pottsville telephone company with calls.

Hello, From Everywhere

UTILIZING the telephone "beep," WAPI Birmingham, Ala., has initiated a new program series, Titled Hello, America, program features "live" interviews with famous personalities. Listeners are thus able to hear "per- sonal" messages from all over the U. S. Program is heard every Sunday.

Junior Talent Showcase

SHOWCASE for talented North Jersey young people is object of WJNJ- Nework's new program, Let's Be Happy. Each Sunday at 1:30 p.m. talented youngsters from 6 to 14 will have the opportunity to display their capabilities. Youngsters to appear on the show are chosen from auditions held by WJNJ.

Musical America

TWICE a week on his 10:15 to midnight show, Al Rockwell, KNRT Des Moines, airs transcribed telephone re- cordings with famous stars of the music world. Mr. Rockwell sets up the call dates in advance, and then makes the recordings to be played on his show. Object is to put some "life" into the late-evening disc show which the station recently added.

Inauguration Time

ON Jan. 5, WNII Norwalk, Conn., carried the inauguration ceremonies of Gov. Chester Bowles in Hartford. Station carried the entire program from swearing in to the Governor's first speech. And in addition the station made tape recordings of the Inaugural Ball that evening and broadcast them the following day.

TODAY (Jan. 10), WWXL Peoria, Ill., broadcast the inauguration ceremonies in which Adlai Stevenson officially takes the gubernatorial chair. Tonight (Jan. 10) the station will present a half-hour broadcast direct from the Inaugural Ball.

More brand-new "post-ban"

ROSE MURPHY

(The Chee-Chee Girl)

A Little Bird Told Me Baby, Baby

RCA VICTOR 20-3320

and

TONY MARTIN

Tenement Symphony

Parts 1 & 2

from the film "Big Store"

RCA VICTOR 20-3374

RCA VICTOR RECORDS

January 10, 1949 • Page 73
BAPTISTS

TWO GROUPS within the Northern Baptist Convention, which has 1,600,000 members in 33 states, are beginning a joint investigation into the “moral implications” of giveaway shows.

That was made known by Dr. Stanley I. Stuber, chairman of the radio committee of the Northern Baptists, whose organization, with that of Council of Social Progress, headed by Donald B. Cloward, will undertake the inquiry. The Convention has offices in New York City at 152 Madison Ave.

Stressing that the radio committee was acting in the role of a friendly critic “anxious to be as helpful as possible” to the radio and television broadcasting business, Dr. Stuber declared: “These giveaway programs are not good radio. They are fast lowering the standards of radio and forcing off the air programs of excellent quality.”

“What are the giveaway shows doing to our people mentally, morally and spiritually?” he asked. “This investigation intends to find out, and our findings will be forwarded to radio’s higher officials.”

Probe Planned

Announcement that an investigation would be begun followed a meeting of the radio committee Dec. 9, at which the entire problem of Sunday evening programs was discussed. Two resolutions were then drafted:

1. That the radio industry give money to Russell Stover, Inc., to “good music, creative educational features, variety programs which will help develop the basic institutions of American life, including that of religion.”

2. That the moral implications of giveaway shows be investigated.

On revamping the Sunday night schedule, the radio committee noted that a shift of top name personal-

Investigating Giveaways' "Moral Implications"

CONNECTICUT winner in "Voice of Democracy" contest, Elaine Neagle (II), Waterbury Catholic High School, received a special box of Jimmy DeGado (I), president of Elm City Broadcasting Corp. (WNHC AM-FM-TV), New Haven. Presentation was part of a special broadcast over Connecticut State Network. Participating in presentation is J. B. Fitzpatrick, vice president of U.S. Junior Chamber of Commerce, co-sponsor of contest. Connecticut stations cooperating in contest were WNAV Bridgeport, WATR and WBDY Waterbury, WTHT Hartford, WTOR Torrington and WNHC.

LOBBYING

Four Industry Men Register

FOUR MEN affiliated with the radio industry have registered with the 81st Congress under provisions of the Lobbying Act. Filing reports with the Clerk of the House were Earl H. Gammons, CBS Washington vice president; Don Petty, NAB general counsel; Francis M. (Scoop) Ruzzo, National Broadcasting vice president, and A. D. Willard Jr., NAB executive vice president.

Other registrations of interest to the radio industry and their affiliations include: Gael Sullivan, Theatre Owners of America; Jack Bryson, Motion Picture Assn. of America; Orrin A. Burrows, International Brotherhood of Electrical Workers (APL); Russ Nixon, United Electrical, Radio and Machine Workers of America; Frank Quigley, American Telephone & Telegraph Co., and Geraldine Sanders, American Communications Assn.

BROADCASTING • Telexcasting
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
1329 Wisconsin Ave., N. W.
Washington, D. C.
Phones: Adams 2414

Commercial Radio Equipment
Everett L. Dilts, Gen. Mgr.
INTERNATIONAL BLDG., D. C.
INTERSTATE BLDG., KANSAS CITY, MO.

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
992 NATL. PRESS BLDG. NA. 2323
WASHINGTON, D. C.

McNARY & WRATHALL
RADIO ENGINEERS
906 Hamilton Press Bldg., 1407 Pacific Ave.
Washington 6, D. C.

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
Montclair 3-3000
Labs: Great Neck, N. Y.

WARNER BLDG., PORTER
INTERNATIONAL
Commercial Radio Equip.
Washington, D. C.

FRANK H. McINTOSH
710 14th St., N. W.—Metropolitan 4477
WASHINGTON, D. C.

John J. Keel
WARNER BLDG., WASHINGTON, D. C.
12th & E Sts., N. W.
National 6513

Worthington C. Lent
Consulting Engineers
OFFICE & LABORATORIES
4813 Bethesda Ave., Bethesda 8200

HERBERT L. WILSON
1055 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C.

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave., N. W.
DALLAS, TEXAS

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

WILLIAM L. FOSS, Inc.
Formerly Cohen & Foss, Inc.
927 15th St., N. W. REPUBLIC 7161
WASHINGTON, D. C.

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.

Chambers & Garrison
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2X1

KEAR & KENNEDY
1702 K ST., N. W.
STERLING 7922
WASHINGTON, D. C.

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
Charleston 1071
Washington, D. C.

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

Gilde Bros.
1108 Lillian Way
Gladstone 6178
Hollywood, California

GUY C. HUTCHESON
1100 W. ABRAM ST.
PHONE 1218
ARLINGTON, TEXAS

William C. Bailey
Specializing in Antenna Problems
20 Algoma Blvd. Ph. Blackhawk 22
Oaksh, Wisc.

Saxton & Winston
Dallas
2222 N. Fitzhugh Tr 7-2756
Longview
P. O. Box 1664 4331

Nathan Williams
Allocation & Field Engineering
Washington, D. C.

George P. Adair
Radio Engineering Consultant
Executive 8073
WASHINGTON 6, D. C.

Silliman & Barclay
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE 6446
Washington, D. C.

Lee E. Baker
Consulting Radio Engineer
FRITZ BAUER, Associate
826-28 Leaders Bldg.—Ph. 3631
SPRINGFIELD, MISSOURI

Preisian & Biser
AJA, FM, Television
Allocation, studio design
Management Training Associates
3208 14th St., N. W.
Washington 10, D. C.

