Every year for the past 19 years WLS listeners have dropped more than a million letters into mail boxes ... addressed to their old friend—WLS. In 1948 these loyal listeners sent 1,053,341 pieces of mail to their family station! Twenty million letters in 19 years addressed to one station! Here's tangible evidence that WLS moves people to act ... generates response—in short, that WLS Gets Results!

A Clear Channel Station

890 Kilocycles, 50,000 Watts, American Affiliate. Represented by John Blair and Company.
**FOUND!**

*The Missing Link*

**KMED - NBC**

**WHY KMED?**

1. KMED is located in Medford, Oregon, the central city of the famous Rogue River Valley, hub of business activity for southern Oregon and three Northern California counties—vacation land and sportsman's paradise. KMED has an effective coverage area with a population of 350,000 people, with an effective buying income of $271,000,000 derived from lumbering, dairying, beef ranching, fruits and nuts.

2. Bank deposits in Medford banks on December 15, 1948, totaled $35,209,000, attesting to the economic security of the wage earners and farmers. Eighty-five per cent of the farms in this area are operated by the owners. Jackson County payrolls for the second quarter of 1948 totaled $7,024,802.64, a gain of $1,037,795.90 over the same period in 1947.

3. OPPORTUNITIES are legion for the time buyer on KMED—the only 5,000-watt regional station in Oregon outside of Portland.

4. The only NBC station between Sacramento and Portland—the pioneer station with more than 22 years of service to southern Oregon and northern California.

**KMED Links THE WEST COAST with THE PACIFIC NORTHWEST**

**5,000 WATTS DAY**

**1,000 WATTS NIGHT**

**KMED**

Lifts the NBC Parade of Stars over the mountain ranges between San Francisco and Portland.

**KMED**

Pushes these network shows, together with outstanding local and regional programs, into dozens of thriving, bustling communities surrounding the famous Rogue River Valley, in southern Oregon and northern California.

**KMED**

With the outstanding NBC shows as company, will enable your message to reach a large, consistent listening audience, when carried by its new high-powered signal.
How to buy MASS AUDIENCE for MASS SELLING in New England

Direct approach through Yankee home-town stations — the stations local merchants use regularly and successfully — is the way to obtain complete, more intensive coverage of this great mass market.

The greater effectiveness of this direct, smashing local impact over hit-or-miss coverage from a distance is not debatable. You are bound to make more progress and faster progress and more easily consolidate your gains with Yankee.

With 24 Yankee home-town stations you can carry your campaign to all New England at one time — reaching more people everywhere.

For more thoroughly co-ordinated selling and merchandising, more penetrating coverage in every city zone and suburban shopping center, choose New England’s mass medium — The Yankee Network.

Acceptance is THE YANKEE NETWORK’S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.


**Closed Circuit**

"TELEVISION has ended the era of the stuffed shirt." That quote, under Washington's unwritten journalistic code, cannot be attributed to its author. But if his identity were revealed, it would have reverberations up and down historic Pennsylvania Avenue.

FIBBER McGEE & Molly (Jim and Marion Jordan) have been approached by CBS. Their attorney, Loyd Wright, refuses to confirm or deny they are considering switch from NBC. Mr. Wright is also Jack Benny's counsel.

SUCCESSFUL use of radio by AFL unions in last national elections will be reflected in increased tempo of labor's use of radio in ensuing months. High level pow-wow of union heads with newly-elected pro-labor Senators held in Washington last week was counseled by Morris Novik, who headed AFL radio and appears slated for radio directorship, if he wants it. Novik "local cut-in technique" was credited in no small measure for election upset in getting out local pro-Truman labor vote.

FCC HAS DECIDED to call hearing starting Feb. 28 on three-way rivalry for $1,925,000 acquisition of Louisville Courier-Journal and Times WHAS Louisville and associated AM and FM properties. Crosley Broadcasting bought stations, subject to FCC approval; Fort Industry Co. and Bob Hope each matched Crosley's bid under AVCO Rule. Because hearing may take several days and Commissioners' workload is heavy, tentative plans are to designate examiner to hold hearing.

NBC NEGOTIATING with U. S. Steel in attempt to entice the advertiser's Theatre Guild of the Air from ABC, where it is heard Sundays, 9:30-10:30 p.m. BBDO, New York, agency for U. S. Steel, asserts no decision made.

FEB. 20 is moving day in Fresno, Calif. KARM, old-line CBS affiliate, moves to ABC as KFRE, nation's newest 50,000-watt, shifts from ABC to CBS.

SUMMER HIATUS will be taken by Philco Playhouse sponsored by Philco Corp. through Hutchins Adv., New York, on NBC-TV Sundays 9-10 p.m., beginning perhaps as early as March. Decision whether show will return in fall to be made in June, when company annually sets radio and television schedules.

PORTENTS of greater turn-over in larger station properties seen in calls from investment houses seeking appraisals of stations in larger markets, based on network affiliations, gross receipts, net income and other factors unfamiliar to ordinary banking circles.

TOP-LEVEL talks between IATSE and IBEW to settle television jurisdiction now current. IATSE President Dick Walsh and IBEW President B. W. Tracy in consultation, with report (Continued on page 82).

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**Upcoming**


Jan. 27: ABC Southwestern, Middle and Central States Districts Affiliates meeting, Ambassador East Hotel, Chicago.

Jan. 28: Anti-Clear Channel Broadcasters meeting, Palmer House, Chicago.

(Other Upcomings on page 54)

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**Business Briefly**

TWO SIGN FOR SPOTS • Block Drug Co., Jersey City, has signed with WGN Chicago for 4-45-7 p.m. (CST) news spot Tuesdays and Thursdays for 13 weeks from Feb. 1, New York Mail Order House renewed Ben Sweetland Saturdays, 9:15-9:30 a.m. (CST), same station for 13 weeks from Jan. 22. Agency, Huber Hoge & Sons, New York. Block Drug's agency, Redfield Johnstone, New York.


'NORA DRAKE' OFF NBC • Toni Co., Chicago, announced Friday that This Is Nora Drake, formerly on both CBS and NBC, will be heard exclusively on CBS at 2:30 p.m. (EST). Strip was carried on both networks experimentally during past eight months.

OH HENRY RENEWS • Williamson Candy Co., Chicago (Oh Henry candy bar), renews True Detective Mysteries on 485 MBS stations, Sun. 4:30-5 p.m. (EST) Agency, Aubrey, Moore & Wallace, Chicago.

WILM NAMES BOLLING • WILM Wilmington, Del., names Bolling Co., New York, as national representatives effective immediately.

**BULLETINS**

CBS announced Saturday it obtained 15-year loan of $5,000,000 at 3% interest from Prudential Insurance Co. of America. Network said closing of the long-termer was subject of many months negotiation and was sought to insure continuation of strong cash reserves in view of possible big expenditures for television development.

C. F. PARSONS appointed general manager of Zenith Radio Distributing Corp., wholly-owned sales subsidiary of Zenith Radio Corp. He has been sales manager of subsidiary organization since 1945 and replaces William W. Boyne, who recently became general manager of Zenith Radio Corp. of New York.

CHEVROLET Division, General Motors Corp., will include Midwest in hookup for NBC TV series Chevrolet on Broadway when coaxial cable is available. Time changed from Monday 8:30 p.m. to 8:30-9 p.m. Agency, Campbell-Ewald Co., New York.

