Today's the day...
Washington's Eye On The World
GOES ON THE AIR
CHANNEL 9

WOIC
CBS-MBS Television Networks
WASHINGTON, D.C.

...and another great
MUTUAL TV Station...
WOR-TV
will be on the air as soon as the television antenna tower is completed.
NEW YORK...CHANNEL 9...
Tough luck, Junior... just shows how important both size and coverage can be. But down Texas way two frequencies permit you to select the market which best fits your budget... 570 for local penetration... 820 for broader area coverage. Both are coupled with top talent in programming and the most modern engineering and transcription facilities on WFAA.

Represented Nationally by
EDWARD PETRY AND COMPANY

By Order of FCC, WFAA Shares Time on Both Frequencies
NOW!

Day and night, a 600% increase in the number of people in our area of consistent, perfect reception:

50,000 WATTS*

THROUGHOUT all OF GREATER MIAMI

*50,000 day, 10,000 night

Represented by KATZ

COLUMBIA BROADCASTING SYSTEM
MIAMI, FLORIDA

FLORIDA'S FIRST AND ONLY 50 KW STATION!
Closed Circuit

McCANN-ERICKSON scheduled to move its entire Chicago television department, headed by Bill Vance, to New York. Radio Director Ken Craig remains in Chicago to handle television aspects. SIGNS of belt-tightening becoming more evident among networks. In addition to ABC accent on economy promised upon television cost, MBS is functioning on basis of minimum personnel replacements, with remaining staff to absorb additional load. In recent weeks two station relations field men have left, without replacements.

BARE BONES operation of BMB (see story page 23, editorial page 40) expected to mean stripping of staff down to that which actually will conduct second survey in March. presumed also that substantial portion of headquaters suite in New York will be relinquished.

FIREMAN in new BMB crisis was NAB President Justin Miller, whose plan to save tripartite research project was ratified. Barebones operation, he felt, would guard present investment of stations in second survey and BMB hopes new setup will bring back into fold many subscribers.

INTERNATIONAL HARVESTER Co. will move Harvest of Stars, now heard on CBS Wednesdays 9:30-10 p.m., to NBC in Sunday afternoon time unspecified. Contract to be signed this week.

WHETHER by happenstance or good timing, there's significance in practically simultaneous actions involving clear channels. Last week Chairman-designate Edwin C. Johnson of Senate Interstate Commerce Committee reintroduced bill (S-491) putting 50 kw lid on clear channels with provision which would not preclude duplication. Word also went out last week for Jan. 20 meeting of non-clear channel broadcasters to be held in Chicago at call of Ed Craney, Montana station owner who has led fight against clear (see page 46).

PEPSODENT DIVISION of Lever Brothers Co. (Raive Home Permanent Kit), through its agency, J. Walter Thompson, Chicago, currently looking for daytime network program to introduce kit (see story, page 22).

WHOLE QUESTION of AFM relationship to television expected to gain full attention looking toward settling most issues as soon as President Petrillo is free of Presidential Inaugural ceremony planning and can again concentrate on other matters.

RATHER widespread reports last week that sale of ABC to Twentieth Century-Fox had been revived were promptly dismissed at ABC headquarters with comment that Edward J. Noble, board chairman and principal stockholder.

Brewery TV • Edelbrew Brewery, Brooklyn, plans to sponsor 10:30-10:45 a.m. portion of ABC's Bowling Headlines on four stations; eastern TV network Sunday nights. Sponsorship to be on WJZ-TV New York, WFLD-TV Chicago, WMAL-TV Washington, WJZ-TV Baltimore, on 52-week contract. Show carried on full eastern network 10-11 p.m., sustaining until Edelbew signed. Agency, Gordon & Mattern, New York.

Bakery Campaign • Langendorf United Bakers, San Francisco, appoints Blow Co., that city, to handle annual $800,000 advertising campaign. Les Hannah, agency's San Francisco manager, will supervise. Use of radio undetermined at present.

Ratner Will Take Leave to Write Industry Script

VICTOR RATNER, CBS vice president, will take leave of absence to write script for All-Radio Promotion movie, he told industry committee meeting in New York Friday. Inability of five writers who have worked on project so far to produce acceptable script prompted Mr. Ratner to undertake job personally.

Maurice Mitchell, NAB director of broadcast advertising, pointed out need for organized accounting system to handle funds contributed to All-Radio promotion and said he would set up such system. Gordon Gray, WIP Philadelphia, chairman of committee; Lewis H. Avery of Avery-Knodel, and Mr. Ratner will appear before February meeting of NAB board to plump for industry support of promotion campaign.

NBC reported it had completed research on original contents analysis, which will be turned over to Mr. Ratner for incorporation in script. Committee also laid plans for aggressive campaign within next four weeks increase present total of 400 subscribers.

Members present included besides Mr. Ratner, and Mr. Gray, WIP Philadelphia (chairman); W. B. McGill, Westinhouse Radio Stations Inc.; Will Balthin, TBA; Irv Kenway, ABC; Roy Porteous, NBC; William Ensleg, Translat Radio; Ralph Weil, WOV New York; Mr. Mitchell; Lewis H. Avery, Avery-Knodel.

B&B Auditions for Nam

BENTON & BOYLES, New York, preparing and auditioning musical program for Colgate-Palmolive-Peet Co. as vice president Feb. 15. He resigned recently as Lever Bros. vice president-director. Appointment announced by E. H. Little, C-F-P president.

Upcoming

Jan. 20-22: CBC board meeting, Montreal.

(Other Upcomings on page 36)

Bullets

CHICAGO CUBS will levy $5,000 service charge against Chicago TV stations carrying 1949 home games. This doesn't mean owner P. K. Wrigley's enthusiasm for television has dampened, it was stated. Understanding reached with officials of all TV stations that cost of empty camera platforms etc. and loss of seats behind structures worth $5,000 to ball club.

WNBT (TV) New York moving daily sign-on time from 5:30 p.m. to 6 p.m., starting Feb. 1. New afternoon programs to include half-hour physical culture program, woman's club participation show and story-teller for children.

CBS to Name Hausman

LOUIS HAUSMAN, CBS associate director of advertising and sales promotion, slated to be promoted to director soon.

CBS Buying Benny Firm on Installment Basis

CBS acquired Jack Benny's Amusement Enterprises Inc. on installment payment plan, network reported to Securities & Exchange Commission. Summary of transaction showed CBS bought 3,500 shares of Benny corporation, and Columbia Records Inc., wholly owned CBS subsidiary, bought remainder—1,500 shares. Payments are in cash, approximately 22.12% Dec. 30, 1948, 10% balance Jan. 3, 1949, remaining in two equal installments, Jan. 2, 1950 and Jan. 2, 1951. CBS reported to have all voting power of Amusement Enterprises by owning 70% and by having 100% voting power of stock of Columbia Records.

Business Briefly

Highlights This Issue

(Continued on page 78)
You want programs that make sales? Fine! That's just what we have for you at WOWO.

Take the ABE ANDREWS SHOW. At 1:15 Sundays, Abe talks about sports, hunting, fishing, the outdoors in general. Since 1945, this show has been making sales aplenty for the Schlatter Hardware Company. Moreover, it has won an Ohio State Award for educational programs, and a Billboard Award for local programming. Healthy sales-increase prompted the sponsor to write, in part: "We all like the way Abe sells our merchandise with his friendly, human manner."

Just one testimonial, Mr. Advertiser, but there are plenty more where this came from. Shoot at your product-sales target in WOWO's 59-county BMB area by checking Free & Peters for availabilities.
WE HATE TO BRAG

But

Our leadership in Flint is not an accident

- You buy a lot more than broadcast time, when you buy WFDF! Your WFDF radio dollars also get thousands of impacts for your clients' trade names which are plugged via this pioneer station's year 'round' merchandising and promotion activities. Here's the line up and don't forget, it PAYS to follow the leader!

WFDF Does the Most Comprehensive, Intensive Merchandising and Promotion Job of Any Station in the Flint Area:

- Display newspaper ads
- Movie trailers
- Taxi posters
- Bus cards inside of all buses
- Posters on outside of Valley Coach Line buses
- Juke box inserts
- Courtesy announcements
- Publicity stories
- Letters to the trade
- Personal calls on the trade

910 Kilocycles

WFDF

FLINT

MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

Page 6 • January 17, 1949
Nevada, New York and North Dakota have highest per capita incomes... as shown by this state-by-state breakdown of the average income per person.

The RICHEST Farm States... Are Reached By KFYR

KFYR’s “front yard” -- North Dakota -- has the highest per capita income of any farm state in America... a fat $1,678! And... average per capita income within KFYR’s ½ millivolt line is a top $1,465.50... as against $1407 for station “A” and $1320.60 for station “B”.

That’s because KFYR’s signal gets out farther -- and clearer -- to cover MORE of the North Central states’ richest farm areas.

KFYR 550 KC 5000 WATTS
NBC AFFILIATE
REP. JOHN BLAIR
BISMARCK, NO. DAKOTA
The first television station in the Mid-South...

With pardonable pride we point to the fine television job WMCT is doing for its clients. One good reason: A staff of sixty working with the finest equipment available. WMCT is completely staffed, completely equipped for any assignment. For instance, our new RCA Mobile Unit complete with Micro-wave relay...

Or take our studio and transmitting equipment—all RCA—the finest money can buy! Movie equipment is Bell & Howell, Eastman, and Auricon for sound with movies; Houston rapid film processor, and Bell & Howell printer, with a complete staff of production specialists to get the job done.

In addition to one studio 28 by 34 feet, WMCT has a spacious auditorium seating 1,050 people with dressing rooms, scenery storage—the works! Our program library is replete with up-to-the-minute program material, and we are completely equipped to handle coverage of local events.

What about sets? Are people buying them? You bet they are! The question is: How long will suppliers be able to meet the demand? We tell you all this, because it may be that you are one of the aggressive advertisers who capitalize on the terrific impact of a new medium in the $2,000,000,000 Memphis market.

WMCT
National Representative
The Branham Company

Owned and operated by the Commercial Appeal

CHANNEL 4 • MEMPHIS

AFFILIATED WITH NBC CBS DUMONT

Page 8 • January 17, 1949
Jamison feels like a new man...

And why not?...we just hired him.

Mr. Jamison could be almost any Weed and Company representative. He came into our life well recommended. And he looks to us like the sort of alert, hard working expert who will fit right into our organization, where we’re doing more business for all of our clients than ever before in our successful radio history.

Like all the other Jamisons here at Weed and Company, he has an instinctive and highly professional grasp of any broadcasting problem that comes his way, whether it’s ... an advertiser’s problem ... a broadcaster’s problem ... a radio problem or ... a television problem.

Above all—Jamison realizes that the basic commodity he has to sell is service in an intricate and highly specialized field of advertising. He provides it honestly and expertly... and the results are already beginning to show in good black figures.

Like all successful men, Mr. Jamison feels good about his business...and Weed and Company feels good about Mr. Jamison. For...you see... Mr. Jamison could be any one of us.

Weed and Company
radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

January 17, 1949 • Page 9
WFBC’s MARKET IS 853,700 PEOPLE

1st in SOUTH CAROLINA

Greenville's rich Piedmont market is first in S. C. in employment, income and sales.

WFBC is Greenville's ONLY AM station operating on 5000 watts day and night.

MAXWELL HOUSE COFFEE DIVISION of General Foods Corp., New York, signed a five year contract with 15-week renewals for sponsorship of Lamb's Gambols on WNYF and six other East Coast NBC TV stations, Sundays, 8:30-9 p.m., effective Feb. 27. Agency: Benton & Bowles, New York.


NUFFIELD Organization, Cowley, England (low-cost automobiles), appoints Dorland Inc., New York, to handle United States advertising for its Morris Cars. Television will be used.

LANGENDORF UNITED BAKERIES, San Francisco, appoints The Blow Co., same city, to handle advertising for Langendorf bread and cake. Langendorf uses radio.

BOSTON EDISON Co., Boston, appoints John C. Dowd Inc., same city, to handle advertising. Radio will be used.

TREE SWEET Products Co., Santa Ana, Calif. (Tree Sweet canned juices) appoints BBDO, Los Angeles, to handle advertising, effective Feb. 1.

THE SULFUR-8 CHEMICAL Co., Brooklyn, N. Y. (Sulfur-8 hair and scalp preparations), appoints W. B. Doner & Co., New York, to handle advertising. Radio will be used.


LENNOX FURNACE Co., Marshalltown, Iowa, is completing media schedules with representatives from its agency, Henri, Hurst & McDonald, Chicago. Spot radio probably will be used nationally in special campaigns.

AD FRIED Adv., Oakland, Calif., appointed for three new accounts: Model Airplane Motors Co., Berkeley, launching national campaign; Television Distributors, Oakland, and Television Enterprises, Oakland, both planning use of radio in area.

Network Accounts • • •


ALLEN B. DU MONT Labs, Receiver Sales Division, to sponsor Gus Edwards Schooldays, Tues., 5-5:30 p.m., starting Jan. 18, and Your Magic Window, variety show, Thurs., 9-9:30 p.m., starting Jan. 18, on DuMont TV network. Agency: Geyer, Newell & Ganger, New York.

GENERAL ELECTRIC Co., Schenectady, N. Y., was scheduled to sponsor Eddie Me Thru on CBS TV network, starting Jan. 16 from 8:30-9 p.m. Film quiz was premiered last Nov. 14 on WCBS-TV New York.


Adpeople • • •

LEE H. BRISTOL, executive vice president of Bristol-Myers Co., New York, elected president of firm succeeding his brother, HENRY P. BRISTOL, who becomes chairman of the board. DR. DELMAS K. KITCHEN, director of medical division, appointed a vice president, and FRANKLIN H. HININS and GUSTAVE A. JAGER elected assistant vice presidents of the company.

E. S. MCKAY appointed advertising and sales promotion manager of General Electric Co.'s Air Conditioning Dept., Bloomfield, N. J.
YOU MIGHT BAG A 916-POUND GRIZZLY BEAR*—

BUT . . .

YOU WON'T HIT ANYTHING IN WESTERN MICHIGAN WITHOUT WKZO - WJEF!

Yes, it is impossible to reach Western Michigan consistently via stations outside of Western Michigan.

It may look easy on the map, but there's a catch. Maps don't show that Western Michigan is literally hemmed in by a wall of fading. This wall really prevents effective reception of even the most powerful "outside" stations.

So to get anything big in this area, you've got to use "inside" stations. WKZO, Kalamazoo, and WJEF, Grand Rapids, offer you the perfect answer because: (1) BMB audience figures will convince you of our outstanding rural coverage; (2) You can project our ratings in Kalamazoo and Grand Rapids to the number of radio homes in these two cities and discover that WKZO-WJEF have nearly 23% more listeners in Kalamazoo and Grand Rapids than the next-best two-station combination. What's more, our combination rate is 30% less!

Talk it over with us, or with Avery-Knodel, Inc.!

* Arthur Young killed a 916-pound grizzly bear in Yellowstone National Park.

WKZO
first in Kalamazoo and greater Western Michigan (CBS)

WJEF
first in Grand Rapids and Kent County (CBS)

both owned and operated by

FETZER BROADCASTING COMPANY

avery-knodel, inc., exclusive national representatives
Veteran Reader

EDITOR, BROADCASTING:

I have been a reader of BROADCASTING for a great many years and have always found it to be not only an accurate and reliable source of news, but also an extremely well-written and interesting publication.

William H. Kearns
Ted Bates & Co.
New York

Talking People

EDITOR, BROADCASTING:

I read the story title "The Talking People" on page 35 of your (Jan. 1) issue crediting Meredith Wilson with this gimmick.

I would like to go on record and say that Bill Spire, currently with Sullivan, Stauffer, Colwell & Bayles, and myself, when I was radio director for Consolidated Radio Artists in 1938, used this device successfully in producing 26 spot announcements for the Vick Chemical Co. However, we used 16 voices speaking and singing in unison.

William von Zele
William von Zele & Co.
New York

For the Farm Public

EDITOR, BROADCASTING:

For two years now we have been broadcasting daily programs for twelve Oklahoma stations and one Texas station, all of them farm and home features in the interest of the farm public of the Southwest. These stations pay their own line charges to the campus of Oklahoma A & M College and we do the rest. To us it is a matter of utilizing the millions of dollars worth of radio equipment and air time gladly offered to us by the stations in helping us provide a needed service for our mutual interests.

The radio stations are WKY Oklahoma City, ROMA Oklahoma City, KVQO Tulsa, KRCD Enid, KTOK Oklahoma City, KSWO Lawton, KWSO Ardmore, KGFF Shawnee, KADA Ads, KTMC McAlester, KBIX Muskogee, KSPI Stillwater, and KWFT Wichita Falls, Tex.

Burnie Arnold
Extension Radio Specialist
Cooperative Extension Work in Agriculture and Home Economics
Stillwater, Okla.

Gordon Gray Again

EDITOR, BROADCASTING:

In reading letter captioned "Blue Over Gray," Jan. 3 OPEN MIKE, I wonder that you don't have more trouble with the "Gordon Gray problem."

The two gentlemen pictured as "Gordon Gray" are only two of the several in radio by the same name. I can't accuse the men in question of adopting the name for "air purposes," since they are neither one in the performance end of radio, but the abundance of Gordon Grays is rather suspicious. I might add that the name appears on my birth certificate.

Do you suppose we might start an organization known as "The Gordon Grays of Radio"?

Gordon Gray
KECK Odessa, Tex.

P.S.—This Gordon Gray is on the news staff at KECK.

Radio vs. Television

EDITOR, BROADCASTING:

As a high school student about to begin a career in broadcasting, I would like to express my views on the current radio vs. television problem.

Today, TV is at best only a supplement to the established radio features, although the miracle of video and heavy financial set investment tends to make the owner forget radio in the evening hours.

I feel that, after the novelty of TV wears off, the listener-viewer will seek good entertainment whether on radio or TV. In order to hold its audience, television will have to improve its present program schedule, bringing its entertainment standard up to the present level maintained by radio.

Eventually, radio comedy, audience-participation, interview, and sports programs will become standard TV fare, but it is obvious that they are suited for that medium.

Now, what is left for radio? The discriminating future listener will be equipped with AM, FM, and TV, and we must likely

(Continued on page 14)
Growing markets are attractive places in which to spend advertising dollars, especially now when every advertising dollar must do its capacity job. That's one reason why discriminating advertisers are concentrating on Southwestern markets. No other section of the United States can show, month after month, the increases which are regularly setting new records in Tulsa and in other Southwestern markets. Check the Federal Reserve, Department of Commerce, or your own sales figures for the Southwest and you'll see why this area continues to be the best place for 1949 advertising concentration!

In 1949 take full advantage of booming markets by using Oklahoma's Greatest Station, KVOO, whose 50,000 watts and long established, faithful audience is an unbeatable combination to get maximum sales results in the Southwest.
Open Mike
(Continued from page 12)
prefer FM to AM. In the years to come AM and FM must specialize in quality features for the discriminating listener (opera, symphony, semi-classic, show, and popular music, news, comment, discussion, etc.), much as FM is now doing in contrast to radio.
A keen spirit of competition will exist, creating a healthy situation for broadcasting.
William H. Traphagen Jr.
45 Rugby Road
Cedar Grove, N. J.

Touche, Monsieur
EDITOR: Broadcasting:
... Mr. Zimmer, the man who never attended an FM convention, as far as Mr. Ware knew, had breakfast with the president of FMA, at the last FMA convention in Chicago on the very morning that he was made president...
Graeme Zimmer
Radio Director
WSI Columbus, Ind.
Editor's Note: Mr. Zimmer is referring to alleged allegations made during the recent internal FMA rumpus (BROADCASTING, Jan. 3).

Offers Suggestions
EDITOR, Broadcasting:
... I would like to suggest that you include in your so-called "FCC Box Score" each week the names of the TV stations taking the air in that week, thus enabling your readers to keep basic station lists up-to-date.
You could do the same thing for AM and FM stations, thereby explaining all the changes in figures which appear in the "FCC Box Score."
There is no reason, either, why network affiliations could not be handled in the same manner—or at least I see none.
I believe this procedure, since it would necessitate only a very small additional amount of space, would solve the problem. You often use much more space in separate stories for these items.
William D. Laudeman
857 W. 6th St.
New York City
P. S. Publication of the "FCC Monthly Report" also is very helpful to anyone wishing to keep station lists up-to-date. Let's hope you continue this feature, too. And while I'm at it, let me also congratulate... for the many helpful changes in format which have helped to make Broadcasting more and more valuable [and]... so improve a magazine which already was the leader in its field.

Portable Recorders
EDITOR, Broadcasting:
Since your magazine printed the request of Mr. Warren Ashton regarding portable recording equipment, I thought your readers would like to know of our experience.
We have a specially constructed tape recorder which is acceptable to our standards for broadcasting, and it has proven extremely successful. It is packed in a suitcase...
In the past weeks, we have recorded five different chorals groups consisting of approximately 150 persons in each group. The results of each were very gratifying. We also record five Good Store Quiz programs each week and numerous interviews, etc.
Our experience with wire recorders has not been the best...
Elmer G. Muschany
Production Manager
KXOK St. Louis.

Help in Planning
EDITOR, Broadcasting:
... I have received my new subscriptions to Broadcasting, and can see that you too have made big plans for the year 1949. I am especially interested in the feature stories on the 1948 highlights of the networks and the 1949 outlook. For a younger starting in the management field, these little gems of wisdom and fine pieces of reporting certainly help a lot in future planning...
Robert J. Williamson Jr.
Manager
WMIX Middleboro, Ky.

WCNX Signs Four
EDITOR, Broadcasting:
WCNX went on the air Dec. 12, 1948, and my brother Bill and myself are managing directors. Of course that means that since Aug. 4 when we received our CP from the FCC we've actually been ditch diggers on radials, carpenters, plumbers and janitors.
We're proud of one thing, however, in the city of Middletown there are five banks and we have signed four of them to 52-week contracts. Four out of five—and we expect the fifth next week.
Richard J. O'Brien
Managing Director
WCNX Middletown, Conn.

FIRST FACT FOR 1949
WSIX covers the Nashville Market Area

... and it's a market worth your intense sales coverage. 1,321,400 people spent $654,888,000 last year in retail stores. Let WSIX help make your sales effort a success in its 60 BMB counties—the Nashville retail market area plus! No wonder so many sponsors count on WSIX year after year for results!

BSIX gives you all three: MARKET, COVERAGE, ECONOMY
Wintertime Is Listening Time in WWVA's Prosperous Farm Market

There are 1,919,351 people on the 446,639 farm homes in the WWVA coverage area; an area that includes basically Eastern Ohio, Western Pennsylvania, Virginia and West Virginia—that spreads into Kentucky, Maine, Maryland, New York, North Carolina, Tennessee and Vermont.

These WWVA farms produce nearly a Billion Dollars worth of farm products annually.

In these Winter months—in the hiatus between the Fall harvesting and the Spring planting—these WWVA farm people have more time for listening . . . and for buying. WWVA's locally produced programs are designed to attract and hold them as WWVA listeners. Mail surveys prove that they do listen to WWVA and buy WWVA-advertised products.

*Ask an Edward Petry man how you can reach this WWVA farm audience effectively and economically*

WRITE NOW FOR YOUR FREE COPY

WWVA FARM AUDIENCE REPORT

50,000 WATTS • CBS • WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

National Sales Headquarters: 527 Lexington Ave., New York City
Feature of the Week

THE SWING at WHB Kansas City, Mo., is over toward pulchritude. The problem is to keep the station's symbolic rope pendulum filled with beauty to attract the advertising eye. But in the WHB Swing Girl Sorority the swing is constantly to marital bliss.

Eye-catching WHB "Swing Girls" appear on the traditional rope swing in a breezy costume in all the station's trade paper advertisements, and are also being utilized in direct mail promotion. These have been four "Swing Girls" since 1945, when WHB adopted its new slogan, "The Swing Is to WHB in Kansas City."

With the dawn of 1949, the score to date is three "Swing Girls," well married, and two of them mothers. The mothers are Mrs. Charles Phillips and Mrs. William Gilbert Jr., the first two members of the exclusive sorority. The 1948 "Swing Girl," Mary Gibbs, after one starring movie for an independent producer, returned to Kansas City and cried for a husband.

Now WHB is trying to devise a plan to keep Vera Ralston of Wichita, Kan., model for the 1949 series, out of Cupid's clutches. She

(Continued on page 68)

On All Accounts

ONE of broadcasting's own is the producer of the effective public relations recruiting transcriptions which have been made available to stations since early 1947 by the Naval Air Reserve Training Command.

Lieut. Commdr. Walter H. Kimmell, director of radio at NARTC headquarters in Glenview, III., is the same "Walt" Kimmell who served with distinction as announcee-producer-program director-promotional manager of several southwest stations before the war. Know-how gained on KOKA Oklahoma City, KGKO Fort Worth, KFDM Beaumont, KFPA Amarillo, and KWPT Wichita Falls, Tex., his hometown, enabled him to produce last year (1948) a series of 26 weekly quarter-hour open-end shows which was used by 545 stations in the United States, as well as outlets in Honolulu, Alaska, and Panama.

Now another 26-week package is in the works and with a $35,000 budget from the Navy, compared with $200,000 last year. Commdr. Kimmell expects the series to be aired by 1,000 stations.

Selling the Navy on building its air reserve membership through radio was an exclusive Kimmell project. In the spring of 1947, Walt sounded out 550 station managers, within a reasonable distance of the Command's 21 air stations, as to their interest in an NARTC show. A total of 286 said they would carry such a program. The heavy response helped the commander convince his superiors that radio was the answer to their recruiting problems.

They authorized a transcribed spot campaign featuring a then-unknown mixed quartet singing a jingle about how the air reserve could be a "Hobby With a Future." Three hundred and twenty stations took the spots. Commdr. Kimmell wrote the jingle, which helped make the quintet famous.

Today, they are the "Honey Dreamers," heard and seen on ABC's radio and television stations. Next production was six five-minute shows again featuring the Honey Dreamers with the Mel Henke instrumental trio added. Tommy Bartlett, of ABC's Welcome Travelers, was m.c. of the series, aired on 280 stations.

"Reason we made only six shows was because there was just enough money available to do one double-faced disc," the commander recalls.

(Continued on page 64)
KRNT!
The Station With The Fabulous PERSONALITIES and Astronomical HOOPERS!
Consistently Among the Nation's Top 20 Rated Stations

ASK A KATZ MAN ABOUT DES MOINES and KRNT — The Register and Tribune Station
"A Leader In The Nation The Leader In Des Moines!"

This Terrific Team of Air Salesmen Will Sell for You in a Market Rich, Ripe, Ready!
### Table I

#### Growth in Number of TV Advertisers

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### Table II

#### Advertisers by Market Area

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<th>Network Accounts</th>
<th>Selective Accounts</th>
<th>Local-Retail Accounts</th>
<th>Total Accounts</th>
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<td>8</td>
<td>20</td>
<td>1</td>
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<td>Baltimore WBAL-TV, WMAR-TV, WAAM</td>
<td>55</td>
<td>71</td>
<td>106</td>
<td>-1</td>
</tr>
<tr>
<td>Boston WGBH-TV, WMAC-TV</td>
<td>22</td>
<td>18</td>
<td>11</td>
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</tr>
<tr>
<td>Chicago WBBM-TV, WTAI-TV</td>
<td>22</td>
<td>18</td>
<td>41</td>
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<tr>
<td>Cleveland WJW</td>
<td>4</td>
<td>12</td>
<td>19</td>
<td>2</td>
</tr>
<tr>
<td>Detroit WJW-TV, WXYZ-TV, WJMK-TV</td>
<td>31</td>
<td>23</td>
<td>45</td>
<td>-6</td>
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<tr>
<td>Ft. Lauderdale WFLA-TV</td>
<td>28</td>
<td>32</td>
<td>52</td>
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<tr>
<td>Los Angeles KHJ-TV, KTLA, KTSU</td>
<td>6</td>
<td>8</td>
<td>12</td>
<td>0</td>
</tr>
<tr>
<td>Milwaukee WTMV-TV</td>
<td>28</td>
<td>5</td>
<td>34</td>
<td>1</td>
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<tr>
<td>Minneapolis-St. Paul KSTP-TV</td>
<td>16</td>
<td>8</td>
<td>24</td>
<td>0</td>
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<tr>
<td>New Haven WNHC-TV</td>
<td>6</td>
<td>14</td>
<td>22</td>
<td>-1</td>
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<tr>
<td>New York WABD, WATV, WCBS-TV, WJZ-TV, WNBX, WPIX</td>
<td>37</td>
<td>82</td>
<td>119</td>
<td>-18</td>
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<tr>
<td>Philadelphia WCAU-TV, WHTF-TV, WPTZ</td>
<td>34</td>
<td>43</td>
<td>46</td>
<td>0</td>
</tr>
<tr>
<td>Richmond WFXR</td>
<td>4</td>
<td>9</td>
<td>13</td>
<td>-2</td>
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<tr>
<td>St. Louis KSDK-TV</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Salt Lake City KDSK-TV</td>
<td>4</td>
<td>10</td>
<td>14</td>
<td>0</td>
</tr>
<tr>
<td>Seattle KSTC-TV</td>
<td>3</td>
<td>7</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td>Telesle WSB-TV, WPM</td>
<td>19</td>
<td>18</td>
<td>37</td>
<td>2</td>
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<tr>
<td>Washington WMBTV, WNSW, WITG</td>
<td>55</td>
<td>26</td>
<td>33</td>
<td>96</td>
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</table>

### Table III

#### Newly Active Accounts by Markets

<table>
<thead>
<tr>
<th>Network Accounts</th>
<th>Selective Accounts</th>
<th>Local-Retail Accounts</th>
<th>Total Accounts</th>
<th>Goal or (Loss)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>3</td>
<td>6</td>
<td>9</td>
<td>1</td>
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<tr>
<td>Baltimore</td>
<td>18</td>
<td>3</td>
<td>21</td>
<td>1</td>
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<tr>
<td>Boston</td>
<td>4</td>
<td>12</td>
<td>16</td>
<td>1</td>
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<tr>
<td>Chicago</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Cleveland</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Detroit</td>
<td>11</td>
<td>2</td>
<td>12</td>
<td>0</td>
</tr>
<tr>
<td>Ft. Wayne-Dallas</td>
<td>6</td>
<td>8</td>
<td>14</td>
<td>0</td>
</tr>
<tr>
<td>Houston</td>
<td>3</td>
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<td>15</td>
<td>0</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>4</td>
<td>7</td>
<td>11</td>
<td>0</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>1</td>
<td>3</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>New Haven</td>
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<td>0</td>
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<tr>
<td>New Orleans</td>
<td>3</td>
<td>6</td>
<td>9</td>
<td>0</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>2</td>
<td>5</td>
<td>7</td>
<td>0</td>
</tr>
<tr>
<td>Richmond</td>
<td>2</td>
<td>2</td>
<td>4</td>
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<tr>
<td>St. Louis</td>
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<td>3</td>
<td>0</td>
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<td>Springfield</td>
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<tr>
<td>Toledo</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>0</td>
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</table>

### Table IV

#### TV Advertisers by Product Groups

<table>
<thead>
<tr>
<th>Network Accounts</th>
<th>Spot Accounts</th>
<th>Total Accounts</th>
<th>Goal or (Loss)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>3</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Apparel</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Automotive</td>
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<td>6</td>
<td>9</td>
</tr>
<tr>
<td>Automotive</td>
<td>4</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>Building Materials</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Confectionary</td>
<td>2</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>3</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>2</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Food &amp; Prod.</td>
<td>2</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Food &amp; Prod.</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Horticulture</td>
<td>3</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Housewives' Needs &amp; Supplies</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Insurance</td>
<td>5</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>Jewelry</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Office Equipment &amp; Stationary</td>
<td>2</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Radios</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Radio</td>
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<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Smoking Materials</td>
<td>2</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Sports, Chips &amp; Pullets,</td>
<td>2</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Sporting Goods &amp; Toys</td>
<td>3</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Transportation, Travel &amp; Resorts</td>
<td>3</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>TOTAL</td>
<td>37</td>
<td>211</td>
<td>248</td>
</tr>
<tr>
<td>DIFFERENCE</td>
<td>37</td>
<td>211</td>
<td>248</td>
</tr>
</tbody>
</table>

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**864,000 TVs**

**NBC Releases Set Data**

A TOTAl of 864,000 TV sets were installed (and presumably in use) in this country as of Dec. 1, according to data released last week by NBC’s research department. City-by-city breakdown follows:

**CITY** | **TV Sets INSTALLED**
---|---
New York | 370,000
Baltimore | 90,000
Boston | 35,000
Philadelphia | 33,000
Richmond | 26,000
Washington | 24,000
Buffalo | 8,000
Chicago | 6,300
Cleveland | 18,300
Detroit | 32,000
Milwaukee | 11,300
St. Louis | 14,300
Tulsa | 4,500
Albuquerque | 700
Atlanta | 4,200
Cincinnati | 10,000
Dallas | 7,000
Louisville | 2,300
Memphis | 1,000
Minneapolis-St. Paul | 5,300
Salt Lake City | 1,500
Seattle | 1,500
Los Angeles | 68,000
New Haven | 13,000
Syracuse | 7,000
Dayton | 1,000
St. Louis | 3,500
Indianapolis | 250
New Orleans | 220
Pittsburgh | 2,500
Providence | 2,500
San Diego | 250
San Francisco | 1,500
Others | 5,900

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**SET FIGURES, reported to BROADCASTING during the past week:**

- **Milwaukee**—14,187 as of Jan. 1, reported by WMJS-TV Milwaukee.
- **Chicago** (within 25 miles radius) —57,383 as of Nov. 30, 1948, reported by Electric Assn. of Chicago.
- **Buffalo**—10,774 as of Dec. 31, 1948, reported by Buffalo Niagara Electric Co.
MORE THAN SENSATIONAL!!
ONLY SLIGHTLY LESS THAN COLOSSAL—

The Woody Willow Show has taken Atlanta by Storm.