George A. Biltz
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO

BROADCASTING • Telecasting

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Help Wanted

Help Wanted (Cont'd)

Manager

Male writer—Capable of good solid commercial, minor network lines, with a macho knowhow. Needed immediately by New York network affiliate. Excellent salary right man. Send samples, video contract, and references to Box 794, BROADCASTING.

Combined copywriter-producer for major network. Must have a proven background in producing commercials. Solid talent. Box 746, BROADCASTING.

Sales

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

HELP WANTED—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for box numbers. One insertion per issue. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 6, D.C.

Regional network station in large metropolitan city in central states needs general manager with minimum age 30. Box 546, BROADCASTING.

Exceptional sales opportunities for experienced radio time salesmen. 10,000 watt station, soon to increase power, will receive up to $5000 per sale. Send high-pressure—time salesmen future with good sales ability. Salary and commission. Application, Salary and commission. For appointment send interview to Joseph B. Fife, Commercial Manager, WFPY, Herkimer, N.Y.

Situations Wanted

Commercial manager for midwestern regional AM station in steady conservative market. Start-up. Minimum salary $6000 to $12,000 per year depending upon experience. Write for information. College education, sales experience, references and phone. Box 572, BROADCASTING.

Local salesmen for first station in city of 125,000. Network affiliate, fulltime. Well established. Salary and commissions. Opportunity for advancement to administrative position. Owner has multiple radio interests in Great Lakes area. Inquire. Excellent references. Box 263, BROADCASTING.

Help Wanted (Cont'd)

Manager

Needed: Salesman experienced in selling network affiliates. Must have good working knowledge of radio sales. Position in midwest. Box 576, BROADCASTING.

Assistant chief engineer wanted in southwestern city, Box 576, BROADCASTING.

Combination engineering-writer, first class. Canadian station. Phoenix, Key West, Florida. Send photo, disc and references. Box 572, BROADCASTING.

Combination manager-writer with best references wanted by network local, in pleasant southwestern resort city. Box 579, BROADCASTING.

Engineer with studio experience in operation and construction. WPIC, Alexandria, Virginia.

Production-Programmers, others

Program and news writer—producer wanted. Opportunity to become program director. This is a very dynamic station requiring constant change. Must be hardworking, creative, attractive. Box 576, BROADCASTING.

MBS affiliate program director—Man wanted is probably now working for a fairly successful regional MBS station in one of the large city markets or preferably in the northeast. Write stating qualifications, experience, region for wanting to leave present job, experience, references. Box 579, BROADCASTING.

There is a small station that is considering a localized talent to produce and write commercials, news, etc. The station is in the central states. Good opportunities. Box 576, BROADCASTING.

Continuity and script writer who can write copy with selling punch needed by network affiliate—resort city. Box 576, BROADCASTING.

News writer: Take complete charge of the news department. Must have an emphasis on local news. Must be able to write in a live, fast-paced situation. Call or write. Box 576, BROADCASTING.

Announcers

Announcer—Morning man to wake ‘em up. Acute hearing calls for single man. Must be 18. Good voice. All records, shows, news and personal appearances. 1 wk. minimum. Box 576, BROADCASTING.

Announcer-engineer combination—Seeking engineer-announcer with progressive southern network affiliation. Good working conditions, opportunities for promotions. Write or phone可靠 men, send disc and photo to Box 576, BROADCASTING.

Manager

ANNOUNCERS

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.
Situations Wanted (Cont'd)

I want an opportunity. Versatile announcer, capable of popular and classical music, theatrical background, excellent in commercials, newscasting, and experienced in voice recording. Box 109, BROADCASTING.

Situations Wanted (Cont'd)


Announcer—salesman-producer desires position with progressive network station. Married, college graduate, married, age 25. Bilingual, Spanish-English. Box 335, BROADCASTING.

Reliable Announcer, well trained. No broadcast experience. Has proved himself in dealing with farm audiences. Have made specialty of farm promotions and promotion. Familiar with markets, general farm information. Any position with station with rural audience. Experience gained in the midwest in several far west stations. Available on proper notice. Box 572, BROADCASTING.

News editor, commentator, public relations. Excellent background. Newspaper background. B.S. public relations. Will improve asset to any station appreciating ability and record. Box 714, BROADCASTING.

Program director. New program director AM, FM, TV Independent in 25 years experience. All phases of radio, salesmanship, station operation, TV. Interested in small station. Box 544, BROADCASTING.

Radio personality that has attracted large followings in the midwest and east. This personality has been employed at many stations. Box 720, BROADCASTING.

For Sale

FM antenna, 8-ring Collings type 7M1. FM 72F, complete with driving hangers and clamps to mount on mast pole. $100,00, Peoria, Illinois. WIRL.


New radio music corporation transcription record. Original and exclusive. Details on request. Contact Mr. D. J. Lewis, Main Engineer, WZAE, York, Pennsylvania.

Two Western Electric type 10B2 receivers complete with superQuality speakers. Details on request. Contact Mr. A. J. Lewis, Main Engineer, KATE, Albert, Lea, Minnesota.

For sale. One Used Gates remote amplifier complete with AC power. All parts. Perfect condition, never given trouble. $125.00. Mr. A. Lawton, Chief Engineer, WZAE.

WANTED

Invested independent free lance transcription salesmen now personally covering California. Routes open in eastern and midwestern states. Advertisers and agencies, who is in a position to actively represent two positions on the west coast, are interested in the employment of features in the industry. Will be given protected territorial arrangement on a straight commission basis.

Box 697, BROADCASTING.
WANTED IMMEDIATELY STUDIO-EXPERIENCE TV PRODUCTION PERSONNEL

As instructors in the nation’s foremost TV production school (TWIN CITY TELEVISION LAB, a division of Beck Studios, Inc., Minneapolis, applicant also for a commercial TV station in Minneapolis-St. Paul area) Mr. Joseph M. Beck, Exec. Dir. of Beck Studios, will be available for interviews at the COMMODORE HOTEL in New York from Jan. 10 thru Jan. 15.

Excellent Opportunity for Qualified Applicants

Situations Wanted

Technical

Qualified Engineer wants
Chief Engineer’s job
Station in Southwest
Box 717, Broadcasting

Situations Wanted (Cont’d)

802 VOTE

Petrillo Intervention Asked

THE DEFEATED faction in the recent elections in New York Local 802 of the American Federation of Musicians last week asked A.F.M. President James C. Petrillo to rule the results null and void, permitting a new election.

At Manutti’s, leader of the Unity-Coalition Party of 802, who failed by election of 89 votes to incumbent president Richard McCann, said the appeal was decided upon instead of an immediate appeal to court action [BROADCASTING, Jan. 3] because union rules required all union remedies be exhausted before state of any suit.

In the appeal, Unity-Coalition asked if either Mr. Petrillo or the A.F.M. national board does not nullify the election that the losers be permitted to start a court test of the validity of the balloting.

The presidential appeal was the second big step taken by the defeated faction to overturn the close victory of the administration blue ticket.

The first step was a hearing before the Honest Ballot Asan, which conducted the election. Unity claimed that many of the Honest Ballot Asan’s 82 voting machines used by the 10,700 balloters were not adjusted to perform in accordance with union rules.

Union rules, it was argued, require that there be no part in the votes of the nine shipboard members and that such partial votes be nullified. Although it was conceded some machines did not reject partial votes, the Honest Ballot Association rejected the Unity appeal, ruling that the election result was not substantially affected.