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**Coy Foresees TV Thaw by April or May**

FCC hopes to unfreeze processing of TV by April or early May, Wayne Coy, FCC Chairman, told CBS Television Clinic in New York Friday afternoon. He said Commission hopes it can provide for utilization of ultra-high band before end of year, with many applicants shifting from present band to UHF.

Chairman said UHF band offers hope many applicants can start construction this year, especially in cities where no provision has been made for stations in the present band. He indicated manufacturers can build sets capable of giving good reception on both bands.

Frank Stanton, CBS president, told opening day's session of three-day clinic that only war or major economic crisis can halt phenomenal rate of TV's growth. He warned against preoccupation with technical expansion in TV at possible expense of program content. He termed growth of TV audience in numbers and in discrimination "the greatest challenge broadcasting has ever faced."

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**Highlights This Issue**

(Continued from May 15 page 10)

Radio's Net $402 Million in 1948

Radio's Net $402 Million in 1948

Bing Crosby to CBS

IRE Sees CBS' 'IASME' Measurement Device

Coy Defends FCC Against Sensor Charge

Networks' Post-Election Billings Decline

ZCMJ, Salt Lake Store, Finds Radio Pays

Baltimore Gag Case in Court Wednesday

Voice of Nationl. Evangelical Leaders

Anti-Clear Group Chicago Meeting

Page 4 • January 24, 1949
Brookings County is part of SOUTH DAKOTA
So is BIG AGGIE

BILL HENDRICKS and his family got $1,000 in merchandise and the thrill of their lives on October 14 when 6,000 persons jammed Brookings' Pioneer Park to honor them as South Dakota winners in the WNAX 5-state Farmstead Improvement Program.

WNAX presented the award—Governor Mickelson spoke—4-H boys scrambled for prize calves—The State College Military Band played—A free barbecue was served—and the WNAX Barn Dance Gang staged a 90-minute show to wind up the day's festivities.

Yes, Big Aggie is part of South Dakota just as she is part of Iowa, Minnesota, Nebraska and North Dakota where 1,043 families from 203 counties are participating in WNAX's 3-year campaign to encourage improved farm living conditions. Here's another example of how WNAX continues—serving the Midwest Farmer!
In Indianapolis

CAST THEIR SHADOWS BEFORE

In the Spring, events of the future will start coming to WFBM'S big area by television!

- Already the antenna has a standing reservation for an altitude penthouse atop the Merchants Bank Building, the tallest building in Indianapolis. Equipment has been delivered—the needed steel is on the way.

No wonder WFBM, Indiana's oldest radio station, is blushing with pioneering pride. We're naturally proud to be first again—first in Indiana with Television!

So—if you're after eyes, as well as ears, to keep those sales coming—look to WFBM-TV for another famous first. And, as always, WFBM will continue to be first in promotion, first in merchandising and first in performance.
KFH is TOPS in the Wichita market. This fact is verified by every study of radio listening habits conducted in this area. There are definite reasons for this listener preference and advertisers with a radio message for the Wichita market will do well to consider the KFH audience — it's TOPS by every standard.

Data is from "The Kansas Radio Audience of 1948" published by Dr. F. L. Whan for Station WIBW. The "Listened to Most" ratings given here are for District IV representing the area surrounding Wichita. It includes 12 counties and a population of 404,233.
HERE'S WHY farm market advertisers select KOMA ... because KOMA is the only station which completely dominates the rich Oklahoma farm market during the farm market periods—5 to 7 a.m. and 12 noon to 1 p.m.

And this is but a glimpse of our success, for KOMA, with its 50,000 watt primary coverage, attracts 60% of all the Oklahoma market.

For complete details, write to us at KOMA, or contact your nearest Avery Knodel office.

J. J. Bernard
General Manager

ROBERT JACOBY promoted to vice president of John W. Shaw agency, Chicago. Formerly with Fiduciary Trust Co., New York. Mr. Jacoby assumes added responsibility for personnel administration, and will continue as agency treasurer.

DALE ARMSTRONG, formerly vice president in charge of public relations for Trans World Airline, joins Poole, Cone & Belding International as European public relations director. He will headquarter in agency's London office.

DONALD F. TRENKELSEN appointed radio director of Minneapolis office of Erwin, Wasey & Co.

HOWARD K. EATON, formerly head of his own public relations company in Chicago, joins Chicago office of Simmonds & Simmonds as account executive. ROY SHANNON, formerly head of Roy Shannon Adv, St. Louis, joins St. Louis office of Simmonds as account executive.

THOMAS W. JARVIS, art director; VINCENT J. GALBO and ARTHUR F. ZACHLEIBEN, account executives appointed vice presidents of Kelly, Nasen Inc., New York.

JACK SKOLNICK, art director, and DONALD R. SHAW, account supervisor, elected vice presidents of Pedlar & Ryan, New York.

FREDERIC F. PLANAGAN, HELEN BROWN BECKETT and CURRIE DAVIS join copy department of Kenyon & Eckhardt, New York.

BRICE DISQUE Jr., formerly manager of radio department of Compton Adv., New York, joins Marshak & Pratt also New York, in a contract and writing capacity.

MILTON N. PIERSON and HENRY A. SANDERSON, formerly with Bebel & Waidis & Briggs agency, Chicago, have organized a creative service for advertisers and agencies. Pierson & Sanderson Inc., Chicago. Mr. Pierson is secretary-treasurer, and Mr. Sanderson is president. Office is at 642 N. Dearborn St.


MARTIN FRITZ, formerly with J. Walter Thomson Co., Chicago, joins Buchen Co., same city, as director of media.


LEE RANDON, formerly television producer in Buffalo, N.Y., joined Rithrauf & Ryan Inc., Chicago, as commercial writer.

JEROME L. ISAACS, New York attorney, appointed vice president and member of plans board of Robert W. Orr & Assoc. HARVEY CUSHMAN, formerly with Dalbert, Chiford & Shenfield, joins office as art director, and JOSEPH DIVINE, formerly with Pedlar & Ryan, joins research department. All are New York agencies.

ROB STRUBLE joins Jordan Co., Los Angeles, as radio director.

BEN WILKINSON, who formerly operated his own agency, Ben Wilkinson Ltd., elected managing director of McCann-Erickson Adv. Ltd., London, effective Feb. 1. Mr. Wilkinson's principal accounts from his own agency will be handled effective Feb. 1 by McCann-Erickson, and about 30 members of his present staff will join McCann-Erickson on that date.

EARL EKLUND joins Frank Wright National Co., Los Angeles, as account executive. Mr. Eklund was formerly with Los Angeles Community Chest.

PAUL SMITH Adv., New York, announces change in agency's name to Smith, Smalley & Tinker Inc. No change in management or capital structure involved.

JIM RESOR, radio timebuyer at McCann-Erickson, New York, is the father of a girl, Robin Perry.

WILLIAM D. WALSH joins production staff of John C. Dowd Inc., Boston. EUGENIA SMOOT joins agency's copy department, and ISABEL CAROLAN, member of production staff, promoted to traffic manager.
"IT'S A DURNED EASY CROP TO MARKET!"

The next best thing to growing dollar bills themselves is to have lots of wonderful cash crops!