WOODY WILLOW FAN CLUB
CHARTER MEMBER
WSB-TV

AN OFFER OF THIS BUTTON met with an immediate and terrific response—climaxed by 780 LETTERS IN ONE DAY. OVER 2500 EAGER MEMBERS OF THE "WOODY WILLOW FAN CLUB" RECRUITED IN TWO WEEKS, make it a powerful children's program for ANY ADVERTISER. We've RE-ORDERED buttons to meet the urgent testimonial to this unique puppet personality. THE KIDS LOVE WOODY WILLOW. IT'S A SWELL ADVERTISING BET.

SEE YOUR PETRY MAN NOW!

wsb-tv
The Atlanta Journal
ON PEACHTREE STREET

BROADCASTING • Telecasting
January 17, 1949 • Page 19
In some parts of the nation, a radio station can do almost anything—can broadcast in Chinese or Italian—and still be "right" for a lot of people.

It's different in the South. Accurate Know-How is especially important in KWKH's four-state area. Our listeners have definite and fairly uniform preferences. They want their programs to recognize their preferences. KWKH gives them this sort of programming, learned from 23 years of continuous study. Our audience responds by listening to KWKH, and by buying the products we advertise.

We'd be happy to tell you all about KWKH's outstanding rating, and how you can use our Know-How. Ask us—or The Branham Company!
ABC STOCK

By EDWIN H. JAMES

AN ANALYSIS last week of New York Stock Exchange trading in ABC common stock in the past two and a half months disclosed a prevailing buyer's market and recurrent inconsistencies in the week-by-week volume of shares changing hands.

At the same time it was learned that three top executives of ABC had sold large portions of their stock holdings in the company. In December, the company liquidated 51,800 shares. But the ABC stock prices remained firm despite the trio's selling. There are 1,688,017 shares of ABC common stock outstanding.

In the last two months of 1948 the weekly volume of shares traded on the Exchange soared from 6,900 in the first week of October to 87,100 in the last week of the year, with weekly totals between those extremes fluctuating widely.

Yet in the same period the price of stock rose slightly but steadily, a phenomenon usually associated with carefully engineered buying.

Buyers Not Known

The identity of buyers of the stock could not be learned. Stock Exchange and Securities and Exchange Commission rules prohibit disclosure of such information save in the case of Connecticut officers, and ABC officials shed no light on the subject. But the state of the market suggested one or more individuals were engaged in the deliberate maneuver of acquiring a sizeable block of ABC stock.

The existence of a continuing buyer's market in ABC stock prompted speculation—wholly unconfirmed—that Spyros Skouras, president of Twentieth Century-Fox Film Co., may have undertaken acquisition of a voice in ABC by means of stock purchases, following the unsuccessful conclusion of his negotiations to buy the company [BROADCASTING, Dec. 6, 1948].

Mr. Skouras has intimated that his interest in ABC survived the collapse of his negotiations with Edward J. Noble, ABC chairman of the board and majority stock holder. At the time of the original announcement of the failure of the deal, a spokesman for Mr. Skouras was careful to report that the parties were still "on friendly terms."

The sale of stock in December by the three ABC executives was not connected with any negotiations regarding a change in ownership of the company, according to an ABC official, but was caused by purely personal motives.

Those selling stock in December were Mark Woods, president; who sold 30,500 shares and retains only 6,500; Robert E. Kintner, executive vice president, who sold 17,500 shares and now has 16,000 (9,500 more than Mr. Woods); and C. Nicholas Priaulx, vice president and treasurer, who sold 4,000 shares, leaving him 1,000. All three are directors of the company.

A table showing weekly trading in ABC stock, including the high and low prices each week, follows:

<table>
<thead>
<tr>
<th>Week Ended</th>
<th>Total Shares</th>
<th>High</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 18</td>
<td>25,800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov. 19</td>
<td>25,800</td>
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<tr>
<td>Nov. 20</td>
<td>25,800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov. 21</td>
<td>24,900</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov. 22</td>
<td>34,800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov. 23</td>
<td>34,800</td>
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</tr>
<tr>
<td>Nov. 24</td>
<td>34,800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec. 1</td>
<td>22,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec. 2</td>
<td>22,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec. 3</td>
<td>22,000</td>
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<td>Dec. 10</td>
<td>22,000</td>
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<td>Dec. 11</td>
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<tr>
<td>Dec. 12</td>
<td>22,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec. 13</td>
<td>22,000</td>
<td></td>
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</tr>
<tr>
<td>Jan. 7</td>
<td>38,800</td>
<td></td>
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</tr>
<tr>
<td>Jan. 8</td>
<td>38,800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan. 9</td>
<td>38,800</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Both volume and prices were off slightly in the second week of January, according to the pace of daily trading in the first four days of the six-day Stock Exchange week. In the Jan. 8-12 inclusive period a total of 13,600 shares was traded with a high of 9% and a low of 9%.

There seemed to be some correlation between the volume of stock traded on the Exchange and the general circulation of news concerning the Fox-ABC negotiations.

The heavy volume of 54,800 shares occurred in the week that negotiations were known to be in progress, and trading slackened to 30,800 shares in the next week, during which the deal was called off. But negotiations had been abandoned for four weeks when the most active six-day volume occurred—that of 87,100 shares in the last week of December.

Sale Report Unconfirmed

It was presumed, although impossible to confirm, that some of the 51,800 shares sold by Messrs. Woods, Kintner and Priaulx were traded in this week.

The persistently heavy trading throughout the two-month period, however, could not have resulted, it was believed, from scattered and unorganized buying prompted by news of the Fox-ABC negotiations, or, obviously, could it be explained by the liquidation by the three executives.

Similarly, the volume could not be attributed to year-end "tax loss" selling, which characterized the market at this season. The price of ABC stock rose in the period to its highest level so that investors, seeking to take losses for tax purposes, "could not achieve that purpose by unloading ABC stock."

Wall Street observers said it was unlikely that the ABC stock was being bought as a long-term investment, unless by parties desirous of obtaining it in quantity to assure a voice in company affairs. The speculative nature of the stock—from an ordinary investor's point of view—was stressed by these sources.

ABC has paid no dividend since the latest public issuance of the stock last May. Its immediate future, as an investment, is by conservative estimates, not rewarding. ABC, which unlike RCA and Columbia, depends entirely upon revenue from broadcasting, stands to make less profit in the next year because of the cost of television.

An indication that the company itself anticipated a period of high costs of television unaccompanied by commensurate gains in AM broadcasting revenues was seen in its recent reduction of personnel at its New York headquarters and its diversion of budget funds to television.

Although top executives strenuously denied that personnel firings had been general or that substantial money had been withdrawn from AM operations and diverted to television, it was understood that more than a dozen employees were released and that budget requests by some department heads, based on 1948 spending, had been slashed as much as 28%. The money thus withdrawn would be spent on video.

AM OR FM VIDEO?

THE BATTLE of FM vs. AM will be fought out all over again in the visual portion of the upper (UHF) television band.

Already some experimental work on feasibility of using FM for the video signal has been done in the FCC's laboratory at Laurel, Md., employing a signal of approximately 75 mc.

Now the FCC, convinced that further experiments are justified, has proposed that the industry start intensive testing of FM picture signals in the upper band to determine if FM might be superior to AM for visual service.

Consensus of informal engineering views around the FCC seemed to be that Laurel findings, while showing promise for FM picture service, can't possibly be good enough to justify upsetting of the present VHF television band.

Upset Manufacturing

Any thought of such a radical change in present TV standards would rock foundations of the entire manufacturing, station and related TV industries involving billions of dollars in investment, to say nothing of the effect on the million set owners, it was pointed out in industry circles.

Engineers familiar with the Laurel experiments recognize, however, that the FCC has produced results justifying further experiments. This opinion was not unanimous.

The results were discussed at length last week by the NAB Engineering Executive Committee. Appearing at the committee's meeting (see story page 30) were John R. Willoughby, FCC acting chief engineer, and Hart Cowperthwait, acting chief of the FCC Television Broadcasting Section.

According to NAB, Mr. Willoughby said the experiments reveal promise and indicate more freedom from interference if FM is used instead of the present AM video signal. He declared it im-

(Continued on page 58)

About 20% Shifts in Brisk Turnovers

BROADCASTING • Telecasting

Vol. 36, No. 3
Washington, D. C., January 17, 1949
$7.00 A YEAR—25¢ A COPY

January 17, 1949 • Page 21
GM's AUTO SHOW
CBS-TV Net Time Bought

GENERAL MOTORS Corp., Detroit, will sponsor a one-time telecast on the full CBS-TV network from New York, to Chicago, Jan. 24, 9:30 p.m., showing highlights of the company's auto show to be held Jan. 20-27, at New York's Waldorf-Astoria Hotel.

Program, named after the show, "Transportation, Unlimited," will be filmed by Universal International at the press preview Jan. 19 and during the opening days of the show and rush-processed for televising in mid-show week. To expedite production, the musical score will be recorded on film in advance and the picture footage matched with the music. Each car will have its own theme: "In My Merrie Oldsmobile," "Sing, USA in Your Chevrolet," etc., with an unnamed "rich, luxurious theme" for Cadillac. Campbell-Ewald Co., New York, is handling the program.

The Pontiac Motor Division of General Motors Corp. will also sponsor a one-time program on a five-station CBS-TV eastern network, Jan. 21, 8-9:30 p.m. starring Dorothy Shay and Dick Haymes and also showing the Pontiac display at the GM auto show. MacManus, John & Adams, Detroit, is the agency for this program, to be produced jointly by CBS and Mildred Fenton.

Ostby Resigns
NORMAN OSTBY, assistant to vice president of ABC Western Division, has announced his resignation effective Jan. 15, after 11 years with the network and NBC before that. Mr. Ostby first joined the companies in 1938. Later he was instrumental in setting up the sales service department for the Blue when it was separated. He moved into the sales and relations department in 1942 and in January 1946 went to Hollywood as assistant to the vice president in addition to the duties of public service director and public relations director.

WJAS to Hollingbery
APPOINTMENT of George P. Hollingbery Co. as exclusive national representative for WJAS Pittsburgh, effective Jan. 13, was announced last week by H. K. Brennen, president and general manager of the basic CBS outlet. The station, established in 1925, operates with 5 kw on 1320 kc fulltime.

ROBERT SWEZEY Named Executive V.P. Of WDSU Stations

ROBERT D. SWEZEY, who resigned as vice president and general manager of Mutual two months ago [BROADCASTING, Nov. 8, 1949], last week became executive vice president of WDSU Broadcasting Services Inc., operator of WDSU, WDSU-FM and WDSU-TV New Orleans.

Mr. Swezey was also elected to the board of directors. He will take his new post Feb. 1.

Fred Weber, former general manager of Mutual, has resigned as general manager of the WDSU operations to return to station management in the East. Mr. Weber was part owner of the station prior to its acquisition by the Stern family a few months ago.

A graduate attorney, Mr. Swezey served as vice president and general manager of MBS for four years. He was previously associated, successively, with NBC as attorney, with Blue Network as general counsel and secretary.

Resignation from Mutual
His resignation from Mutual was unexpected and marked the end of a long-time business association between him and Edgar Kobak, Mutual president. Mr. Kobak was executive vice president of Blue at the time of Mr. Swezey's service with that network.

Mr. Swezey quit Mutual in a dispute over an executive reorganization which he believed diminished the stature of his No. 2 job at the network.

In announcing Mr. Swezey's appointment as executive vice president of the New Orleans properties, Edgar B. Stern Jr., president of WDSU Broadcasting Services Inc., said: "... We feel that we are operating the outstanding radio, FM and television properties in the South, and Mr. Swezey's background training and experience with the leading networks of the country place us in a position to provide greater entertainment and public service to our listeners in both radio and television through the benefit of Mr. Swezey's ability and experience in those fields."

Mr. Swezey, who is married and the father of three young children, will move his family to New Orleans.

THIRD SERIES

Readied by Eells' Syndicate
Last WEEK Adventures of Frank Race was signed as third program in Broadcasters Program Syndicate, cooperative program syndication group, directed by Bruce Eells & Assoc., Hollywood. Transcriptions of the program, a weekly half-hour mystery-adventure series, will be available for delivery to syndicate member stations Feb. 20.

The other two shows are weekly half-hour "Pat O'Brien—From Inside Hollywood" and weekly half hour "Frontier Town." Distribution for the former starts Dec. 15. "Frontier Town" is scheduled for distribution late this month.

PEPSODENT
In Home Permanent Field
PEPSODENT Division of Lever Bros. enters the home permanent wave field in mid-January with the nationwide introduction of its Baye Home Permanent Kit using spot announcements, a network show, newspapers and magazines.

Effective Jan. 31, a blanketing campaign of spot radio announcements will be launched on 90 stations with a combined listening audience of more than 40 million. J. Walter Thompson, Chicago, is handling the campaign.

The agency is also currently reviewing several shows for sponsorship of a daytime AM network show.

Zimmer Meet Dropped
PROPOSAL by Graeme Zimmer, radio director of WCSI-WWNI Columbus, Ind., FM outlets, to hold a "rump" meeting of FM Assn. members in Chicago this week [BROADCASTING, Jan. 3], has been dropped. Mr. Zimmer stated last week the meeting was to have been attended by FMA members who do not approve of present association management and policies. Mr. Zimmer indicated he expected movement on policies of the FMA board could be more effectively developed at the next board meeting, likely to be held in a few weeks.

ASCAP Conclave
THE FIRST postwar convention of ASCAP's field force will be held the week of Jan. 31 in New York. President Fred E. Ahlert announced last week the conclave has been held since 1942.
By BRUCE ROBERTSON
EXECUTIVE COMMITTEE of BMB last week responded to criticism of BMB operation and demands for a method more responsive to wishes of the broadcasters who provide its financial support. Following a two-day meeting in New York, the committee announced resignation of John Churchill as research director and NAB's loan of its director of research, Dr. Kenneth H. Baker, to BMB to aid in the second nation-wide study of station and network audiences.

This study "will proceed on schedule this March," the committee stated, with reports of results to be published in September. Some 600,000 ballots will be mailed in March to 180 families comprising a representative cross-section in every county in the country, plus every city of 25,000 population or more in metropolitan areas and of 10,000 or more elsewhere.

All broadcasting station cities down to 5,000 population will be individually surveyed and all subscriber station cities regardless of size.

Ample Financing
The committee announced it had taken "steps to assure ample financing for operating the bureau and servicing its subscribers, but also for such activities as may be authorized on recommendation of the Engineering Advisory Committee, Television Research Committee and experimental work on research techniques.

The chief "step" taken to authorize and instruct BMB President Hugh Felts to launch an intensive sales campaign designed to bring the total of subscribers up to at least the 1,000,000 mark by the NAB board last fall. BMB presently has 802 subscribers, made up of 646 AM stations, 138 FM, 13 TV plus national and regional networks.

Justin Miller, NAB president and member of the BMB Executive Committee, supplemented the committee statement by explaining that "broadcasters who already have paid two-thirds of their subscriber fees into the BMB treasury for the 1949 study assure the practical completion of that study provided that they continue their financial support and presume careful control of bureau expenses, supplemented by a concentrated selling campaign."

It is understood the overall cost of conducting the nation-wide survey will come to about $600,000 and if all present subscribers continue their payments, the BMB treasury at the completion of the study will have some $500,000 on hand. This means that to avoid a deficit to be paid out of future collections BMB should sign up enough subscribers to add an additional $100,000 revenue. About 100 stations on the average, with somewhat fewer if they are high-income stations and somewhat more if they are in the low-income community.

Future of BMB beyond the completion of the upcoming study is somewhat less than clear. The Executive Committee reported this check with leading advertisers, agencies and broadcasters "disclosed a renewed conviction of the value of and need for preserving the tripartite principle and continuing an operation of this nature."

Each to Study Own Needs
The committee further explained that to meet this "expressed need" each of BMB's three-member associations—ANA, AAAA and NAB—will study its own radio research needs that can best be served by a tripartite organization.

When this is done, the BMB board will review the recommendations of each group and determine "whether to reorganize the present structure of BMB rather than by an independent commercial research company or otherwise?"

The BMB board will appraise the expressed desires of the advertisers, agencies and broadcasters in the light of changing conditions in the field of broadcasting, such as the rapid development of television, and will then determine how it can best function in the interests of all three groups. No deadline has been set, but presumably the reorganization will occur before the end of 1949.

Mr. BAKER

Mr. BAKER

A MEASURE to restrict AM stations to 50 kw and open the clear channels for duplication, was among the hundreds of bills thrown into the hopper of the 81st Congress last week.

Sen. Edwin Johnson (D-Colo.), arch foe of power beyond the present 50 kw limit, was author of the measure, which bears a very close resemblance to a bill to be introduced during the 81st Congress. The proposal (S-491), introduced last Thursday, would amend Section 303 of the Communications Act.

The amendment provides that no station operating in the AM broadcast band from 560 to 1600 kc should be granted a license to clear channels unless the FCC, acting in the 3rd instance, finds that the public interest would be served by the change.

It is stipulated that FCC will adopt no rule, regulation or condition "which provides that not more than one station shall be assigned to a Class I-A channel."

During the Republican-controlled 80th Congress, a Congressional committee for the first time in 21 years of radio regulation conducted hearings on the controversial clear-channel question.

Hearings were held on the Johnson Bill (S-2251) to break down clear channels and keep the power ceiling at 50 kw. When the smoke cleared, provisions of the John- son measure were incorporated in the White Bill (S-1333), which cleared a major hurdle—approval by the Senate Interstate and Foreign Commerce Committee. But the committee approval was considered more of a gesture to Sen. Wallace H. White Jr., retiring committee chairman, and did not receive attention on the Senate floor or in the House.

Introduction of the clear channel-cracking bill in the Democratic-controlled 81st Congress is expected to cause much more anxiety in the clearers' camp than it did a year ago. This time, the Colorado son is chairman of the Senate Commerce Committee, to which the bill was referred.

Clear Decision Still Awaited

FCC has yet to render a decision on the clear channel case it has been studying. Its examination of evidence was interrupted last March when, on the prodding of Senator Johnson, acting chairman of the Senate Commerce Committee, Sen. Charles W. Tobey (R-N.H.) requested a study of the impact of the clear channel measure on the radio industry.

Johnson Renewed Fight

Johnson renewed his fight to get his bill passed. Senator Johnson, asked Friday whether he had asked or intended to ask FCC to defer action on a clear channel decision pending a Congressional study, replied he had "no plans at present."

Hearings on the issue will be held, if they are found to be necessary, the Colorado legislator said. He told BROADCASTING no hearings had been scheduled and that he had no immediate plans for them.

The clear channel stations' hopes of power above 50 kw had been successfully nipped once before in (Continued on page 58)
INAUGURATION

AS THE INDUSTRY made its final plans last week for all-out coverage of one of the year’s biggest events, blanket clearance on all ASCAP and BMI music licenses of blessings of James C. Petrillo were given for festivities ushering in President Truman’s second term.

Clearance on all ASCAP music for radio and television networks which will carry to vast audiences, all or parts of the Inaugural gala, ceremonies, on Jan. 19, oath ceremonies, the parade and Inaugural Ball Jan. 20, was offered in a telegram to Mel-*

Jan. 21 is the anniversary of the Inaugural Committee. The message was initiated by ASCAP President Fred E. Ahlert.

Identical courtesies were extended for BMI by its vice president, Robert J. Burton.

Petrillo Sends Message

Permission for participation of American Federation of Musicians members was contained in a message from AFM President James C. Petrillo.

Kenneth D. Fry, Inaugural radio director, estimated that 550 radio and television men—commentators, announcers, cameramen, directors, rewrite men, reporters and electricians—will lend their efforts to bring a word and visual picture into millions of homes throughout the nation.

Midwest audiences will get their first major on-the-spot news telecast from the Nation’s Capital. Stations of the four eastern and midwestern video networks, linked Jan. 11 by coaxial cable, will re-

NBC IS SUED

Million in Damages Asked

DAMAGES of $1.2 million are sought from NBC and three other defendants in a suit filed in U. S. District Court at Fort Worth Jan. 11 in behalf of William E. Ballard of Palo Pinto County, Texas. Mr. Ballard alleges that NBC used a copyrighted idea of his on its People Are Funny program last September and October without his consent.

Defendants, besides NBC, are: Russel M. Needs agency, Chicago; Brown & Williamson Tobacco Corp., and Raleigh Cigarettes.

Mr. Ballard asserts that he is the author and sole owner of copyright matter known as “The Lecture Interview Introducing Secrets of the Little Black Fox.” Date of the copyright was Feb. 12, 1948, according to the petition. It was this copyrighted material, the petition declares, that NBC used.

Petition asserts further that Mr. Ballard was closing a deal with a Texas businessman to sell exclusive rights to a copyrighted material in Texas for a fee of $50,000 and that the deal was not consummated after the material had been included in the People Are Funny broadcast. Plaintiff contends he suffered loss of $25,000 in each of the 48 states as a result of alleged infringements and piracy of copyright material.

CONTINENTAL Network Plans for Inaugural

CONTINENTAL FM Network will add western Pennsylvania and New England this week, feeding its Inauguration coverage to groups of stations in those areas.

Hudson Eldridge, WASH (FM) Washington, network manager, said an 8,000-cycle wire link from New York to Boston will provide Continental stations to the New England Group, which consists initially of four stations with others in the negotiation stage. Continental now has a 10,000-cycle line to Alpine, N. J.

The fulltime line to Boston will feed WXHR (FM) Boston, operated by Harvey Radio Labs in conjunction with WTAO, AM outlet. Others on the line will be WPJB-FM, Providence Journal station; WACE-FM Springfield, Mass., with the AM outlet using some of the service on a delayed basis; WHAV-FM Haverhill, Mass. Negotiations are under way in Putnam and Berlin, N. H.; Augusta, Me.; North Adams, Mass.; Hartford-New Britain-Meriden area, and others.

A special events line of 5,000 cycles will link Continental Universal Network to the New England station in the tri-state area around Pittsburgh. The hookup may be expanded to cover a score of FM outlets. Others are WQJF (FM) Pittsburgh. Others are WNIQ (FM) Umtgntown, Pa.; WFAH (FM) Allentown, V.; WABJ-FM Morgantown, W. Va.; WISR-FM Butler, Pa.; WMGEW-FM Meadville, Pa.; WAVL and WAVE- FM Apollo, Pa.; WPIC-FM Sharon, Pa.

Universal also will take the Continental high-fidelity tape service, which is being fed to an eight-state midwestern area and a hookup on the West Coast and in Florida.

FCC REORGANIZATION

Temporarily Delayed

With Comr. Sterling at the high frequency conferences at Mexico City, and Comr. Webster slated to attend a meeting of the Dominion Marine Assn. at Montreal this week, it appeared unlikely that action on the plan would be taken before next week.

Chairman Coy reportedly is supporting the plan as a means of retaining the services of Comr. Webster, who has indicated he will not accept reappointment when his term expires June 30 unless there is a reorganization of the Commission into divisions.

The plan which the Commission has agreed on, and which was advocated almost a year ago by Comr. Jones, in the course of comments which the Senate Interstate & Foreign Commerce Committee had solicited in connection with the then- pending White Bill to amend the Communications Act.

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BCcasting • Telecasting
NRDGA AWARDS

A RETAILERS' landslide into radio is an immediate prospect if the annual radio competition sponsored by the National Retail Dry Goods Assn. is any indication, Maurice Mitchell, NAB's director of broadcast advertising, said last Wednesday.

Mr. Mitchell, speaking at the sales promotion session of NAB's annual convention at New York's Statler Hotel, announced awards in the association's annual national radio contest.

This year's event, Mr. Mitchell said, was significant in that the number of entries had broken all records, and judges agreed that the caliber of programs submitted was "of the highest order."

Sales results directly traceable to radio promotion were reported far in excess of previous years, he disclosed, with the winning stores achieving a standard of excellence unequalled in any other retail advertising medium.

The number of entries in the contest—50% greater than last year, 300% higher than in 1946, confirmed the imminence of a mass retail entry into radio, Mr. Mitchell pointed out. Whereas only a few years ago retail advertising was far behind network and national spot in radio's overall picture, in 1947 it forged ahead to become radio's chief source of income. In 1948 retailers again led all others in use of radio, he said.

Once again, Mr. Mitchell declared, the entries in this contest have emphasized the points that NAB and NRDGA have jointly plugged for several years. They are:

1. The importance of understanding your objective.

SUNDAY NIGHT
Hooper Fight Goes On

PACED by its newly acquired Jack Benny program, CBS Sunday evening programming led the Hooper parade for Jan. 9.

Fred Allen, only NBC show to lead CBS opposition in the critical Sunday hour a week before, fell behind his opposition Jan. 9.

The lineup:
6:30-7 p.m. CBS, Spike Jones for Coca-Cola. 10:5 rating.
7-7:30 p.m. CBS, Jack Benny for American Tobacco. 10 rating.
7:30-8 p.m. CBS, Amos 'n' Andy for Lever Bros. 8-9 rating.
8-8:30 p.m. CBS, Hooper Fight Goes On for Electro Home Refrigerators. 10 rating.
8:30-9 p.m. CBS, Hooper Fight Goes On for United Feature Syndicate. 10 rating.
8:30-9 p.m. CBS, Hooper Fight Goes On for Frigidaire. 10 rating.

THE "MISSION TO HOLLYWOOD" by CBS Board Chairman William Paley last week has given rise to speculation that his round of West Coast conferences in reality represented the network's initial invasion of the ABC talent chest and additional raids on NBC.

If Mr. Paley's Hollywood schedule was merely window-dressing, which observers seriously doubt, he at least held a decided winning edge for a war of nerves.

What actually transpired during his many impressive conferences remained a matter only of Mr. Paley and his conference participants' knowledge. But, in the light of recent developments in the "Battle of the Stars," his conference held deep significance to seasoned observers.

Raid on the NBC corral had already netted CBS Charles Correll and Freeman Gosden, the Amos 'n' Andy team, and comedian Jack Benny.

Many of Mr. Paley's activities during the week included conferences with major motion picture studio officials. This included a session with MGM's Dore Schary and Harry M. Warner, reportedly on the topic of television film production possibilities.

Jules Stein, head of MCA, and Lew Wasserman, another MCA executive, also spent considerable time with the CBS official. Their conversation purportedly involved other radio personalities still on NBC—with the gamut running from Fibber McGee and Molly to Dabby's Tavern.

The CBS board chairman and other principals didn't have anything to say about their conferences. But the former receiving third prizes in "General Family," "Women's" and "Farm" categories; and the latter, two second prizes, for programs beamed to women and farmers.
MBS BILLINGS

Near $23 Million in '48

TOTAL BILLINGS on MBS last month reached $22,769,464, an increase of $396,753 over the $22,372,711 figureMutual billed in April, according to figures released by the agency last week.

Cecil and Presbury, New York, purchased more time on Mutual than any other agency. The firm, which three years ago placed less than half a million dollars, bought $2,049,860 worth of Mutual time. Shows placed by the agency are Twenty Questions for Bion, Heart's Desire for Philip Morris, now off the air, and Queen for a Day for Philip Morris and Miles Labs.

Leading Mutual sponsor was the Ralston Purina Co., St. Louis, which spent $1,407,855 with the network. Ralston has bought over $1 million worth of Mutual time every year since 1945.

The drug and tobacco industry leads the list of advertisers industry-wise, with billings totaling $4,195,544, or almost double that of the foods and food beverages industry which placed with $3,626,312.

MUTUAL 1948 BILLINGS

Month

January

February

March

April

May

June

July

August

September

October

November

December

Total

$2,072,002

$2,072,002

$2,069,800

$1,907,971

$1,855,850

$1,834,837

$1,812,780

$1,787,111

$1,753,417

$1,715,790

$1,682,068

$1,647,298

$22,769,464

1948 EXPENDITURES

BY INDUSTRY

1. Drugs & Toilet Goods: $6,019,544
2. Foods & Food Beverages: 3,626,312
3. Tobacco: 3,217,099
4. Automotive: 1,834,000
5. Religious: 1,052,988
6. Stationery & Office Supplies: 1,553,047
7. Shoes & Shoe Repair: 826,800
8. Clothing & Shoe Goods: 739,912
9. Building Materials: 742,780
10. Electrical Machinery & Supplies: 512,067
11. Prepared Foods & Beverages: 375,688
12. Paints, Varnishes & Inks: 365,473
13. Plumbing & Heating Supplies: 365,473
14. Lighting Fixtures & Appliances: 348,314
15. Stationery & Office Supplies: 339,095
16. Shoes & Shoe Repair: 329,393
17. Clothing & Tack: 329,393
18. Tobacco: 329,393
20. Electrical Machinery & Supplies: 328,493

Total: $22,769,464

MUTUAL 1948 ADVERTISERS

1. Ralston Purina: $1,791,855
2. Philip Morris: 1,641,402

(Continued on page 48)
BROADCASTING Telecasting

By ED KEYS

A NEW FCC BUDGET higher than the current year’s initial appropriation, but somewhat less than this year’s actual expenditures will be, was recommended last week by President Truman.

The proposal, outlined in the President’s budget message to the 81st Congress last Monday, would give the Commission $6,634,400 for the year starting July 1, 1949. This compares with a $6,351,000 appropriation for the current year. But the current appropriation is yet to be supplemented by some $367,000 to take care of salaries increased voted during the last session of Congress.