N.Y. PHILHARMONIC

Mitropoulos, Stokowski Stated

PODIUM of the New York Philharmonic for the 1949 season will be shared by Dimitri Mitropoulos and Leopold Stokowski, CBS, announced last week.

The initial broadcast of the season on Sunday, Oct. 16, three days after the orchestra’s opening subscription concert, will mark the 20th consecutive year the Carnegie Hall concerts will be carried on CBS. The 3:45-9:00 p.m. time period remains the same.

WANTED

Jobs for graduates of “California’s Finest School of Broadcasting.” Young men and women thoroughly grounded in all phases of radio broadcasting by Hollywood’s outstanding professionals.

HAL STYLES SCHOOL OF RADIO AND TELEVISION
8800 Wilshire Blvd.
Afford for veterans
Beverly Hills, California

NOTE: Station Managers and Production Directors from coast to coast are established with domestic and foreign.

Production-Programming, others

TEAM

Any type announcing, writing production. Married, 23 and 25. Desire permanent location in progressive station. Start the New Year right with this sure fire combination.

BOX 741, BROADCASTING

Production-Programming, others

HELP WANTED

Continuity writer—woman. Mike experience. Must have commercial approach in writing and voice. All particulars—references first letter. Photo.

Reply
Robert W. Dumm, Mgr.
KNOE-NBC
Monroe, La.
5000 watts in 1949

For Sale

RADIO SURPLUS SALE

1 Philco 271C crystal duplexer. Freq. meter, range 400 to 400,000 $40.00
1 RCA 154 audio oscillator with rack mounting panel $100.00
1 BC-145 tape recorder (new) $35.00
1 TGI1M Keyer (new) $25.00
1 RAK 7 Navy long wave receiver with power supply and spare parts kit (new) $60.00
1 Radio Lab limited speech amplifier and telephone charger $30.00
1 Radio Lab dual channel amplifier $75.00
1 Tenco 296BSC 500 watt A.F. hand switching amplifier 2-18 M.C. $15.00
1 Ditto speech amplifier and 200 watt modulator $50.00
1 Ditto 1500 volt, 500 M.A. radio supply $175.00
1 Collins ART-13 transmitter (new) $15.00
1 Collins SC-822B VHF 500 watt output tube (new) $50.00
1 72" per metal cabinets $15.00
1 SP220 super pro receiver; 1 Benson concert and 3 chrome speakers, and cabinet $100.00
1 Milesen VHF202 amplifier (new) $3.00
1 WE AR-233A transmitter VHF each $20.00
1 RCA AVT-112A aircraft type 9600 KC. New with tubes and manual $25.00
1 Millen dual VHF amplifier $15.00
1 Super-pro Ham. B.C. 10 receive with power supply, rack panel $150.00
1 Collins A.R.T. #13 transmitter $75.00
1 Kenyon model KALL line to line translators $5.00
1 I.R.C. ladder type at-type 21 L. 250 ohms each $5.00
1 K. T. transmitter & power supply (incomplete) $80.00
1 power supply for 813 transmitter $50.00
1 Defeater 8 drill with motor $50.00
1 Jensen C.B.J. 81 speaker $50.00
1 Dumont electroniswitch (new) $80.00
1 Dumont 5" scope $15.00
1 162-C RCA channelist $100.00
1 Sprague condenser resistor value $1.00
1 BC-1075 150-1100 mc frequency meter, power supply and multi-Vibrator $25.00
1 RCA driver transformer 645’s to 68’s $25.00
1 UFC 11 KV class B 4000 ohm plate to 3000 R.F. $100.00
1 General Radio 601-A standard signal generator $200.00
1 RCA class B’’ 8000 ohm plate to 2000 ohm R.F. $90.00
1 General Radio 602-A signal generator $100.00
1 General Radio 602-A signal generator $100.00
1 200 lbs. of hard drawn bare copper @ per lb. $40.00
1 Los Alamos condenser $5,000 volt to 1500 micro mfd. $100.00
1 Composite 1000 watt TV transmitter complete. Will meet all Federal broadcasting requirements, Freq. 420 to 840 M.C. $2500.00

BOX 698, BROADCASTING

WANTED

To Buy

WANTED TO BUY AND SELL RADIO STATIONS
Prompt service. Information held in strictest confidence. We are experienced in every detail. Apply

BOX 780, BROADCASTING

Micellaneous

RADIO BROADCAST STATIONS
BURLINGTON SELLERS
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
2031 Sunset Blvd., Hollywood 7848
Los Angeles 27, California

For Sale

Help Wanted (Cont’d)
COMPETITION

JOHN BALLANTYNE, chairman of the board of directors of Philco Corp., said last week that aerial radio output in 1949 would be "substantially under the 16 million-set level of 1948" due to the inroads of television.

"In the entire history of communications, there is nothing to compare with the rapid growth and spread of television in the past two years," Mr. Ballantyne pointed out.

"And 1949 points to further rapid growth. The sale of television receivers, investments in television broadcasting stations, expenditures for television relay and the cost of program output will add up to nearly a billion dollars."

"Television receiver output in 1948 amounted to more than 800,000 sets with a retail value approaching $300 million. During 1949 we expect that the industry will produce and sell between 1.5 million and 2 million sets, the exact number depending on the availability of cathode ray picture tubes."

"There are now about 1 million television receivers in use in 34 states—over 80,000 sets in the Philadelphia area, which ranks second among America's television cities. About 90% of all these receivers are installed in homes."

"The television audience quadrupled in 1948 and will be more than doubled again in 1949 largely because of improvements in the quality and variety of television programs, and the spread of television broadcasting. Now there are about 50 stations on the air in 30 cities. It seems likely that the number of stations will be doubled in 1949, with service extended to some 60 major market areas of the United States."

"Radio broadcasting will continue to be an important source of entertainment and information for many years to come. To enjoy television programs, the viewer must devote his entire attention to the set. Thus, television is limited to those who concentrate on the video screen."

"Television will present its most serious competition to radio, the movies, reading and other forms of entertainment during leisure hours in the evening."

"More than half of the population of this country is not even within reach of television broadcasting. Many millions of people in smaller towns or rural areas will be out of television range for several years. Furthermore, building and operating a television station takes a large investment."

"In radio broadcasting, there is a negligible trend toward FM because it represents noise-free reception of high quality. There are now more than 700 FM broadcasters on the air, and additional FM stations are starting operation each week."

PHILCO CORP.

Balderston Gives Report

WILLIAM BALDERSTON, president of Philco Corp., Philadelphia, expects that many new production, sales and employment records will be established in the television-radio industry this year.

Mr. Balderston, presidential successor to John Ballantyne (now board chairman), forecast: "With all phases of television growing rapidly in size and scope . . . we are planning . . . a substantial program of plant expansion, amounting to about $5 million for the year."

"The major part . . . will be aimed at increasing our output of television receivers more than threefold, from under 200,000 sets in 1948 to a total of about 600,000 in 1949."

"One phase of this expansion includes an addition to our cathode ray and receiving tube manufacturing plant which supplies part of our television tube requirements. We are also planning to enlarge our plants at Watsontown, Pa., where we produce cabinets for television and radio receivers."