Our Red River Valley farmers have plenty of them—corn, wheat, barley, hogs and poultry. The result? Well, according to a recent Department of Commerce report, North Dakota had the highest per capita income of any agricultural state in the country; was topped only by Nevada and New York among all 48 states!

We're proud of the fact that now, as for the past 26 years, our Valley farmers rate WDAY their favorite station by about 5-to-1. Ask us or Free & Peters for more information.

FREE & PETERS, INC. Exclusive National Representatives • NBC • 970 KILOCYCLES • 5000 WATTS
Your *retailers* may blanket the area...but

Is your advertising reaching as many people as your retailers? Does your advertising penetrate every county as effectively as your retail dealer organization? Have *most* of your retailers' customers heard your advertising message before they...
does your advertising?

enter the stores?... Here are three maps of the Washington area. Which map shows the intensity of coverage which most closely matches that of your own retail organization? Which medium supports all of your retailers in the area best?

**RADIO** Washington's leading station - WRC

WRC is just one example of the complete market penetration of stations represented by NBC Spot Sales. For a similar analysis of any of the markets listed below, call your nearest NBC Spot Sales Office. You'll be amazed at how thoroughly these stations blanket the areas served by your retailers.

- New York       . . . . . . WNBC
- Chicago        . . . . . . WMAQ
- Cleveland      . . . . . . WTAM
- Washington     . . . . . . WRC
- San Francisco  . . . . . . KNBC
- Denver         . . . . . . KOA
- Schenectady    . . . . . . WGY

**LEGEND**

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

**SPOT SALES**

NEW YORK · CHICAGO · HOLLYWOOD · CLEVELAND · WASHINGTON · BOSTON · SAN FRANCISCO · DENVER
Feature of the Week

A SETTLEMENT of timebuyers is being created by WPTR Albany in a promotion stunt which is beginning to assume the proportions of a five-ring circus—just when everybody is wanting to get in on the act.

Strictly as a promotion stunt, WPTR began giving away grants of land to timebuyers. Accompanying each grant went a certificate, making the timebuyer a "Patron of the Week."

According to Len Asch, vice president and general manager of WPTR, the idea has caught on and many important industry figures have been seeking membership and hunks of land. A number of "Honorary Patrons," figures not members of the timebuyers' magic circle, will be created, he said. Meanwhile, bona fide "Patrons of the Week" will be chartered each week for a year, and for perhaps a longer time.

The land, deeded in fractional acre parcels, is situated in patroon country, 12 miles southwest of Albany in the Helderberg Mountains. Timebuyers who have not yet bought out their parcel will be com-

On All Accounts

IT WAS the desire to revolutionize the motion picture industry that first led Albert E. Kaye to California.

And, although he "revolutionized" that industry only to the extent of carrying cables at Samuel Goldwyn Studios for $28 a week, the trip was well worth it. For he found his way into another industry called radio and now answers to the title of vice president in charge of West Coast radio for Benton & Bowles, with headquarters in Hollywood.

Now producer of NBC's Burns and Allen Show and supervisor of production of ABC's Road Hour, CBS Family Hour of Stars and NBC's Life of Riley, the amiable Mr. Kaye feels that his job is the best to be had in his field.

Entrance into radio came in 1937 when he assisted L. K. Sidney, now vice president at Metro-Goldwyn-Mayer, on production of Maxwell House Coffee Good News show.

When the package was taken over by Benton & Bowles in 1940, Al went along with it as producer, and has remained with the agency ever since. In the following years he produced several shows including the Fannie Brice Show, Frank Morgan Show and Glamour Manor.

Bill Wilson (l) of Rambeau Co., WPTR representative, presents a certificate to Charles M. Wilda, timebuyer of N. W. Ayer & Son, making Mr. Wilda a "Patron of the Week."

...sorted to know that their land goes back to the Devonian period, considerably more than 2,500,000 years before radio.

It may be further comfort, too, that the land is honeycombed with... (Continued on page 76)

People In Houston
Jes' Love
k-nuz's
Houston Hoedown

HER's
HOOPER PROOF

Evenings Sun. thru Sat.
6:00 P.M. to 10:30 P.M.
April-May ................ 5.6
May-June .................. 6.1
June-July .................. 9.1
July-Aug. .................. 11.3
Aug.-Sept. ................. 13.1
Sept.-Oct. ................ 12.3

NATIONAL REP. FORJOE & CO.
Dave Morris, Gen. Mgr.
k-nuz

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

Page 12 • January 24, 1949
Announcing...

The Appointment of
George P. Hollingbery Co.

National representative for

KUTA

570 KC. 5000 watts - Salt Lake City
And the Entire Rocky Mountain
Broadcasting Group

Complete Coverage
One Contract - One Contact

Rocky Mountain Broadcasting System

29 South State Street
Salt Lake City, Utah

January 24, 1949 • Page 13
Richard E. Tribaut Inc., New York (wallpaper manufacturer), appoints Jackon & Co., New York, to handle extensive radio and television campaign. Placed to date are three participations per week on The Fitzgeralds on WFLY New York, five per week on the Louies Morgan program on WNAC Boston, and series of one minute film announcements on WBEN-TV Buffalo and WBZ-TV Boston. This is company's first venture in television.


Leo J. MEYBERG Co., San Francisco (distributor, RCA Victor TV receivers), appoints Honig-Cooper Co., same city, to handle introductory campaign in Bay area. Heaviest share of budget slated for KPIX (TV) San Francisco.

AlumAROLL of Detroit Inc. appoints Shutran Mahlin Adv., Detroit, to handle advertising and merchandising for Alumaron home and commercial savings, and Weathershield canopies. Radio and television will be used.

Nat PATerson Motors Inc., Ozone Park, L. I., N. Y. (DeSoto and Plymouth dealers), appoints Moss Assoc., New York, to handle advertising. Radio and television will be used.


Mountain View NURSERIES, McMinnville, Tenn., studying response to its Mountain Time, aired Jan. 8 and 15 from 8:45 to 9 p.m. EST on WENR (ABC) Chicago. Additional radio will be used if initial venture warrants. Agency: Louis A. Smith Co., Chicago.

ZIPLOC Co., of New Jersey, Jersey City (manufacturer of strap watchcases), is inaugurating special television promotion campaign. Campaign will also use direct mail selling in key television cities. Tests in New York, already proved successful, will be extended shortly to other market areas. Agency: Moss Agency, New York.

A. E. STALEY Mfg. Co., Decatur, Ill. (starch products), appoints Ruthrauff & Ryan, Chicago, to handle advertising for its Cameo starch. Radio is being contemplated and media schedules are expected to be completed within two weeks.


Goodall FABRICS, New York, will offer cooperative television advertising campaign to all its retail accounts.

Network Accounts . . .


Williamson Candy Co., Chicago (Oh Henry candy bars), renews sponsorship for fourth year of True Detective Mysteries, Sundays, 4-5:00 p.m. EST on MBS. Agency: Aubrey, Moore & Wallace, Chicago.

Wilco Co., Los Angeles (Clearay cleanser), Feb. 28 starts 25 week sponsorship of three-quarter-hours weekly of Ladies First on full Don Lee Network, Mon. Wed., Fri. (Full program time daily 11:00-11:30 a.m. PST; last quarter hour sustaining). Agency: Elwood J. Robinson Adv., Los Angeles. Grove Lab-Oratories, St. Louis (cold tablets), sponsors first quarter-hour of program Tues. and Thurs.