Even though the new recommended appropriation would thus fall $4,804 short of this year’s expected expenditures, observers felt FCC had achieved a minor triumph. For the figure proposed in the budget message was somewhat higher than the one reportedly set by the Budget Bureau in its original recommendation [BROADCASTING, Nov. 29, 1948].

The Commission is understood to have asked for $7,900,000 originally, and Chairman Wayne Coy and other FCC officials are known to have been active in seeking to persuade the Budget Bureau that its initial recommendation would be insufficient for FCC’s workload.

The State Dept’s “Voice of America” appropriation is deemed small in proportion to this year’s estimates for the State Dept. are placed at $281,700,000, which is $62,200,000 less than the last appropriation.

It was recommended that $36,000 be granted for the international information and educational exchange program. Incorporation in this would be $15,500,000 for overseas activities. Approximately $14,400,000 would be allocated for domestic media facilities and services. Of the $14,900,000, the International Broadcasting Division’s share for operation of the “Voice of America” would be only $6,608,104, as compared to its current $11,600,349 expenditures.

Actually, this is not the drastic slash it would appear to be, according to State Dept. officials. The “Voice’s” budget actually remains at a comparable level when roughly $3,000,000 allowed for radio relay construction costs in the current year are added. These are non-recurring items, present only in the current budget.

Another $1,600,000 would be allowed for broadcasting facilities and the operation of overseas relay

He pointed out that technological developments in television have created major problems in frequency assignments and application processing which will absorb considerable Commission time and effort to resolve successfully.

Increased attention to the large backlog, which on Nov. 30, 1948, numbered 7,973 applications, will be permitted by declines in applications for new standard stations and changes in facilities, according to President Truman.

Expansion to Continue

He also expects expansion in the use and variety of nonbroadcast services to continue through 1950. “To meet demands for these services,” he asserted, “revision will be required of present frequency assignments for the several services.

“Common carrier regulations,” he continued, “present extraordinary tasks for the Commission. These were posed, according to the message, “by technological developments in rates, services, and other elements of the Commission’s regulatory functions.”

FCC’s new proposed budget would provide for a maximum of 1,382 permanent employees with salaries totaling $5,614,582. A total of 902 employees, having an aggregate income of $3,666,537, would be in Washington and 480, whose salaries total $1,948,345, would be in the field.

The appropriation under which FCC is currently operating allows for a maximum of 1,407 employees, drawing a total of $5,659,732 in salaries. Of this number 918 are in Washington, employed with a pay roll of $3,768,052 and 487 field workers earning an aggregate of $1,891,681.

The 1947-48 budget request for approximately $7.3 million was trimmed more than $1 million in the final appropriation. The agency’s bid for $8,540,000 budget for 1948-49 was $500,000 more than its previous record peacetime grant of $6,240,000 under which it operated in 1947-48.

An increase is a table which furnishes the breakdown of current and proposed allocations for activities within the FCC.

Allowance for Vehicles

A sum of $15,760 was allowed for trading in 15 FCC vehicles on new models. The agency will continue to use 132 older vehicles. One automobile is for the use of the commissioners, the remainder for inspectors, engineers and similar field personnel concerned with investigating unlawful radio activities, monitoring, conducting examinations and performing other duties.

An increase of $54,388,000 for the coming fiscal year was asked for the Bureau of the Census. The new appropriation was $76,725,000

NEWSPRINTION

N.Y. Bill Grants Rights

LEGISLATION to grant newspapers the right to withhold sources of information was introduced in the New York Legislature, with radio for the first time granted equal protection with the press. Theoretical bills were introduced in Senate and House, carrying endorsement of the Law Revision Committee as to inclusion of radio newspapers. The committee serves as an advisory body to the Legislature.

The New York measure is similar to a model law proposed by the NAB and submitted to all state broadcast associations with suggestion that it be presented to their legislatures.

Radio and newspaper interests in New York are expected to support the bill jointly. The legislation was introduced by Sen. Thomas C. Desmond, widely known as a legislative authority, and by Rep. Lee E. Nailler, House Majority Leader.

Introduction of the bills followed hearings held last June 29 by the Law Revision Committee. Appearing on behalf of broadcasters were Michael R. Hanna, NAB District 1 director, and E. R. Vadeboncoeur, vice president of WSYR Syracuse and chairman of the NAB Radio

OFFICIALS of P. Lorillard Co. (Old Gold cigarettes), Lennen & Mitchell, its agency, and WJZ New York gather around Frank Hopewell (seated center), Lorillard’s new president, as arrangements are completed in New York for firm’s 52-week sponsorship of five-week Old Gold Party Time on WJZ, effective today (Jan. 17). Seated—LeWes Gruber (I), Lorillard sales manager; Mr. Hopewell, and Robert E. Kintner, ABC executive vice president; standing (I to r)—Ralph Dennis, WJZ sales manager; George Perkins, WJZ sales staff; Nick Kayeley, L & M vice president; Tom Daughton, ABC vice president; Morgan Ryan, ABC eastern program manager, and Alan James, Lorillard advertising director.

BROADCASTING • Telecasting

(Continued on page 61)
**REPRESENTATION PROBE**

**Video Contracts Mulled**

The hearing that may determine whether networks remain in the station representation business, or whether they must get out, was closed by the FCC last Tuesday after a two-day session in which television came more than ever to the fore.

The principal adversaries—the National Assn. of Radio Station Representatives on one hand and the networks on the other—were given until March 1 to file summary briefs and argument, with March 11 set as deadline for replies. Oral argument may then be called.

Speculation on the outcome included a possibility that the Commission, if it accepts jurisdiction, may decline to set up hard-and-fast rules to keep networks out of the representation field but may, instead, elect to consider and pass upon cases individually.

**Network Domination**

It is NARSR's contention that networks which represent affiliates in the sale of national spot advertising are in a position to dominate the affiliates, their rate structures, and their program time.

The networks defend the charges, contending they are well qualified to serve affiliates as national spot representatives and that this service is in the public interest.

A carry-over from the five-day opening session more than a month ago (Broadcasting, Dec. 6), last week's hearings put even more emphasis on television, with NARSR spokesmen charging that the networks' television affiliation contracts in some instances are actually representation contracts.

NARSR's attorney, James Lawrenson, the Fly's former chairman, won his fight to have the networks submit copies of their television affiliation forms—but in doing so he agreed not to press the questions he had raised earlier. He wanted FCC to see them, he said, because he thought they would help convince the Commission that "a simple rule" is needed to keep the networks out of the representation field.

**Submit Forms**

Counsel for CBS, NBC, ABC and DuMont agreed to prepare and submit copies of affiliation forms as requested, on the basis of Mr. Fly's commitment. Judge Samuel I. Rosenman, attorney for CBS, won the assurance of Acting Chairman Paul A. Walker that FCC would not take adverse action in connection with the affiliation agreements without giving all parties a chance to be heard. "You won't be taken advantage of," Mr. Walker promised.

Meanwhile, representation contract forms employed by various NARSR members were put into the record by CBS as secured from NARSR by subpoena.

The hearing was before Comms. Walker, Rosel H. Hyde, E. M. Web-

**ON HAND FOR THE FINAL SITTINGS OF FCC's HEARING ON NATIONAL SPOT REPRESENTATION ACTIVITIES WERE, AMONG OTHERS: (1 TO 7) THOMAS F. FLANAGAN, MANAGING DIRECTOR OF THE NATIONAL ASSN. OF RADIO STATION REPRESENTATIVES, AND LEWIS A. AVERY, PRESIDENT OF AVERY-KNODOL INC. AND TREASURER OF NARSR; EMERSON MARKHAM, STATIONS MANAGER OF GENERAL ELECTRIC'S WGY, WRBG (TV) AND WGFH (FM). SCHONANDEN: C. T. LUCY, GENERAL MANAGER OF WYRA RICHMOND, AND PRESIDENT R. O. DUNNING OF KHQ SPOKANE.**

**1883 Major Edney Ridge 1949**

MAJOR EDNEY RIDGE, 65, president and general manager of the North Carolina Broadcasting Co., owner of WBIG Greensboro and U. S. marshal since 1944, died early Thursday morning. He entered Wesley Long Hospital, Greensboro, a fortnight ago for a gall bladder operation.

A native of Greensboro, he enlisted in the Army at the age of 22 and worked his way up to the rank of major. In 1916 he participated in the Mexican expedition.

Following his military service, Maj. Ridge entered newspaper and advertising work on the Greensboro News in 1924. In 1924 he became publisher of the Greensboro Record, selling his interest in the paper in 1927.

He then helped organize the North Carolina Broadcasting Co. and became operating head of WBIG, a position he held until his death. Under his direction WBIG developed into one of the leading stations in the South and a leader in civic affairs and program ethics.

When the Southeastern Broadcasting Co. bought WBT Charlotte from CBS in 1945, Maj. Ridge made the arrangements and was named secretary-treasurer of the firm. He subsequently relinquished that post.

In a region where the radio-preswar rating, Maj. Ridge continually held that "radio is com-

(Continued on page 57)

1) Carl J. Burkland, general sales manager of CBS Radio Sales, submitted statistics to show an increase in local live programming on stations represented by Radio Sales. In 10 major markets the CBS stations during a given period had more local live talent programs and devoted more time to them, than did the stations of all other networks combined, he reported.

2) G. Bennett Larson, vice president and director of television of WCAU Philadelphia, which is represented by Radio Sales, said he had never experienced coercion from the network in any respect and that the representation contract would not be dropped if Radio Sales didn't produce the results WCAU thought it should.

3) Prefacing the NBC presentation, Mr. Perdue told the Commission that NBC Spot Sales is a depart-

ment of the network company, that it is independent of the network sales division, that affiliates have preferred the national spot representation by Spot Sales, and that the network does not have control over station rates or station time by reason of its representation of affiliates.

**NBC Representations**

NBC Spot Sales, he said, represents one affiliate in the U. S. (WGY Schenectady) and three in the Philippines "as a matter of accom-
modation" (KZHR and KZMB Manila and KIBC Cebu), aside from the six NBC-owned stations. In television, Spot Sales represents five NBC-owned stations and four affiliates. The department represented five Westinghouse stations until last Dec. 31, when representation was moved to Free & Peters. James V. McConnell, general manager of NBC Spot Sales, reported that in 1946 the national spot sales revenue of the one affiliate now represented by NBC was about 7/10ths of 1% of the total 1946 national spot revenue of $85,917,000. This station, the five other affiliates then represented, and NBC's owned stations accounted for about 7.8% of the total spot revenue.

Mr. McConnell undertook to answer, point by point, the major charges which had been leveled by NARSR. He concluded:

We are in the station representation business by virtue of the sale of national spot time for the NBC-owned stations, which represents an important source of revenue to NBC. We have and intend to maintain an adequate and well-trained staff for that purpose. We are fully equipped and qualified to represent more than the NBC-owned stations and we are convinced that we can render a valuable service to independent stations of similar character. We therefore desire to be free to accept representation for some of these stations who may also desire us as their representatives. I say some because we do not want to dissipate our efforts and lower the quality of service by taking on stations of all types or too large a number....

In answer to Comms. Walker, Mr. McConnell declined to put a ceiling on NBC's potential station representation. He said he preferred

(Continued on page 56)

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Broadcasting • Telecasting
THE NATION'S CAPITAL this week will become the eighth metropolitan area to radioize its bus and trolley system, according to authoritative sources. This and other developments promise to furnish American strap-holders, in the near future, with almost 97 million musically-sounded vehicle passengers. In the District of Columbia alone, there are over 5,000 public vehicles equipped with special transit FM receivers.

Additional bus service with music is also in store for Washington workers who live in the District and adjacent Maryland suburbs, as the result of permanent installations being made in buses of a suburban bus line.

The progress of radioizing is no longer limited to the continental United States, it was learned last week. Plans are currently under way for the installation of radio service on a bus line in San Juan, Puerto Rico.

Cities in which contracts have been signed between stations, transportation companies and Transit Radio Inc. of Cincinnati include St. Louis, Cincinnati, Covington, Ky.; Houston, Wilkes-Barre, Huntington, W. Va., Worcester, Mass., and Washington, D. C. Independent operations have been launched in Duluth, Minn., and Bradbury Heights, Md.

Announcements were expected soon that other major cities have joined the rapidly growing ranks of those providing radio entertainment on a regular basis for their transit customers.

Announces Plans

Ben Strouse, general manager of WWDC and WWDC-FM Washington, has called a news conference for today (Jan. 17), at which a contract for WWDC-FM, Capital Transit Co., and Transit Radio Inc. reportedly will be announced.

As in other cities, WWDC-FM, operating on Channel 206, will broadcast a 20 kw. program of music, newspapers, weather reports, time signals and short commercials, tailored especially to the desires of the bus and trolley riders.

Plans of the Capital station, according to reliable sources, call for non-stop service, at a rate of 3 or 4 a day, Feb. 1. Twenty sets will be used initially and shortly thereafter 200 will be in operation on all of Capital Transit's 1,023 buses and 729 trolleys, it was reported.

Records indicate that 780,000 rides are taken daily and 40 million monthly on the Washington system.

Surveys taken last March in Washington indicate that as high as 16% of the bus riders taking sample tests favored the "home-to-store" entertainment.

The station will offer advertisers an additional bonus in the form of home listeners. There are an estimated 70,000 FM receivers in the Washington area. A substantial number of advertisers reportedly have already requested time for the bus broadcasts.

Advertisers and prospective advertisers of the southeastern Washington area, became acquainted with transit FM last Wednesday during a demonstration by the Washington, Maryland & Annapolis bus lines. Arrangements were under the direction of Leslie L. Altmann, president and general manager of WM&A and vice president and treasurer of Chesapeake Broadcasting Co., licensee of WBZU-FM Bradford Heights.

WBZU-FM Service

Regular broadcast service from WBZU-FM on Channel 244 (96.7 mc) will begin today to the one equipped bus, according to W. B. Kegel, assistant to the general manager.

Mr. Kegel disclosed that an order for General Electric FM receivers has been placed and the first shipments are expected within the next week.

Permanent installations will be made at a rate of about five buses a week until the fleet of 62 is fully equipped.

The line, which operates to a point about 40 miles from Washington, daily carries about 25,000 of the 260,000 residents in its service area. The station claims 25,000 listeners in the suburban communities.

WSJN San Juan, for which an FM construction permit has been issued by the Radio Corporation of America of Mayaguez, has entered into a contract with a San Juan transportation company to install FM receiver-equipped buses.

In St. Louis installation of receivers in 1,300 of the transit company's 1,800 vehicles is underway. This line records about 45,500,000 riders monthly. The participating station is KXXO-FM operating on Channel 229 (93.7 mc).

A total of 7,500,000 rides are taken monthly on the 150 vehicles of the Wilkes-Barre Transit Corp., which last April began equipping 100 of its vehicles for reception of program fare from Wizz (FM) Wilkes-Barre, operating on Channel 277 (103.3 mc).

Sales messages and radio fare of KPRC-FM Houston will be carried by the 120-station fleet of the Houston Transit Co. who take more than 11,256,000 rides a month on the firm's 600 vehicles. Installation of 200 vehicle sets has been completed and 400 more were scheduled to be equipped early this year. KPRC-FM is assigned Channel 275 (102.9 mc).

WCTS (FM) Cincinnati, on Channel 270 (101.9 mc), originates broadcasts to 300 of the 940 vehicles of the Cincinnati Street Rail- way Co. This line records about 150 vehicles of the Cincinnati, Newport & Cov-ington Railway Co., serving North- ern Kentucky. The remaining vehicles of the latter firm will be equipped. The latter firm's vehicles carry passengers on more than 3,570,000 rides monthly. Records show that passengers of the Cincinnati line take more than 17,900,000 rides each month.

Huntington Serviced

WPLH (FM) Huntington, W. Va., on Channel 273 (102.5 mc), recently began installation of transitcasting equipment in 65 of the approximately 100 city buses which carry passengers on approximately 2,400,000 rides monthly.

BROADCASTING

Broadcasts will be beamed by WBOJ (FM) Norfolk, Va., to passengers of the Worchester Street Railway. Installation of FM receivers on 250 of the system's vehicles is expected to be completed in about 60 days. The Yankee Network station operates on Channel 256 (99.1 mc).

Regular transit broadcasts were started by WBCB-FM Duluth, Minn., last year on Channel 222 (92.3 mc).

To supply FM stations with suitable background music for Transit Radio, Muzak Wired Music Divi- sion, New York, announced last week formation of a new library for the purpose.

Selections have been taken from the master Muzak library, according to Charles C. Cowley, executive vice president of Muzak Corp., to provide noise-free music for FM stations broadcasting to public vehicles. The special library encompasses some 2,700 selections, sufficient for 15 hours of planned programming.

PROGRAM LISTS

Back in San Antonio Papers

The stations rejected the offer. In November the newspapers offered to print logs free if each station would buy a one-inch, two-column ad in a strip in the log, at a cost of about $6,100 a year each. This too was turned down by all stations.

Finally in mid-December the newspapers offered to print logs free if the stations would contract in all three papers for about $6,100 of display space. It was reported that all but one of the stations initially turned down the idea. Three more entered into similar contracts but three others held out.

Less than a fortnight ago one station operator visited the Light and offered to contract for display advertising if the paper printed the complete station logs and provided the advertising appeared on the same or adjacent page. This deal would not include the Express or Evening News.

Sufficiency was reached at the conference but a few days later all three newspapers advised broadcasters that the logs would be re- imated (without cost and without contracts, and they would welcome any advertising from stations.

January 17, 1949 • Page 29
WSID Essex, Md., Baltimore sub-urb, must stand trial before the Criminal Court of Baltimore for its broadcasts covering a murder defense trial. The trial is scheduled Jan. 26, with four other stations—WFBR WBAL WCBM WITH—cited for contempt of court in connection with the case [Broadcasting, July 26, 1945, et seq.]

Judge John B. Gray, Jr., who will hear the Jan. 26 contempt citations, rules that WSID came within jurisdiction of the Baltimore city, despite its location outside city limits, because its radio waves passed over the city line and were available for reception within Baltimore city.

WSID was given five days to answer the citations against it.

The original contempt citations were handed down by the Baltimore court when the stations broadcast confessions of a defendant prior to his actual trial. The courts in Maryland follow the antiquated English common law concept of contempt rule rather than that recognized by the U. S. Supreme Court. This rule forbids most types of statements that might influence in any way the outcome of a trial.

FOUR DIRECTORS

Join Journalism Council

Four directors were named last week by the Council on Radio Journalism, Washington, and Pittsburgh, for three-year terms. The ten-man board consists of five members named by NAB and five by the Asso. of Accredited Schools and Depts. of Journalism.

New directors are: Baskett Mosee, chairman, radio division, Northwestern U., School of Journalism; Eugene C. Indian Merch. News; Kenneth G. Bartlett, director, Radio Workshop, Syracuse U.; William Brooks, NBC vice president in charge of news, special events and international relations.

Prof. Bartlett and Mr. Brooks re-serving second terms. Other board members are: Prof. Mitchell V. Charnley, chairman, council chairman, U. of Minnesota; E. V. WadeBonc'h, council vice chairman, WSYR Syracuse; Arthur C. Stringer, secretary-treasurer. NAB staff director; Floyd K. Bax, executive director.

NAB Engineering Conference Plans Discussed

Plans for the third annual NAB Engineering Conference, to be held April 8-9 during NAB convention week in Chicago, were tentatively approved last week by the NAB engineering executive committee. Results of FCC research in use of PM for video instead of the present AM picture were discussed (see story page 21).

Attendance of 800 is expected, compared to 514 last year.

The conference plans for the 1946 meeting include topics of special interest to broadcasters.

Magnetic Recording

Most interest was shown in magnetic recording, followed by such topics as TV coverage, 16mm film, microwave and coaxial relays, antennas, and lighting, as well as related subjects.

The conference will be held in Chicago, with high FCC officials and broadcast executives giving their views on engineering, allocation and regulatory problems.

The Engineering Conference will open Wednesday, April 6, with tours of the facilities. The morning will be devoted to the demonstration of the new equipment and programs. The conference will be open to the public.

TREASON TRIALS

Wartime Broadcasters To Be Prosecuted

Prosecution of American citizens for broadcasting activities during the war is moving ahead, with two treason trials scheduled to begin this month, the Justice Dept. announced last week.

Latest to face prosecution is Herbert J. Burgman, former State Dept. employee, whose arrest the Justice Dept. announced last Wednesday. Mr. Burgman, who was a leading member of the German radio, was arrested on charges of treason, specifically with making shortwave propaganda broadcasts for the Nazis between 1941 and 1945. Now in Army custody in Franklin Park, he will be returned to the U. S. after this month.

The Justice Dept. said that the case of several other Americans, allegedly engaged in similar broadcasting activities, have been under investigation, and that during the coming year it expected “several indictments” will be brought. It mentioned no names. Mr. Burgman was the first American civilian government employee, however, to face treason charges resulting from World War II activities.

New WCAE Studios

New studios and control room of WCAE Pittsburgh in the William Penn Hotel were put into operation Jan. 10. The studios previously were located on the 21st floor of the hotel, but with the addition of five floors, the new studio was constructed. The control room was added on the 22nd floor. WCAE is a 5 kW full time ABC affiliate on 1250 kc.
WOR
—and its hundreds of happy sponsors—
offers a hearty handshake

to

WOIC-TV

Channel 9
Washington, D. C.
on its opening broadcasts, January 16, 1949

WOIC-TV
is a powerful key in the Mutual Broadcasting System’s
projected chain of TV stations
A Service of Broadcasting Newsweekly

JANUARY 17, 1949

TELECASTING

EAST-MIDWEST COAXIAL

FORMAL dedication of AT&T's Atlantic-to-Mississippi telecasting network facilities last Tuesday marked a triumph for the engineers who conceived, developed and put into operation the coaxial cables and radio relays circuits. By means of these cables and relays, television programs can now be broadcast simultaneously in 15 cities across the northeastern part of the country.

But the 90-minute ceremonical pooled program, broadcast simulaneously by more than 30 TV stations from Boston to St. Louis, won no laurels for television's program planners and producers.

Instead of combining forces to put on a single program that would live up to the midwestern TV settower's dreams of the video fare that New York can offer him now that connections have been completed, each network individually programmed its own time segment, apparently with no consideration of what the others were doing.

The result was a melange of good, bad and indifferent video entertainment which in total was less pleasing and impressive than an average evening's viewing in New York.

Early Part Best
Best part of the dedicatory telecast, by far, was the opening half-hour, which encompassed brief messages from FCC Chairman Wayne Coy, the presidents of AT&T and of the four networks, and the Mayor of Chicago and the acting Mayor of New York, as well as a ten-minute Bell System film explaining the way in which a program produced on a stage in New York is transmitted to viewers as far away as Waukesha, Wis., and points between. Likeing the new "electronic television highway" to such earlier "waves of progress" as the overland trails and roads, canals, the railroads, the telegraph, the telephone, the airplane, and the radio networks, Chairman Coy declared: "Tonight's linking of the East with the Midwest instantly opens up a vast new area of program resources for the television setowners in each section—programs in the field of education, the arts and sciences, news and entertainment—programs that can deepen our understanding of democracy."

Leroy A. Wilson, AT&T president, congratulated the "people of the Bell System and those in the television industry whose enterprising know-how has advanced this new art to this significant stage. It is a fine example of effective team-work."

Dr. Allen B. DuMont, president of the DuMont TV Network, after congratulating AT&T for its achievement and the other TV networks for their contributions to (Continued on page 51)

WDTV STARTS

Over 5,000 persons jammed Pittsburgh's Syria Mosque last Tuesday night for the inaugural of the DuMont station WDTV, Pittsburgh's first TV station. The station operates on Channel 3.

It also marked the inaugural of DuMont's new $75,000 mobile studio on wheels, TV's modern counterpart of the Buck Rogers space ship.

The inaugural program featured a variety show produced by James L. Caddigan, DuMont's director of network programming, with brief introductory remarks by Dr. Allen B. DuMont, president, who announced that the station would operate from 6 a.m. to 10 in the evening and would carry the DuMont network sponsored shows.

Dr. DuMont presented "Pa Pita" with a cathode ray tube as "Pittsburgh's window to the world." After the local presentation, the station tied in with the joint network coaxial cable openning program (see story this page).

Lawrence Phillips, director of the DuMont network, announced that the station opened with "more than enough business to cover operating expenses." Approximately six hours of local time have been sold.

The largest sponsor is Kaufman's department store, sponsoring the INS Telenews Newsreel a quarter-hour a day, five days a week. The Joseph Horne department store is also sponsoring a quarter-hour newsreel three days a week. Other local accounts include Iron City Beer, Fort Pitt Brewery, Duquesne beer and the Fulton Theatre. Bulova watch has placed time signals.

Mr. Phillips also revealed that the station will operate four hours a day with daytime programming telesynched off the cable from WABD, originating at WABD New York. This will be continued for a ten-day period on a trial run.

The station is managed by Donald A. Stewart, formerly of the DuMont transmitter sales staff in New York. Larry Israel has been added as publicity director and Ray Rogers as chief engineer. Both were formerly with WFIL Philadelphia.

On hand for the "golden spike" ceremonies Tuesday (1 to r); NBC President Trammell, AT&T President Wilson and CBS President Stanton. ABC President Mark Woods before the camera Tuesday night.

At opening of WDTV, DuMont TV Network's Pittsburgh outlet, were (1 to r): Lawrence Phillips, director of network; Dr. Allen B. DuMont, DuMont president; Donald A. Stewart, WDTV's general manager; Col. William A. Roberts, network counsel, and James Caddigan, programming and production director for DuMont.
L&M BASEBALL

By JOHN OSBON

BASEBALL's Washington Senators may not be the greatest drawing card in the American League, but it appeared certain last week that vast sums of money would be expended so that radio listeners and television viewers might see and hear their efforts in 1949. For owner Clark Griffith the direct package pitch through station WTOP, which L&M went directly to Senator owner Clark Griffith, instead of Washington stations, and bought over AM and TV rights as a package, evidently consisting of talent as well. Last December, Griffith reached a verbal agreement, now on contract, for all broadcasting rights.

The telecast privilege gives Chesterfield exclusive "in-the-park" advertising rights similar to those it enjoyed on New York Giants games at the Polo Grounds last year. To effect the deal, L & M had to "buy out" all other advertisers, save one, whose wares adorned the fence in Griffith Stadium, it is understood. This coming season, the wall will sport a coat of green paint—and Gruen Watch Co., which has a long-term contract, will be the only exception to the Chesterfield-Washington Senator rule of contract.

Talent-wise the cigarette firm early last year evolved a rotating plan whereby it would use the same sports announcers for both telecasts and aerial broadcasts of New York Giants games (home) on WNYT (TV) and WMCA. That prospective format, to include one method of the other, was scrapped how-

er, and Chesterfield signed Frank Frisch and Maury Farrell for AM and Steve Ellis for TV commentaries.

On the other hand, New York Yankee games were covered in such a fashion, with Mel Allen and Russ Hodges doing both the audio and videocasts for WNBC and WABD (TV). A brewery firm (Ballantine's) sponsored the telecasts and shared the tab on the aerial with a cigar firm (General for White Owl).

Last year WTTG (TV), DuMont outlet, carried the video version of home games under joint sponsorship of Chesterfield and Ford Motor Co. Aurally WTOP carried Sunday, and all night contests, while WPIK Alexandria, Va., covered all weekday (Monday through Saturday) play-by-plays. Mr. McDonald, assisted by Ray Morgan, handled the announcing chores for both stations. Mr. Wolff did the announcing chores for WTTG's video pickups.

L & M's continued penetration into the AM-TV baseball broadcasting fields—and particularly in New York—was assured last November when it signed once again to sponsor the video presentations of 1949 Giants home games on WPTX (TV). At the beginning of last season, NBC's WNYT (TV) carried the games. Because of network policy, however, WPIK agreed to take over the night games among the midwest.

Chesterfield also has renewed the Giants schedule on WMCA, replacing Freddie Frisch, now returned to coaching, with Russ Hodges [BROADCASTING, Nov. 29, 1949]. It also sponsors other AM and TV major league baseball coverage throughout the country.

WOIC OPENS

NEW television station in the Nation's Capital, WOIC on Channel 9, was inaugurated last (Sunday) night by Bamberger Broadcasting Service, also licensee of WOR New York and the upcoming WOR-TV.

Washington political and civic figures took part in the opening ceremonies. The station's first pick-up had been TV coverage of the Christmas Tree lighting ceremony at the White House Christmas Eve. First program feature was the coaxial cable ceremony Tuesday night.

WOIC is a Westminster outlet of CBS television network. When WOR-TV takes the air in the spring, WOIC will be an MBS TV affiliate.

Television debut of Theodore Graniot's American Forum of the Air will take place Jan. 18 (10-10:30 p.m.), the 21st anniversary of the program heard regularly over MBS. Appearing on the program will be Rep. Emanuel Celler (D-N.Y.), who was moderator on the initial program. Sen. Edwin C. Johnson (D-Col.), chairman of the Interstate & Foreign Commerce Committee, will salute the forum and WOIC. The forum will feature Rep. Cellar in a debate with Karl Mundt (R-S.D.) on the topics, "Should the U.S. American Activities Committee Be Abolished?"

Eugene S. Thomas, former sales manager of WOR New York, is WOIC general manager, with Theodore C. Streibert, vice-president of Bamberger. William D. Murdock is WOIC commercial manager.

WOIC's transmitter building is located in the upper Wisconsin Ave. district on the highest ridge in the city. The site was approved by local officials after a long series of hearings.

Mr. Thomas announced last week that Bill Brunidge, WOL Washington sports director, had been signed for a daily quarter-hour program.
By GEORGE VOIGHT

NATIONAL Collegiate Athletic Assn., in a convention which closed July 9 at San Francisco's Hotel St. Francis, took a cautious and apprehensive look at what some members regard as its latest and most formidable bogeymen.

The "bogeyman" was described in a report presented by Jamison Swarts, athletic director of the U. of Pennsylvania; and most delegates found it sufficiently frightening to agree that unless some unified protective policy toward TV was adopted there were "threatened with disaster."

At the same time, and only a block away at the San Francisco Press Club, a convention of the American Colleges Public Relations Assn. (ACPRA) was being told that, because of public demand and similar pressures, college sports are going to lose their "exclusive" status. The colleges like it or not and they might as well face that fact.

Authority for the statement was Hal Deal, President and Distributive Director of Tidewater-Associated Oil Co., which for 23 years has sponsored radio broadcasts of virtually every important football game in the West.

"To Your Own Interest"

"It is to your own interest," Mr. Deal advised the college representatives, "to get everything you can on television, every minor sport as well as major sports. The school activity the TV stations will take even if you have to turn the rights over free."

The report on TV presented to NCAA delegates by Jamison Swarts was based on a survey conducted last season in the New York-Boston-Philadelphia area, where the highest percentage of TV sets in the nation are located. Mr. Swarts said the survey proves that football still defi nitely suffers as a result of television, particularly attendance at smaller school games within TV range of big school games.

TV "might well prove fatal" to these smaller schools, he said.

It was found, he said, that 80% of all TV set owners were football fans, and that 60% of them preferred to watch a game on their TV sets rather than attend the actual game.

The findings of the survey disprove two major contentions of TV network officials, he said, that TV would increase, not decrease, football attendance and that current prices are not high enough. As a matter of fact, he said, present rates are not high enough to compensate for loss of attendance at games and the resulting loss of cash at the box office.

The report concluded with a recommendation that schools adopt, as an interim protective measure until more facts on the subject are known, three major restrictions on televising of sports events: 1—TV contracts should be made on a one-year basis only. 2—Radio and TV rights should be sold separately. 3—Filming of games for either newswire or telecasting should be limited to three minutes of action.