"Another important step we are taking is to provide facilities for manufacturing television sets at Sandusky, Ohio, where we already have an auto radio plant. . . ."

Allied Arts

CLARENCE C. WALKER, general manager of construction materials department, General Electric Co., Schenectady, N. Y., appointed a vice president of firm. Also assuming this title is RALPH DARRICK, former general manager of apparatus department's central stations division, who becomes chief vice president. He will supervise customer relations work in New England.

EDWARD F. ATCHERLEY has been named Northwest division manager of renewal tube sales for Sylvania Electric Products Inc. Company also announced that Atcherley will head sales of renewal radio tubes, test equipment and electronic products to Sylvania distributors in Montana, Idaho, Oregon and Washington. His new office will be at 941 White Henry Stuart Bldg., Seattle.

A. J. FISCHER has been appointed manager of Dayton, Ohio, branch of Graybar Electric Co., Cincinnati. He has been with company for 21 years.

HAROLD F. SMIDDY has been elected a vice president of General Electric Co., Bloomfield, N. J. He continues as general manager of company's air conditioning and chemical departments. Company also announced appointment of GEORGE P. LEVINE as assistant to manager of sales for Specialty Division of GE's Electronics Dept. at Syracuse, N. Y.

FRANK A. D. ANDRE, president of Andrea Radio Corp., Long Island City, N. Y., has been chosen by Lyte K. Engel Publications to receive the "1948 Award of Achievement" for his contribution to radio and television.

SAM INSULL Jr. has been appointed to head new Stewart-Warner Electric Division of Stewart-Warner Corp., Chicago. New division will handle radio and television set production and distribution. EDWARD L. TAYLOR has been appointed general sales manager of Stewart-Warner Electric.

HARRY E. HAMMER, special representative of Assn. of American Railroads, Washington, has been appointed manager of Press and Radio Service of the organization.

JOHN S. GARCEAU has been appointed vice-president of Texco Corp., New York, Pa. He will handle new post as director of advertising and sales promotion.

CONNIE MACK, "the great old man of baseball," celebrated his 86th birthday on Dec. 23, and made a guest appearance that night at the Sports Scrapbook show on WPTZ (TV) Philadelphia.

HOOVER COMMISSION

60-Day Extension Given

THE LIFE of the Hoover Commission was extended Dec. 31 for 60 days as one of the final acts of the 80th Congress. This Commission, which carries the full title of Commission on Organization of the Executive Branch of the Government, is conducting a survey of FCC operations as part of its program.

Named C&P Counsel

JOHN T. QUISBERRY, American Telephone & Telegraph Co. attorney, who has represented the company in most of its recent appearances before FCC on television, FM and other matters, has been named general counsel of the Chesapeake & Potomac Telephone Companies. He succeeds Ralph A. Van Orsdel, C&P vice president and general counsel, who is retiring. The appointment was effective Jan. 1. The C&P companies are located in Virginia, Maryland, West Virginia, and District of Columbia.

LEVER Bros., Cambridge, Mass., through Ruthrauff & Ryan, New York, is sponsoring $60,000 letter-writing contest to promote large or bath size Lever products. All five network programs sponsored by company to promote contest, first winner for which is $10,000 all-expense, 101 day trip around the world.

Profitable Eastern Radio Station

Well operated, well established—this property has earnings that justify the sales price of $125,000.00. The station also has one of the best potentials in eastern radio. Financing arranged.

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

MEDIA BROKERS

BROADCASTING • Telecasting

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 3411-2

DALLAS
Philip D. Jackson
Tower Petroleum Bldg.
Central 1172

SAN FRANCISCO
Ray V. Hamilton
9852 Mission Blvd.
Exbrook 2-5672

THE TEXAS-OKLAHOMA STATION
Winona Farms 5-000 Waco-30 XC-CSS
Represented by Paul H. Raymer Co. and KWFT 101 Tower Petroleum Bldg., Dallas

January 10, 1949 • Page 79
HEAVENLY might be the theme of WBBM Chicago's latest promotion piece, "The Halo That Fit Too Tight." The little booklet introduces its vice-president-in-charge-of-public-service, a small little man wearing five shiny halos—for winning five awards in the public service field. Copy goes on to tell about the five prizes set up by "Mr. Programs, Mr. Production, Mr. Talent and Mr. Sales," who feel that without the help of Public Service, the station would never have had its 21 carat halos. Finally Mr. Management comes in to say that everyone helped to win the awards, it was their cooperative showmanship that counted. And when Mr. Public Interest, whose halos were getting tight, realized that it's all for one and one for all in show business, his halos settled down to their proper and deserving fit.

78 Christmas Presents
CHRISTMAS presents—78 Philco AM radios—were presented to Portland, Me.'s 39 elementary and grammar schools by WCHS Portland. The radios were given for use in connection with the city's program of visual-audio education, and will be used to bring newscast, classical music and presidential speeches into the classrooms.

WUDZ Newspaper
GREEN BAY, Wis., is served by an evening newspaper, and therefore many people who like something with their morning coffee besides doughnuts feel sadly neglected. To make these people happy, WUDZ Green Bay is printing its "Bulletins from the Morning News," a little sheet that carries the big doings of the nation, the state, city and sports world, together with the weather forecast. WUDZ distributes the paper to restaurants and drug stores.

Little Songs About Big Things
WNEN New York, has just issued a special press information book dealing with its "Little Songs About UN." The kit contains feature stories about the UN "jingles," background material, news stories, and by-line pieces by Gilbert Selby, Ted Cott, Lou Singer (composer of the songs) and Hy Zaret (who wrote the lyrics), as well as a recording of the songs. Book is being distributed to radio editors and trade papers in the WNEN area and to a group of public figures.

Farm Reporters
A STAFF of 30 "Farm Reporters" has been organized by Charley Stoekey, farm editor for XOKO St. Louis. Mr. Stoekey, who conducts an early morning farm service program, Town and Country (6:7:30 a.m., Mon.-Sat.), has named correspondents in 30 counties, 15 in Missouri and 15 in Illinois, all within a 50 mile radius of St. Louis. The "Reporters" have been furnished with identification cards and self-addressed postcards on which they furnish the news of their particular county. All correspondents have been invited to submit news at least once a week or as often as they wish, for airing on Mr. Stoekey's program "Christmas Party"

SATURDAY, Dec. 19, 1948, was a big day for the Salvation Army in Nor-

MEMO TO: GENEVIEVE SCHUBERT, TED BATES:
Christmas is over, but WCKY's Christmas promotion will long stand out in Cincinnati. With announcements only--no newspaper--WCKY pulled over 10,000 people to the airport to see Santa arrive by plane. Real proof of WCKY's audience by any measurement.

50,000 WATTS OF SELLING POWER
ON THE AIR EVERYWHERE 24 HOURS A DAY

BROADCASTING • Telecasting
MUSIC FEES
Hearing Set in Ottawa

Canadian Broadcasters appeared before the Canadian Copyright Appeal Board at Ottawa on Jan. 5 in connection with the 1949 performing rights fees charged by Composers, Authors, Publishers Assn. of Canada (CAPAC) and BMI Canada Ltd. Schedules had been filed by the two organizations and had to be approved by the Canadian Copyright Appeal Board before assessments could be levied.