Adpeople . . .

William V. Shaftner appointed advertising and public relations director of White Brothers of Los Angeles. Formerly held similar post with Pacific American Steamship Assn., San Francisco. Guild uses radio and television.

Ralston H. Coffin, for past year with the Nabisco Group of National Biscuit Co., New York, in merchandising capacity at McCann-Erickson, appointed account manager for crackers, cookies and dog food.

John Whitehead appointed advertising manager of Sh BUFF Co., Ltd., Toronto. For past year he has been advertising assistant to H. T. Fleming, vice president in charge of advertising.
High-powered WCAU-TV (equivalent of 50,000 watts) puts your high-powered product demonstrator right into the same room with thousands of prospective customers in this television-minded city with the 2nd largest TV market*.

CBS affiliate.

*100,000 sets.

THE PHILADELPHIA BULLETIN STATIONS

TV
AM
FM
The RCA 10-KW AM transmitter, Type BTA-10F, is identical in size and appearance to the BTA-5F you see here. Over 125 transmitters of this series now in operation.

(Photo courtesy of Radio Station KOOL, Phoenix, Arizona)
with 10-kilowatt insurance

BTA-5F. The one 5-KW AM Transmitter that insures easy increase to 10 KW at any time! Power changeover is simple...inexpensive...quick. Because it was planned that way.

When you install the BTA-5F Transmitter for 5-KW operation there is just one tube in the power amplifier stage (left-hand cubicle in view below). But note the additional tube socket already mounted in place. To increase power to 10 KW, you need only buy the simple modification kit (described in box at right). With the parts contained in this kit...and the few simple circuit changes required, changeover can be made "overnight." It's easy...it's inexpensive. You need lose no air time.

Naturally, you can also buy this transmitter originally for 10-KW operation (specified as Type BTA-10F). Both models—the BTA-5F for 5-KW operation, and the BTA-10F for 10-KW operation—have the same sleek, well-finished, business-like appearance shown by KOOL’s installation on the opposite page. Both models have the true unified front...an exclusive feature of RCA high-power AM transmitters. This front is an integral piece separate from the compartment enclosures. It greatly facilitates flush-mounting...and improves appearance of the installation by several times.

And careful planning like this goes right on through. For instance, this transmitter is equipped with one of the most complete centralized control systems ever designed for any transmitter...with all the necessary controls, circuit breakers and relays needed for fully automatic operation or step-by-step manual operation. It has push-button motor-tuning for its high-power stages...and instantaneous power control reduction. It can be furnished with matching cabinet end-extensions for housing antenna phasing, monitoring, test and audio equipment. These extensions have front sections that become an integral part of the overall unified front—another exclusive RCA feature of great importance in station appearance. And note this too: the 5-KW BTA-5F uses only 24 tubes (6 different tube types); the 10-KW BTA-10F uses only 27 tubes (6 different types).

Here, we believe, is the finest streamlined station installation ever engineered for standard-band broadcasting...with all basic circuits proved in more than 125 transmitters of this series now operating throughout the world. Get the details from your RCA Broadcast Sales Engineer, or write Department 19AD.

THE 5-KW BTA-5F (open view). Sweet and simple...with everything up front where you can reach it.
'...Don't Dare Miss'

EDITOR, BROADCASTING:

Here's to wish you a good 1949 and continued success with one of the trade magazines we don't dare miss reading.

Linnea Nelson
J. Walter Thompson Co.
New York

* * *

Promote Our Own

EDITOR, BROADCASTING:

Congratulations to the broadcasting industry in finally getting wise to producing an all-radio promotion to compete with the promotions of the printed media.

Within the last week, I have heard on various stations no less than six mystery and crime programs glorifying the press in general and reporters in particular. I have noticed the only space devoted in newspapers to the radio industry and radio programs is news concerning disappointments in quiz programs, the present capital gain question, errors in radio news reporting, etc. In other words, only information uncomplimentary to our industry.

If the industry plans an all-radio promotion let's quit the free all-newspaper promotion on our mystery and crime programs glorifying newspaper reporters in particular and newspapers in general. We, as salesmen, are selling advertisers time by day and the industry is selling newspapers by night. Please give us poor time peddlers a break.

Lloyd D. Loers
Commercial Manager;
KGLO,KGLO-FM;
Mason City, Iowa

* * *

'Most Informative'

EDITOR, BROADCASTING:

Our company has been receiving BROADCASTING for quite a while and it always passes my desk (incidentally, I read every issue from cover to cover) ... I would also like to congratulate you on the past two or three issues. I have found your book one of the most informative pieces of literature that has crossed my desk in a long, long while. Please keep it up.

Stanley M. Abrams
Sales Promotion Manager
Emerson Radio & Phonograph Corp.
New York

* * *

Want Balto. Recognition

EDITOR, BROADCASTING:

The writer read with a great deal of interest your story on the Baltimore Radio Market in the Jan. 17th issue. It was an informative as well as a complimentary story to many radio stations and agencies. But why all the free publicity for a few agencies and then a mere listing for a number at the end and a complete omission of even a listing of some agencies such as ours? Of course, we are not in the Joe Katz class but we are and have been placing radio advertising for a half dozen companies, not only in Baltimore but in a six-state area, for quite a few years.

In the television field, we had the first live show on WMAR for twelve weeks, now ended. On Jan. 23 we began a three-sponsor participation live show on WMAR built around a Ziv Production show 'Yesterday's News.' The sponsors are 1. Mangels' Herald Co. (King syrup), Hauswald's Bakery (bread), Will's Dairy. It is contracted for 26 weeks. The agency principal in charge of production is Marc E. Smith.

We always enjoy reading your publication. We are not mad or even hurt that we should be left out of such a wonderful story as the Baltimore one. But we would like to be included when next your publicity beam is directed this way.

H. W. Buddemeier
H. W. Buddemeier Co.
Baltimore, Md.

Ununified Unity

AN ALL but bloody battle must have ensued over a letter of thanks directed to Dwight Cooke, chairman-m.c. of CBS, separately produced radio and television People's Platform programs. Mr. Cooke, who cooperated with four important national organizations on Columbia's Cross-Section, U. S. A., which resumed Jan. 8, received a hearty letter of thanks from the highly diversified groups. Letter arrived on plain white paper. The organizations?—National Assn. of Manufacturers, United States Chamber of Commerce, American Federation of Labor and Congress of Industrial Organizations.
You can't cover California's **Bonanza Beeline** without on-the-spot radio

Skating on water is a cinch compared to trying to cover this market with outside radio. Because the Bonanza Beeline—California's rich central valleys plus western Nevada—is an independent market...well inland and remote from coastal influence. And Beeliners just naturally prefer their own local stations.

So to radio-sell this 3 1/4 Billion Dollar market—where annual retail sales exceed those of Indiana—you need on-the-spot-radio. You need the five **BEELINE** stations.

Each of these stations is located right in a major Beeline city. And each is a strong local favorite. For example, a recent Hooper showed KFBK Sacramento leading all competition, with an audience share of 23.7 for total rated time periods. And now that it's 50,000 watts, KFBK delivers solid coverage of the whole 21-county Sacramento Trading Area!