A minority opinion was perhaps summed up by Tom Harrison, former All-American from Michigan now sports director of KFI and KFI-TV Los Angeles. This opinion—identical, incidentally, to that voiced by Hal Deal at the ACPRA convention—held in brief: TV would not prove a complete substitute for presence at a game itself even though many fans might at first stay home because of the novelty of telecasting; that some fans undoubtedly will develop into permanent TV fans, many others, introduced by TV to sports events for the first time, will become active, participating fans at the games; and that a satisfactory working agreement can and must be reached with TV as soon as possible.

Representatives of two leading universities—Fritz Crisler of the U. of Michigan, and Father John Murphy of Notre Dame—said their home games were telecast last season with no loss of attendance at the games.

Mr. Crisler said, even if Michigan wanted to discontinue the telecasts after the 1949 season, "I am afraid we would find it extremely difficult because of public protest."

Public Pressure for TV

Other delegates likewise conceded public pressure might force colleges to telecast their games despite their own antipathy to the idea.

With few exceptions, regional conferences around the country have been awaiting the NCAA report for direction.

This is true, for example, of the Pacific Coast Conference, even though some PCC teams had their games telecast last season and already have sold TV rights for the 1949 season.

Only one important school represented at the ACPRA convention's TV discussion—West Point—has completely accepted the new medium.

Lieut. Col. W. G. Proctor, the Academy's delegate, said West Point has, from the first, been interested in getting all its sports activities on TV.

"Our attitude in large part is due to our special position," he said. "We feel the people want our games telecast and therefore we are obligated to do so. As a result, price always has been our secondary interest in selling TV rights."

He said he did not know what effect TV had on attendance at games but did not believe the gate had suffered seriously.

On the other hand, the U. of Utah's delegate to the convention said, "In my opinion, TV rights being quoted all over the country, we felt we should get every last dollar for our games."

The school sold rights to the local TV station for $500 per game for both football and basketball games during the coming season—23 games in all, he said.

He said when the contract was signed the school calculated that if no more than 200 TV sets in the area, there are now about 1,000 in the area, he said, but the station still has five or six for the games—which, he said, was no concern of the University.

"Backward,' Says Deal

In his talk to the delegates, Hal Deal called such an attitude "backward," and said such prices were "ridiculous."

He said that advertisers would not pay such large sums to contact such limited audiences.

He said that the U. of Southern California and U. of California at Los Angeles sold their rights to KLAC-TV in Los Angeles for $75,000 for 13 home games.

KLAC, he said, admitted it paid the price for "prestige" reasons and resold the rights to the Philco Corp. at a "very reasonable" loss.

He said Tidewater-Associated, because of its long association with western football teams, was given first chance to buy TV rights from the two schools.

"But we weren't even talking in the same money bracket," he said.

"There were only 8,700 TV sets in the LA area at that time, and we wouldn't consider paying such a price to reach that size audience."

In defending TV in relation to its box-office effect on college sports, Mr. Deal said that TV will stimulate interest in sports, and thereby increase attendance, "more than anything in past sports history."

He said the objections now confronting TV are exactly the same (Continued on page 58)
HOT AFTER HOOPER...?

Don't blame him if your present programming isn't building an audience rating. Capitol's Transcription Library does build audiences. Want to know how? Fill out the coupon.

A UNIQUE LIBRARY PROGRAM SERVICE

Capitol Transcriptions
Sunset and Vine, Dept. B117
Hollywood 28, California

FREE — Rush new '49 demonstration record describing Capitol library and how it helps sell station time.

Name

Station Position

Street

City State
TELEVISION CLINIC
to be held by
CBS for agencies and advertisers
will be on Jan. 26 and 27 at
New York's Waldorf-Astoria.
It will
follow the network's second clinic for
its station executives, Jan 21, 22,
Doing BIG things in a BIG way is old stuff to Bill Macdonald, Farm Service Director of the BIG station KFAB. This month Bill Mac starts his 23rd year in radio farm service—doing more BIG things for all the folks in the BIG Middle West.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & Peters, INC.

General Manager, HARRY BURKE
IN APPRECIATION of "pleasant hospitality" during the 1948 NAB Convention in Los Angeles, Justin Miller (l), NAB president, presents an honorary certificate to Bill Ryan, general manager of KFI Los Angeles, who accepts it in behalf of Earl C. Anthony, station owner.

ATTENDING WOIC Day held by Washington Ad Club as TV station opened were (l to r) W. K. Traylor, research, Art Brown, m.c., and Jack Hardesty, publicity, Al WOIC; Al Kelly, comedian; Ed Sullivan of Toast of the Town; Ben Strouse, WWDC Washington, club pres.; Gene Thomas, WOIC gen. mgr.

GUESTS at seminar on "Television and Its Progress" sponsored by Moser & Cotins, Utica agency, are (l to r) James Brown, Lyle Reigler and Laura Mang, Moser & Cotins; George Wallace, NBC; William Alford Jr. and Al Gillen, WSYR Syracuse, and Frank Chizzini, NBC.

DISCUSSING set production during radio and TV conference at International Homefurnishings Market in Chicago are (l to r) C. M. Lewis, E. Frost, F. D. Meadows, Dana Pratt, Merrill Trainer, J. H. Keachie, A. Josephsen and A. R. Hopkins.

ALL CURLS when Beauty Factors Inc. initiated sponsorship of Meet the Stars on ABC for Insta-Curl are (l to r) Frank Samuels, ABC; George Gale, producer; Edgar Smith, Beauty Factors pres., and Bill Lazmer, ABC.

WASHINGTON Music Guild president, Hirsh de La Vies (l), presents Cash Box Oscar for best band of year to Vaughn Monroe (center) with Eddie Gallaher, WTOP Washington disc m.c., representing "plat-ter spinners."

JACK JACKSON (r) of KCMO Kansas City's Hi-Noon Review gets together with the sponsor, Lewis Selders (l), pres. of Spear Mills, and (l to r) Edgar Shoaus, Ralph Walden and J. B. Pipes, Spear's representative.
Program notes
(for TV prospectors!)

With twenty-four regularly scheduled shows...a wide range of remote pickups and studio productions that includes entertainment for children, sports events, practical help for the homemaker...complete and comprehensive coverage of the news, on-spot reporting of special events...movies, drama, comedy...

WPIX offers a variety of new vehicles for alert advertisers interested in TV—a new major market...big enough for attention now and growing so fast in New York, it rates room on any advertising schedule designed to create more conversation among customers, promote prestige, build business, better sales!

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

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

Bows and Boos

TELEVISION engineers merit the highest praise for their achievements which last Wednesday linked 14 cities from the Atlantic to the Mississippi into a unified video network. It is regrettable that long-distance movement cannot be given equal praise for their pooled program commemorating this spectacular event.

Working together, the program heads of the four TV networks have put on a video show surpassing anything previously presented to home viewers. It could have been a full-scale drama with an all-star cast, a variety bill with every set a headline, a first-flight documentary. On many occasions the individual networks and stations have presented outstanding programs of all types. What a job they could have done in concert.

Instead, each network took its own quarter-hour for its own show, not even troubling to check with the other networks to produce a pleasing ensemble. One network did not even give its viewers the courtesy of retransmitting its own program in advance, but let them watch while the actors hunted for the chalk marks on the floor which showed them where to stand to come into camera range.

The "Golden Spike" ceremonies were expected to have the largest audience ever to watch a video program. In failing to deliver a program worthy of the occasion, TV viewers missed a golden opportunity.

SINCE the days of the founding fathers, America has been the land of standardization. The narrow-gauge railroad went the way of the dodo; screws, nails, nuts, bolts, were all standardized. So were coins, pick-handles, bottle caps and left-hand drive cars. We have a National Bureau of Standards, which determines standards on everything from time (by the clock) to tensile strength of steel. Then why, an upheaval in the phonograph record standards? We now have in addition to the standard 78 rpm for home recordings, 33 1/3 and 45 rpm of CBS and RCA Victor. Well, after all, we guess it's the free competition that counts. If the million dollars favors of the biggels the public will buy them. Anything the public accepts becomes standard.

Professional Immunity

REPORTERS are protected in only 11 states against legal and other reprisals if they refuse to reveal confidential news sources. Not one of the 11 laws, however, recognizes radio newsmen, because the original law was enacted by Maryland in 1896 and the other 10 states have copied it.

The need for inclusion of radio in these statutes is obvious. Still more obvious is the need of privilege laws in the other 37 states—laws with specific recognition that reporters are reporters, whether the means of publication is in print on the air or on a TV or facsimile receiver.

A suggested model law has been sent by NAB to all state broadcasters associations, and to broadcasters in non-association states. This has for a state model law for long time, it is suggested that all state broadcasters should contact their legislators and submit the model law for prompt consideration.

Bare Bones BMB

SOME SEMELANCE of order may now emerge from the chaos surrounding Broadcast Measurement Bureau. Acting with heartening alacrity, the BMB executive committee, made up of top men representing the Assn. of National Advertisers, the American Assn. of Advertising Agencies, and the NAB, has determined to create an instrument of measurement, and has placed the production authority in the competent hands of Dr. Kenneth H. Baker, NAB research director.

The survey will proceed as scheduled in March, and under the research methods agreed to by the BMB technical committee. There will be no cutting of corners on the measurement itself, despite the tight financial condition of BMB. Results will be forthcoming in May. They may not be produced on slick paper, buckram-bound, but the gist will be there. Hugh Feltis, BMB president, hits the road to enroll enough new subscribers to pay the freight—a task he is well equipped to perform.

What happens to BMB after the 1949 study is problematical. Reorganization plans are under consideration. The task at hand is to meet current commitments in good faith. By action of the NAB, the BMB executive committee has kept BMB alive. Now that all concerned are aware of the unvarnished facts, we think BMB will survive.

Broadcasters should remember that, in the publications field, the Audit Bureau of Circulation almost died, because of intramural controversy. After its false start, it enjoyed healthy growth. The same can, and probably will, happen with BMB, or its measurement successor.

"I'll Huff and Puff..."

STRAW indicating the direction of the radio log wind appeared last week as the lead Closed Circuit in this journal.

Gist of the item was that all three San Antonio newspapers have capitulated to popular demand and restored program logs to their columns after stations had refused to pay for the space.

Although Editor and Publisher, newspaper trade journal, carried the full story of all the huffing and pufing by San Antonio papers when they were attempting to force stations to pay for the logs, the fact of their final capitulation barely made the magazine last week. There's a one-paragraph account tucked away on page 54.

The San Antonio story is significant when reviewed in detail (see story, page 29) as an indication of the course which will eventually be followed in other cities where publishers have charged for logs in a search for easy advertising revenue.

In every city where the plan has been attempted, as in San Antonio, there has been public demonstration of the difficulties. In some cities, station management has been forced to capitulate to the newspapers. But the fact remains that in the vast majority of metropol-itan centers large enough to support a daily paper, station logs still appear without charge as a part of the news content which readers have a right to expect.

Newspaper management is to be congratulated on this stand. Newspapers have their responsibilities to their readers just as radio stations have to their listeners.

The siren song of possible easy revenue will never compensate for public loss of confidence which inevitably results when a paper or a station forgets its responsibility to its readers or its listeners.

Our Respects To—

JOHN NEIL REAGAN

SOME people push their way into radio. Others use pull. But J. Neil Reagan, newly appointed manager in charge of all operations for the McCann-Erickson Hollywood office, was literally pushed into radio.

It happened back in 1933 when he was visiting his brother Ronald, now a Warner Bros. picture star, but then announcer-sportscaster of Who Des Moines.

"Moon" Reagan, as he is known to friends in and out of the industry, was then a cost accountant with plans to be a lawyer. The station program manager, seeing the young chap waiting around, assumed he was there for an audition. So without consulting him and over his protest, he was handed a script and shoved into the audition booth.

Believing it a gag instigated by brother Ronald, he went through with the audition. The legal profession lost a possible Clarence Darrow when "Moon" Reagan won the audition. And at $17.50 per week which to him was even more amazing.

But since those days Mr. Reagan has had a varied career. Besides announcer-sportscaster, he has been radio, stage and screen actor. His credits also include those of writer-producer, director and general trouble-shooter.

With the administrative responsibilities that go with being Hollywood manager in charge of all operations for McCann-Erickson in that city, Mr. Reagan has no time these days personally to engage in histrionics. But he does direct the weekly CBS Dr. Christian program (Cheesbrough Mfg. Co.—vaseline hair tonic); and supervises production of Pillsbury Flour quarter-hour segment of the five weekly ABC Kay Kyser's Kollege of Fun & Knowledge when that program originates from the West Coast.

Neil Reagan has similar duties on the weekly Straight Arrow show sponsored by National Biscuit Co. on Don Lee Pacific stations. When that series goes Mutual starting Feb. 7 it will be increased to three weekly and so will his supervising duties. He also writes West Coast originating commercials for the five weekly CBS Godfrey Show for National Biscuit.

Tampico, Ill., was his birthplace and the date Sept. 16, 1908. His given names are John Neil. The Reagan family did some moving around in those days. As result he received his early schooling in such Illinois cities as Chicago.
Here is a comparison of listening preference for WOAI against other network and non-network stations located within the 65-county area:

**MORNING** (6:00 AM to 12:00 Noon)
- WOAI: 29%
- All ABC Stations: 16%
- All CBS Stations: 14%
- All MBS Stations: 7%
- Non-net. Stations: 11%

**AFTERNOON** (12:00 Noon to 6:00 PM)
- WOAI: 30%
- All ABC Stations: 17%
- All CBS Stations: 12%
- All MBS Stations: 6%
- Non-net. Stations: 10%

**EVENING** (6:00 PM to 12:00 Mid.)
- WOAI: 35%
- All ABC Stations: 14%
- All CBS Stations: 16%
- All MBS Stations: 4%
- Non-net. Stations: 2%

Returns are in from a brand new Hooper Survey of family listening habits in 65 Texas counties, where 50-100% of the Radio Families listen regularly to WOAI, both Day and Night (BMB Study No. 1).

These are the 65 counties surveyed by Hooper (Total Radio Families, 320,940 — BMB 1948 estimate).

The Hooper Listening Area Index is based on a record of habitual family listening data obtained from mail ballots received from a cross-section of homes in the surveyed area.

This question was employed on the mail ballot: "To what stations do you and your family listen MOST FREQUENTLY, OR MOST OF THE TIME?"
CHEVROLET

In Market for Radio Public Events Time

CHEVROLET will be on the lookout in 1949 for big public events radio time buys such as its purchase of NBC election newcasts last year, according to Thomas H. Keating, general sales manager. Chevrolet, he said, will spend more for advertising in the coming year than any other auto company in all history.

“We'll be in the market for any broadcast that will draw listeners by the millions,” he told BROADCASTING at the press showing Tuesday of the 1949 Chevrolet in the Waldorf-Astoria Hotel, New York.

Earlier, he told radio, newspaper and advertising executives from Chevrolot's Far Eastern division that his company was happy about the 14-hour election night radio purchase.

He admitted that there was some "grousing" at the repetiton of the name of "Chevrolet first" message that evening but added that he ascribed most of the complaints to "Repubican radio competitors.

The majority of critics, he said, believed it a "clever use of radio time."

Outlining the success of Chevrole1; in 1948, when, he claimed, it outsold all other automobiles, he said that Chevrolet spent more money for advertising in the past 12 months than any other auto company.

"In 1940," he said, "the expenditure will be greater by far — and you can underscore by far — more than any other auto company in all history.

"We'll really open all the stops this year. We do so because we are three years closer to the competitive market than we were when we opened production after the war."

He also revealed that the more conservative Chevrolet executives believe that at least a 10% product increase will be achieved in 1949.

Mr. Keating, who is also general editor of "Time" and "Life" magazines, is to speak at the opening of the Chicago editorial convention.

CALIFORNIA LIBEL

Group Seeks Exemption Law

IN AN attempt to clarify radio's libel responsibilities on the state level, a group of California radio executives on Jan. 8 conferred with Gov. Earle Warren in Sacramento. Harry Butcher, KIST Santa Barbara owner and president of California Broadcasters Assn., lead them in seeking support of a measure to exempt radio stations from libel responsibilities in political advertising and other spontaneous comment beyond control of stations.

Others who conferred with Gov. Warren were Calvin J. Smith, KFAC Los Angeles general manager and NBC district director; William Beaton, general manager of KWKW Pasadena and Southern California Broadcasters Assn. president, and Dom Tatum, counsel for CBA and SCBA.

AIEE Includes TV

AMERICAN Institute of Electrical Engineers has included a session on television in the program of its annual winter general meeting, to be held Jan. 31-Feb. 4 at New York's Hotel Statler. Set for 10:30 a.m., Jan. 31, the TV session will include P. C. Goldmark, CBS, speaking on "Simplicity and Contrast in Television"; H. P. Steier, RCA, on "Development of Large Screen Metal Kinescope"; T. T. Goldsmith, Allen B. DuMont Labs, "Progress Report on Ultra High Frequency Television"; S. C. Spielman, Philco Corp., "Input Power Requirements of Television Receivers"; R. V. Little Jr., RCA, "Large Screen Projection Television."

PERSONNEL realignment involving three executive positions at WCP0 Cincinnati became effective this month. M. C. Walters, vice president of Scripps-Howard Radio and general manager of WCP0, announced.

John Patrick Smith, formerly WCP0 studio director, has moved up to assistant general manager, and Glenn Clark Miller, who had been program director, is now station manager. Earl Corbett has moved into the program director post.

Mr. Smith has been with Scripps-Howard for 21 years. Mr. Miller, who joined the organization five years ago, is president of Theatre Productions Inc., Fort Thomas, Ky. Head of Scripps-Howard Radio is Jack R. Howard, who is also general editorial manager of the Scripps-Howard newspapers. One of these papers is The Cincinnati Post, with which WCP0 is affiliated.
Galesburg and Monmouth.

With football his extra-curricular activity, he graduated from high school in Dixon, Ill., in the spring of 1926. At that time he earned the nickname of “Moon.” He had his hair shaved off and the effect was “moon like,” others decided.

Following high school, the next couple of years were spent as cost accountant for a few business firms. With finances saved to supplement a scholarship, in fall of 1929 he enrolled at Eureka (Ill.) College, majoring in economics and sociology.

Hashing for board in the girl's dormitory, Neil Reagan also managed the college print shop and took in much “outside work.” And he also lettered in football as an end.

Taking an active part in college politics, he was president of the Booster's Club which planned the annual homecoming dance and other money-making campus events. During his senior year he was also chapter president of Tau Kappa Epsilon. Along with it he managed to teach freshman classes in economics.

He was graduated with an A.B. in 1933 and a few weeks later he visited brother Ronald.

KFWB Next Stop

Remaining with WHO for balance of the year, “Moon” Reagan in early 1934 was transferred to WOC Davenport. He continued with that station seven years and was program director upon resignation in favor of the West Coast and the movies.

KFWB Hollywood was his next stop as a sports announcer. Later he was made newscaster and editor and production manager in fall of 1943. In the meanwhile he was also putting his acting ability to use, freelancing for Warners, Bros. and Columbia Pictures productions. Nor was radio acting overlooked.

He left KFWB in July 1944 to join CBS Hollywood as a senior director. With advertising agencies calling many of their key men from the networks, McCann-Erickson some six months later invited him to join its Hollywood production staff as a director.

First assignment was on the NBC Westhouse Show with John Charles Thomas. Since then his duties have multiplied and Mr. Reagan has dropped his acting chores.

Heads Production

He sort of slid into handling all radio activity at the agency's Hollywood office, assuming the title of Hollywood radio production manager. Along with those duties he was made the agency's Hollywood manager in mid-November 1948, succeeding the late August J. Brunn.

Whirlwind was his romance with Elizabeth Hoffman of Des Moines. On a blind date, they met in late

July 1935 and were married Aug. 31, that year. The Reagans but recently moved into their new home in suburban Bel Air district.

Gardening Hobby

A philatelist, Mr. Reagan also lists gardening as a hobby. Other spare time is spent in his workshop. Denying that he is a joiner, admitted is a membership in Hollywood Wood Club.

Five feet 11½ inches with brown hair and hazel gray eyes, and 170 lbs., John Neil (“Moon”) Reagan is always in a state of calm. “Take it easy, don't get excited and you can accomplish more,” he says. And young Mr. Reagan maintains that philosophy in his daily life.

FIGHTING FUND

Radio Guild Gives Pledge

THE RADIO GUILD, United Office and Professional Workers of America, CIO, has pledged $2,000 to the $100,000 Fighting Fund the union decided upon at a UWFPA National Conference held Jan. 8-9 in New York City. The money will be used for a new organizing drive.

On the floor of the conference, the Radio Guild was commended for its new contract with CBS, covering 650 white collar workers and providing for average increases of $4 weekly [BROADCASTING, Nov. 22]. The guild also pledged to repay $1,200 it owed the national office for aid in the CBS negotiations and then immediately raised $900 of this amount.

KTLA (TV) Hollywood children's show, Judy Splinters, has been awarded the 1948 Television Award of the Tenth District of the California Congress of Parents and Teachers.

WTAG’s transmitter building.

WTAG-FM POWER

Boost to 20 kw Effected

With tests completed on its new transmitter at Paxton, Mass., WTAG-FM Worcester, Mass., is operating with increased power of 20 kw, the station announced last week. All WTAG stations are being duplicated, 7:45 a.m.-11:15 p.m. daily.

WTAG-FM has been on the air since 1940 with limited power, operating from a unit in WTAG's transmitter at Holden, Mass. With its increased power the FM station will continue to operate on Channel 941 (96.1 mc).

The new transmitter and adjoining 200-ft. tower include the latest innovations in transmitter construction, WTAG-FM reports.

Because of the exposed and isolated location and 1,300-ft. elevations the FM transmitter, provisions are kept on hand to last a stormbound operator for many days. Emergency power would be provided by a 50 kw gas generator, which would switch on automatically within five seconds should normal source of power be cut off.

Telespots Opens Office

TELESPOTS, Inc., New York, producers and distributors of open end and package film television commercials, last week announced the opening of a Washington, D.C., sales office at 420 Victor Bldg., Al Sherman, president of the Sherman Plan Inc., Washington, distributors of industrial motion pictures, will head of the Washington office. He was formerly director of short subjects publicity and advertising for Columbia Pictures, New York.

FIRST FIFTEEN PACIFIC HOOPERATIONS

December 1948—February

<table>
<thead>
<tr>
<th>Program</th>
<th>Spots</th>
<th>Agency</th>
<th>Sponsor</th>
<th>Date</th>
<th>Time</th>
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<tr>
<td>Jack Benny*</td>
<td>3</td>
<td>American Tobacco (BBD)</td>
<td>34.9</td>
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<td>1</td>
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<tr>
<td>Charlie McCarthy</td>
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<td>Standard-Banbury</td>
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<td>2.2</td>
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<td>Fibber McGee &amp; Molly</td>
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<td>S. J. Jackson &amp; Son (3LS)</td>
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<td>Amos 'n Andy</td>
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<td>Philip Morris (B)</td>
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<tr>
<td>Bing Crosby</td>
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<td>Philco Corp. (Hitchin)</td>
<td>22.7</td>
<td>1.1</td>
<td>10</td>
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<tr>
<td>Bob Hope</td>
<td>3</td>
<td>Colgate-Palmolive-Peet Co.</td>
<td>22.7</td>
<td>1.1</td>
<td>10</td>
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<td>Dan Daniel</td>
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<td>Colgate-Palmolive-Peet Co.</td>
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<td>Fred Allen</td>
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<td>Ford Dealers of America (J)</td>
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<td>People Are Funny</td>
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<td>Philco - S. &amp; W. Tobacco Corp. (3LS)</td>
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<td>Truth or Consequences</td>
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<td>Proctor &amp; Gamble (Compton)</td>
<td>18.3</td>
<td>1.1</td>
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<tr>
<td>Jack Benny</td>
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<td>National Dispensaries</td>
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<td>The Whirl</td>
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<tr>
<td>Hilda Thompson</td>
<td>3</td>
<td>Brown Bros. (B)</td>
<td>17.8</td>
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<tr>
<td>Take it or Leave it</td>
<td>3</td>
<td>Eversharp (B)</td>
<td>17.0</td>
<td>1.2</td>
<td>54</td>
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</tbody>
</table>

* Includes first and second broadcasts

CCNY RADIO MEET

Set for March 29-30

EXPANDED opportunities in radio and television will be the theme of the fifth annual City College of New York Radio-Television and Business Conference March 29 and 30 in New York's Hotel Roosevelt. On March 30 the annual CCNY radio-television awards will be announced. Deadline for filing award entries is Jan. 31.

The advisory committee planning the conference includes: Dr. Harry N. Watson, president of the City College of New York; Elon G. Borton, president and general manager, Advertising Federation of America; Earl Burton, president, O'Sullivan Rubber Co. and managing director, the National Assn. of Manufacturers; Wayne Coy, FCC chairman; Augustin Frigon, general manager, Canadian Broadcasting Corp.; Carl Haverlin, president, Broadcast Music Inc., and president, Radio Executives Club of New York; S. Hedges, NBC vice president; Ira A. Hirschman, president, Metropolitan Television Inc.; Berne Judis, vice president and general manager, NWEY New York; Al Paul Leighton, president, Al Paul Leighton Co.; H. L. McLintock, vice president, N. W. Ayer & Son; Howard S. Meighan, CBS vice president; Thomas L. Norton, dean, City College School of Business; Vergil D. Reed, associate director of research, J. Walter Thompson Co.; Robert Saudek, ABC vice president in charge of public affairs; Theodore C. Streibert, member, MBS board of directors, and president WOR New York; Robert D. Sweeney, and A. D. Willard Jr., NAB executive vice president.

MERGER

International, Universal Join

MERGING of International Recording Studios with Universal Recorders has been announced by Will H. Voeller, executive vice president of latter firm. Corporation will be known as Universal Recorders Inc.

All studio and recording activities of both companies are now concentrated at the studios of Universal Recorders, 6787 Hollywood Blvd. Those now occupied by International, Recording Studios at 6700 Sunset Blvd. are closed for all recording activities. Dixon McCoy has joined Universal as vice president.

New FM Transmitter

A NEW 10 w FM transmitter said by its manufacturers to be the smallest, lightest, and least expensive of its kind and designed for use in both commercial and educational broadcast, has been announced by Radio Engineering Labs, Long Island City, N. Y. The transmitter sells for $1,956. Its maximum coverage is five miles.
Johnston, Uridge

Elected by SPAC

ABC's Stations Planning and Advisory Committee has elected Henry P. Johnston, executive vice president of WGN, as representative for District 4, southern states, to succeed Mark Woods. ABC's President announced last week that Mr. Johnston, general manager of WMPS Memphis, is the alternate.

Mr. Johnston is executive officer of the network's stations in the southeastern states, including WMPS Memphis. He was formerly station manager of WQAM Miami, Fla., where he managed a group of stations that included WMPS. WQAM is the only station on the Florida coast that is owned by ABC.

Johnston, a former radio announcer, has been with the ABC Network since 1945, when he was selected to manage WMPS. He was instrumental in developing the station's program schedule and has been an active member of the broadcasting industry since that time.

Clear Breakdown

(Continued from page 22)

The resolution passed by the Senate Civil Service Committee on Jan. 20. President Truman urged that the Senate pass the bill, which is now in the House of Representatives, where it will be considered by the full House.

The Senate approved the bill last Thursday, when amendments were made to the bill in which the pay raises were contained.

The bill provides for a 7.5% increase in the pay of employees in the federal government, with the pay raises effective Jan. 1. The pay raises would be phased in over a period of three years, with the first increase of 2.5% taking effect Jan. 1, 1949.

The bill is designed to bring the pay of federal employees in line with the pay of similar workers in the private sector, and to prevent future pay cuts in the federal government.

Gates Booklet

GATES RADIO CO., Quincy, III., has just released through its engineering department a booklet entitled 'Standing Wave Ratios in the FM Broadcast Band.' The booklet has been prepared by B. E. Parker, director of engineering, and deals with the subject of standing wave ratios and their particular effect in the transmission of high frequencies, such as FM and TV. The booklet is being mailed to all station engineers. Gates will supply copies without charge to those interested.

Aims Meet

Craney Gathering Same Day

FIRST meeting of the Assn. of Independent Metropolitan Stations will be held Jan. 28-29 at the Stevens Hotel, Chicago, according to a joint announcement by Paul J. M. McDonald, Chicago; Steve Cisler, WKLYW Louisville, and Dave Baylor, WMJO Cleveland.

The AIMS meeting has no connection with the Franklin C. Estes, Northwest broadcaster, who has been invited to speak at the meeting.

Aims group will consider station operating practices, new applicants for membership, possible group purchasing of program materials, potential group purchasing of individual metropolitan stations and plans for a national meeting in conjunction with the NAB convention in April.

AIMS is comprised of 51 independents in large metropolitan markets, and there are 24 new members applicants, according to the announcement, which added: "AIMS has been in existence since August 1948. It operates informally without any officers, constitution or dues, but serves as an exchange of operating ideas, programs, sales tips and other practical problems. It does not concern itself with any legislative matters."

Gab Meeting

Two-Day Session at Rome

PANEL DISCUSSION on selling and talks on FM and on radio's prospects for 1949 will feature the winter meeting of the Georgia Association of Broadcasters, Jan. 28-29 at Rome, Ga.

Meetings will open with a luncheon Jan. 28. Maury Long, business manager of broadcasting, will discuss "Radio's Outlook for 1949," and Thad Holt, general manager of WAPI Birmingham and its FM affiliate, WAFM, will speak on "All Phases of FM Broadcasting."

The afternoon session will close with the discussion on selling. Panel members will be Mrs. C. C. Fuller, Tucker Wayne Agency, Atlanta; and Prof. John C. Smith, Georgia Tech. The program will be followed by a business meeting at which the association will discuss the progress made on the local law and your interest in Fifth District directorship of NAB."
HERE are more reasons why more people listen to CFRB... a line-up of great drama shows, including the highest-rating drama show on the air!

These dramatic and mystery offerings are another phase of CFRB's balanced programming, designed to please every taste. So no matter what type of listeners you want to reach—you'll find them listening to CFRB! That's why CFRB is your No. 1 advertising buy in Canada's No. 1 market!

CFRB

Your No. 1 buy in Canada's No. 1 market

REPRESENTATIVES United States: Adam J. Young Jr. Inc.
Canada: All-Canada Radio Facilities Limited
NOW any educational institution can have a fine broadcasting system at low cost,—easy to install and operate.

Gates BFE-10 Frequency Modulated ten watt transmitter is the ideal basic unit for such an installation. It, and a small amount of associated equipment, will assure you of giving a broadcast service to your community of unequalled quality; a service to bring your organization into the everyday life of all, to integrate the high intellectual standards of education with your public's thinking.

Send for information on this new way to further your school's advantages. A complete quotation on a system to fit your needs will be sent on request.
FM BROADCASTERS:

Here's the answer to YOUR audience-building problem...

A Really Good FM-AM RECEIVER with Genuine ARMSTRONG FM

The Triumph

Ask Your ZENITH Distributor or Dealer
to DEMONSTRATE IT!

Hear your own station, as you want your audience to hear it... crystal-clear and static-free, with genuine Zenith-Armstrong FM. The powerful Zenith built Alnico "5" speaker reproduces your programs in full, natural tone quality. See it, hear it, compare the value... and you'll agree that the low-priced Triumph is the answer to your audience building problem.

USE THIS NEW ZENITH YOURSELF!