In 1949 CAPAC is asking from private broadcasters collectively $136,081, as compared to $126,547 in 1948, an increase being based on increased number of radio licenses issued during government fiscal year April 1, 1947, to March 31, 1948. CAPAC is asking the same amount from Canadian Broadcasting Corp. BMI Canada Ltd. is asking private broadcasters $88,888 in 1949 as compared to $86,156 in 1948, based on increased number of licensed receivers, and has a set fee of $17,500 with CBC.

Formulation on which copyright fees are charged was set at 7 cents per licensed receiver for CAPAC from private broadcasters and the same amount from CBC. BMI Canada rate for private broadcasters is 2.5 cents per licensed receiver, one additional $2.50 license covering all radios in a home. Canadian Assn. of Broadcasters worked out assessments for all privately-owned stations on approved formula.

Total fees for copyright music performance to be paid by broadcasters in 1949 will amount to $328,550 if Canadian Copyright Appeal Board allows schedules requested by CAPAC and BMI Canada Ltd.

Special RMA Meet

CONFERENCE for industrial relations and personnel directors of radio manufacturing industry will be held Jan. 18-19 at Hotel Statler, New York, under auspices of RMA Industrial Relations Committee.

NEW NETWORK

Parttime Operation Begun by Union

SECOND program of the Union Broadcasting System, embracing 27 stations in New York, Connecticut, Maine, New Hampshire, Vermont and Massachusetts, was scheduled to be fed to the new network Jan. 9, yesterday) by its key originating outlet, WOKO Albany.

The network, owned and operated by Dongan Broadcasting Corp., Albany, license of WOKO, expects to add stations in New Jersey, Pennsylvania, Ohio and Illinois, as it develops to fulltime operation. Albany programs will be augmented by shows fed from WOV and WMGM New York, and occasionally from Buffalo and Boston, according to Jim Healey, new commentator and general manager of WOKO and Union Broadcasting System.

Network's opening program Jan. 2 featured a 30-minute Review of the Week with Mr. Healey, and was sponsored by Wm. W. Lee Co., through George R. Nelson Inc., Schenectady. Yesterday's program was to have included an extra half-hour sustaining program.

Network affiliates now include: WXRA Buffalo, WOKO Albany, WCBS Amsterdam, WWSC Glens Falls, WWIN Gloversville, WJIC Hudson, WKNY Kingston, WKIP Poughkeepsie, WODS Oneonta, WKGU Binghamton, WEIM Elmira, WGAT Utica, WNBX Syracuse.

FIRST 15 PROGRAM HOOPERATINGS

Dec. 30, 1948 Report

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stops</th>
<th>Hooper Percentage</th>
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<td>Jack Benny</td>
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<td>Mr. Givens Attorney</td>
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<td>Phil Harris-Alex Faye</td>
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<td>My Friend Irma</td>
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<td>Peabody Div.</td>
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<td>Fisher McGee &amp; Molly</td>
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<tr>
<td>Jack Hope</td>
<td>163</td>
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<td>Charlie McCarthy</td>
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<td>Horace Heidt</td>
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<td>Arthur Godfrey's</td>
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<td>Colson Photographer</td>
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* Includes second broadcast

** More Advertisers USE KOL **

WAVY leads all stations in daytime share of audience in Michigan's second market. (1947-1948 winter-spring Hooper)

WAVY - 28.1% Station B - 22.6% Station C - 22.2%

Contact the John E. Pearson Co.

IT'S A GREAT DAY on WLAB and WLAB-FM

STORADIO CO.

New Representative Firm

FORMATION of Storadio Advertising Co. has been announced by Cy Newman, general manager of Super Market Advertising Co. of Des Moines. The new firm will act as national representative for firms engaged in point-of-sale radio advertising in super markets.

Offices will be opened in New York and Chicago about the middle of February, according to Mr. Newman. Resident managers have not been announced yet.

Mr. Newman stated: "Ever since we started our operation in Thriftway Super Markets in Iowa through KSO-FM (Des Moines), our one big problem has been to get effective national sales representation.\" The new firm will represent all firms in the field and Mr. Newman explained: "By having a specialized sales force to represent a group of operations other than our own alone, we can keep sales expense down and offer an advertiser complete information about point-of-sale advertising in super markets in any cities that he has distribution."

THE NATIONAL Safety Council has presented its Award of Merit to WNHC New York, "for exceptional service to safety in 1943."

January 10, 1949 • Page 81

Down in Carolina

"Nothing Could Off Be Finer"
JOSEPH L. TINNEY Jr. has been promoted to producer-director-writer at WCAU-TV Philadelphia, succeeding PAUL RITT, who transferred to CBS Hollywood. Mr. Tinney has been with station since it went on air last February.

JOHN WADDELL has been appointed program director of KIMO Independence, Mo. He had been with various other stations before assuming his new position.

WALTER CARL has been appointed program director of KTTV (TV) Los Angeles. He will handle telecasts of Mon., Tues., Fri., Sat. 7:30-7:45 p.m. newscasts.

PAT KELLY, acting program director of KFI Los Angeles for past three months, has been appointed manager of program department. GEORGE DVORAK, station announcer-producer, has been appointed chief announcer.

JAY ARLAN, former announcer at KGFJ Hollywood, has joined KFVD Los Angeles in same capacity. JAMES TAYLOR, managing director of the Chicago School of Expression and Dramatic Art for past two and one-half years, has joined WBBB (TV) Chicago as assistant director.

LARRY FROMMER, production manager and assistant program director of WOL Washington, has been appointed to American Brotherhood Week radio committee.

MORT COHN, assistant program director at WCBS Charleston, W Va., for past two years, has been appointed program director.

CLAUDE BANISTER, director of women's programs for Rural Radio Network, Ithaca, N. Y., and LYMAN JONES, staff announcer and writer, have announced plans to be married on Jan. 26.

CATHERINE FULLERTON, formerly with KGYW Vallejo, Calif., has joined trade department of KGO San Francisco.

"LINDY" MILLER, WBZ-WBZA Boston-Springfield announcer, and Madeleine Hillman have announced their marriage.

BETTY ANNE WOOD has joined WSB-TV Atlanta as assistant to film director.

EDW. P. RODEN has been appointed program director of WERN Syracuse. He was formerly with WBBB (TV) Chicago.

NANCY GREY, whose What's New? program has been on WTMJ Milwaukee for more than 17 years, has been elected an honorary member of Delta Kappa Gamma Society, national honor society in education.

MONROE (BIL) BENTON, director of news at WMWM Meriden, Conn., has been appointed program director of WMWM-FM.

JACK NARZ, KIEV Glendale, Calif., disc m.c., is the father of a girl.

Capital TV Sets

SIX THOUSAND television receivers were sold in the Washington, D.C., metropolitan area during the Christmas period, the Washington Television Circulation Committee announced last week. This was a record-breaking total and brought the number of TV sets installed in the Nation's Capital to 30,500, the committee said.

The committee, including representatives of Washington's three operating TV stations, WTTG WMAL-TV and WNW, and of WOL, soon to go on the air, arrives at its estimate principally from set sale figures furnished by the Washington Electric Institute.

State Dept. Protests

MEXICO 540 KC

MEXICO has put its controversial 540 kc station into operation with 5 kw and has again drawn protests from the U. S. State Dept., authorities disclosed last week.

The station, assigned for 150 kw operation, is located at San Luis Potosi, 350 miles south of the U. S. border.