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**McClatchy Broadcasting Company**

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
</tr>
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<tbody>
<tr>
<td>KFBK</td>
<td>1530 kc.</td>
<td>50,000 watts</td>
</tr>
<tr>
<td>KOH</td>
<td>630 kc.</td>
<td>1000 watts</td>
</tr>
<tr>
<td>KERN</td>
<td>1410 kc.</td>
<td>1000 watts</td>
</tr>
<tr>
<td>KWG</td>
<td>1230 kc.</td>
<td>250 watts</td>
</tr>
<tr>
<td>KMJ</td>
<td>580 kc.</td>
<td>5000 watts</td>
</tr>
</tbody>
</table>
NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE AND NORTH CAROLINA'S NUMBER 1 SALESMAN IS...

50,000 WATTS 680 KC NBC AFFILIATE

RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE
RADIO'S NET: $402 MILLION

1948 Up 7.7% Over 1947

By ROBERT LUCE

RADIO'S NET REVENUES passed the $400 million mark in 1948, according to estimates published in the 1948 Annual Broadcasting Yearbook, now in the mails to subscribers. Representing an annual dollar gain of more than $26 million, the index shows a 7.7% increase over 1947, reaching an estimated total of $402,826,000.

Total net time sales were divided as follows:

40.5% local time sales
33.1% network time sales
24.7% spot sales
1.7% regional network sales

Local time sales, which exceeded network time sales for the first time in 1947, continued to do so in 1948 gaining 10.5% in volume during the year. Spot sales showed a 8.6% gain from 1947, increasing the dollar total by about $8 million.

Network sales, which gained only .8% in 1947, increased by about $6 million to show a gain of 4.6%. (See chart.)

These are the principal conclusions of the 15th Annual Business Index, which is based upon an extensive sampling of all types of radio stations throughout the United States.

The 1948 gain of 7.7% is not as impressive as the 1947 gain of 12%, but measures up favorably to the 1945 and 1946 increases.

In 1947, net time sales increased about $24 million.

Since 1941, radio's net revenues have doubled, and the radio industry has taken on a tremendous physical growth. The outstanding characteristic of the postwar radio revenue picture is the tremendous increase in local time sales.

In 1941, local sales were half as large as network revenues from time sales—eight years later, local sales exceed network sales by about $30 million dollars (see Table 1, page 8).

Spot business has also continued its steady growth in 1948. It has doubled since 1941 in dollar volume, and has increased by one-third since the end of the war.

Network time sales have gained, but less rapidly, since 1945. The gain in 1947 was .8%. The gain of 4.6% is the greatest of the post-war years for the networks, though it does not approach the record wartime gains of 21.0% and 22.5% in 1943 and 1944.

Regional networks showed another decline in 1948—following a pattern established in 1946—when the decline was 5.1%. This year's decrease is estimated to be $400,000. The total decline in revenues in this category is nearly $2 million since 1946.

State of the Industry

These figures show a continued healthiness in the overall radio revenue picture. There are no sensational revenue gains were made in any category—but in each case, the gains are sufficient to cause satisfaction with radio's 1948 sales performance.

Despite some signs of approaching downturn in business generally, the time has not yet come when radio's major sources of revenue have declined—or given indication of doing so. There is some indication of a slower growth than the average for the past decade. Unless there is an actual decrease in spot, network or local business, however, such a moderation in the rate of increase is nothing to cause alarm.

The opinion of those in the radio

(Continued on page 58)

BING TO CBS

Near Million for 25% of Crosby

BING CROSBY, around whom ABC built its powerful Wednesday evening lineup, last week joined the parade to CBS.

In an announcement issued in Hollywood, where its board chairman, William S. Paley, had gone to conduct final negotiations with Mr. Crosby, CBS said it had acquired the crooner's services for both radio and television.

In addition to an employment contract with Mr. Crosby, which presumably will run for the seven-year maximum period permitted under the California statutes, CBS also is understood to have acquired approximately 25% of the stock in Crosby Enterprises Inc., which holds the star's personal service contracts for motion pictures, radio and other services, as well as other entertainment package operations.

While there was no disclosure as to the amount of CBS' outlay to consummate the Crosby transaction, it is believed the acquisition was in the area of $7,500 a week—his personal services. Such factors as program rating and commercial sponsorship, it is believed, will have a bearing on the Crosby compensation for the contract's duration.

While it is logically presumed that Philco will continue sponsorship of the Crosby show over CBS, these negotiations were not completed last week. A number of other prospective sponsors, according to reports, have also talked with CBS. Likewise it is not certain that the switch to CBS will have to await expiration of the present Philco contract. If Philco continues sponsorship, it was thought possible that the program might shift prior to next fall.

The Crosby program

(Continued on page 54)

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P&G SUBSIDARY

To Handle Radio, Video

PROCTOR & GAMBLE, New York, announced last week the formation of a wholly owned subsidiary to take over radio, television and motion picture activities for the company.

P & G has filed articles of incorporation with the Secretary of State of Ohio for the subsidiary which will have a capitalization of $1,000,000 and be known as Procter & Gamble Productions Inc. The subsidiary will take over radio-TV-movie activities previously handled by employees in P & G's advertising department.

The new company will not cause any change in relationship with P & G's advertising agencies, an official of P & G told Broadcasting.

Video Activity

"The growth and complexity of our radio activities and plans for television make the formation of this subsidiary advisable," a P & G announcement said. "It is believed that the radio, television and motion picture needs of the Procter & Gamble Co. will be served more effectively by the new company operating as a separate entity. The new company will continue to work directly with the advertising agencies and independent producers in conducting the business of buying and producing radio and television programs and motion pictures," the announcement added.

Officers and directors of the subsidiary have not yet been designated.

Butcher Promoted

JESSE BUTCHER, recently named program director of KMPC Los Angeles, has been appointed assistant manager in charge of broadcasting operations, Frank E. Mullen, president of the G. A. Richards stations (WJR Detroit, WGR Cleveland, KMPC), announced last week. Under Mr. Butcher's supervision will be the activities of the program department, including news and special events, sports, continuity acceptance, traffic and production, announcing staff, music library, orchestra and talent, and promotion and publicity department.

Bonafide on TV

BONAFIDE MILLS, New York (linoleum, roofings), will sponsor the video comedy program Stop Me If You've Heard This One on NBC's TV Network, Friday, 9-9:30 p.m., starting Jan. 28. Leon Janney will act as moderator with Mae Questel, Cal Tinney and Benny Rubin as joke tellers. R. Leon Co., New York, is the agency.

Penny to Walker

ROYAL E. PENNY, former Atlanta office head of Raymer Co., New York station representative, will head the Atlanta branch office of the Walker Co., New York representative, as of Feb. 1. Mr. Penny, who has also been closely allied with CBS station relations in the south and southwest, having at one time been sales manager of WBT Charlotte, N. C., will replace Earl Harper. Mr. Harper has resigned to manage WNOR Norfolk, Va., a new fulltime independent station.

ULLMAN FORMATION

FORMATION of the Richard H. Ullman Inc., new transcription firm to succeed Robert P. Mendelson Productions, Buffalo, N. Y., was announced last week. The Ullman firm will take over and continue to handle Barbershop Harmonies and Joe McCarthy Speaks, transcribed program series developed by Mendelson. Singing commercial activities of the Mendelson firm also will be continued and expanded.