You will want these radios throughout your offices for monitoring purposes. Your time salesmen will want them, too, for the "Triumph" is so small and compact. It's easy to carry about and to demonstrate—in the prospect's own office—the static-free, true-fidelity quality of FM. Zenith's patented Light-Line Antenna eliminates the need for a dipole in areas of primary signal strength—and connection is provided for outside antenna where terrain or distance reduces signal strength. Thus, the Zenith "Triumph" insures perfect reception almost anywhere.


ZENITH RADIO CORPORATION • 6001 DICKENS AVENUE • CHICAGO 39, ILL.

BROADCASTING • Telecasting
A Market Well Adaptable to Test Campaigns Because It Excels in All Points Surveyed By Sales Management.

**MBS Billings**
(Continued from page 86)

<table>
<thead>
<tr>
<th>Advertisers (Cont'd):</th>
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<td>28. Brown &amp; Rawers</td>
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<td>29. C. Wondi Muhens &amp; Co.</td>
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<td>30. BBDO</td>
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<td>32. Hutchins Adv.</td>
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<td>36. Buchanan Co.</td>
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<td>37. Pratts &amp; Forbes</td>
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<td>38. Arthur Meyerhoff &amp; Co.</td>
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<td>39. Shriver &amp; Thrusby Adv.</td>
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<td>40. Moss &amp; Arnold Co.</td>
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<td>43. Gen. H. Hartman Co.</td>
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<td>44. Huber, &amp; Sons &amp; Co.</td>
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<td>45. Frederick Clinton Co.</td>
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<td>46. Raymond Spectrump Inc.</td>
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<td>47. Wm. Esty &amp; Co.</td>
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<td>48. 50,000 Total</td>
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**Don Lee Plea**

FCC last week was pondering a petition filed by Don Lee Broadcasting System asking for separation of its long-pending renewal and related applications, on the ground that a general investigation of network practices is needed. The petition pointed out that Don Lee's renewal applications—five of them—have been tied up since Feb. 15, 1946, when the Com- mission called a hearing to determine whether the network had violated FCC's network option-time rule in 1945. The hearing was held in January 1947. Meanwhile, the petition noted, that 11 other Don Lee applications have become tied up, either directly or indirectly, pending a decision on the hearing.

"The long delays," the petition said, apparently is "primarily the result of the fact that the record, although it may raise broad questions of regulation (and hence the propriety of revision or modification of the Commission's network regulations, does not present any specific issues of violation of these regulations."

**Extensive Information**

These questions are not yet the case and reader as to require extensive information concerning not merely the operation of petitioner's network but other regional networks and networks and, in particular, the competitive aspects of network operation.

**FCC's Policy**

FCC's present policy, in handling complaints or other information relating to possible violations, is to issue formal or informal investigations to determine whether there is any basis for renewal or revocation proceedings. If this policy had been in effect in 1946, the petition asserted, Don Lee's renewal applications would not be involved in the pending proceeding.

The network asked FCC to separate the applications and grant them. The petition grants to be made without prejudice to "any appropriate action the Commission may... desire to take" if and when it com-

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**Extensive Information**

These questions are not yet the case and reader as to require extensive information concerning not merely the operation of petitioner's network but other regional networks and networks and, in particular, the competitive aspects of network operation.

**FCC's Policy**

FCC's present policy, in handling complaints or other information relating to possible violations, is to issue formal or informal investigations to determine whether there is any basis for renewal or revocation proceedings. If this policy had been in effect in 1946, the petition asserted, Don Lee's renewal applications would not be involved in the pending proceeding.

The network asked FCC to separate the applications and grant them. The petition grants to be made without prejudice to "any appropriate action the Commission may... desire to take" if and when it com-

**Don Lee Plea**

FCC last week was pondering a petition filed by Don Lee Broadcasting System asking for separation of its long-pending renewal and related applications, on the ground that a general investigation of network practices is needed. The petition pointed out that Don Lee's renewal applications—five of them—have been tied up since Feb. 15, 1946, when the Com- mission called a hearing to determine whether the network had violated FCC's network option-time rule in 1945. The hearing was held in January 1947. Meanwhile, the petition noted, that 11 other Don Lee applications have become tied up, either directly or indirectly, pending a decision on the hearing.

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RAESE GRANT
Made Final for Cumberland

BY A 4-3 vote, FCC last week made final its proposed grant to Richard Aubrey Raeese for a new 250 w. full-time station on 1230 kc at Cumberland, Md. [BROADCASTING, July 26, 1948]. The application of Tri-State Broadcasting Co., seeking the same facilities, was denied.

The Commission majority preferred the Raeese application over that of Tri-State on grounds of local ownership and integration of ownership and management. FCC Chairman Wayne Coy and Comr. Robert F. Jones, who dissented from the proposed decision, were joined by Comr. Frieda B. Hennock in voting for Tri-State in the final order. Miss Hennock had not participated in the proposed decision.

Mr. Raeese, former basketball coach at the U. of West Virginia and now vice president of Greer Steel Co. at Morgantown, W. Va., is the son-in-law of Mrs. A. J. Greer, owner of WJAR and WJFE-M Morgantown, WDNE Elkins, W. Va., and WGreer (FM) Pittsburgh, Pa. He has been active in the affairs of these stations, having supervised construction of the Elkins and Pittsburgh outlets and participated in WJAR operations. He is to be manager of his Cumberland station and plans a Mutual affiliation. George J. Kapel, WJAR program director, is to hold the same position with the Cumberland station.

Tri-State Principals

Tri-State, the unsuccessful applicant, is owned by 47 stockholders, Charles A. Piper, Cumberland bank president, heads the company. Approximately 42% of the stock is owned by 27 persons who have 73.4% of WBOC Salisbury, including WBOC President John W. Downing; 13 of these have 25% of Capital Broadcasting, new-station grantee for Annapolis, while another group has a minority interest in WCAO Baltimore.

Paley

(Continued from page 23)

all of the singer's terms. He was said to have even retreated on the transcription question. The crooner owns a recording company in competition with CBS's Columbia Records.

James Carmine, vice president in charge of advertising for Philco, sponsor of the Crosby show, arrived late in the week. He and Mr. Paley exchanged notes relative to a shift from ABC to CBS.

It was also considered significant that Edgar Bergen left Hollywood last Wednesday bound for New York where it has been indicated he will examine CBS video programming operations. He further intends to study the medium in all its facets while in the East.

Why does Broadcasting reprint local market data from Sales Management's Survey of Buying Power?

Broadcasting magazine secured special permission to reproduce, in its October 1948 Marketbook, the copyrighted 1947 estimates on retail sales by counties from Sales Management's May 10, 1948 Survey of Buying Power. Why? Because Broadcasting (along with the National Association of Broadcasters, the F.C.C., the leading networks and hundreds of local radio stations) recognizes SM's annual survey as the basic source of local market data used by national advertisers and agencies throughout the nation.

Now in the works is Sales Management's 1949 Survey of Buying Power—the product of 20 years' usage and refinement by national advertisers and agencies plus the combined thinking of 17 leading advertising experts on a Special Board of Advisory Editors. Below are reduced sample tables (with dummy figures) showing what the 1949 survey, to be published May 10th, will tell sales and advertising executives about your market. This 20th annual survey of buying power will give the following new and exclusive data on U. S. counties, on more than 1,000 cities and on the 138 metropolitan county areas:

The opportunity for Radio and TV Stations

Sales Management's 1949 Survey presents your local station with an exceptional opportunity for effective tie-in advertising close to the above data on your market. Your Survey ad will not only keep your story before more than 17,000 advertiser and agency executives throughout the year, but it will give you authority to quote the Survey's copyrighted figures in all your own printed media promotion. Closing date for reservations in the city-county section is February 18th and positions will be assigned on a first-come, first-served basis.

For complete details about Sales Management's 1949 Survey of Buying Power write for our "Brief on the 1949 Survey."
Coaxial

(Continued from page 88)

J. R. Poppele, president of the Television Broadcasters Assn., saluted AT&T's president, Leon Gruenberg, at the one millionth subscriber half of the television industry for AT&T achievements in linking the East and Midwest in the coaxial cable, which was opened for use Tuesday evening.

Mutual Admiration

In an Exchange of congratulatory telegrams, J. R. Poppele, president of the Television Broadcasters Assn., saluted AT&T's president, Leon Gruenberg, at the one millionth subscriber half of the television industry for AT&T achievements in linking the East and Midwest in the coaxial cable, which was opened for use Tuesday evening.

Dr. Frank Stanton, CBS president, pointed out that the true importance of the cable will lie in the kinds of programs it will carry into the 14 great metropolitan areas which it serves and the 40 million people which they contain.

Program Need Emphasized

"I wish in no way to minimize the tremendous importance of the technical marvel of communication we are celebrating today. But I do wish to say that this great cable can only be as good as the pictures it carries. There is no substitute for good programming. And it is to that end now that I can promise you we will direct our best talents and equipment to it.

The CBS quarter-hour which opened the TV network program showcase fell far short of Dr. Stanton's promise. In essence, one of Arthur Godfrey's morning AM network programs with cameras added, the program opened with a puff of cigarette smoke and during its course, Mr. Godfrey got in plugs not only for Chesterfields and for his new TV program for them, but also for Nabiscoos and Glass Wax, advertised with Chesterfields on his AM program.

Guest appearances were made by the cast of the CBS puppet program, "Lucky Pop", and by Douglas Edwards, CBS video newscaster. Later, half of the viewers tuning in their programs to potential new viewers in the Midwest, Mr. Edwards managing to mention the time of his program a few times during the minute or so he had on the showcase program.

The informality of a Godfrey program is a fine thing in the right place; but when a network number of viewers, the dedicatory program was distinctly not the right place.

Ted Steele and his orchestra did a quarter-hour vaudeville routine which was pleasant but not pretentious as the showcase number for the DuMont network, where Mr. Steele is a daytimer.

Berle Appearance

NBC offered Milton Berle who lived up to his introduction as "America's No. 2 television entertainer" both in his own routine and working with his guest, Harry Riomman. This 15-minute segment was a thoroughly professional production and any Berle fan, which rating records indicate is almost an almoner of the video audience, thoroughly enjoyable.

Final part of the pooled telecast was "Standby for Crime", quarter-hour mystery program, presented by NBC from that network's Chicago TV station, WENR-TV, demonstrating that the cable works equally well in either direction. Program was typical of its kind, distinguished by some unusual effective camera work.

Technically, the program reception was excellent, with no observable difference in picture quality for pickups from New York, Washington or Chicago. Only reported trouble was a failure of the loop feeding CBS during the last quarter, when that network got the audio signal only, with no video.

Cities and stations carrying the inaugural show were New York—WABD WCBS-TV WJZ-TV WNB; Boston—WJZ-TV WNB.

Bell's Prediction

FRANCIS J. CHESTERMAN, president of the Bell Telephone Co. of Pennsylvania, predicted that the 6,000 miles of coaxial cables that made the TV linking of East and West possible "will have grown to more than 12,000 miles by 1950."
the rapid technical developments in radio."

An additional $250,000, requiring legislative sanction, was included for the Bureau for preparation of plans for a radio propagation building.

An increase of $92,865—or 3¾—was asked for the Federal Trade Commission in a budget recommendation of $3,739,000. That agency's revenue during the last fiscal year was $3,846,035.

A drop in sales of radio receiving sets, phonographs, records and musical instruments in the next fiscal year was forecast in the President's budget. In the current fiscal year, the government expects to receive $88 million in manufacturers' excise taxes from this source. But it anticipates receipts of only $58 million in the fiscal year starting July 1, 1960.

The miscellaneous tax section of the budget portends increases in revenue from telephone, telegraph, radio, leased wire and cable facilities, for which the radio industry is a heavy contributor. Current income from this source is $285 million, anticipated 1950 revenue is $300 million.

Rorbaugh Reports

N. C. RORABAUGH Co., New York, is now estimating dollar expenditures for television time and will make that material available on special order but will not publish them as part of the monthly Rorbaugh Report on Television Advertising. Beginning with January 1949, the company will compute from the one-week data provided by TV stations the monthly gross expenditures for TV time of local, spot and network advertisers by a statistical formula which will be adjusted quarterly to provide for earned discounts, etc.

WEFS Coax Report

A COINCIDENTAL telephone survey showed that 86% of TV receivers in the WEFS (TV) Cleveland viewing area were tuned on for the East-Midwest coaxial cable inaugural and that 58% of them were tuned to WEFS, the station reports. The survey was made by the Bureau of Business Research, Cleveland College, Western Reserve U. Viewer response topped even the election night audience, when, according to WEFS, 78.7% of TV sets (estimated at 26,000) in the Cleveland area were in use and 63.8% of them were tuned to WEFS.

WFMJ Youngstown, Ohio, will hold its third annual Sportsmen's Banquet on Feb. 3. Dinner is held in connection with Youngstown District's "Outstanding Sports Personality" contest. This event was originated by Lee Leonard, WFMJ director of sports in 1947.
A CONSENT JUDGMENT against three firms controlling television patents—Paramount Television Productions Inc., General Precision Equipment Corp., and Scophony Corp. of America—was entered in New York Federal District Court last Wednesday, according to the Justice Dept.

The judgment was greeted by Arthur Levey, Scophony president, as "a great victory for freedom of competition." He added that the judgment would open the door to industry of the Scophony advances including patents and processes on the "superisonic" and "skatiron" systems of television transmission and reception.

The supersonic cell, he said, "will make available—both in homes and in theaters—large-screen video reception in varying sizes vastly superior in quality and substantially lower in cost than that now offered by the cathode-ray tube method."

Paramount Television Productions is a wholly-owned subsidiary of Paramount Pictures, one of the most active motion picture producers in the TV ownership field. Paramount owns KTAL Los Angeles and WBKB Chicago and is associated with several pending applications. In addition, FCC has issued a proposed finding that Paramount by virtue of a 29% interest controls Allen E. DuMont Labs, which has three TV grants [BROADCASTING, Dec. 20].

FCC Notation

When it issued the grant for KTAL, FCC took notice of the existence of the anti-trust suit but concluded that "the complaint against applicant does not appear to be such as to require a denial of a grant on that ground" [BROADCASTING, Dec. 23, 1946]. If further proceedings in the suit should develop justifying grounds, FCC said at that time, then consideration could be given in passing on license-renewal applications.

In the complaint, filed in December 1945, the three defendants were charged with conspiring with Scophony Ltd., a British firm, to monopolize the manufacture and sale of television equipment embodying patents and processes developed by the British company. Scophony Corp. of America, the Justice Dept. said, was formed by the three other defendants to hold and license the U. S. and other Western Hemisphere rights under Scophony patents and processes.

The consent judgment also charged that General Precision Equipment and Paramount Television Productions refused to exploit these patents and processes themselves, and that they kept Scophony Corp. of America from exploiting them. The consent judgment requires General Precision and Paramount Television to divest themselves of all stock interests in Scophony Corp. of America, and terminates the exclusive licenses involved.

Herbert A. Bergson, assistant attorney general in charge of the Justice Dept.'s Anti-trust Division, said "the system of television reception embodied in the Scophony patents is said to permit the use of large-screen viewing screens suitable for homes, schools and motion picture theatres. Successful exploitation of these patents would therefore open up new possibilities in the entertainment and educational world."

The supersonic and skatiron television projection systems are methods differing from cathode ray picture tube methods. It is claimed that the supersonic TV system is cheaper, easier to produce, has longer life, can be operated at low voltages, moves away with distortions found in curved cathode ray tubes. SCA also holds basic patents on a video subconscious device which operates over the air without intervening telephone hook-ups.

The consent judgment was delayed until the defendants were able to work out cross-claims among themselves. SCA President Levey had asked treble damages aggregating $270,000 and SCA treble damages amounting to $1,500,000. Conferences held after the order of judgment, it is understood, resulted in General Precision turning over to Mr. Levey 960 B shares of Scophony Corp. and Paramount Television another 340 shares.

Still to be decided is the disposition by the FCC of a Patent Infringement Action of the Justice Department in New York soon will proceed to take judgment against the British company, which has failed to file an answer in U. S. action against it.

FCBA ELECTION

Jameson Named President

GUILFORD JAMESON, Washington radio attorney, was elected president of the Federal Communications Bar Assn. at its annual election last Friday. He succeeds Carl I. Wheat of the New York law firm of Wheat, May, Shannon & St. Clair.

Other officers elected were Neville Miller of Miller & Schroeber, former president of NAB, first vice president; William A. Porter, of Bingham, Collins, Porter & Kistler, second vice president; and Gordon Lockwood, Jr., of Hogan & Hartson, secretary, and Joseph F. Zias, of Loucks, Zias, Young & Janasy, treasurer. New members of the executive committee: Vernon L. Wilkinson of Haley, McKenna & Wilkinson, former FCC assistant general counsel; and A. J. Crook, of Wheat, May, Shannon & St. Clair.

The election preceded the FCBA's annual banquet, which was to feature an address by NAB president Justin Miller on "Functions of the FCBA." Members of the FCC, department heads and hearing examiners were guests of the bar association, along with notables from other local bar associations.

Mr. Jameson, the new president, was graduated from Georgetown U. Law School in Washington, D. C., in 1920 and has practiced law since that time except for the period from 1930 to 1933 when he served as commissioner of the U. S. Court of Claims. He was also clerk of the House Committee on the Judiciary from 1921-30, during which time he was also associated with special investigating committees of the House.

He is the author of several legal pamphlets, including "The Judicious Committee of the House of Representatives, Its Origin, Jurisdiction and Procedure."

Members of the FCBA included Frank W. Wosencraft, chairman, and Herbert M. Bingham, Elliot C. Lovett, Duke M. Patrick, Paul A. Porter, and Philip G. Loucks.

MEREDITH

Vies With CBS for WRTB

MEREDITH ENGINEERING Co. has offered to match CBS' $242,122 bid for WRTB (TV) Waltham, Mass., owned by Raytheon Mfg. Co. The broadcast subsidiary of Meredith Pub. Co., however, filed its application for FCC action on Thursday, AVOC deadline in the transfer.

The CBS application for purchase of the Channel 2 (54-60 mc) outlet was filed in November [BROADCASTING, Nov. 1 and 18, 1948].

Meredith Engineering is 100% owner of Meredith Syracuse Television Corp., owner of WHEN (TV) Syracuse, which is now on the air under interim operation authority. Meredith Engineering also owns Meredith Champlain Television Corp., TV applicant at Albany, and has minor non-voting interest in Champlain Valley Broadcasting Co., licensee of WXKW-AM-FM Albany. Champlain Valley in turn has minor non-voting interest in Meredith Broadcast.

Parent firm, Meredith Pub. Co., publisher of Better Homes and Gardens and Successful Farming magazines, itself is television applicant and webster, N. Y. Meredith Pub. Co. is 95.97% owner of Meredith Engineering and has guaranteed all obligations of the subsidiary firm.

Reason for Purchase

Meredith Engineering in its application stated it wished to purchase WRTB because, in view of the TV freeze, the only way to expand television operations is by the acquisition of outstanding licenses and permits. Application continued that "Boston (with its access to network programs) affords the ideal economic and geographical tie-in with Meredith's present television operation in Syracuse" and with applications pending in Rochester and Albany.

It was stated that the installation and construction of the station would be under the supervision of Television Assoc. Inc.

KLAC-TV EXCLUSIVE

Angels, Stars Game Rights

SPORTS is the apparent program personality that KLAC-TV Holly- wood is seeking to establish. Last week Don Fedderson, vice president and general manager, announced signing exclusive rights to the Los Angeles Angeles professional baseball games.

In addition Mr. Fedderson expressed hope of obtaining telecast rights to the Hollywood Stars baseball team. Station has also signed Kelvinator to sponsor 12 basketball games of USC and UCLA. Reported price is under $15,000.
AM or FM Video?

(Continued from page 21)

important if these results can be obtained within a 6 mc channel, using 1 mc FM swing. He added that an FM picture signal may help solve some of the problems of generating enough power in the ultra-high bands.

FCC has not yet conducted experiments on multipath transmissions, the committee was told, but used a 200-foot cable to create delaying effects. The artificially delayed signals produced a halo effect similar to that encountered in optics, Mr. Cowperthwaite is understood to have told the committee. He added that with co-channel signal ratios of 10-1, picture transmission was perfect in the tests, according to NAB. This is equivalent to 300-1 ratios for AM. Closer location of ultra-high stations might be possible, he said.

NAB quoted Mr. Willoughby as inviting the industry to proceed with ultra-high field tests of FM picture transmission, taking them out of the laboratory phase.

Opinions Divided

While many engineers in the industry indicated Thursday that FM might ease the UHF power problem, many refused to accept FM as a complete solution. They agreed that the ability of tubes to generate adequate power is critical in high-band TV but disagreed as to the extent FM visual signals would help. They said FM would need from a fourth to a half as much power as AM.

In VHF, it was pointed out, the tube problem is not so serious though it becomes a factor in the upper half of the VHF band. One suggestion was that FM in the present TV visual signal might bring improvement in synchronizing pulses, belling and there is some advantage of FM's ability to reject unwanted signals if the ratio is more than 2-1.

Few engineers could recall specific experiments on the use of FM for the television picture. Some reminded that FM experience has shown adjacent interference can be as bad as co-channel cross talk. Some FCC engineers thought FM might experience less adjacent channel interference. They said co-channel interference is the worst VHF problem in this field.

Among engineers there was considerable agreement that the FM picture tests will take at least a year, perhaps several years, of experimenting before they are ready for field tests. There was disagreement on suitability of the UHF band for television, regardless of whether the picture is AM or FM.

The tube problem in UHF experiments conducted at WNBW Washington by NBC was serious, finally forcing a shutdown of the transmitter when the tube supply was exhausted. In reply, several engineers scoffed at the problem, terming it a mere "state-of-the-art" matter that can be worked out. They felt the value of the UHF band should not be judged by the experience in using one type of tube.

One aspect of the FM battle that furrowed brows was the chance of adapting present TV receivers to the UHF band should the UHF picture be FM. In the case of UHF tests in Washington, the results at the receiver were good in many cases. One engineering consultant said his UHF pictures were better than those on VHF, using the converter supplied by RCA.

These converters merely shift the signals from VHF to UHF. Should the UHF picture standard be FM, the conversion problem would be a tough one. One high-placed industry executive said all that could be used in present TV receivers would be the picture tube and knobs.

A further said it might be possible to tune converters off to the side. Thus the set would become an FM receiver because the signal would be detuned and the response would be on a slope. In any case the solution would be makeshift. Furthermore, automatic volume control would interfere, and many current TV sets have this feature. One solution might be to design a converter changing the FM picture signal to AM before entering the present circuit, it was proposed.

WGN-TV

CBS television network will feed Cross Question weekly dramatic jury trial program on WGN-TV Chicago to the East Coast starting Tuesday in competition with the Milton Berle Show on NBC 7-8 p.m. CST.

TV Bogeyman

(Continued from page 34)

as those raised against radio in the early days.

When Tidewater-Associated first began broadcasting football games in 1926 over a single station in Los Angeles and one in San Francisco, the company was forced to pay big fees for the radio rights, he said, because schools feared attendance would drop off.

A few years later, when NBC had organized a six-station network on the Coast and began airing the T-A sponsored games, rates had dropped in comparison to the radio audience reached. College officials had grown enthusiastic about mounting gate receipts.

Today, he said, Tidewater-Associated uses 165 stations to air its sponsored games. No one seriously questions the healthy effect radio has had on the boxoffice.

Schools, if they were forward looking, would recognize that television can prove an equally valuable boost, Mr. Deal added.
RCA last Monday revealed its
"Madame X" 45 rpm 6½" record
and changer in a high-powered
showing in New York at which
Frank M. Folsom, RCA president,
denied that there is "any warfare
or feud between CBS and our-
selves" over the two companies' new microgroove records.

He admitted, however, that what would ensue was "a normal,
commercial, competitive job that peo-
ple do every day in business."

Wallerstein Statement

Almost as if to take immediate
issue with Mr. Folsom, was a state-
ment released the same day by Ed-
ward Wallerstein, chairman of the
board of Columbia Records Inc.,
who said of the new RCA develop-
ment: "We are unable to fathom the
purpose of the records revolving at
45 revolutions per minute which we
understand are to be released some
time in the spring."

With the differences between the
two record giants thus expressed,
the issue was ready for the public.

Both companies were now out
with small-size, microgroove rec-
cords and Columbia additionally
was marketing long-playing discs.

Buyers would decide in the market
place which record would be su-
preme: The RCA 45 rpm records,
the Columbia 33⅓ discs, or the
present 78 rpm records used by 16
million owners of record-playing
machines.

The RCA development was de-
scribed to newsmen who came in
two shifts (white carnations first,
red carnations next—carnations
courtesy RCA) as an entirely new
system for reproduction of recorded
music—not just as a new record.

Mr. Folsom said it was the best
system RCA knew about. He de-
clar ed RCA had participated in
meetings with Columbia before the
latter introduced its 33⅓ records.
RCA decided not to go along, he
said, because in past years RCA
tried such a record and had de-
cided that the "Madame X" de-
velopment was superior.

Stressed at the conferences
was the "revolutionary" character
of the automatic changer mechan-
ism. It has a 1½-inch red plastic-capped
center spindle which houses a
"trigger-fast" drop mechanism. It
holds up to eight records.

Like the Columbia record, intro-
duced a day earlier, the RCA disc
is unbreakable. It also is light-
weight and paper thin. Raised
areas on the non-playing surfaces
prevent the playing surfaces from
touching. It can play up to 5
minutes and 15 seconds per side.
The new changer, loaded with eight
records, plays 42 minutes.

Joseph P. Elliott, vice president
in charge of the RCA Victor home
instrument department, said the
new system would be ready for dis-
bution by April. He added that
12 other set make manufacturers
were already in the same field—with
plans, specifications and models
made available by RCA on a free
basis. Prices of records and sets,
said he, have not yet been estab-
lished but would be "competitive."

In his statement criticizing the
45 rpm development, Mr. Waller-
stein stressed the fact that Colum-
bia was producing not only the 7" microgroove record but also the
long-playing disc which delivers up
to 22 minutes' playing time per
side, both at 33⅓ rpm.

He also emphasized that 33⅓ rpm
has been standard in the profes-
sional recording industry, used by
broadcasting stations and
that scores of radio stations al-
ready have installed equipment
to play the microgroove record.

"In other words," said Mr. Wal-
lerstein, "the Columbia Micro-
groove system, because of its un-
iversal qualities, contains maximum
flexibility for both classical and
popular recordings. We do not see
what additional advantages a 45
rpm record can offer to compen-
sate for the unfortunate conflict
it appears to be creating in the minds
of both the public and the indus-
try."

KXLW TROUBLE

Ordinance, 'Saboteurs' Harass Stations

KXLW Clayton, (St. Louis), Mo., already involved in litigation with
the village of Olivette, Mo., where its antenna is located, had troubles of a
different kind Sunday, Jan. 9. Station was knocked off the air for six
and a half hours by "saboteurs" who short-circuited the antenna, accord-
ing to Guy Runyon, KXLW general manager.

The short circuiting was accom-
plished, Mr. Runyon said, by a per-
son or persons who "apparently
scaled a six-foot-high barbed wire
span at the base of the tower" and
then wound together two wires of a
lightning arrestor device.

KXLW's transmitter was dam-
aged as a result of the short cir-
cuit and the station was off the air
at 7:30 a.m., an hour after
it had signed on. It was back on
again at 12:34 p.m., Mr. Runyon
reported. After another off-the-air
interruption from 1:40 to 3:08 p.m.,
KXLW completed the day's
schedule without interruption.

Mr. Runyon said "someone thor-
oughly familiar with radio broad-
cast equipment and most likely the
KXLW installation in particular" was
responsible for the short cir-
cuiting.

In addition to its latest troubles
and the legal scrap with the village
of Olivette, KXLW lost a day and
a half on the air when Interna-
tional Brotherhood of Electrical
Workers engineers struck—with
out notice, according to Mr. Run-
yon—on Dec. 6. The IBEW engi-
neers were still on strike when the
latest incident occurred.

The St. Louis Globe-Democrat
last Monday quoted the president
of the St. Louis local of IBEW,
Robert W. Stetson, as saying that
"ours is the only station that has not had to change the KXLW trans-
mitter-antenna site since the strike began. He said no
pickets had been assigned to the
area of the Olivette tower but only
to the site of KXLW's proposed
tower in Brentwood and to the
studios in Clayton.

The short circuiting incident fol-
lowed by four days the arrest of
Mr. Runyon and two of his station
engineers, William Grant and Roy
Roberson, by the marshal of Oli-
vette on charges that they violated
a village zoning ordinance by erect-
ing the tower in a residential area.

KXLW reportedly had agreed in
circuit court to remove the trans-
mitter and tower by Jan. 1, but
was unable to comply because work
on a new transmitter in Brent-
wood had been halted by pickets.
Mr. Runyon appeared before Cir-
cuit Judge Amandus Brackman in
Clayton last Monday to report on
KXLW's attempts to comply with a
court injunction of June 28, 1947,
to remove its installation from
Olivette.

Mr. Runyon has charged officials
of the village with an attempt "to
harass the station and interfere
unjustly with its operation." Clarr-
ence W. Miller, head of the vil-
lage's board of trustees, countered
with a statement that the trans-
mitter had been erected without a
building permit and that resulting
litigation the past two years had
cost Olivette $25,000. The station
reportedly replied that the zoning
law lacked enforcement power.
BMB Solution
(Continued from page 28)

Engineering Advisory Committee

Mr. Churchill's "resignation" is

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Mr. Church
Representation Probe
(Concluded from page 28)

R. O. Dunning, president of KHQ Spokane, testified at FCC request as result of NARS increases' charges, at the December session, that KHQ accepted those quarter-hours of sponsorship arranged by NBC in place of eight quarter-hours of national spot which would have meant substantially more money for the station.

NARS had cited this as an example of "pressure" that networks may apply on affiliates and also had pointed to the assignment of a telegram sent by Sidney N. Strots, NBC vice president, expressing surprise at the "horse trading" and suggesting that NBC would like to know about it if KHQ wasn’t satisfied with its NBC affiliation.

Mr. Dunning said the episode originated with disclosure that the Richfield Reporter, very popular with KHQ listeners, was to be moved from NBC to ABC. He said KHQ asked the Katz Agency to see if the program could be continued on a spot basis on KHQ, KOMO Seattle, and KGW Portland in addition to being on ABC.

Strots’ telegram, he said, came the same day he was advised that KHQ was "heard" and that the Katz Agency might consider a "non-exclusivity" clause in the program, the program did not consider his plan practicable. He said the station "ignored" the Strots wire.

Had Replacement
He said NBC worked up a replacement for the Reporter at KHQ’s request. The network offered a new show six days a week, sponsored three days by Mennen and available the rest of the time for cooperative sponsorship. Mr. Dunning said he accepted this offer four days before the Reporter was to leave the network. On that day, he said, the Katz Agency had asked him to give first refusal to Phillips Petroleum, but made no firm offer.

The Phillips account, Mr. Dun- ning said, would have meant $15,000. In comparison he said KHQ would receive $5,000 a year for the Mennen Oil Co., one of the principal sponsors.

Mr. Dunning said he had hoped to sell the co-op portions for $9,000, which would run the station’s total to $19,000. (Ultimately, Mennen cancelled, KHQ refused another network offer, and the station has since increased the time period Jan. 3.)

Under questioning by Mr. Perdue, the executive had said he had no fear that the station would lose its NBC affiliation for exercising the right of decision.