Mexico met U. S. protests shortly after its plans for use of the Muchacha Radio channel were made public. As a result the Mexican government indicated at one point that it would delay operation until the issues raised by the U. S. had been settled [BROADCASTING, Oct. 25].

The U. S. contends that 540 kc, added to the broadcast band by the Atlantic City agreement in 1947, may not be put into use except by agreement among interested nations. It was on this basis that the channel was added at Atlantic City and, as yet, this condition has not been met.

The U. S. feels that the use of 540 kc is a proper subject for consideration at next September's Canada conference on revision of the North American Regional Broadcasting Agreement.

Indications that Mexico had abandoned its plan to hold up activity on 540 kc were reported early last month [BROADCASTING, Dec. 13]. At that time FCC and State Dept. spokesmen denied charges.
The Pulse
(Continued from page 58)

Milestones

- On Jan. 5 The Easo Reporter, five-minute news summary aired four times daily on more than 40 radio stations from Maine to Louisiana, celebrated its half-mil- lionth broadcast. It was originated aboard the Freedom Train in Bos- ton and highlighted the fact that the most popular voice on the radio In this country is the voice of a free press. The Easo Reporter, sponsored by Easo Standard Oil Co., through Marschall & Pratt, New York, has been on the air 14 years.

- ABC’s The American Farmer program observed its third anni- versary on Jan. 1.

- WITA San Juan, P. R., cele- brates its first year on the air tomorrow (Jan. 11).

Zoomar Purchases

SIXTEEN television stations have purchased Zoomar television lenses, and six others are filling orders for new lenses, according to Jerry Fairbanks, president of Zoomar Corp., Los Angeles. Purchasers are KTLA KFI-TV in Los Angeles; KTVI all Los Angeles WMAL Washington; WBKB WGN-TV Chicago; WBST-TV WZTV WNTV New York; WMAR Baltimoe; WFIL-TV WPTZ Phil- adelphia; WLWT Cincinnati; WABP-TV Worb Worth.

Feature

(Continued from page 16)

with Home Brand food products. Managing the culinary aspects is a fulltime chef recently employed by KSTP to serve cocktails and lunch to prospective advertisers and other guests.

First guest was Edward C. Hampe, vice president and general sales manager of Grieg Cooper & Co., makers of Home Brand prod- ucts. In attendance also was Ralph Hobbs, partner in Melamed-Hobbs Inc., which directs advertising ac- tivities for Home Brand.

They were special guests of Stanley Hubbard, KSTP president. Mr. Hubbard, commenting on the new client room, said he believes sales presentations can be more conveniently and more satisfac- torily handled in an atmosphere of homeyness.

KSTP announced that it plans to hold a series of luncheon parties for prospective television adver- tisers for its TV affiliate, KSTP- TV.
nielsen radio index top programs (coast-to-coast, incl. small-town, farm, and urban homes) --and including telephone and non-telephone homes)

**total audience**

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<th>cur. points</th>
<th>rolling change</th>
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<td>2</td>
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**average audience**

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AM APPLICATIONS
Greer, S. C.—William C. Drape, 1400 kc, 250 w, unlimited. Applicant is local general sales manager in Greer, S. C., and owns local general sales manager in comparison with Piscataway, N. J., and has been in broadcasting since 1922. 

BROADCASTING, Dec. 2.—CBS raids against NBC's entrenched talent, which have so far resulted in capture of Amos 'n Andy and Jack Benny, promised last week to develop into full-scale campaign. Believe only Amos 'n Andy will receive government blessing.

CLOSED CIRCUIT, Dec. 13—Last summer's devastating drought in area from radio believed based on desire for rest period prior to development of television show. Plans reported about complete Dec. 10.

Brecht, Corp., by Lewis and Cairo Windmuller through issuance of 150 sh to George D. Gartham.

KAFY Bakersfield, Calif.—Transfer control from George Gromm and R. R. Harlow to George S. Balkin, Sheldon Anderson and Herman Anderson.

WCWM Canton, Ohio—Transfer control from George S. Balkin, Sheldon Anderson and Herman Anderson to Robert J. Kimball, Edward E. Gannett, John G. Smith.

Modification of CP
WHEN Strasburg, Pa.—AM new commercial TV station to designate 3600 kc AM, instead of 3600 kc, was amended to change name from Meredith TV to Meredith Syracuse Television Corp.

License Renewal
KDLH Del Rio, Tex.—License renewal.

KSD Sioux Falls, S. D.—License renewal.

TENDERED Assignment of License
WSDS Essex, Md.—Assignment of license to Louis H. Wolf, Canton, Ohio, for $1.50.

AM—1500 kc
WORA Madison, W. Va.—CP to increase 1 kw to 5 kw. Install DA-14, change trans. and change trans. site.

January 5 Applications

ACCEPTED FOR FILING
KPBC Sacramento, Calif.—License to cover CP increased from 5 kw to 10 kw and to extend 1450 kc.

WQVM Greenville, Miss.—License to cover CP increased to 10 kw, effective Jan. 10, 1948.

Modification of CP

KWPM San Diego, Calif.—Same.

KNVW-Annapolis, Md.—Same.

WJHL-Johnson City, Tenn.—Same.

CP to Reestablish
KFBD-FM Wichita Falls, Tex.—CP to reestablish CP 711 which expired Nov. 12, 1948.

KIPR Fort Plain, N. Y.—License for CP.

KOMO-FM Seattle.—License to cover CP.

WJLS-FM Bessemer, Ala.—Same.

Modification of CP
WMBR TV St. Louis, Mo.—CP, new commercial TV station for extension of completion date.

WTUL Tulsa, Okla.—Same.

WTLE Greensboro, N. C.—Same.

WNC Asheville, N. C.—Same.

WML St. Louis, Mo.—Same.

Modifications of License
WMTT Memphis, Tenn.—Same.

Edwin H. Armstrong, Alpine, N. J.—CP, new exp. TV station, WZLK for extension of completion date.

TENDERED FOR FILING
Assignment
WGTC Greenville, N. C.—Assignment of license from J. W. Smith to John Colvin Bestz, Jr., Carolinas, Inc.

January 6 Decisions

DOCKET CASE ACTION

January 6 Applications for Filing
License for CP
WROY Carmi, Ill.—License to cover CP new AM station.

Assignment of License
KIOO Bay City, Tex.—Assignment of license from Bay City Community Radio Corp., partnership of John George Long, T. C. Dowdy and Harry L. Black, to John George Long by as Bay City Bestz Co.


FCC BOX SCORE
Summary of Authorizations, Applications, New Station Requests, Ownership

| Class | On Air | Licensed | CPs | Grants Pending | Hearing In
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<td>AM Stations</td>
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<td>187</td>
<td>214</td>
<td>170</td>
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<td>FM Stations</td>
<td>75</td>
<td>75</td>
<td>94</td>
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Battle of Stars

(Continued from page 86)

for shift of Phil Harris program from NBC to CBS. NBO understood to have refused to release last eight weeks of Phil Harris series Sundays, so CBS planning to subscribe for line for this period and repeat at 8 p.m. starting Jan. 2. This would mark first regular transcribed series in CBS history. In Hollywood, Mr. Harris announced that after his Dec. 20 broadcast he was quitting radio, at least temporarily. Announcement followed collapse of capital gain acquisition of the television rights by Coca-Cola.