Richard H. Ullman, who has been with WGR Buffalo and WKWB Buffalo for over 18 years, is president of the new company, and Robert P. Mendelson is a vice president. Marvin A. Kemper, formerly with Louis G. Cowan Inc., has joined Ullman as a vice president. Additional officers and directors are: Bernard St. Simon, general manager, of Outdoor Life magazine, and Eugene R. Kirshenstein. General offices and studios of the new firm are at 877 Delaware Ave.

BMB BALLOTS

To Be Mailed on March 1

"ON TUESDAY, March 1, the first BMB ballots will go in the mail, and you can depend on that," Dr. Kenneth Baker, NAB director of research who is currently on loan to BMB, told Broadcasting Thursday.

The 650,000 ballots have already been printed, Dr. Baker said. More than 100,000 of the labels have been addressed and that work is proceeding on schedule. The collection of names of families to whom the ballots will go was begun in November and is now in its final stages.

The premiums are ordered and delivery will commence this week. This year's premium is a letter opener with a magnifying glass at the end. Some coasters, premiums for the first BMB nationwide survey in 1946, will also be used this time.

Generally, preparations for the March mailing are going ahead in good shape, Dr. Baker reported, and barring a major catastrophe such as a railroad strike which might disrupt an orderly delivery of the ballots across the country, the second nationwide study of station and network audiences will proceed as planned.

Asked about the subscription situation, Dr. Baker said that there has been "no flood of cancellations" in recent days, but "the normalebb and flow of additions, cancellations and reinstatements."

FRANCIS NAMED

KGO-ABC Sales Head

VINCENT A. FRANCIS, ABC network sales representative in San Francisco, has been named sales manager of ABC, KGO and KTV that city. He succeeds Kirk Torney, who resigned to form his own TV sales company in San Francisco, Calif. (Broadcasting, Jan. 10).

Mr. Francis joined the KGO local and ABC spot sales department in February 1947. He was named network sales representative the following September.

Prior to World War II, Mr. Francis was with Music Corp. of America, San Francisco. Following war service he joined KGO's production staff in 1944. Later he worked as a salesman for KPO (now KNBC), then became manager of Radio Central. He left Radio Central to join the KGO-ABC sales staff.

His promotion to sales manager was announced by Gayle V. Grubb, KGO general manager, at a going-away party the station gave for Mr. Torney.

Ripley for Motorola

MOTOROLA INC., Chicago, will sponsor Robert Ripley in a believe-it-or-not video show to originate at NBC New York and to be telecast on both East and Midwest TV circuits. First show will be telecast in the East Feb. 16, 9:30-10 p.m. (EST), and a teletranscription will be transmitted to the Midwest hookup at a later date. Fifty-two week contract was placed by Goursain-Cobb Agency, Chicago.

Radio Too Potent

STORY of a sponsor who cancelled his contract, not because of dissatisfaction but because it boosted his sales too much, comes from WRMS Ware, Mass. Milton J. Gula, owner of Gula's Market, Palmer, Mass., which had been sponsoring a 15-minute show once weekly on WRMS, wrote the station management. "... Since we have been advertising on WRMS our business has grown to such proportions it is impossible to handle it with the size of our physical plant. Since it is not feasible for us to enlarge at the present time, it is necessary that we discontinue our broadcasting for the time being."

* * *
CBS ‘IAMS’ REVEALED

Measurement Device Shown IRE

CBS LAST week took the wraps off the technique of “IAMS,” its hitherto hush-hush radar-principled Instantaneous Audience Measurement System.

Peter C. Goldmark, director of the network’s engineering research and development department, headed a group of CBS engineers in explaining the system to the New York section, Institute of Radio Engineers. The show they put on, called a “Progress Report,” was the first public demonstration of the system.

They limited their performance to the strictly engineering aspect of “IAMS.” CBS hopes in the near future to hold a more general demonstration for all segments of the radio industry.

CBS officials at the engineering meeting, in answer to direct questions as to CBS intentions, said that despite its developmental work the network did not expect or want to get into the audience measurement field.

Richard Hess, supervisor of ratings services division of CBS, said that the network merely sought to develop for the industry a better system than any existing audience measurement services—but hoped that existing audience measurement companies or BMM would ultimately be the actual operators.

Not ‘Proper Principle’

He indicated that the network did not feel it was the proper principle to operate a system which would in effect be grading the listener pulling power of its own competitors.

He also indicated that although CBS thinks highly of “IAMS,” it does not regard it as its most perfected form, and that CBS will always be on the watch for improvements in it or better measurement systems or combinations of systems.

Dr. Goldmark opened his discussion by explaining how his department got in to exploring the audience measurement field. He said that a few years ago, CBS decided that the basic problem of how to find how many sets were tuned to a given station at a specific time was not being satisfactorily solved by existing measurement services. All systems in use had bad points, in the opinion of CBS executives.

CBS executives then projected the kind of measurement system it wanted and threw the engineering problems of achieving it to Dr. Goldmark’s department.

“What was desired,” said Dr. Goldmark, “was a system which would get the information fast, accurately and inexpensively. It must require as few people to operate as possible and should be automatic. It should be adaptable virtually to any home picked by research sampling people. It should report when AM, FM and TV sets in homes are tuned on and to what stations sets are tuned. Information should be collected, sorted, tabulated and collated automatically and instantaneously and these results should be printed instantaneously in a form which would immediately show the size of the audience listening to a pre-selected group of stations.”

Requires No Personnel

In brief, the system CBS devised to answer these requirements is a device for monitoring sets at pre-selected homes and then collating and printing the information thus collected instantaneously. It is fully automatic and requires no personnel to operate after being turned on.

Its operation is as follows:

At the WCBS transmitter on Columbiana Island, Long Island Sound, a central pulser, called an “interrogator,” sends out an impulse. This impulse is mixed in with program material but the listener is never aware of it. Dr. Goldmark said that in three-quarters of a year of operation, no listener had ever complained of it.

The impulse thus broadcast goes to transceivers installed in pre-selected homes. The transceivers are another CBS-tailored production, about the size of a cigar humidor, and are connected with home receivers and plugged into an ordinary electric circuit.

If a station set is on, the transceiver then broadcasts an impulse in turn, which is carried via UHF to an antenna atop the Chrysler Building. Another impulse is later broadcast to indicate to what station the set is tuned.

Impulses from all the transceivers are received and electronically counted at the Chrysler Building by a binary counter, also CBS-built. The counter is capable of counting 250,000 units per second. The impulses are then coded and transmitted by phone line to any point desired.

At present, the phone line goes from the Chrysler Building to CBS headquarters on Madison Ave., New York. At CBS headquarters, the coded information is then translated into a value and recorded on a Leeds and Northrup coder, using a paper tape similar to that of a teletype machine. The record thus produced shows the percentage of sets in use and tuned to a particular station at a given time in the form of a graph.

‘De Luxe’ System Planned

The system illustrated Wednesday night is capable of recording 60,000 separate bits of information every 2½ minutes. Dr. Goldmark said a so-called “de luxe” system is also in the laboratory, capable of recording 180,000 different bits of information every minute.

Actually, the system demonstrated was so set up as to record 60 different bits of information for 1,000 different combinations of set positions and channel selection.

The impulse, continuing for 2½ minutes duration, “triggers” the transceiver. The transceiver is synchronized with an information plan set forth on a clock divided into the 60 information segments. Twenty segments on the clock are reserved for AM, 20 for FM and 20 for TV sets.