Mr. Russell, counsel for Mutual, offered a statement that MBS does not engage in any of the practices involved in NARS increases’ charges. Mr. Fly, on behalf of NARS, agreed. Emerson Markham, station manager of KGVL Electric’s WGY, WFGM (FM), and WRGB (TV) Schenectady, appeared on behalf of NBC. "We have not found that our interests were in any way jeopardized by association with the NBC network on the one hand and NBC station representation on the other," he declared. Ben B. Baylor, assistant general manager and director of sales of WMAL-AM-FM-TV, Washington, said his stations were “extremely pleased” with ABC representation.

Mr. McConnel, under cross-examination, said ABC had no thought of soliciting additional stations for representation. He conceded that President Mark Woods previously had indicated plans for expansion.

But, he said, television is moving so fast that a program can change overnight, with the result that the present plan is against expansion.

That too might change, he added. He denied the hearing had anything to do with the change of plans.

As the hearing wound up, Mr. Fly said he still thought it desirable for FCC to see the networks’ TV affairs contracts. But because of TV stations’ need for any revenues they can get, he said, NARS will not now push the question; it has raised about these contracts.

Judge Rosenman told FCC that if it intended to take the contracts and perhaps rule that they contrary to public interest, then CBS would insist on adjournment of the hearing to permit the network to call “many” witnesses to show that the contracts are neither improper nor illegal. Comr. Walker assured all participants they would be given a chance to be heard if the Commission should decide on any adverse action.

MEMO to:
ED JOHNSTONE, Redfield-Johnstone:
WCKY’s 1948 mail on its famous JAMBOREE program was 34% greater than 1947’s. The Jamboree audience, a BUYING audience, is constantly growing.
Can we give you more facts and figures?

50,000 WATTS OF SELLING POWER
ON THE AIR EVERYWHERE 24 HOURS A DAY

BROADCASTING  Telecasting
NEW SPONSORS

MORE THAN 60% of the time sold on NBC's television network has gone to advertisers who are not currently using the network's sound broadcasting facilities, Carleton D. Smith, NBC director of television operations, told 500 Chicagoans Wednesday at a Radio Management Club luncheon.

Mr. Smith delivered an address preceding a half-hour NBC television "salute" to the club from New York and Washington via the newly opened East-Midwest coaxial cable.

Mr. Smith, in Chicago's Palmer House, was the largest in the history of the radio management group.

"Forty percent of our commercial television schedule has been purchased by current NBC advertisers, but with new money, not from their NBC sound appropriations," Mr. Smith reported, observing that this points up the fact television is a new advertising medium—not simply a replacement of radio or any of the older forms of advertising.

Creating New Ad Dollars

"TV is creating new advertising dollars, just as radio did. And in our country's entire economic history, no good advertising medium has ever been put out of business when another good advertising medium came along."

Mr. Smith noted that for the first time since before the war, a period of intense competition for the consumer's dollar is approaching and the "backlog of consumer demand is beginning to evaporate.

Maj. Ridge

(Continued from page 28)

HOOVER

Approves State Streamlining

THE HOOVER Commission last week gave its approval to "task force" suggestions which would streamline the State Dept. but simultaneously turned thumbs down on the proposal to devist it of "Voice of America" operations.

The task force previously had recommended that the State Dept. combine itself solely to policy makers and relinquish actual "Voice" operations, as well as other overseas information activities (BROADCASTING, Dec. 6, 1948).

A spokesman for the commission, headed by Herbert Hoover, disclosed last Wednesday that it was the feeling of the commission that the State Dept. should retain control of "Voice" broadcasts shorts to Europe, especially the U.S.S.R., as a matter of policy rather than operation.

The commission was also said to have frowned on the idea of a corporation, which would absorb "Voice" operations, as out of line with its overall purpose to curtail Government expense through more efficiency and economy.

The commission reportedly agreed on the following proposals which, if enacted, would herald wide administrative changes in the State Dept.:

(1) Two deputy Undersecretaries, one each for administrative and policy, would aid the Secretary of State and Undersecretary.

(2) The Department's domestic and foreign service personnel should be unified at the top levels, thus providing safeguards for career personnel that should, according to commission feeling, be divorced from Civil Service.

(3) The Department should confine itself primarily with policy or matters, relinquishing actual foreign aid program operations wherever feasible.

HALLICRAFTER TV CUT

ANOTHER drastic cut in television set prices was reported Wednesday when William J. Halligan, president of Hallicrafters Co., Chicago, announced the company's seven-inch receiver would be cut $50 to $139.50. Commenting on a slowdown in demand for such sets, Mr. Halligan predicted all prices would be down from the 1948 level.

ALLIED RADIO Corp., Chicago, has announced release of low-priced wire recorder-phonograph combination.

“ONE OF THE NATION'S TOP TWENTY,” that's what Central Ohio listeners have been hearing over WBNS for the past two months. Hooper Listening Index for August-September 1948 place WBNS 10th in the morning, 7th in the afternoon and 3th in the evening. A top twenty rating based on the city zone share of audience for all stations, network and non-network cities.

IT PAYS TO ADVERTISE (ON WBNS) has been profitably proven by the Furniture House, one of Columbus' better furniture stores. They bet their entire advertising budget and were gratified with outcome. A 100% satisfaction business instantly showed a phenomenal increase and has steadily gained for months after month. Yes, if you want results use WBNS.

COVERS CENTRAL OHIO

POWER 5000 D • 1000 • N CBS
ASK JOHN BLAIR

January 17, 1949 • Page 57
**TV COSTS**

**FLEXIBLE formula for calculation of annual operating costs of television stations is provided in Chapter 3 of the NAB's continuing study of TV, Titled "Basic Economics, Operating Costs," the chapter is part of a project titled "Television: A Report on the Visual Broadcasting Art" [Broadcasting, Nov. 1, 1948].**

Charles A. Batson is in charge of the study, authorized by the NAB board. His first chapters were completed last summer and were reviewed at the series of NAB district meetings [Broadcasting, July 26, 1948].

Cost components for two types of transmitters and four program sources are detailed by Mr. Batson in Chapter 3, which carries forward the first two chapters on construction costs.

**Minimum Cost**

Average minimum operating costs are calculated for a mythical TV station. The costs total $356,000 a year for metropolitan stations using film, network, studio and remote program sources 31½ hours a week plus test pattern transmissions, a total of 50 hours. A "two-by-four" formula, similar to formulas for construction costs, can be used to show annual operating costs slightly over $100,000 but this is a highly restricted operation with a community class transmitter and no program source other than network. Maximum operating costs are calculated in detail as high as the individual broadcaster may wish.

One major formula and a supplemental labor cost are provided by Mr. Batson for calculation of operating costs. The major formula, which can be extended by adding the time factor not present in construction tables, provides a detailed method of figuring in advance what any type of television will cost without reference to income.

General, administrative and sales costs are prorated among departments and program sources. The specimen calculation of $356,000 a year is based on these items (average annual minimum):

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transmitter (50 hours per week)</td>
<td>$55,000</td>
</tr>
<tr>
<td>Studio-Transmitter Link</td>
<td>1,000</td>
</tr>
<tr>
<td>Program Nuclear</td>
<td>12,000</td>
</tr>
<tr>
<td>Network (14 hours per week)</td>
<td>80,000</td>
</tr>
<tr>
<td>Film (7 hours per week)</td>
<td>63,000</td>
</tr>
<tr>
<td>Remote (7 hours per week)</td>
<td>60,000</td>
</tr>
<tr>
<td>Studio (3½ hours per week)</td>
<td>80,000</td>
</tr>
<tr>
<td><strong>Annual Total</strong></td>
<td><strong>$356,000</strong></td>
</tr>
</tbody>
</table>

Chapter 3 of the study consists of 22 pages of text. It points out that TV operating costs as high as $1,000 a day are not uncommon, with some twice that amount and even higher.

Future chapters of the study will cover building stations, operating stations and programming, among other topics.

This operation is a metropolitan class station employing all four program sources as indicated by this table, the 50-hour schedule comprising 31 hours programming and the rest test patterns.

Specimen operating costs are listed herewith for the transmitting plant and the programming plant:

**OPERATING COSTS**

**A Specimen of Annual Expenses**

**TRANSMITTING PLANT**

**COMMUNITY (500 W)**

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depreciation</td>
<td>$12,500</td>
</tr>
<tr>
<td>Maintenance Supplies</td>
<td>500</td>
</tr>
<tr>
<td>Personnel</td>
<td>1,500</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>1,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$15,000</strong></td>
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</tbody>
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**METROPOLITAN (5 kW)**

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Depreciation</td>
<td>$20,000</td>
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<tr>
<td>Maintenance Supplies</td>
<td>8,000</td>
</tr>
<tr>
<td>Personnel</td>
<td>2,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>2,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$32,000</strong></td>
</tr>
</tbody>
</table>

**STUDIO-TRANSMITTER LINK**

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Depreciation</td>
<td>$2,500</td>
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<tr>
<td>Maintenance</td>
<td>500</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$3,000</strong></td>
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</tbody>
</table>

**PROGRAMMING PLANT**

**And Prorated Expenses for General, Administrative and Sales Purposes**

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
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<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>$86,000</strong></td>
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</table>

**Network**

<table>
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<th>Category</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>$86,000</strong></td>
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</table>

**14 Hours Per Week Woven into 25 Hour Schedule**

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<tr>
<th>Category</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Depreciation</td>
<td>$6,000</td>
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<tr>
<td>Maintenance Supplies</td>
<td>1,500</td>
</tr>
<tr>
<td>Personnel</td>
<td>1,000</td>
</tr>
<tr>
<td>Film Rentals and Purchases</td>
<td>73,000</td>
</tr>
<tr>
<td>Rent and Power</td>
<td>2,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>2,000</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$92,000</strong></td>
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**PRORATED SHARE OF OVERHEAD?**

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<tr>
<th>Category</th>
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<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>$92,000</strong></td>
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</table>

**7 Hours Per Week $65,000**

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<tbody>
<tr>
<td>Depreciation</td>
<td>$2,000</td>
</tr>
<tr>
<td>Maintenance Supplies</td>
<td>10,000</td>
</tr>
<tr>
<td>Personnel</td>
<td>6,500</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>6,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$25,000</strong></td>
</tr>
</tbody>
</table>

**STUDIO**

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<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>$25,000</strong></td>
</tr>
</tbody>
</table>

**Under the NBC Contract, on which these network computations are based, this is not a cash expense. The network is given thirty free hours of commercial time per month in lieu thereof. However, since this practice is not necessarily followed by all networks, a sample figure, based upon an hourly rate of $300, is shown here for illustrative purposes.**

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**WARREN SALE**

Approved by FCC

ACQUISITION of WRN and WRRN-FM Warren, Ohio, by the Tribune Co., publisher of the Warren daily Tribune-Chronicle, at a purchase price of $300,000, was approved by FCC last Thursday.

The stations were established and have been operated by Nied & Stevens Inc., owned in equal shares by Perry H. and Lucy S. Stevens, and Frank and and Evelyn A. Nied.

FCC was told that Mr. Nied, manager of the station, is ill and unable to continue the operation and that the other stockholders are not available to take over direct management.

WRN, founded in 1941, is on 1400 kc with 250 w but has a construction permit for 1440 kc with 5 kw fulltime. It is affiliated with Mutual. WRRN-FM is slated to take the air in June.

The Commission had designated the transfer application for hearing to determine whether control had already been transferred without FCC approval [Broadcasting, Jan. 10]. On its own motion last Thursday, however, the Commission reconsidered and approved the transfer.

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**Recording?**

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**Mr. Kaye went on the air and proceeded in true disc jockey style.**
CALL LETTERS

LONGO-OWNED AM, FM, and TV stations using common base call letters but located in different communities were given until July 15 by the Federal Communications Commission last Thursday.

The Commission said common call letters may be used (with FM or TV suffixes) only if the stations are in the same community and are commonly owned or controlled. They may not be used even if the stations are in different cities of the same metropolitan district.

The FCC said “the vast majority” of commonly owned AM, FM and TV stations already comply with this policy. A preliminary search of FCC records revealed only five instances which do not, although FCC authorities said there may be other cases. The five cases, with the common owner in each case, were: Associated Broadcasters, Inc., West Easton and West-FM, Bethlehem, Pa.

FM, TV SUFFIX EDIT

WSON TRANSFER

Hecht Lackey would control

Application was filed with the FCC last week for consent to transfer of control of WSON--AM, FM and TV at Broadway, Ky., to Hecht S. Lackey, general manager and part owner of the station. Stock held by Pierce E. and Montana L. Lackey and WPAD Paducah, Ky., is to be sold by WSON for $57,800.

The 4% interest held by James E. Lackey, general manager and part owner of the station. Stock held by Pierce E. and Montana L. Lackey and WPAD Paducah, Ky., is to be sold by WSON for $57,800.

NEW WBKB SITE

Installation work starts

Work on the new transmitter site of WBKB (TV) Chicago atop the American National Bank Bldg., 33 N. Lake St., was begun for the first time. First step was the hoisting of 20 tons of steel to reinforce the top of the building for installation of a 5 kw TV and FM transmitter.

Estimated cost of the project, including remodeling of studio and office space, is $280,000. Transmission equipment weighing 50 tons is to be installed at the new location, four blocks from WBKB's present studios and offices in the State-Lake Bldg. A 64-ft., five-section antenna will be erected atop a 155-ft. tower.

Work is expected to be completed sometime in April, according to WBKB executives. The move to the new location also will involve the WBOK (FM). New quarters for the stations, both owned by Bala- ban & Kats, will be on the 30th floor of the bank building. WBKB is on Channel 4 (68-72 mc) and WBOK is on Channel 242 (96.8 mc).

WTTG Morning TV

WTTG (TV), Washington, D.C., outlet, starts morning telecasts today (Jan. 17) with most of the additional programs originating from WABD New York, another DuMont affiliate. The new schedule, which calls for program telecasts from 10 a.m. through 3:30 p.m., is in effect Monday through Friday, according to Walter Comp ton, WTTG general manager.

CALL LETTERS

FCC OKS OWNER CHANGES

The Commission announced that it has granted a request for ownership changes for four AM stations. The owners of the new companies are: WOLS, Orlando, Fla.; WLSN, Seattle, Wash.; WBTZ, Cleveland, Ohio; and WATC, Iowa City, Iowa.

The proposed changes were announced in the Oct. 10, 1948, issue of Broadcasting.

WOG TO CBS

Double 29 for Network

The acquisition last week of WOG-TV Buffalo as an affiliate of CBS-TV brings that network's video outlets to a total of 29. Herbert V. Ackerberg, vice president in charge of station relations announced. Outlet is also affiliated with NBC-TV.

WOG-TV, assigned Channel 4, is owned and operated by WOBN Inc. General manager is C. Robert Thompson. WOR Buffalo continues as the CBS AM outlet in that city.

WBBK Morning TV

WBBK (TV), Washington, D.C., outlet, starts morning telecasts today (Jan. 17) with most of the additional programs originating from WABD New York, another DuMont affiliate. The new schedule, which calls for program telecasts from 10 a.m. through 3:30 p.m., is in effect Monday through Friday, according to Walter Compton, WTTG general manager.
**BOXING**

TELEVISION will not be detrimental to boxing according to both James A. Farley, ex-Postmaster General and former chairman of the New York State Athletic Commission, and Col. Edward P. P. Eagan, present commission chairman.

They spoke Wednesday evening at the Boxing Writers Assn. annual dinner in New York. Their opinions were diametrically opposed to that of Abe J. Greene, national commissioner of the National Boxing Assn., who the week before stated television was a threat to the ring industry. [BROADCASTING, Jan. 10].

Col. Farley: "Ultimately it will be found that television is not detrimental."

Col. Eagan suggested that television might actually be "the morning star" that points the way to future prosperity for the ring sport. He explained that the widespread advertising job television is capable of performing might bring boxing to the public who never saw a contest and make them enthusiasts who would come to the arenas.

**BRITISH VIDEO**

TELEVISION growth in the United States is leaving British TV service far behind, according to Sir Ernest Fisk, deputy chairman and managing director, Electric & Musical Industries Ltd. He attributes this lag to the handicaps imposed by Britain's government-operated system as against the U. S. system of free competitive enterprise in radio.

Addressing EMI's 17th annual meeting, he reminded that BBC established the "first public television in the world at London in 1936," using EMI's system. "That service was closed during the war and reopened in 1946," he said. "We expect the second station in England to be opened in Birmingham some time in 1949.

"In the United States there was no public television service, in the proper sense of that term, before 1946 but when this kind of thing starts in America under their system of competitive enterprise, it goes ahead with such vigor that corresponding developments in England are quickly left behind."

"There are already more than 30 TV stations operating in the United States (as of early December). Ignoring the war period, England will have provided two stations in seven years against the..."
January 7 Decisions...

BY COMMISSION EN BANC

FM Authorizations

Authorized CPs for three Class A and one Class B FM stations; CPs issued for three Class B stations also to holders of conditional grants and CPs in lieu of previously issued construction permits for three Class A FM outlets (For details see story page B. BROADCASTING, Jan. 10).

Waiver Denied

WENY-FM Clinton, N. Y., WHDL-FM Allegany, N. Y., and KWW-FM St. Louis—Denied request for waivers of Section 3.281 governing minimum hour of operation of FM stations. In letter to stations Commission stated: "The Commission is of the opinion that FM broadcasting has reached a stage where it is desirable that FM stations should maintain operations at least during the daytime. The Commission believes there is a demand for such operations during the daytime that makes it possible. In the past, where financial reasons have not been sufficient to justify the required hours, the Commission has granted waivers of the rule in deserving cases. However, it is felt that in cases where the expenses of operation of an FM station are being kept at a minimum by duplicating the program of an affiliated AM station 100% and where the operations of the AM affiliate are not unprofitable, sufficient grounds do not exist to warrant a waiver of the requirements of the Commission's rules regarding minimum hours of operation by FM broadcast stations."

TV Construction

In reply to the letter from WAZA Inc., Huntington, W. Va., for declaratory ruling whether an application for additional time to construct its TV station will be granted in event that permittee undertakes no further construction during the course of present television license. Commission issued policy statement that WAZA Inc. must pursue construction with diligence (see story page 26, B. BROADCASTING, Jan. 10).

Modification of CP

May Best Co., Omaha, Neb.—Granted application in part for new CP near site and height to 590 ft. and to reduce power to 11.7 kw. 8 kw. aw.

AL—1550 kw

Creighton Col., Pascagoula, Miss.—Granted CP new AM station 1550 kw D; engineering cond.; estimated cost: $12,072, exclusive of land and buildings.

BY THE COMMISSION

Renewal of License

KPFM Portland, Ore.—Granted renewal of license for FM station for period ending March 1, 1980.

WMN-FM Mt. Clemens, Mich.—Granted temporary extension to July 18 in which to complete construction. Also granted station to change transmitter, location, decrease ERP to 1 kw during same time.

Hearing Changes

Ordered that hearing on renewal application for Portofino, Inc. (WAPB-Ponce, P. R.), be conducted on Jan. 25-26 at Ponce; scheduled Feb. 24 as hearing date for renewal application for WNSP, Inc. to operate at Jose E. del Valle (WIBS-Santurce, P. R.), be continued Feb. 13 at Santurce; and granted petition of Count Paul A. Walker to proceed at these hearings to prepare and issue initial decisions.

ACTION ON MOTIONS

By Commission

Scenic City Bestco, Inc., Middlesex, Tenn.—COMMISSION, upon own motion, continued hearing at Jan. 31 at Washington consolidated with presently scheduled Jan. 26 on these applications.

The Enamco-Fairfield Bestco, Co., En- sley, and Bessemer Bestco, Co., Bessemer, Ala.—Granted petitions of Bessemer Bestco, Co. for dismissal without prejudice of its application, and Commission on own motion removed from hearing docket application of Bessemer Bestco, Co.

By Person

Indiana—Granted petition for withdrawal of appearance in proceeding.

January 10 Decisions...

DOCKET CASE ACTION

AM—1230 kw

Announced decision granting application of Richard Aubrey Raee for new control of Indianapolis News Pub. Co. (parent firm) by Adelaide F. Causey, individually and as trustee of Robert Fairbanks, through retirement of $642,000 common stock to treasury.

Assignment of License

KSCB Liberal, Kan.—Assignment of license from AM M. K. Co. to Lee Larabee, Wilbur Vernon Griffin and Elward Edward Conlin D/B/A Seward County Bestco, Co. To THE Seward County Bestco, Co. License for CP

WCLT Newark, Ohio—License to cover CP new AM station.

AM—1450 kw

KBRC Mount Vernon, Wash.—Change from 1450 to 500 kw D to 1600 kw 500 w. D 1480.
Patient Granted

All Oklahoma Bezts. Co., Tulsa, Okla.

-Granted petition to reopen record in consolidated proceeding to re its application and that of KUDA Inc. and accepted stipulation submitted with petition and made it part of record and closed record.

Arguments Set

Ordered that oral argument on exceptions filed in proceeding involving Booth Radio Stations Inc., and Saginaw Bezt. Co. (WSAM), be scheduled for Feb. 4, and that petitions filed in this proceeding by WBZ be granted for oral argument on same dates, together with exceptions filed to WBZ, and that parties be afforded opportunity to address themselves not only to proposed decision and orders but to points and exceptions raised in foregoing petitions.


January 10 Applications

ACCEPTED FOR FILING

AM-1320 ke

January 11 Decisions

BY THE SECRETARY

WAAE-FM Newark, N. J. - Granted license for new FM station Channel 194, 88.3 MHz. 50,000 watt.

Parma TV-1202 ke - Granted license for new FM station Channel 125, 105.3 MHz. 150,000 watt.

WKY-TV Oklahoma City - Granted license for new FM station Channel 127, 99.3 MHz. 100,000 watt.

January 12 Applications

ACCEPTED FOR FILING

AM-1320 ke

WJZ FM, Baltimore, Md. - Granted license for new FM station Channel 132, 99.3 MHz. 100,000 watt.

Parmaneut Television Productions Inc., Los Angeles, Calif. - Granted extension of completion date to July 1, 1949.

License Renewals

License renewal applications were

filed by following AM stations.

WABW-Batesville, Ark.; WBIR Enterprise, Ala.

Assignment of CP

WABN-FM Bridgeport, Conn. - Assignment of CP from Harold Thomas to WABN Inc.

Transfer of Control


WIBC-FM Indianapolis, Ind. - Assignment of control of Indianapolis News Pub. Co., to Albert C. Cope, individually and as trustee for Robert Fairbanks through retirement to treasury of 644 shcmk common.

January Applications

ACCEPTED FOR FILING

AM-1490 ke


AM-1470 ke


TENDERED FOR FILING

AM-1320 ke

WBEZ-FM, Chicago, Ill. - Granted license for new AM station Channel 132, 105.3 MHz. 150,000 watt.

January 13 Applications

ACCEPTED FOR FILING

AM-1320 ke

WBOB-Am, Bridgeport, Conn. - Granted license for new FM station Channel 132, 99.3 MHz. 100,000 watt.

Parma TV-1202 ke - Granted extension of completion date to July 1, 1949.

License Renewals

License renewal applications were

filed by following AM stations.

WABW-Batesville, Ark.; WBIR Enterprise, Ala.

Assignment of CP

WABN-FM Bridgeport, Conn. - Assignment of CP from Harold Thomas to WABN Inc.

January Applications

ACCEPTED FOR FILING

AM-1490 ke


AM-1470 ke


TENDERED FOR FILING

AM-1320 ke

WBOB-Am, Bridgeport, Conn. - Granted license for new FM station Channel 132, 99.3 MHz. 100,000 watt.

January 13 Applications

ACCEPTED FOR FILING

AM-1490 ke


AM-1470 ke


TENDERED FOR FILING

AM-1320 ke

WBOB-Am, Bridgeport, Conn. - Granted license for new FM station Channel 132, 99.3 MHz. 100,000 watt.

January 13 Applications

ACCEPTED FOR FILING

AM-1490 ke


AM-1470 ke


TENDERED FOR FILING

AM-1320 ke

WBOB-Am, Bridgeport, Conn. - Granted license for new FM station Channel 132, 99.3 MHz. 100,000 watt.

January 13 Applications

ACCEPTED FOR FILING

AM-1490 ke


AM-1470 ke


TENDERED FOR FILING

AM-1320 ke

WBOB-Am, Bridgeport, Conn. - Granted license for new FM station Channel 132, 99.3 MHz. 100,000 watt.

January 13 Applications

ACCEPTED FOR FILING

AM-1490 ke


AM-1470 ke


TENDERED FOR FILING

AM-1320 ke

WBOB-Am, Bridgeport, Conn. - Granted license for new FM station Channel 132, 99.3 MHz. 100,000 watt.
FM DELETIONS
Five Withdrawals Approved

DELETION of five FM stations was authorized last week by FCC on request of the respective applicants. Three outlets indicated their withdrawals were for economic reasons and one cited television plans as basis for dropping FM. Deletion of nine FM stations has been authorized to date this year.

WJIM-FM Lansing, Mich., owned by WJIM Inc. which is licensee of AM outlet WJIM there, turned in its construction permit application for a one-year extension of its time to complete construction of an FM station, FCC reported.

WJIM -FM (FM) New Rochelle, N. Y., was dropped by Radio New Rochelle Inc., permitted for economic reasons. Commission reported firm said its move was "due to re-evaluation of FM development with particular regard to the local situation which now indicates a prolonged period of unprofitable operation, and also a minimum overhead would not be achieved."

Riverside Broadcasters, Riverside, Calif., turned in its CP for KRCN (FM) there. Firm explained the "partnership has become inoperative by reason of inaction" and therefore is "unable to secure needed support to pursue these matters," FCC said.

WRVA Richmond, Va., presented its first annual Sports Award to Tommy Thompson, of William & Mary, voted by Virginia's "Big Six" players as the outstanding lineman of 1948 in the Old Dominion. Bobby Tomason of VMI received the award as outstanding back of the year.

TELEGRAPH MEET
Webster Heads U. S. Group

EDWARD M. WEBSTER, FCC commissioner, has been named chairman of the U. S. Delegation to a preparatory meeting to discuss international telegraph regulations, scheduled to open today (Jan. 17) at Geneva, the State Dept. announced last Monday, T. H. E. Nesbitt, assistant chief, Telecommunications Division, Dept. of State, was appointed vice chairman of the delegation.

Others appointed to serve as members are: Marion H. Woodward, assistant chief, engineer, FCC; Jack Werner, assistant chief, Common Carrier Division, FCC Bureau of Law; and William J. Norfleet, chief accountant, FCC. Ronald M. Ayer, Division of International Conferences, Dept. of State, is secretary of the group.

WGH UPS POWER
Now 5 kw and on 1310 kc

WGH Newport News, Va., was scheduled to increase power from 250 to 5 kw fulltime and to move from 1340 to 1310 kc last Saturday at 7 p.m. On the same day the public was invited to inspect the WGH studios in the Warwick Hotel and station's new transmitter plant and three-tower antenna array on Route 258 in Elizabeth City County.

Slated to give the opening remarks as WGH switched frequency and boosted its power were Gov. William M. Tuck of Virginia, Lieut. Commdr. Raymond B. Bottom, president of Hampton Roads Broadcasting Corp., the WGH licensee, and Edward E. Bishop, WGH vice president and general manager.

AD CLUB CLINIC
In Grand Rapids Jan. 21

ADVERTISING Club of Grand Rapids (Mich.) will have as principal speaker at banquet session of its Forum for '49 Edgar Kobak, president of MBS. The forum, a one-day clinic on new trends in advertising and merchandising, will be held Jan. 21 in the Panlind Hotel, Grand Rapids.

Attending will be advertising and sales executives from Michigan, Ohio, Indiana, Illinois and Wisconsin. Advance registrations ($15 fee includes breakfast, luncheon, banquet) are to be mailed to A. William Honecker, secretary, Advertising Club of Grand Rapids, 145 Franklin St., S.W. General chairman of the forum is Wesley Aves, vice president of the club.

Mr. Kobak will speak on "A Year of Challenge to Advertising." Other clinic session topics and speakers are:


we've got news for you

we've got news for you

18 times a day direct from our studio in the City Room of The Newark News. WNJR is the only New Jersey station offering complete national and local news coverage. Another exclusive availability on . . . the radio station of the Newark Evening News.

WNJR

91 Halsey Street
Newark 1, N. J.
Market 3-2700
On All Accounts
(Continued from page 18)

“This seemed the best way to get the most out of two sides.”

After transcribing a special NARTC birthday show, using the same talent but with the added fillip of birthday greetings to re-
servists from Rear Adm. Edward C. F. White, then chief of the com-
mand, Commdr. Kimmell went to bat for a radio budget.

By November 1947 he had the $26,000 grant, and work on the first-26-week series started. Progress was slow due to limited studio availability preceding the regular 16-week, but early last year (1948) activity picked up when AFM Czar Petrollo cleared the project. The 15-minute show pre-
sented Jim Ameche as m.c., the Honey Dreamers, the George
Barnes instrumental octet—plus a guest spot. Featuring name stars
who changed to be in Chicago, 18 miles from the Glenview base.

“The show was built first for the broadcaster and listener and sec-
ond for the Navy,” Commdr. Kimmell said. “This paid dividends as:
later reports indicated the show not only captured but held attention.
Our one plug per show, with an occasional boost from guests, ar-
ged as to the importance of a strong air reserve, was designed to
be attractive to the listener.”

The first 26-week series was followed by a spot announcement proj-
et featuring movie actors who had served in the Navy and Marines
(Robert Montgomery, Robert Tay-
lor, John Payne, Buddy Rogers, Gene Kelly, Wayne Morris). Also
participating were actress Janis Paige, who had been “Miss Naval
Air Reserve” when the command was activated in 1946, and baseball
stars Johnny Mize, Walker Cooper, and Mel Ott. Five hundred sta-
tions now are using the spots.

 Casting for Series
Basic casting for the new 1949 series is the same as last year but
certain weak spots have been beefed up,” commander reveals.
The Barnes octet has become a 16-
piece orchestra, and these guests stars already have been signed:
Skitch Henderson, Skip Farrel, Frankie Masters and Phyllis
Myles, the King’s Jetters, Georgia
Goebel, Andy Roberts and Nancy
Reed, Julie Wilson, Jerrry Colonna,
Jack Carson, and Marion Hutton.
Walt Kimmell, who is 36 years old,
teated radio following his gradu-
ation from Wichita Falls Jun-
ior College in 1938. His first job
was on KGKO, then located in
his native city. By 1938, he had
added flying to his talents, and this
led him in the Navy in 1942 as a
primary flight instructor at
Dallas and Memphis Naval Air
Stations. After V-J Day he be-
came Navy public information
officer and has been attached to
the NARTC staff at headquarters ever
since, with the exception of several months in the Hollywood area.

In addition to his radio work, he travels extensively for and with his
boss, Rear Adm. R. F. White-
head, present commander of

NARTC, acting as advance repre-
sentative for annual inspections of
reserve activities. During last
year’s tours, 70 live broadcasts were produced, each featuring the ad-
miral but pointed toward the local
NARTC operation. On such trips, he
instructs local PIOs in the use of
radio.

Son of a Texas oil operator,
Commdr. Kimmell is married to
the former Ruth Brannon of Ama-
rillo, whom he met while at KPDA.

COMEDY RATING
New High in Decency—RAP

COLLEGE students of all creeds rated radio comedy as hitting a new
high in decency in the Oct. 17-
Nov. 18 period. The students,
comprising the Radio Acceptance Poll,
represented 86 colleges and
universi-
ties.

Scoring programs on the basis
of “good taste and all-around family
acceptability,” they rated the Life
of Riley and Jack Benny shows at
the top of the list as “highly accept-
able.” Eddie Cantor and Fred
Allen programs tied for third
with high “acceptable” ratings.