BROADCASTING, Dec. 29—CBS solicitation of Phil Harris-Alice Faye show, now on NBC stymied Friday. Rexall Drug Co., show's sponsor, assuredly unwilling to move to new time on network.

BROADCASTING, Dec. 27—Reports that CBS was still hopeful of obtaining Edgar Bergen despite his recently announced intentions to retire from radio, revived last week. CBS Quoist admitted he was negotiating with CBS.

BROADCASTING, Jan. 3—Bureau of Revenue was reported late last week to be ready to rule Jack Benny's $2.5 million capital gains sale of his show to CBS is personal-income transaction, not capital gain. Rule would be construed to be government policy.

DON McNAMARA, television director of Telefilm Inc., Los Angeles, will conduct 15-week television survey and workshop course for U. of California Extension, that city, starting Feb. 8.

January 10, 1949 — Page 85

FCC DELETES
One AM, Three FM Stations

DELETION of one standard station and three FM stations was approved late last week by J. K. upon request of the applicants. The AM outlet and two of the FM outlets cited economic reasons for their applications.

KAVR Mesa, Ariz., owned by Arizona Radio and Television Inc., ceased operation last month and in requesting dismissal of its authorization, cited the economic position of the station and its inability to continue operation.

KAVR began operations on 1400 kc with 250 w fulfills in 1947. Other station there, KTVI, signed 250 w on fulfills on 1490 kc, also began operation that year.

WGL-FM Fort Wayne, Ind., was deleted by the Commission at the request of Farnsworth Broadcasting Radio Corp., permittee. Firm said the dismissal was due to the proposed assignment of WGL and the application to own WGL with respect to AM and FM, according to FCC. WGL has been sold for $150,000 to the Fort Wayne News-Sentinel [BROADCASTING, Nov. 26].

XXL-FM Portland, Ore., was deleted at the request of KXL Broadcasters, permittee, because insufficient income was realized from the FM operation to warrant its continuance, the Commission stated.

KRST-FM Tyler, Tex., was deleted at the request of the conditional licensees of KXL Broadcasting Co. No reason was given.

COMPETITION
TV vs. School Games

SEVERAL COMPLAINTS that television is cutting attendance at high schools were answered when all high schools were registered at the annual convention of the National Federation of High School Assocs. Dec. 30 in Chicago’s Stevenson High School, forty-three states were represented.

C. E. Forsythe of the Michigan state group reported a drop of 10,000 in the gate at Detroit’s annual city vs. parochial school championship game, and Helen Williams, delegate from Texas, cited a 20% decline in attendance when four Fort Worth school TV rights to some 40 games in their district.

Mr. Williams allowed, however, that “weather and other factors figured in this sharp drop.”

The follow-up discussion collapsed as an application is on file at the U. of Illinois to televise the annual state basketball tournament at Champaign next spring.

The柝ment is an informal action regarding televising high school events as each state association is expected to make its own rules, it was said.
At Deadline...

FCC WARNS TV PERMITTEES TO PURSUE CONSTRUCTION

The FCC admonished television permittees Friday that they must proceed with construction and/or take consequences.

Uncertainty over outcome of current TV freeze and adherence to engineering and allocations problems, FCC said, will not be accepted as an excuse for failure to diligently proceed with construction.

In response to query from WSAZ Huntington, W. Va., which had noted that consequences of construction might be "grave" if standards and allocations are changed, while failure to construct might lead to loss of permit [Broadcasting, Nov. 15], Commission recognized that "certain permittees" may feel it unwise to proceed with construction till final action is taken on TV rules, standards and allocations. Decision on that point, FCC said, is up to each permittee.

"Nevertheless," statement said, "the Commission is of the opinion that the public interest requires that all permittees be required to comply diligently with the terms of their construction permits or to surrender them."

Requests for additional construction time, FCC said, "will be granted only upon satisfactory showing that the failure of the permittee to complete construction was due to causes not under its control, or upon a showing of other matters sufficient to justify the extension, as required by rules."

FCC meanwhile granted Chronicle Pub. Co. extension to July 18 to complete construction of KRON-TV San Francisco.

COMMISSION APPROVES TWO NEW AM DAYTIME STATIONS

Two new AM stations approved by FCC Friday. Both daytime only assignments, they are:

**Victoria, Tex.**—Victoria Broadcasting Co., 1410 kc., 500 w. daytime; estimated cost $29,800.

**West Sacramento, Calif.**—L. W. Bailey, owner; KBLP 1130 kc., 2 kw., estimated cost $29,600.

**WBZZ, WKBC SALES OKAYED; HEARINGS IN 2 OTHER CASES**

Approval granted Friday by FCC to sales of WBZZ Ponca City, Okla., by Adelheid Lillian Carrell for $118,000 to Ponca City News, and WKBC North Wilkesboro, N. C., to new firm of same owners plus new partner.

Hearing was ordered by Commission on transfer applications of WRNN-AM-FM Warren, Ohio, and KPMO Pomona, Calif., to determine if other ownership was switched without approval.

WFDR CALL APPROVED

Use of late President Roosevelt's initials for New York FM station call of International Ladies Garment Workers Union approved by FCC, which had refused their use. Station formerly WFKO, becomes WFDR. Roosevelt family had assented.

FCC ISSUES FOUR FM CPs; THREE GO TO AM OPERATORS

Four FM construction permits—three Class A, one Class B—issued by FCC Friday. Three of four went to existing AM operators. Three combined AM-FM stations and seven outlets won new technical facilities. New CP holders:

-- Anderson, Ind. — Civic Broadcasting Corp., Class A, 1380 kc., 1 kw., estimated cost $2,000, plus land and buildings.

-- Madisonville, Ky. — Messenger Broadcasting Co., Inc., Class A, 1380 kc., 1 kw., estimated cost $1,500, plus land and buildings.

-- El Campo, Tex. — J. S. Baugh, owner; WELC 93.9 kc., 1 kw., estimated cost $6,200, plus land and buildings.

-- Carrell for Committee, RMA, Inc., 1230 kc., 1 kw., estimated cost $630, plus land and buildings.

**RCA TO SHOW NEW DISCS; CBS, MERCURY INNOVATIONS**

Battle of the RPMs got under way in earnest Friday as RCA announced new 46-rpm seven-inch phonograph records and changer would be shown to trade today (Jan. 10) in New York. At same time CBS announced new seven-inch astatic microgroove record for 33+3 rpm turntables.

RCA will include 45-rpm on new models. Improved tone and quick changing claimed. Stromberg-Carlson will offer it optional on some models, it is understood, with plans of other set makers not yet known.

New CBS records to be sold at 90 and 60 cents (plus tax), depending on type of selection. CBS will also bring out 46-rpm records which it will continue to release.

Irv Green, Mercury Record Corp. president, said company has developed its own LP microgroove record for 33+3 turntables.

**NORTHEASTERN AFFILIATES OF ABC MEET IN NEW YORK**

Representatives of 46 ABC northeastern affiliates, meeting Thursday at Waldorf-Astoria Hotel in New York, heard network executives outline ABC's plans for radio and video. Resolution passed stating network-affiliate relations are at "all-time high."

Meeting was first of district affiliate sessions ABC plans for 1949. South-central and southeastern districts meet today (Jan. 10) at New Orleans' International House.