Final Count

As the segment on the clock is reached which indicates the number of all AM sets tuned in, motors in the transceivers move the same point and are activated if the accompanying sets are tuned in. As the hand on the clock moves to the next segment, say station WCBS, the transceivers’ motors also reach the same point and the transceivers are activated by sets turned on that time, thus giving the count for sets tuned to WCBS. Similar results are given for other segment around the clock, which are designated by either other stations, geographic areas or economic levels.

“The ‘de luxe’ system permits the recording of information for 1,000 radio homes categorized into three independent geographic groups. The more simple system demonstrated permitted categorization into only two groups.

Voting Device

A subsidiary device, made a part of the demonstration push-button affair to permit the listener to vote “yes” or “no” at a given time. This vote, too, is recorded at a given time around the clock. A light flashes on the little push-button in the box in the listener’s home when he is asked to vote. The value of this method of indicating preference, however, is disputed by many CBS officials, but in view of the difference of opinion on it, it was built into the system so that it could be used if thought valuable.

Dr. Goldmark, while showing the device, said he is developing the system by John W. Christensen, Andrew Bark, John T. Wilner, and Al Goldberg, all members of his department. All were present at the demonstration and Messrs. Christensen and Bark aided in explaining and demonstrating the system.

COY DEFENDS

FCC Against Censorship Charges

IN A STAUNCH DEFENSE of FCC against charges of censorship, Chairman Wayne Cox last week restated his belief in “reasonableness and overall fairness” as the test of a station’s operation in the public interest.

FCC has handed down decisions which “do indeed restrict the licensee’s freedom,” he declared in a speech prepared for delivery Saturday night at a Yale Law Journal banquet at New Haven, Conn. “They restrict his freedom to be unfair,” he added.

Making a major public reply to critics’ long-standing charges that FCC imposes censorship on licensees, Mr. Cox declared:

“If freedom of radio means that a licensee is entitled to do as he pleases without regard to the interests of the general public, then it may reasonably be contended that restraints on that freedom constitute acts of the FCC. If, however, the freedom of radio means that radio should be available as a medium of freedom of expression for the general public, then it is obvious enough that restraints on the licensees which are designed to insure the preservation of that freedom are not acts of censorship.”

In its criticism of FCC’s so-called “Scotti decision,” its attacks on “radio means that radio should be available as a medium of freedom of expression for the general public, then it is obvious enough that restraints on the licensees which are designed to insure the preservation of that freedom are not acts of censorship.”

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Capital Ceremonies

By JOHN OSBON

With the added impetus of television's eyes and ears supplementing aural radio, the 41st Presidential Inauguration last Thursday was carried first-hand to more viewers and listeners than on any previous occasion in the nation's history.

To assist TV, AM, FM, and assorted devices were utilized. NBC used a plane for aural commentary; CBS had a helicopter, and also employed walkie-talkies. Serving as an adjunct to television were syndicated newswheel camcorders, on the shooting line to record events for client video stations across the country. And shortwave broadcasts were beamed overseas by State Dept.'s "Voice of America," the British Broadcasting Corp., and French Broadcasting System. Independent stations also took an active part.

Sets Record

On the Presidential Stand alone, 30 separate feeds from microphone equipment set an all-time record for pickups, according to Keith Williams, NBC field supervisor. And personnel-wise NBC estimated it used more staff members (260 in all) for the Inaugural than for any previous Washington event. More than half were from New York.

Inaugural pool telecasts did not identify any network by name, only commentators, merely informing televiewers the spectacle was carried "through the combined facilities of the television industry." Notwithstanding its initial inaugural effort, televiewers and industry observers felt TV had handled itself commendably (see separate story page 63).

Even the veterans leaned on television's broad shoulders. H. V. Kaltenborn, NBC, used a video monitor to coordinate his own AM broadcasts. Scanning the screen, he would call for NBC aural pickups at selected points. Mr. Kaltenborn spoke from WRC-NBC studios.

Schneider Supervises

Pooled teletext operations, with a budget of $25,000 on the side were under the supervision of Adolph Schneider, NBC-TV's news and special events director, who coordinated the efforts of the industry through network feeds from various locations. Mr. Schneider watched five main video receivers in quarters at the Chesapeake & Potomac Telephone Co. and focused the attention of an estimated 10 million televiwers. William Garden, also of NBC, assisted him in actual TV field direction, while Charles Christensen directed Hill action.

Five camera positions were located at the Capitol (NBC), Treasury Dept. (DuMont), Post Office Bldg. (CBS), and the Esso Bldg. (WMAL-TV-ABC) and the White House off Lafayette Park (ABC-New York). Each had previously drawn straws for positions. Three main cameras for each on one vantage point comprised TV coverage. NBC used one camera on the Presidential platform. At Mr. Trump's back, looking out over the multitude, and two facing the platform. The former caught the oath-taking ceremony, peering down at an angle at the bible under the President's hand. Control booths were beneath the Capitol steps.

Grauer Doubles

Ben Grauer, NBC's ace TV commentator, divided his chores between Capitol commentary and later a running account (from the master control center) of the parade for which he supplied audio for TV pickups at different centers. At the Capital, he was aided by John Cameron Swazy and Robert McCormick.

Other TV announcing duties were handled by Douglas Edwards and Ken Evans (for WOIC-TV-CBS), Bob Wolf, and Clarke Thornton and Bill Gold (DuMont), Charles Edwards and Gordon Fraser, (Esso Bldg) and Jackson Weaver and Jack Beall, (White House). For ABC-TV's two camera centers, Bryson Rash, WMAL-ABC-Washington special events director, doubled between locations.

Wednesday's gala, with its interviews and comments on entertainment acts, was handled by CBS' Mr. Edwards starting at 9 p.m. and running through midnight. Mr. Edwards interviewed guests including FCC Commissioner Frieda Hennessy, Talent array consisted of radio stars Lum 'n' Abner, Edgar Bergen and Charlie McCarthy. Jane Froman, Lionel Hampton's orchestra, and a host of others. Program emanated from Washington's National Guard Armory.

Uses Gala Film

New York's Paramount Theater used video transcriptions of Wednesday night's gala festivities and showed them on its screen from 10:20 to 10:45. Recordings were made up until 10 p.m., with intervening time spent in editing the Paramount video transcriptions. Thursday's Inaugural had no 12 noon to 12:30 p.m. was shown in the theatre as it occurred, without editing. Same held true for Thursday night's Inaugural Ball. Paramount films were to be flown to KTLA Los Angeles and WBKB Chicago for use a day after each of the films was made.

The television pool, under Mr. Schneider's direction, also had the assistance of Michael Rishkind.
Rebates for Inauguration

REBATES for time and talent, resulting from cancellations of regular programs due to radio and television Inaugural coverage, cost the major networks upwards of $75,000, it was learned last week.

Figures reported by the networks:

ABC - AM - $13,000 in time, $5,000 in talent; NBC-TV no cancellations.

CBS - AM - $14,000 in time, $3,500 talent; CBS-TV no cancellations.

ABC-TV none listed.

DuMont-TV - From $10,000 to $15,000 in time.