Close behind the top four, ac-
cording to the college pollsters
were: Red Skelton, Burns and
Allen, Charlie McCarthy, Bob
Hope, Phil Harris and Duffy’s
Tavern.

The Radio Acceptance Poll is
conducted by the National Fed-
eration of Catholic College Students
through its press commission, with
headquarters at St. Joseph’s Col-
lege, Collegeville, Ill.

In 30 weeks of balloting last year
Fibber McGee and Molly was the
only comedy program to win a
“highly acceptable” rating for the
entire season. The college pollsters
said that Fibber and Molly have been
“graduated” from RAP this
year and will not be monitored.

Ratings for the Oct 17-Nov. 18
period, with figures indicating

Hot Interview
A HOT time was experienced
by the staff of WKNL Rich-
mond, Va. when a two-
alarm fire threatened the sec-
dound floor studios. The blaze,
which was brought under con-
trol after a two-hour battle,
forced operation of the transmit-
ter when smoke became too thick for the sta-
tion’s announcing staff. When
studio operation was re-
sumed, announcer Al Rein-
olds interviewed Richmond’s
Fire Chief Finnegan who took
up from his fire fighting
duties to appear on the air.

composite scores for the four
weeks, were:

(1) “Life of Riley” 73; (2) Jack
Benny 75; (3) Eddie Cantor 68; (3)
Fred Allen, 68; (3) Red Skelton, 65;
(6) Burns and Allen, 65; (7) “Charlie
McCarthy,” 61; (8) Bob Hope, 60; (9)
Phil Harris, 69; (10) “Duffy’s Tavern,”
56.

RADIO AS MEDIA

Seattle Ad Club to Study
RADIO’S place among the major
media of Seattle advertising
was described last Thursday in Seattle
Advertising and Salesman’s club
weekly course, “Media of Advertis-
ing.” The classes started Jan. 10.

An outline of the media to be
studied was given by L. J. Johnson,
executive secretary with Ruthrauff &
Ryan and associate coordinator of
the course. Tom Jones Parry of
Western Agency gave a discussion
of general magazines. Ray Baker,
commercial manager of KOMO
Seattle, is conducting the radio ses-
tion this week.

The present course is part of a
series, with “The Production of
Advertising” scheduled for the spring
semester and “General Advertis-
ing” planned for fall. Harry Pear-
son, partner in Pearson and Mor-
gan Adv. Agency, is chairman of the
course planning committee, which is
guided by the Ad Club’s educational
advisory board, with H. O. Stone,
secretary of Pacific Na-
tional Adv. Agency, as chairman.
At WDRC Hartford, Conn., dreams are becoming realities. Each Saturday at 7:15 p.m., station personnel and invited guests will put on their “dream shows”—15 minutes of anything they want to put on the air. Guests will include newspaper columnists and prominent personalities who will be given a chance to put on their idea of a “dream” radio show.

Salute to Citizens

A SALUTE to prominent pioneer citizens of Warren, Ohio, is object of WREB Warren’s newest program, “Warren’s Appreciation Hour.” The life and history of these prominent citizens is told by someone who has known them throughout their years of achievement.

‘Vocational Guidance’

WKBC North Wilkesboro, N.C., is cooperating with local Kiwanis Club in presenting its new program, Vocational Guidance. During 30-minute program a large group of high school students and a local professional man meet for roundtable discussion on careers. The speaker brings out the “how” and “why” of his chosen field and the cost and time involved in preparing for it, plus advantages which it offers. Following this 30-minute presentation students take over and a question period follows. Program is aired in classrooms of local high schools, so that those not participating for the week may take advantage of each career discussion.

Disc Show on TV

NEW YEAR brought a new disc show to WSB-TV Atlanta. Reel Roundup, uses typical disc jockey format with short musical film subjects, and WSB disc m.c. Bob Watson injects bits of information concerning the recording artists. Quarter-hour show is telecast each Saturday night.

Sex Education Series

WOAR Cleveland, in conjunction with Cleveland Welfare Federation, has launched new six week series on sex education. Titled Sex Guidance for Youth, series has been prepared by health educators and social workers. Programs present well known Clevelanders in discussions of following topics: “Giving Your Baby a Good Start; The First Six Years; Questions Children Ask and Don’t Ask; Those Teen Age Years; Dating Do’s and Don’ts, and What is Love?”

On the Feminine Side

DORIS LOCKERMAN, associate editor of the Atlanta (Ga.) Constitution, and author of a daily column in that paper, is now columnist of the air. She is heard Mon.-Fri. on WCON Atlanta on her own program, Let’s Hear Now. Show features comments and news items from a woman’s viewpoint on news of interest to women. WCON is owned and operated by the Constitution.

‘Bring Home the Bacon’

RESIDENTS of Newark, N. J. and surrounding communities are invited to “Bring Home the Bacon.” New quiz show on WNJR Newark is aired each Saturday from the Tantillo Beef Co., in Newark, sponsor of program. Contestants vie for prizes with “meat in it”—ham, steaks, a leg of lamb, bacon, chickens and sausages, plus eggs and butter. If they fail to answer correctly they still win—a picnic basket and a pound of bacon. WNJR airs the show each Tuesday at 12:06 p.m.

Synagogue Services

REGULAR Friday night broadcasts of Jewish Sabbath Broadcasts, a program prepared by the Board of Education of Jewish Federation of Atlanta has been launched by KCMO Seattle. The two-hour program is telecast direct from the Synagogue and is heard over station’s own radio. The program features a message in the form of a sermon, by Rabbi Samuel Penner, who stated that “In these broadcasts, we seek to lift the veil of secrecy which so frequently surrounds the Synagogue and to spread knowledge about Judaism—in its practices, beliefs and literature.”

Operation—TV

DURING the seminar held in Buffalo for 5,200 urologists WBNB-TV Buffalo televised operations for their benefit. Operations were performed at Millard Fillmore hospital 2½ miles from the hotel and carried over short-wave radio link to WBNB-TV and coaxial cable from station’s control room to the hotel. Seven operations were telematched during the seminar.

What Do They Know?

NEWEST program on KOMO Seattle, is Quizdown—a straight-out contest of knowledge. Two students from the fourth, fifth and sixth grades, with one alternate from each grade, compete against youngsters of same level from another local school. Questions have been prepared which “require thought by the student while at the microphone, and not a simple recitation of isolated facts.” Half-hour quiz is conducted each Saturday at 11 a.m., in the studio of the Seattle Post-Intelligencer, sponsor of the show, and is transmitted for broadcast on KOMO at 4:30 p.m. the same day. Special feature of the half-hour “intermission” on each show is introduction of a special studio guest. Prizes are awarded to schools and students submitting questions, and program participants receive medals.

“Mid-America Singers”

NEWEST program on WMJA Kansas City, Mo., is “Mid-America Singers.” Each Sunday half-hour program is broadcast direct from colleges and universities in “Mid-America” and features choral groups from one of these schools.

Appeal for All

SLANTED toward youngsters, teen-agers, and news-lovers and adults is the new show on WMTF Morristown, N. J. Program is divided into three segments—a half-hour “Midnighters”-talk show featuring records and chatter for mop-ups—a five-minute newscast—and a teen-age disc show. Program is sponsored by Morristown branch of Oppenheim-Collins, New York department store. During last portion of program, a junior disc jockey, selected from a high school in the area by votes of students who must ballot in the Oppenheim-Collins store store, presides.

Top Comedians

MILTON BERLE, star of NBC television and ABC radio programs, and Dean Martin and Jerry Lewis, NBC’s new comedy team, have been honored by a readers poll conducted by Comedy World magazine. Poll results, announced by National Laugh Foundation, rate Mr. Berle “Comedian of the Year” and the Martin-Lewis team “New Comedy Stars of the Year.” Mr. Berle emcees the video Texaco Star Theatre, Tuesdays, 8-9 p.m., NBC-TV and the ABC radio show of the same name. Both shows are sponsored by The Texas Co., New York, through Kudney Agency, New York.

KWK Power Boost

KWK St. Louis increased its nighttime operating power from 1 kw to 5 kw Jan. 6, making use of two new directional antennae at transmitter. To promote new strength, station has adopted slogan “KWK, Your Signal for Good Listening,” according to Robert T. Convey, president and general manager.

THE PICK OF THE NEW HITS!

on special “DJ” platters*

FREDDY MARTIN

Once in Love With Amy and You Was DJ-626

IKIE CARPENTER

Brush Those Tears From Your Eyes and The Man on the Carousel DJ-627

ERSKINE HAWKINS

Bewildered and Corn Bread DJ-628

SAMMY KAYE

Lavender Blue*

FRREDDY MARTIN

So Dear To My Heart* (Both from Disney’s “So Dear To My Heart”) DJ-629

“DJ” discs couple the cream of the RCA Victor hits for your conveniency
BOB PROVENCE has been appointed public service director of WKNV, Orlando, Fla., to replace John Kraft, who has been transferred to the company's New York City station.

JOEL CHASEMAN, WAAM (TV), Baltimore sports announcer, has been signed by Joseph Katz Co., Baltimore, to handle Loyola basketball games for Arrow Beer, same city, on WAAM (TV).

WALTER CRONKITE, former United Press foreign correspondent, has been signed by nine midwest and southwest stations as permanent Washington correspondent. He will do a short daily news spot and two quarter-hour programs weekly for WOR (N.Y.), WBBM (Chicago) and KDFW (Dallas), same city, on WAAM (TV).

KEITH ROBERTS, formerly of the Wisconsin State Journal, has joined the news staff of WKW Madison, Wis.

JACK MORAN has joined WMON Montgomery, Va., as sportscaster. He was formerly with WNOP Newport, I.

CARL UHLARIK, news writer and publicity man, has joined the news staff of KPAB Omaha, Neb.

BILL NOONAN has joined the news department of KKIB St. Louis.

JULIAN PIERCEFIELD has joined the sports department of WCSI Columbus, Ohio.

ERNIE KOVACS, special events director of WTTN Trenton, N.J., is the father of a girl.

JOHN K. CHAPEL, news chief at KXOK St. Louis, has been presented by the Shriners with a life membership certificate in Shriners Hospital for Crippled Children. Award was for his radio service to the hospital.

DON DAHL, KDAL Duluth, Minn., sports director, is the father of a girl, Pamela.

BOOKS contributed to United Hospital Fund by listeners to Phil Cook (r) on WCBS New York are presented to the fund's president, Roy E. Larson (l), president of Time, by G. Richard Swift (holding notebook), assistant general manager of WCBS. Mr. Cook's Thanksgiving-to-Christmas "Send a Book to Cook" campaign had netted a total of 87,721 books by Jan. 4. Watching the presentation is Catherine Heinz, librarian for fund.

N. Y. CAB BAN
Taxis Must Remove Radios

ALL New York taxicabs were ordered to remove radios from their vehicles last week by the city Hack Bureau in an effort to reduce accidents.

Harold de Wolfe, managing director of the League of Mutual Taxi Owners, which represents the bulk of individual cab owners, denied that radio playing by taxis was responsible for accidents.

"If it were true that radio playing distracts a driver or causes accidents," he asserted, "then every radio in every automobile throughout the nation should be removed.

Six months ago the Hack Bureau reported fewer than 200 radios remained in New York's 11,500 cabs. Before the war, 95% of New York's taxis had radios, said Mr. de Wolfe. New York's police have campaigned in recent years to have all radios removed from cabs, citing a 1934 regulation requiring sets to be operated from the passenger seat only.

The law also makes it illegal for a cab operator to go into the back of the cab to turn it off.

OU RADIO MEET
National Committee Named

PLANS for the Annual Radio Conference of the U. of Oklahoma, to be held March 3-5, moved ahead last week as the new national committee was partially named. Function of the committee is to advise on policy and to assist in the selections of topics and speakers, according to Sherman P. Lawton, O. U. director of the meeting.

Members of the committee to date include: George Biggars, WLS Chicago; Para Lee Brock, WNOX Knoxville; Rowland Broiles, Rowland Broiles Advertising, Port Worth, Tex.; Robert Enno, KXR Oklahoma City; Ray K. Glenn, Glenn Advertising, Los Angeles; Leslie S. Hauger, Watts-Payne Advertising, Tulsa; George Jennings, Board of Education, Chicago; J. Soular Johnson, WBBM Chicago; Harold W. Kent, Kamehameha Schools, Honolulu; Ben Ludy, WIBW Topeka; Monty Mann, Tracy-Locke Co., Dallas; Robert K. Richards, NAB, Washington; Robert Sauter, ABC, New York; P. A. Sorge, WKY Oklahoma City; John W. Timness, WKD St. Louis, and Herbert True, Carter Advertising, Kansas City.
IN MARCH of 1947, 34,494,188 people were employed in the United States. Their taxable income during the January-March 1947 period was $20,667,740,000.

These figures have just been released by the Dept. of Commerce in a report headed "Business Establishments, Employment and Taxable Pay Rolls, Under Old-Age and Survivors Insurance Program."

The report, made up of four tables, presents statistics on reporting units for March 1947 employment and January-March 1947 taxable wages under the Old Age and Survivors Insurance Program.

Classifications are broken down into 168 separate industries under nine major headings. Major break downs are: Agriculture, Forestry and Fishing; Mining; Contract-Construction; Manufacturing; Public Utilities; Wholesale Trade; Retail Trade; Finance, Insurance & Real Estate, and Service Industries.

Unit Breakdowns
The number of reporting units are shown with breakdowns covering seven different establishment sizes ranging from 0-3 employees to 500 or more employees.

Data on the county level also is available with Table 3 covering 415 selected large counties and Table 4 giving information on smaller counties.

Price for Part 1 is 40c and it includes state summaries. Part 2 which consists of 50 separate bound bulletins, one for each state and one for Alaska and Hawaii, is $7.00. Separate state bulletins are available and range in price from $2.00 to $30.00. They may be purchased from the Superintendent of Documents, U.S. Government Printing Office, Washington, or any Dept. of Commerce field office.

This report points out that only the first quarter of 1947 is covered and the figures listed include only those covered by old-age and survivors insurance.

On a state-by-state basis the figures for mid-March 1947 employment and total payroll for the January-March 1947 period are as follows:

<table>
<thead>
<tr>
<th>State</th>
<th>Employment Mid-March 1947</th>
<th>Taxable Pay Rolls Jan.-March 1947</th>
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<tbody>
<tr>
<td>Alabama</td>
<td>484,391</td>
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<td>Alaska</td>
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The new Grinding Corporation of America, Inc., will announce its new post.

Mr. Goodfellow and Mr. Cooper will join the KJHS employees.

JOSEPH GOODFELLOW, former resident manager and vice president of KSJB Jamestown, N. D., appointed account executive at WHLI and WHLI-FM Hempstead, L. I. Mr. Goodfellow has also been with KIOA Des Moines as account executive.

GEORGE FOLTS, formerly of WBRN Cleveland, Ohio, has joined sales staff of WRRN Warren, Ohio.

KJIO and KJSO-FM San Jose, Calif., has appointed the Friedenberg Agency, New York, as its eastern representative.

FTC vs. HERB
Radio Advertiser Charged
A COMPLAINT alleging false and misleading advertising of Vim Herb, medicinal preparation, has been issued against Herb Products Co., Anderson, S. C., by the Federal Trade Commission.

The representations, according to the complaint, are contained in written and broadcast advertisements disseminated by A. P. Durham, trading under the above firm name. Stations over which advertising were aired include WORD Spartanburg, WAIM Anderson, WRBC Greenville (all S. C.), and WRLC Toccoa, WRDW Augusta, Ga.

WOL Honored
MBS' WOL Washington has been cited by the Commissioners' Traffic Advisory Board, District of Columbia, as a primary factor in helping the Nation's Capital achieve the lowest traffic fatality toll in its history. The board voted a special resolution, during its Jan. 3 session, commending WOL.
Feature of Week
(Continued from page 18)

represented the Sunflower state in the Miss America Pageant at Atlantic City, September 27, and finished fifth in national competition. WHB sponsored her appearance which resulted in her selection as "Miss Bathing Suit of 1948."

Her first appearance on the famous WHB swing was made this month [BROADCASTING, Jan. 10] in advertisements.

Just in case anyone is interested—and what red-blooded man isn’t—the vital statistics are: 18 years old; weight, 117 pounds; 5' 6" tall; bust, 31½; waist, 23½; hips, 35½; thigh, 19; ankle, 8.

S. C. ASSN.
Station Executives Meet
TALKS by two NAB executives and two visiting station executives featured the South Carolina Broadcasters Assn.’s first annual membership meeting last Thursday and Friday at Hotel Wade Hampton, Columbia.

Speakers included: J. Leonard Reinhart, managing director of the Cox stations (WBB Atlanta, WIOD Miami and WHIO Dayton); Irving Abello, manager of WLEE Richmond; A. D. Willard, NAB executive vice president, and Miss Lee Hart, retail coordinator of the NAB Dept. of Broadcast Advertising.

WIS WCOS WKX and WNOK, all in Columbia, were hosts at the meeting. Presiding at the sessions was G. Richard Shaffer, WIS general manager. Election of officers for 1949 was scheduled for the Friday session.

SALES HIGH
WTMJ-TV Sets New Record

PERIOD between Christmas and New Year’s was the biggest spot week for WTMJ-TV Milwaukee since station began commercial operations in December 1947. Plankinton Packing Co. signed a contract for spots for 59 weeks through Cramer-Krausselt Agency, Milwaukee. Contracts for 26 weeks were signed by Trublitz Trailer Co. and the Milwaukee Co., investment securities concern, through MacDonald Cook agency, South Bend, and Cramer-Krausselt, respectively.

Thirteen-week contracts have been started for: John P. Haner Soap Co.; Waukesha Roxo, soft drinks; W. P. Hammond & Son, pest exterminators; Mrs. Drik’s Foods Inc.; Howard B. Stark Candy Co., Snipple Bars, and Mammy’s Foods Inc., restaurant (all Stone-O’Halloran agency); John Graf Co., soft drinks, and Pat’s Oil Co. (A.) Hurst agency); Independent Milwaukee Brewery (Allen Reisbech agency); and United Coal & Dock Co., Wisconsin Telephone Co., and York-Wagner, ice cube makers (no agencies involved).

ADVERTISING
Most Important PR Tool

"ADVERTISING is the most important tool in the public relations kit-bag," C. C. Carr, director of advertising and public relation for Aluminum Co. of America, said Jan. 4 in Seattle. Speaking to the Advertising and Sales Club there, he urged the need for acceptance of public relations thinking at the top levels of American business management.

Mr. Carr, who is currently touring the Pacific Northwest and demonstrating films on the value of advertising to regional representatives of Alcoa, emphasized that ad men have a two-fold challenge: To secure acceptance of their own professional services, and to sell free enterprise.

*Member FOCE

page 68 * January 17, 1949

BROADCASTING * Telecasting
<table>
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<tr>
<th>Name</th>
<th>Address</th>
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<td>A. D. RING &amp; CO.</td>
<td>26 Years' Experience in Radio Engineering</td>
<td>MUNSEY BLDG. REPUBLIC 2347 WASHINGTON 4, D.C.</td>
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<td>Craven, Lohnes &amp; Culver</td>
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<td>WELDON &amp; CARR</td>
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<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING RADIO ENGINEERS</td>
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<td>William E. Benns, Jr.</td>
<td>&amp; ASSOCIATES</td>
<td>3728 Kenmore St., N. W. Oklahoma 8071 Washington, D. C.</td>
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<td>PREISSMAN &amp; BISER</td>
<td>AM, FM, Television</td>
<td>2908 16th St., N. W. 2000 W. Washington 10, D. C. Albums 7299</td>
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<tr>
<td>LYNNE C. SMEBY</td>
<td>Radio Engineering Consultant</td>
<td>820 15th St., N. W. EX 8073 Washington 5, D. C.</td>
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<td>SILLMAN &amp; BARCLAY</td>
<td>SPECIALIZING IN ANTENNA PROBLEMS</td>
<td>1011 New Hampshire Ave., RE 6646 Washington, D. C.</td>
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<td>GEORGE C. DAVIS</td>
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<td>1449 CHURCH ST., N. W. DE 1254 WASHINGTON 5, D. C.</td>
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<td>ANDREW CORPORATION</td>
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<td>JOHN CREUTZ</td>
<td>319 BOND BLDG.</td>
<td>1100 W. ABBAS ST PHONE 1218 ARLINGTON, TEXAS</td>
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<td>Saxon &amp; Winston</td>
<td>222 W. Fitzhugh TX 7-3756</td>
<td>319 W. ABBAS ST PHONE 1218 ARLINGTON, TEXAS</td>
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<tr>
<td>LEE E. BAKER</td>
<td>Consulting Radio Engineer</td>
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WATL STRIKE

THREE-YEAR battle between WATL, Atlanta, Ga., and the American Federation of Radio Artists (AFL) has flared into a strike of union announcers and engineers, with opposing camps buying newspaper display space to state their cases.

A central figure in the prolonged scrap is Lawrence J. Mellert, employed by the station as an announcer in January 1944 and discharged April 26, 1946, to make way for the return of the man who had fired Mellert's job before entering military service.

Upholding the earlier findings of one of his trial examiners, the National Labor Relations Board last September [BROADCASTING, Sept. 27] ordered the Atlanta Broadcasting Co., WATL licensee, to reinstate Mr. Mellert and pay him back wages.

An AFRA advertisement on the radio page of The Atlanta Journal Jan. 7 declared all of WATL’s union announcers and engineers were on strike and that strike-breakers are keeping the station on the air. It made an appeal to “help the WATL employees earn a decent living. . . . protest low pay and worse working conditions.” It declared: “We have filed charges with the NLRB, FCC and health authorities.”

WATL, in an ad on the same page, said that the strike is being conducted by the station and “there is no dispute involving wages.” It added: “Written contracts setting out agreed-on wages and terms of employment was arbitrarily rejected by union representatives of Radio Artists, Of AFL Go Out

NEW AM STATION Improvements Granted

NEW DAYTIME standard station for Georgetown, Del., was granted last Monday by FCC to Rollins Broadcasting Inc. and improved facilities were awarded by the Commission to three existing AM outlets.

Rollins Broadcasting, locally owned, was given a construction permit for 1 kw daytime on 900 kc. Estimated cost of $43,127 was cited.

KSCO Santa Cruz, Calif., licensed to Radio Santa Cruz, received CP to switch from 1 kw day on 1080 kc to 500 w night, 1 kw day, fulltime on that frequency. Directional antenna at night was specified.

WXGI Richmond, Va., licensed to Radio Virginia Inc., was granted to switch in frequency from 740 kc to 950 kc on condition it accepted any interference which might occur from granting facility changes to WGBG Greensboro, N. C., and WINC Winchester, Va. WXGI is authorized to operate daytime with 1 kw.

KOLT Scottsbluff, Neb., operated by Hillard Co., was granted increase in daytime power from 1 kw to 5 kw, using directional array both day and night. KOLT would continue with 1 kw night on its assigned frequency, 1320 kc.

Ownership of Rollins Broadcasting includes the following: John W. Rollins, Lewes, Del., auto dealer, president and 29.9% owner; his wife, Katharine E. Rollins, treasurer 4%; Orlville Wayne Rollins, general manager of Rollins Bros. Summer Resort, Tunnel Hill, Ga., vice president 33.4%; Jack C. George, Royal, Md., secretary treasurer 14%; Rollins Motors Inc., Princess Anne, Md., 33.4%.

PHILCO PROMOTES

Seven in Engineering

PALMER M. CRAIG has been appointed director of engineering, electronics division of the engineering department of Philco Corp., Philadelphia. With Philco for 15 years, Mr. Craig was named chief engineer of the company’s radio division in 1943.

David R. Smith, vice president in charge of research and engineering, also announced the appointment of six chief engineers responsible for major product development in this division. They are: Sterling C. Spielman, television receiver development; Luke E. Glasson, home radio development; Arthur V. Nichol, auto radio development; Dr. James F. Kohler, design of specialized government and industrial electronics equipment; Bertram P. Haines, mechanical and engineering development for the electronics division; W. Linton Getz, development of television and radio cabinets.

Church TV Center

A TELEVISION center is being opened by the First Presbyterian Church, New York City, in the hope of keeping younger out of Greenwich Village bars and grills. With approval of the church’s pastor, Rev. Clarence Goodhart, the parents’ class of the church school bought the TV set. At the formal opening of the center Jan. 19, door charges will be assessed to help pay for the television set. A spokesman for the church said: “We hope it will inspire a pattern for many communities.”

TOWERS in TOWER CONSTRUCTION

Over 500 satisfactory installations from Coast-to-Coast. What we have done so well for others should suggest that you consult America’s foremost tower specialist on your next tower or antenna job.

402 COMMERCE BLDG. PHONE 5-6761

BROADCASTING • Telecasting
A DIRECTORY of College Courses in Radio and Television for 1948-49 has been published by the Federal Radio Education Committee in cooperation with the Federal Security Agency’s Office of Education. It will soon be ready for distribution.

The information is intended for use as a guide by students in locating institutions which are most likely to meet their needs.

While no attempt is made to accredit or approve the work of any institution, an effort is made to give a fair picture of the extent of radio and television training in each one. The introduction points out. The directory shows a range of courses in proportion to the size of each teaching staff and the amount of equipment available for laboratory purposes.

The directory, prepared by Gertrude G. Broderick, the Office’s executive secretary and radio education specialist, is based on data submitted by college and universities which appear on the list of accredited institutions in the annual Educational Directory—Higher Education, issued by the Office of Education.

SPORTS AWARDS
Network Directors Name

AWARDS to outstanding athletes and the naming of the “Athlete of the Year” will be the feature of a special MBS broadcast Jan. 19, 10-10:30 p.m. Bill Slater, Mutual commentator, will be the host. Sport magazine is making the awards.

Board of selectors, making final choices, is headed by Grantland Rice, Boston Herald columnist and MBS commentator. Others included on the board are the network sports directors, Harry Wismer (ABC), Walter (Red) Barber (CBS), Paul Jones (MBS), and Bill Stern (NBC).

The “Athlete of the Year” award will go to Lou Boudreau, manager of the 1948 World Series champion Cleveland Indians.

J. (Tony) LA FRANO, chief production supervisor of Don Lee Network, in Hollywood, has been appointed director of operations for the network’s AM, FM and television stations. Mr. La Frano, who joined Don Lee in 1937 with KDB Santa Barbara, Calif., had been production supervisor since 1939.

ED STUDEY has been appointed chief announcer at WOL Washington, succeeding STEVE McCORMICK, who has been appointed news editor [Broadcasting, Jan. 10]. He has been with station since 1943. RAY L. HUTCHINSON, formerly of WRL Arlington, Va., has joined WOL’s announcing staff.

Mr. Studey

DAVE CROCKETT, former partner in the Seattle radio production agency, MacPherson & Crockett, has been appointed program director of KING Seattle.

ROY NEAL, video producer and m.c., has signed an exclusive contract as producer with WPTZ (TV) Philadelphia.

JOSEPH LOWE, radio writer-producer, has been appointed production coordinator at KLAC-TV Hollywood.

ARTHUR CHURVIS, former announcer at WWHO Kalamazoo, Mich., has been appointed an assistant production director of NBC Central Division television department. KENNETH GUCE and ROBERT HALEY have been added to the department’s engineering staff.

WES GRIFFIN and BOB MITCHELL join CBS G.E. House Party as pianist and organist respectively.

JOSEF BONIME has been signed as orchestra director for ABC’s Little Herman show.

WED HOWARD, formerly of WFAA Dallas, Texas, has joined announcing staff of WMQX St. Louis.

KITTIE LEWIS has joined continuity department of WIS Columbia, S. C. She was formerly with WGAC Augusta, Ga.

OWENS F. ALEXANDER, formerly general manager of WOOF Dothan, Ala., has been appointed program director of WSB Atlanta.

EDWARD WESTON, news editor of WCAC Hartford, Conn., has been appointed program director. BARBARA HINES, formerly with WONS Hartford, has joined WCAC to handle traffic.

JACK BRAY, formerly with WADC Akron, Ohio, has joined american staff of WRNR Warren, Ohio. Other new WRNR announcers include: DICK LINGLE, formerly of WATG Ashland, Ohio, and BOB RAFFERTY, formerly with WROK Rockford, Ill.

ALLEN MCCAIB has joined traffic department of KYOK St. Louis.

JOHN GRAY, “RED” GOLD, MARTY WAYNE and BOB WHITE have joined WGAT Utica, N. Y., as disc emcees.

ED GILBERT, NBC Chicago musician, and MARY BOLINGER, formerly with ABC Chicago’s music library, have announced their marriage.

JIM McCANN, KYW Philadelphia staff announcer, is the father of a boy.

JEAN HOLLOWAY, freelance writer, has joined writing staff of ABC’s Railroad Hour.

G. THOMAS MARSHALL, continuity manager at WJNR Newark, N. J., has been appointed director of public relations for New York Amputation Chapter of the Disabled American Veterans. An Army veteran of World War II, Mr. Marshall was wounded in action in France.

DAVE SCHWARTZ, ARTHIE STANDER, JOE YOUNG have been signed as writers for new NBC Alan Young Show.

CAROL REED, of WPTZ (TV) Philadelphia’s Handy Man program, is now conducting her own participation show on the station.

HENRY HICKMAN, m.c. of Club 1800 on WFRB Baltimore, has been appointed chairman of the March of Dimes Card Committee during 1949 campaign.

HAL SHORE, formerly music director of WLGW Hornell, N. Y., has joined WMDN Midland, Mich., as announcer-salesman.

DAVE BIGLEY, program director of WTOI Florence, Ala., is recuperating from an emergency appendectomy.

WAYNE THORNTON Jr., program director at KSUE Susanville, Calif., has been elected a member of board of directors of Susanville 20-30 Club.

OMAR WILLIAMS, WBOY Terre Haute, Ind., announcer, and Janice Jones have announced their engagement.

JACK GROGAN, production manager and senior director of WNEW New York, and Blythe Miller have announced their marriage.

WILLIAM DANCH, radio and television writer, is the father of a boy.
Help Wanted

Managerial

Assistant manager for local network station, medium sized town in Calif., with all-round radio man, accepts on sales. Excellent opportunity for man who can deliver. Write 789, BROADCASTING.

Wanted: Medium sized station in large metropolitan city in central states needs combination station manager - sales manager, age 30. Box 542, BROADCASTING.

Regional network station in large metropolitan city in central states needs combination station manager - sales manager, age 30. Box 949, BROADCASTING.

Sales

Salesman - young, alert salesman wanted for small station in Virginia. $75 weekly draws against 15% of sales. WANTED: Experienced radio salesman of station. Write or wire Box 789, BROADCASTING.

Sales manager-wants open for time salesman. Independent operation in market of 25,000. Must be experienced in selling. Good commission plan. Write for drawing guaranteed. Give all details in first letter and references and photo. Box 789, BROADCASTING.

Progressive radio station in good southern market seeks assistant manager plus board. Write Box 777, BROADCASTING.

Need Music salesman for northwest virginia territory. City of half million. High rated station with all the fringe. Write Box 777, BROADCASTING.

Experienced announcer for rich Pacific Coast market. Will consider all combinations. Please see Box 609, BROADCASTING.

Situations Wanted

Singles - Opportunity to write two to four thousand monthly at $10. $60 draw guaranteed for 60 days to experienced mature man minimum age 30, preferably with automotive, in large Midwestern market. Box 659, BROADCASTING.

Radio salesman who can be our sales manager. Experienced radio salesman with good contacts and leads to count. A good station in a good but competitive market. Excellent plus insurance plan, harmonious working conditions. Come join us now in the most excellent market in progressive North Carolina city. Good market college, churches. If you like to sell - you can. Great opportunity. Good prospects for a good man. Many men are looking for the opportunity where they can earn what they bring in. Also opportunity for yourself, education, experience, references. Send photo Mailable. Salary commensurate with ability. Our employment policy is to be fair with honest, with complete confidence. Box 832, BROADCASTING.