**TURBULL JOINS BWO CO.**

Henry Turnbull, vice president of Dancer-Fitzgerald-Sample, New York, joins BWO Co., New York, today (Jan. 10) in similar capacity.

Closed Circuit (Continued from page 4)

On Dayton radio-TV structure. Crosby Broadcasting Corp. with TV CP in Dayton, had been negotiating with WBOC, fearing its interest which would compete with Cox's WHIO-TV. Because of duopoly rule, that transaction necessarily is cancelled.

**NAB MUSIC ADVISORY COMMITTEE'S subcommittee on co-op programs to meet with ASCAP, BMI to discuss possible type program for method of payment for this type program under ASCAP licenses. Joseph A. McDonald, ABC vice president and chairman of subcommittee, hopeful problem can be solved without recourse to courts.**

Although House Select Committee to investigate FCC died with 80th Congress, its general counsel is still a familiar figure on Capitol Hill. Frank T. Bow of Canton, Ohio, is now headquarters on the Senate side with Sen. Andrew F. Schoeppeil (R-Kan.).

Upcoming convention of National Retail Hardware Assn. will see floor criticism of all stock and some sort of inquiry into failure of radio to include some mention of radio in advertising manual. NAB acted when slight was discovered and manual will be modernized in next edition.

**INDICATIONS** are follow-up meeting of Nov. 30-Dec. 3 television-FM engineering conference won't be called [Broadcasting, Dec. 6]. Conference's ad hoc committee to continue slowly. Belief is FCC will start rule-making.

Broadcasting • Telecasting
The first Area Radio Study of the Kansas City Primary Trade Area shows the KMBC-KFRM Team far in the lead of all broadcasters heard in the area. Made in the fall of 1948 by Conlan & Associates, this study is believed to be the largest coincidental survey of its kind ever conducted.

Factual data from this survey of more than 100,000 calls is published in three books—The KMBC-KFRM Team Area Study (Kansas City Primary Trade Area), the KMBC Area Study, and the KFRM Area Study.

These Area studies which cover 8 a.m. to 6:30 p.m. throughout one week, (KFRM is a daytime station) ending in early October, exclude the larger cities: both Kansas City's (Missouri and Kansas) St. Joseph, Topeka, Salina, Hutchinson and Wichita, surveys for all of which have been made by Conlan.

The KMBC Area Study proves KMBC is the most listened to station (daytime) within an average radius of slightly over 100 miles from Kansas City!

The KFRM Area Study proves KFRM is the most listened to (daytime) station in Kansas within KFRM's half-millivolt contour! (KFRM is a daytime station.)

These graphs illustrate the percentage of total audience of KMBC and KFRM, as determined by the Conlan survey, in comparison to the other leading stations of the area.

There were 73 Kansas, 5 Oklahoma and 4 Nebraska counties included in the KFRM Area Survey, (Wichita, Salina, Hutchinson excluded) with a population of 1,011,750; all within KFRM's half-millivolt contour.

In the KMBC Area Survey there were 61 counties, (Kansas City, Mo., Kansas City, Kansas, St. Joseph, Topeka excluded) all within KMBC's half-millivolt daytime contour.

In the KMBC-KFRM Area Survey for the Kansas City Primary Trade area, as defined by Dr. W. D. Bryant, now research director for the 10th Federal Reserve District, there were 135 counties, with a total population of 2,099,531; all counties being within the half-millivolt daytime contours of KMBC-KFRM. (Metropolitan areas named were excluded.)

Only The KMBC-KFRM Team delivers complete coverage of the great Kansas City Trade area! The KMBC-KFRM Team provides the most economical circulation an advertiser can buy to cover this huge, important trade area.
Janus Did It Naturally...

This is January—traditional time to do what Janus could do simultaneously—that is: review our 1948 progress and look forward to our 1949 plans for making our network an even better advertising medium. With a word about radio’s responsibility to the listener.

by Edgar Kobak
President, Mutual Broadcasting System

Reviewing our network development during the past year, we find we’ve made good headway in facilities; and today, advertisers find Mutual an all-round network—strong not only in “one-station” markets (where the only station is Mutual’s) but also strong in the Metropolitan areas which account for over 20,700,000 radio homes. (Radio Families, U.S.A., 1949)

Here are some pertinent statistics:

1. Mutual now delivers 136 of the 177 Metropolitan districts. More significantly, we cover 119 (day) and 113 (night) from within—i.e. with a station located in the heart of the market.

2. Mutual has enough power in these markets to do a real job for the advertiser: we cover 73 of them both day and night, and 8 additional markets daytime only—with 1000 watts and over.

3. In the Metropolitan districts alone, 21 Mutual stations completed power increases or have CP’s for more power. In 8 other markets, Mutual increased power through switches in affiliates.

4. Outside of the Metropolitan districts, Mutual added 60 stations during 1948; of these, 41 are in markets having no other station or network station.

5. Power increases in cities outside the Metropolitan districts were completed and CP’s granted for 32 additional stations.

6. Today, Mutual has more stations of 1000-watts and over than any other network. The significance is that total power is less important than distribution of power—that Mutual wastes no power in overlap but applies it all in markets where power is vital.

In 1949, we plan even greater effort on Programming. For weeks now, our Program and Sales people have been working on fundamental changes in our programming philosophy and its practical application. The goal is—better programs, more listenable sequences, more listeners for our stations and better value for our advertisers.

Most noteworthy change is the planned move of the Gabriel Heatter show from its 9 o’clock evening Monday-Friday strip (long a Mutual tradition) into the 7:30 spot. We believe this earlier hour is better suited to Mr. Heatter’s commentary, and should bring him a larger audience. Moreover, it makes it possible for Mutual to program from 8:00 p.m. on in sequences.

Here’s an example: the Monday evening line-up will start out strong with “Straight Arrow” the new show sponsored by National Biscuit Company; the celebrated “Sherlock Holmes” sponsored by Clipper Craft Clothes and formerly heard on Sunday; and “The Casebook of Gregory Hood.” We hope through sequence programming to be able to duplicate in the evenings the leadership in listening which Mutual has long enjoyed on Sunday afternoon and early Sunday evening with such constant top-raters as Juvenile Jury (General Foods), House of Mystery (General Foods), True Detective Mysteries (Oh Henry Candy Bars), The Shadow (Blue Coal), Quick As A Flash (Helbro’s Watch), Roy Rogers (Quaker Oats) and Nick Carter (Cudahy).

But move on this as the picture unfolds. And now a word about our industry’s responsibility to our boss—the listener.

We read in the trade press that “lack of sentiment for the NAB Code may cause its abandonment.” Our own attitude toward the Code has, I think, been unmistakable since the beginning. We are for it—just as strongly as we are for the principles which dictated its adoption.

Whether or not our industry adopts the Code as presently written is not, to our way of thinking, too important; what we do think is fundamental is that broadcasters should be fully alive to their responsibilities and to the principles which underlie the Code. If they are guided by these principles and really live up to them—the details can still be worked out to the satisfaction of everybody, not forgetting the listener.

There is no doubt in our mind that this, of all years, is a poor time for radio to continue the kind of programming which leaves it open to criticism from the listener. Because we believe that 1949 will see further rapid expansion in television, and radio will have to be on its best behavior, will have to deliver its best in programming, if it is to hold its own and make further progress.