Help Wanted

Announcers

Announcer with first class ticket for midwest metropolitan daytimer. Must be experienced. Postcard. Box 847, BROADCASTING.

Announcer-engineers, good voices, first class license. Call or write WPOE, Elizabeth, N. J.

Announcer - wanted. ABC station in progressive southern city desires announcer who can complete department and make commercial sparkles. Write Box 794, BROADCASTING.

Production-Programming, others

Wanted: LP engineer, small hillbilly station. Must be experienced. Write WFLB, Monticello, Va.

Opportunity for right man. Box 800, BROADCASTING.

Wanted: Commercial manager for independent station. Experience only in market. Family man preferred. A real opportunity for right man. Address Box 815, BROADCASTING.

Salesmen

Salesmen - Two young, alert salesmen wanted for small station in Virginia. $75 weekly draws against 15% of sales. Both must be experienced radio salesman of station. Write or wire Box 789, BROADCASTING.

Permits and sales position open for time salesman. Independent operation in market of 25,000. Must be experienced in selling. Good commission plan. Write for drawing guaranteed. Give all details in first letter and references and photo. Box 790, BROADCASTING.

Progressive radio station in good southern market seeks assistant manager plus board. Write Box 777, BROADCASTING.

Experienced announcer for rich Pacific Coast market. Will consider all combinations. Please see Box 609, BROADCASTING.

Situations Wanted

Managerial

Six years experience in all phases including management and sales. Interests and specialities are in commercial announcing and newscasts. Write Box 821, BROADCASTING.

Immediate opening for combination announcer, disk jockey, and special events job. Good to excellent voice and qualifications to WFLF, Fayetteville, North Carolina.

Experienced announcer with first class ticket and voice would be interested in Mariana, Florida. Full details first letter.

Technical

Engineer - Give full information in first reply. WLEX, Lexington, Kentucky.

Wanted, first phone engineer, experienced with wiring and engineering to handle break-in and other special features. Must have good engineering education, good city, $42.50 base plus commission on sales and regular raises. WVWC, Tifton, Georgia.

Wanted - radio engineer who is also a business man and would like to explore business management and station operation, good city. $42.50 base, plus commission on sales and regular raises. WVWC, Tifton, Georgia.

Wanted - radio engineer who is also a business man and would like to explore business management and station operation, good city. $42.50 base, plus commission on sales and regular raises. WVWC, Tifton, Georgia.

Engineer with studio experience in operation and construction. WPKI, Akron, Ohio.

Mutual station in small but progressive Georgia market desires engineer-an- nouncer with experience in handling morning shows, also opportunity for commercial announcing. Write Box 772, BROADCASTING.


Help Wanted (Cont'd)

Combination engineer-announcer, first class ticket and voice; swims, plays sports, good with people, comfortable with customers. Radio Station WKKF, Key West, Florida. Send photo, disc and references.

Wanted: Engineer for WFNK, Fayette- ville, North Carolina, AM-FM opera- tions.

Sales engineers. Leading manufacturers of mobile communications equipment need licensed sales representative in technical field work. Officer veterans preferred. Must have at least three years experience with communications equipment. Unlimited. Amount of opportunity with salary, commission and expansion.

Wanted: Read and send resume to Box 794, BROADCASTING.

Situation Wanted (Cont'd)

Sports director, with nine years play- by-play experience, college connections, wide knowledge of news, and wide program production background, desires work with sports-program-management family. Address 121, January 15. Box 872, BROAD- CASTING.

Manager - Successful fifteen year net- work engineer, has worked in all phases of operations. Professional experience with WABC, New York. Applicant refers in application. Address 57, BROAD- CASTING.

General manager available, sober, fam- ily man. Fifty plus, 20 years experience in management and operation. Top record, in all phases. Box 785, BROAD- CASTING.

Successful manager desires change in January. Extensive experience in local programming and developing a speciality, announcers, outstanding voice, 15 years College, 28, Sports and News. Write Box 946, BROAD- CASTING.

Attention Rocky Mountain station own- ers. General manager with thorough experience in programming, sales, engineering and administration is looking for permanent place to settle with family. Prefer an established metropoli- tan. However, will give equal consider- ations. Call or write. Box 572, BROAD- CASTING.

Experienced time salesman for rich coastal area.

Combination station manager, sales manager or sales manager for northwest Virginia. Box 824, BROADCASTING.

Experienced announcer with first class ticket desirable. Box 825, BROADCASTING.

For appointment for interview write WOR, New York, New York.

Engineer with studio experience. Address Box 578, BROADCASTING.

Announcers

Topnotch announcer - Eight years radio experience in all phases of broadcasting. Will accept medium size station. 28 years married, ex- perienced with WABC in New York. Experienced with popular local news shows. Experience on any console, all positions. Address Box 717, BROADCASTING.

Young New Yorker. 2 years experience in progressive station. New York area. 2 years experience in sales and program- ming. Desires consion, sales and program- ming. Box 759, BROADCASTING.

Combination manager - sales manager available February 15. Fourteen years experience, 8 as manager-sales man- ager, 6 as program director, 2 as an- nouncer. Top grade college football and basketball commentator. Presently engaged in sports and local programming. Desires a southern, Gulf Coast or California, Mid- west, or Great Lakes city, preferably a city with a large hillbilly station. Must have good voice, good manners, with good references. Box 721, BROADCASTING.

Combination manager and PD for Midwestern station. Write Box 710, BROADCASTING.

Topnotch stations: 26 year old manager with top notch credits is available. Also wants play-by-play sports post or be engineer-manager of sportscast. Available March 1. Box 597, BROAD- CASTING.

Currently employed assistant station manager, 6 years experience, 7 months at both AM and FM, seeks top post. Areas change to north, near city, emphasis announcing, sales, programming, all phases of station operation. Combination of chief announcer, program director, sales manager. Excellent with telephone. Box 598, BROADCASTING.

State offered salary first letter. Box 748, BROADCASTING.

Topnotch sales manager

Sports sales executive - Radio and television. Experienced radio and television sales manager with headquarters New York City. Desires position as executive sales manager. Write Box 575, BROADCASTING.

Available immediately, skilled sales- man, movie, drama, records, records, and other advertising. Experience in advertising, 15 years, 2 to 5 kw affiliate, programming, producing, and staff announcer. Have excellent voice, qualifications, and references. Box 732, BROADCASTING.

Built two stations, got them licked. Ag- gressive, very active. Will sell anything to anyone. Is aware of competition. Does it know he can sell anything in the world? Write Box 823, BROADCASTING. Help Wanted (Cont'd)
Situations Wanted (Cont'd)

Veteran employed sportscaster desires change. Can write any city.436 Tremont. polling winner. High Hooper. Proof point known. Won state invitational. Must be professional talent. Call to interview. Box 778, BROADCASTING.

Mail pull and hillbilly group MC available. Ten years experience. Best reference. Box 133, BROADCASTING.

Baseball announcer, Wire and live. Young, single, single woman. Interested in change. Experience—Consider all offers. Box 709, BROADCASTING.

Top caliber hillbilly disc jockey and all-round top announcer. Mail and wire. Willing to travel throughout the country. References. Box 753, BROADCASTING.

Two announcers anxious to prove ability with small station. Professionally trained. AFRS experience. Stated preferences, AM-FM, large metropolitan area. Desires permanent position. Box 754, BROADCASTING.

Experienced broadcast editor, fully experienced. Versatile, intelligent, attractive, hardworking, second to none. Below normal rate. Experienced in all phases of RCA images engineering and microwave techniques. Desires position in broadcast or television station. Box 755, BROADCASTING.


Eight years engineering experience. Twenty years in engineering field. Desires location in the Midwest. Desires position in Engineering and News. Box 757, BROADCASTING.

Veteran with first phone desire position in West Coast city which wants best. Willing to go anywhere. Desires position with network. Box 805, BROADCASTING.

Program director—Experience, highly successful record, repetitively pleasing the public. The person who likes to look for a real opportunity for promotion in the business. Can program for sales, build listening audience. Room and board furnished for time in New York. News, remote, record show, own activities director, commentary and continuity. Minimum $400 per month. Details, references, disc on request. Box 788, BROADCASTING.

Sports announcer—Wanted by syndicate for top following. Desires position in any city which wants best. Desires position with network. Box 791, BROADCASTING.

Engineer-anouncer—first phone. 12 years experience construction operations. Interested in position in Texas or southwest. Box 792, BROADCASTING.

BS Television Engineering. First class ticket. Three years experience in high power transmission. Trained in operation and maintenance of RCA image tubes, enginegd and microwave techniques. Desires position in broadcast or television station. Box 793, BROADCASTING.

Chief engineer BS EE. Assume full responsibility for engineering department and all associated functions. Box 795, BROADCASTING.

Chief engineer, HME, extensive experience in design and operation of all phases of broadcast and communication engineering. Can organize and install new station, any size or type. Prefer $5 to $10 kw operation or chain of stations, but any class welcomed. Provided it is a progressive, well-equipped station. Best references. If interested in independent operation, will explore same. Desires position in broadcast or television station. Box 797, BROADCASTING.

Engineer, first phone, married veteran, 6 years experience radio and television, electronics experience, 20 months broadcast operation in southwest. Box 798, BROADCASTING.

Desires station in the West. Box 799, BROADCASTING.

Chief engineer, presently employed, desires change to progressive metropolitan location. Twelve years experience includes all phases AM-FM. Desires position in engineering, operation, and maintenance. Box 800, BROADCASTING.

Engineer, first phone, experienced complete turnkey job. Desires situation, will consider any reasonable offer. Box 801, BROADCASTING.

Desires turnkey job at any location. Box 802, BROADCASTING.

(Continued on next page)
For Sale (Cont'd)

New listing model FM transmitter 16 kw, 400-1080 mc, in excellent condition plus 4 bay antenna, 300 ft. of 3/8 coaxial line with fitting. One two-tone radio with Fine Exposure, WMAW, 733 N. 3rd St., Milwaukee, Wisconsin.

New Preston 6N recorder in 1B case with slightly used 814 amplifier. Both units include all necessary parts.

Wanted

Manager

Manager to operate a radio station and to invest $5,000, 000, which will buy 33 200 watt frequencies tower, new transmitter, 45 watt transmitters, 12 watt transmitters, antennas, and all other necessary equipment. Will rent out the entire block of frequencies. Will be responsible for all aspects of the operation, including programming, sales, and all other necessary functions. Must be able to provide proof of financial ability and be committed to the future of the station. Box 681, BROADCASTING.

For Sale

Two top commercial and news managers heading west. Interested in Denver or Los Angeles and vicinity. State salary. Box 822, BROADCASTING.

Program director available February 1. Offers years experience in radio and independent, capable directing and scheduling, promotion, 6 years play-by-play and 4 years television experience. Versatile, creating saleable low cost shows, writing copy, producing and getting results program staff. $110 weekly. Box 722, BROADCASTING.

Affter twenty odd years in the radio/movie picture producing and TV business, worked for an eastern advertising agency. The pace is too slow, can't get into the agency routine. Want to get out of advertising and into an office or sales position in Chicago or New York. Box 768, BROADCASTING.

Newman wants to locate southwest. Associated with radio stations in Missouri University graduate. Box 730, BROADCASTING.

If you're play-by-playing business, here's an employed, experienced news director. Must be willing to move and be able to make your TV, AM and FM operations pay off. Married with family. Prefer California. Frequent emphasis on TV Doing two shows weekly in an area where motion films in 1948. Details and interest at your convenience. Box 768, BROADCASTING.

Sales


For Sale

Station

Radio station, regional daytime exposure. New England community of 80,000 profitable $30,000. Cash. Box 191, BROADCASTING.

Help Wanted

WANTED

Manager to operate a radio station and to invest $5,000,000, which will buy 33 200 watt frequencies tower, new transmitter, 45 watt transmitters, 12 watt transmitters, antennas, and all other necessary equipment. Will rent out the entire block of frequencies. Will be responsible for all aspects of the operation, including programming, sales, and all other necessary functions. Must be able to provide proof of financial ability and be committed to the future of the station. Box 681, BROADCASTING.

For Sale

Local network station small north-midwest town. No competition. Excellent technical position established in central community. Complete new plant $120,000. Box 176, BROADCASTING.

Equipment

The School of Radio Technique

New York • Hollywood • Chicago

176 W. 43rd St., New York, N.Y.

School

For Sale

WANTED

A Station Relations Representative

To travel extensively throughout the United States for leading New York transcription firm. This gentleman who owns his own business, has long been involved in radio and music and knows what's important. Your salary is regular and is not based on commission and while you are away on your expense account will be guaranteed. There is an immediate opening for the right gentleman and we'd like him to submit a complete letter of application with salary desired.

Box 838, BROADCASTING

For Sale

Local network station small north-midwest town. No competition. Excellent technical position established in central community. Complete new plant $120,000. Low ratio price to profits. Principals only. Box 853, BROADCASTING.
LATE LISTENING
The Pulse Reports on N. Y.

RADIO listening increases at midnight over the previous hour and listening at home accounts for 89.5% of all post-midnight tuning, according to a special survey conducted for WNEW New York by The Pulse Inc., in November 1948, in ten counties in Metropolitan New York.

Pulse studies showed that 39.3% of homes listened to the radio after midnight once a week. The Milan's Matinees with Art Ford on WNEW drew top preference. In a single week, 62% of all homes and 55% of once-a-week listeners heard the show at least one time weekly.

Sets-in-use at midnight were 16.3 for the period. The Pulse reported. For the hour before, the average was 12.0, falling to 7.4 at 11:45 p.m. and then bouncing back after the midnight hour. Set-in-use figures for other post-midnight hours: 12 a.m., 5.7; 2-3 a.m., 1.9; 3-4 a.m., 0.8; 4-5 a.m., 0.7, and 5-6 a.m., 0.5.

The post-midnight audience, the survey showed, averaged 176 listeners to 100 average listening homes. Most such listeners are young, 65.6% being under 40. The largest age group is between 30-39, comprising 36.5% of the listeners. The 20-29 year group comprises 22.8% of the audience while the 40-49 category makes up 20%. In contrast with the usual predominance of women in radio audiences, more men are listening at midnight.

For the hour, the audience for other stations included: WABC 577, 22.8%; WOR 260, 14.9%. KBUR-FM 1490 kc, was scheduled at 176, 6.3% of the audience. The Pulse said KBUR-FM's 91, 36.5% of all homes, and 89, 55% of once-a-week listeners heard the show at least one time weekly.

KBUR-FM Ups Power

KBUR-FM Burlington, Iowa, on the air since last July, Channel 22 (929 mc, was scheduled to begin operating with increased power, 53 kw, last Saturday. The station and its AM affiliate, KBUR, 250 w ABC outlet on 1490 kc, are owned and operated by the Burlington Broadcasting Co. Gerard B. McDermott is general manager.
WHCU Ithaca, N.Y., has slated its third annual “Operation Polio” promotion for the March of Dimes, to begin on Jan. 26. On that day ambulatory patients and a few alumni of the Ithaca Reconstruction Home take over WHCU and WHCU-FM for a full day of broadcasting. Some 30 patients at the home will take over the station from 7:30 a.m. to 6:15 p.m., and serve as its staff. These “staffers” will make no appeals for money on the air; they will perform just like professional radio people, demonstrating, by their efforts what those “marching dimes” can do toward reconstructing bodies twisted by polio.

Are You Hungry?

RESTAURANT booklet is newest promotion piece of WCBS New York. Compiled from local restaurants recommended by Bill Leonard on his Restaurant of the Week feature on WCBS, the booklet classifies a selected list of 100 places to eat according to menu type, such as: American, French, Italian, Chinese, etc. Listings also include prices of food.

The Berlin Story

BRITISH-COLORED maps of Germany, with the four sectors heavily outlined, were mailed nationally by ABC as a prelude to its broadcast of The Berlin Story documentary Jan. 10. The 9-9 p.m. CST show stressed the role Germany has played in Russian-American relations, first as the common enemy in World War II, and also as the subject of a “Cold War.” Robert Saudek, vice president, in sending the maps, requested recipients to refer to them as they listened to the program.

Three $1 investments pulled over 111,000 letters from five Pacific Northwest states, three Canadian provinces and Alasks—and they were mythical dollars, according to KIRO Seattle. Mail pull was result of three contests on station’s Pass the Buck program. Jack Douglas, m.c., hid an imaginary dollar bill, and then gave one clue each night as to where it could be found. After ten clues listeners were asked to send in guesses. Result was 29,000 letters before first winner was found; the second hiding place, U. of Glasgow, Scotland, evoked 49,000 and the third about 35,000. All for an imaginary $1 bill.

Television Courses

TWIN CITY Television Lab, Minneapolis, has distributed an informative folder on the courses which it offers in television training. Folder contains information courses offered in every phase of TV, list of teachers and staff, type of curriculum and requirements, and pictures illustrating the work which is done.

PERSONNEL

CHARLES SPENCE, promotion manager of Oakland, Calif. Post-Inquirer, has been appointed KTTV (TV) Hollywood sales and program promotion manager.

JUST for publicity, Don Bell of KRNT Des Moines, had to lie on the floor, covered with mail and receive a “goopy” kiss from a small puppy. Mail was the 7,200 entries in Mr. Bell’s “Name-the-Puppy” contest. Winner got a $300 electric range, a copy of this photo—and the puppy.

‘Uncle Bruce’s Nursery’

HAPPY are Cleveland mothers who want to shop on Saturday morning, and don’t have to have the children tag along. Fifty-two youngsters, all WJW Cleveland can handle, have their own private “pnicle” at the studio’s “Uncle Bruce’s Nursery.” From 9 a.m. until 12 noon they play, get fed and raise Cain with station procedure. Between 9 and 10 a.m. they “scramble” through a radio show. A registered nurse and Girl Scouts safeguard the children, but to date WJW itself has no such special caretakers.

Imaginary at That

Mr. H. H. Kynett
Sunday Kynett Co.
Dear H. H.

People round 'n' bout Charleston, West Virginia sure was sur-prised when they turned on 1380 CLUB Monday mornin’, same old same, but different on Monday—WJW ridin’—a new theme tag, a new format, a new everything. To keep MISS RIVIERA, Charleston’s “Miss Rivas,” Sam Peloud is still the “sender,” but more and more of them people it gone,’ as he listens to them 500 watts at 100 once they call him to 1380 CLUB. "Man, with WJW promotion, be- in what it is. Don’t you know they insist they help sell and not sell it.

W O C S

Charleston, W. Va.

GETS YOU FOUR on WBNX

It takes four — the four languages handled by WBNX—English, Yiddish, German, Italian—to cover all New York.

Thus, WBNX, New York’s four-star station, fits the needs of all listeners — reaches all the places you want to sell in this multi-language area.

LORAN

Cross Conference Chairman

PRESIDENT TRUMAN has approved the appointment of John S. Cross, assistant chief, Telecommunications Division, Dept. of State, as chairman of the U. S. delegation to the Special Administrative Conference on Long Range Radio Navigation Aids (Loran). Martin A. Price, radio engineer, Federal Communications Commission, is also a member of the delegation.

The conference, which opens in Geneva (Jan. 17), will try to minimize interference from Loran transmissions to other services operating in same or adjacent frequency bands. International Telecommunications Union called the meeting at the request of countries interested in radio navigation suitable for the Northeast Atlantic area.

Eric Ayleen

ERIC AYLEN, 43, manager of CJAT Trail, B. C., died on Dec. 27 from a heart attack. He started with CJAT in 1932, as an engineer. He is survived by his wife and one son.

HANLON’S PET

Duck Promotes WGN Shows

WHEN Jim Hanlon, public relations director of WGN Chicago, went a while duck at a church picnic last summer, little did he think that the pet might become a “personality” like Disney’s Donald. Yet that is what Chicagoans are saying Dec. 29 after viewing “Sir Francis Drake” on The Little Bordy show on WGN-TV.

Sir Francis was pressed into service when Mr. Hanlon got the idea he might help promote the Harold Teen disc jockey program Swinging at the Sugar Bowl. In the show, a take-off of the Harold Teen comic strip, a sound effect—man does the quacking for Sir Francis. Gloria Workmaster, WGN publicity assistant, designed a complete outfit for Sir Francis, so Mr. Hanlon decided to send his duck around the country publicizing Swinging at the Sugar Bowl. Within a few days he was on a plane for Miami, where he was feted for several days. While there he found time to visit the beach in a striped jersey bathing suit. An appearance on The Little Bordy show heralded his return to Chicago.
FCC Actions

January 12 Applications

ACCEP TED FOR FILING

Transfer of Control


KLTT Longview, Tex.—Transfer of control from John W. Todd.

License of Assignment

"Warkin Kittanning, Pa.—Assignment of license from Julian Louis Lieberman to Warkin Inc.

Assignment of CP

KTNN Lubbock, Tex.—Assignment of CP from Thomas H. Fick and Associates individually and as trustee for Coleman, Gay, James and Alexander, to W. Lackey Harvey. GO 553.

Assignment of License

WLBG Laurens, S. C.—Reassignment of control from John J. Heggins to John W. Todd.

January 13 Decisions

BY THE COMMISSION

Transfer of Control

WRNN Savannah, Georgia—In consideration of an application by Savannah Omni- media, Inc. for assignment of control of WRNN-FM, General Manager of WRNN Inc., licensees of WRNN and permit- tence of WGSQ Inc., licensee of WRNN Inc., to receive a new station license issued in their stead, the Commission has assigned the outstanding stock by Nied & Stewes to Tribune Co. for $300,000.

January 13 Applications

ACCEP TED FOR FILING

AM—910 kilocycles

Alkent-Augusta Broadcasting Co., Inc., Alkent, S. C.—New CP AM station 550 kc D with licensed to 600 kw, change of location to 620 metres. Application was requested to 910 kc and make changes in power, frequency subject to license of assignment.

Assignment of License

WEGO Concord, N.C.—Assignment of license from Wayne M. Nelson to the Concord Times Inc.

WGST Greenville, N.C.—Assignment of license from J. White Tri of Greenville Broadcasting, Inc., to Carolina Hit System.

Modification of License

KLTQ Longview, Texas—Modification of the license to change main studio from Mod- ular Highway, Longview, Texas, to Highway 146 to 2580 Summer St.

KNAK Salt Lake City—Modification of license to change operating hours to 5:00 to 1:00.

License renewal applications were filed January 12 by AM stations in Jacksonville, Fla., and WTBB Tallahassee, Ala.

Returned to Files

License renewal applications of the following AM stations were returned to the files in City of Industry, Calif., on January 12: KFZ, Fort Worth, Tex., KFBK, Rialto, Kansas City, and WMDM, Chicago.

Modification of License

WDUN-FM Gainesville, Ga.—Modification of CP to increase ERP from 15 kw to 70 kw, and to operate 24 hours daily. The amendment was conditioned on the issuance of a CP.

WMMU-FM Manchester, N.H.—Same.

WCWM-FM Canton, Ohio.—Same.

WASR-FM Easton, Pa.—Modification of CP for noncommercial educational FM station to increase ERP from 2 kw to 20 kw daily, and to be on the air 24 hours daily.

WOLX Tyler, Okla.—Same.

KTOY Tacoma, Wash.—Same.

KMLN-FM Minneapolis, Minn.—CP new FM station to change ERP from 2 kw to 5 kw. The amendment was conditioned on the issuance of a CP.

KWEZ-FM Detroit—Modification of CP new FM station to change ERP from 3 kw to 5 kw.

January 13 Applications

License Renewal

License renewal applications were filed by following FM stations: WEDC- FM, Waterford, N.Y.; WIPF-FM Philadelphia; WHEL-FM, Two Ponds, Ga.

Modification of CP

WDEL-TV Wilmington, Del.—Modification of CP for new television station at Georgetown. The amendment was conditioned on the issuance of a CP. The station was to operate 24 hours daily.

WNNB Cleveland—Modification of CP for new television station at Parma Heights to increase ERP from 18 kw to 30 kw daily. The amendment was conditioned on the issuance of a CP.

KDEV Dallas, Tex.—Modification of CP for new FM station to change ERP from 1 kw to 7 kw daily, and to change operating hours to 24 hours daily. The amendment was conditioned on the issuance of a CP.

TENDERED FOR FILING

Competitive Bid

WBTB Walling, Mass.—Competitive bid applications filed for AM station in Fall River in the name of the Broadcasters’ Association of Cape Cod.

WBTB of Beverly, Mass.—Original bid filed by CBS.

KIND Independence, Kan.—CP to change by 15 kw at 480 kc, to 30 kw at 500 kc.

January 14 Summary of Authorizations, Applications, New Station Requests, Ownership

S U M M A R Y TO JAN UARY 12

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FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

TV STATION

Springfield, Ill.—Sangamon Valley Television Corp., Channel 8 (180-3)-FM, 1.5 kw, 25 kw ERP, 15 kw antenna, estimated cost $1,050,000, construction contract signed, first day operating license filed.

FCC 48-204.

Fairfax, Va.—Owner of WTAX, John D. Leonard, announced that he will apply for a new CP for FM station.
FREEZE EXEMPTS BOSTON CBS TV APPLICATION

EXISTENCE of current TV licensing freeze exempts CBS' Boston television application and its bid for WRTB (TV) Waltham from requirements of FCC rule banning multiple applications, FCC said Friday.

Boston Metropolitan Television Co., another Boston group, Kentuck Vision, bid for Belo network's Boston bid after application for WRTB was filed. FCC conceded it had required. Sripins-Howard Radio to choose between its WCPO Cincinnati application and its bid for purchase of nearby WVLK Versailles, Ky. [Broadcasting, Dec. 13]. But in current case, FCC said, Boston TV applications aren't available for consideration because of current freeze. FCC denied Metropolitan Television's request, but said: "Should the Commission receive processing television applications prior to action on the [CBS-WRTB] application, Columbia would then be required to elect which of these applications it would prosecute."

Comir. Jones disented and Comr. Hyde said he didn't want to express view now on what FCC's course should be when licensing resumes. Meanwhile Meredith Engineering Co. filed competing bid for acquisition of WRTB (see story page 93).

FCC LISTS APPEARANCES FOR OWNERSHIP HEARING

ORDER of appearances for today's (Jan. 17) FCC-hearing on proposed new rules governing multiple ownership of broadcasting stations [Broadcasting, Aug. 23] was announced Friday. Rules would set common ownership limit in AM at 7 stations, in FM at 6, in TV at 5. They would also impose ceilings on minority interests among number of controlling interests, and FCC would consider imposition of ceiling on stations, fulltime facilities. FCC would consider in proceeding to revise rules governing intercity TV stations.

REVISED TELEVISION TARIFS ARE FILED BY AT&T

AT&T on Friday filed with FCC new television tariffs, to become effective March 1st. Changes relate to provision for connection of Bell System intercity TV networks with intercity facilities of other companies where telephone company does not have facilities; allocation of intercity traffic on a priority basis instead of monthly basis, where there are not enough to go around; general expansion of local channel rate areas by including channels where exchange-servicing TV customers are not more than 25 miles apart.

REAM DENIES WGN-TV DEAL

REPORTS THAT CBS would acquire financial interest in WGN-TV Chicago unqualifiedly voted last week by Joseph H. Ream, vice president and secretary of network. Reports were "false," said Mr. Ream.

WE SEPARATION WOULD HURT SERVICE, SAYS AT&T

TELEPHONE users would suffer rather than gain if government's demand that AT&T sell manufacturing subsidiary, Western Electric Co., is pushed through, was reaction of Leroy A. Wilson, AT&T president, to antitrust suit filed by Justice Dept. Friday in Federal Court at Newark, N. J.

Government contends AT&T's control of Western Electric constitutes a monopoly in this respect: WE manufactures equipment for AT&T. AT&T, in turn, controls all Bell telephone companies, which buy WE equipment. Therefore, Justice Dept. suit asserts, AT&T also controls Bell companies' only source of supply. Absence of competition in manufacture and sale of telephone equipment results in higher telephone rates, government contends.

Mr. Wilson countered with statement that "telephone calls go through faster, people hear each other better and service is more dependable" because of quality of Western Electric equipment. He added: "It is, of course, in the interest of everyone that telephone equipment continue to be the best obtainable and that it be through the lowest possible prices. The Western Electric relationship makes these objectives possible..."

SUIT called to avoid Bell System monopoly on one hand, competition on the other, as one of the most important antitrust cases ever filed against any company, according to Assistant Attorney General Herbert A. Bergson, Justice Dept. Anti-Trust Division head.

Mr. Bergson's superior, Attorney General Thomas C. Clark, today also seek to interfere with AT&T except to divest it from Western Electric. Efficiency of telephone service would not be reduced, he asserted.

Closed Circuit

(Continued from page 4)

holder, was at Sea Island, Georgia, for ten-day outing, but nothing of that magnitude would be done without Mr. Noble's presence. [It was learned authoritatively that Spyros Skouras was not member of Sea Island party.]

FORMAL papers for transfer of WINX Washington TV station from downtown Washington to suburban Mount Vernon, operation of what Phila., slated for filing with FCC today (Jan. 17) after two months of preparation. AM independent transfers for $180,000 while FM adjuct is sold to newly-formed WTOP Inc. for $160,000. WTOP Inc. is owned 65% by Washington Post and 45% by CBS. Action paves way for final transfer of WTOL's control from CBS to Post and for CBS acquisition of existing operations of its San Jose-San Francisco in which it heretofore has owned 45% [Broadcasting, July 12].

RCA LABS, Princeton, developing new ultra-high frequency video transmitter-embender circuit which he hopes will be effective in re-tuning tube failures occurring during UHF experiments with Western Electric TV transmitter during past several months [Broadcasting, Dec. 20].

DECISION on who gets Federal governemt's recording contract expected Wednesday from Bureau of Public Telecommunications. UAT&U Unofficial report is dozen bids are tight among pairs of firms still appear neck and neck and bids opened Jan. 10 but with some 100 pric categories, four recording cities and dozen firms participating, choice is delayed.

BROADCASTING • Telecastin
No crystal ball can answer the manufacturer's question, "Is my product what the people want?" No isolated, one-shot trial in an isolated city can really prove the strength of a selling appeal. But there is a way to learn the answers to these and many other questions:

*It's a test in WLW-land... an "Operation: Knowledge"*

In WLW's merchandise-able area, you'll find a mirror of America. Here is not just one city; but many cities of many sizes. Here live not just farming folks and not just workers in the mines or mills; but people from every walk of life—with every type of income.

Here are nearly fourteen million persons, in parts of seven states—states of the north, the south, the east and middle west. Here is a true cross section of our mighty land.

And in this vast area is a radio station unique—a station which covers the area as a network covers the nation. WLW reaches millions of people every day; but it reaches more of them in some cities than others—just as a network does. It gives vast coverage but not complete coverage—no medium or combination of media can do that for the country.

The advertiser who uses WLW alone is in the same position in WLW-land as the advertiser who embarks on a nation-wide program is in the country as a whole. What works on WLW is pretty sure to be sound throughout the land.
FREE SPEECH

1949

Start the New Year right with WJR

MICHIGAN'S GREATEST ADVERTISING MEDIUM

WJR

50,000 WATTS

760 ON YOUR DIAL

*Attention Time Buyers and Advertising Managers:
Talk about POWER AND RESULTS—one program pulled 17,129 letters at one o'clock in the morning. We would be glad to give you the particulars. Write to us.

THE GOODWILL STATION, INC.

G. A. RICHARDS
Chairman of the Board

FISHER BLDG. DETROIT

FRANK E. MULEN
President

HARRY WISMER
Assistant President