MBS - AM - $6,000 in time.

following a meeting called for purpose of ironing out kinks in inaugural radio and TV coverage plans, ABC, WMAI Washington news analysts and commentators gather in WMAI newsroom for informal group shot. (L to r): Jack Henry, WMAI; H. R. Bavakhe, ABC; Charles Edwards, WMAI; John Edwards, ABC; Gordon Fraser, ABC; William Schel, ABC; Taylor Grant, ABC; Bryson Rash, WMAI-WABC Washington special events director; Jack Beall, ABC; Earl Godwin, ABC-WMAI; Harold Stepler, WMAL; Lee Dayton, WMAI; Ted Malone, ABC; Martin Agranowski, ABC; Tris Coffin, ABC, and Elmer Davis, dean of ABC commentators.

BRIEFING members of Mutual's coverage crew is Abe Schecter, the network's vice president, in charge of news and special events. Covering the plans are: front row, seated, (l to r) Meow Ward, engineer; Albert L. Warner, commentator; Jimmy Dowd, engineer and Fred Fisk, commentator. Second row, seated (l to r) Don Herman, engineer; Sam Shuckells, engineer; Henry LaCoste, commentator, and Bill Hillman, commentator. Third row, seated (l to r) Sam Houston, engineer; Lee Higbie, commentator; Marilyn Falk, administrative assistant, and Robert Hurleigh, commentator. Back row (l to r) bending forward are Russ Turner, representing Commentator Fulton Lewis, jr., and Doug Mitchell, commentator. Back row, standing (l to r) Hollis Seavy, Washington director of special events; Joe McCaffrey, commentator; Porter Houston, engineer; Arthur Feldman, Washington news director; Cedric Foster, commentator; Earl Neely, engineer, and Steve McCormick, commentator.

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PER INQUIRY deal to end all per life out of the broadcasting business and bumper crop of P. I. propositions.

The deal includes "RADIO-OFF, this proposal for stations to peddle a gadget that would help sign their bills, is built around a series of scripts titled The Magic Arm Program."

It is the first project within recollection of NAB officials that asks stations to loan power of their facilities to promote a device that would prevent listening.

The epochal proposal is offered broadcasters by Robert F. Klib Productions Inc., "The Good Will Program," 210 Fifth Avenue, Suite 1102, New York, N. Y.

RADIO-OFF "will be unconditionally guaranteed." This reassuring promise is made in a letter mailed over Mr. Klib's signature from Wellington Hotel, 136 State St., Albany, N. Y. Like other "time-saving and worry-saving gadgets" offered by Mr. Klib, RADIO-OFF is "nationally advertised" and sold through the company as distributors.

According to Mr. Klib, RADIO-OFF and other gadgets will be promoted through The Magic Arm Program. This program, he states, "can save you the time, trouble, expenses and money you could write off to 75 to 90 minutes of script. Your audience will enjoy the program, and you will profit by it."

Other gadgets include Safety Cooking Spoons; non-run nylon guaranteed for 90 days against runs and snags, and The Lingerie Dryer.

**Post-Election Drop for Nets**

CONCLUSION of the fall political campaign, which included only two days of November, dropped net political billings from an October peak of $289,978 to $140,002.ঙুেs, according to the Network Gross Billings of the nationwide networks for the month fell nearly $1 million below the October total.

CONCLUSION of the fall political campaign, which included only two days of November, dropped net political billings from an October peak of $289,978 to $140,002. A. B. Letson, general manager of WCNH, states: "I have received your packet of postal cards describing your Gano Air Flow Needles, and have distributed them as requested."

Your thoughtfulness in offering to reciprocate this favor is appreciated, and I am happy to accept the offer. I am therefore enclosing the --- rate card together with a supply of contract forms so that you may contact some of the national advertisers in the Los Angeles area and try to line up a few accounts for this station.

Many thanks for your help in this matter, and I trust this will be the beginning of a profitable mutual assistance agreement.

A number of stations have written NAB and Broadcasting protesting against an offer received from Pat Patrick Co., Glendale, Calif. The firm's proposal was rejected in the mail, in envelopes carrying insufficient postage.

The shock sales approach is used in the letter signed by L. E. Patrick on behalf of the Pat Patrick Co., the letter opening with this sentence, "Would you consider selling us all of your available time starting tomorrow?"

This unusual offer apparently is forgotten as the company explains that it is giving away $8.05 twin-lens cameras to each listener who buys 12 rolls of film at 40 cents a roll. The station gets 75 cents per inquiry.

Smith, Bull & McCreeley, 6642 Sunset Blvd., Hollywood, informs stations that it is now handling the Cook's Detergent advertising account for its product, The Trim-Z, reducing tablets. The new allowance is $1 per $3 bottle commissioned to the agency at the 15% level, lending a net rate for the station.

The agency will provide tailor-made transcriptions, according to C. B. Gan, account executive.

Babe-Eez Co., 11 Beacon St., Boston, has a 10-cent project for Babe-Eez which "is being enthusiastically received by doctors, nurses, and mothers in Massachusetts, and a large number of hospitals are recommending it. There is nothing else like it on the market."

The Babe-Eez Co. letter carries a Parent's magazine seal of commendation. The deal is based on an offer of sample tins of Babe-Eez for 10 cents. If the station produces 1,500,000, a total of $1,500, it gets $75.

**Loeclark Offers**

Leecraft, 405 Lexington Ave., New York, is offering Bancloj, "The World's Greatest Bank." It will pay $1 clean profit to you for every dollar you save your station. Attached to the letter is a coupon, which says, "Please Ship: Bancloj Date-and-Amount Banks at $25.20 per dozen, less 5% 10 days, net 30, F.O. B. Y. P. in four dozen to carton in assorted colors. .. include rate.

An advertisement in the New York Times says, "You know where the bank advertised at $3.49 by Macy's.

James S. Beattie, 1909 Eye St. NW, Washington, D. C., submits an offer for a client, Worthington Products Inc., a drivers' safety kit. Mr. Beattie reminds stations, "Radio time costs you nothing, and all you need to do is to have this script read occasionally between programs. Nothing for you to do except run the spot announcement, help your listeners, and make some real money for (Continued on page 24)."
WHEN Brigham Young kissed his wives goodbye on the morning of March 1, 1844, and set out to open Salt Lake City America's first department store, radio was only dreamed of by a few "mad" scientists. Marconi had not been born. Little did Mr. Young envision ZCMI's Co-operative Mercantile Institution of today. The store, largest mercantile establishment in the Intermountain West, conducts one of the most extensive retail radio sales campaigns in the country. At the annual convention of the National Retail Dry Goods Assn. in New York last week, ZCMI was awarded three prizes for retail radio programming, and an NAB "special commendation for the best overall job of radio programming by a retail store."

Making its appeal to three listener groups, ZCMI's two-year-old programming has been consistently successful. Salaries (S.A.L.I.) are an oxymoron, the store has not, but it does see store-wide campaigns and newspaper ads with its highly specialized broadcasts.

Most formal of the ZCMI programs, the Utah Symphony Orchestra, is beamed to the general family. Program is planned on the theory that Utah listeners are musically mature. It does not, however, offer fair tunes for the average music lover.

Conducted by Maurice Abravanel on Thursdays 8-9 p.m., MST, over KSL Salt Lake City, the symphony programs have used strictly institutional advertising in the past. This year, however, ZCMI is using the program for merchandising promotion, on such nationally known products as Magnavox (radio-phonograph), Coro (jewelry) and Drexel furniture. Commercials are handled in a dignified fashion.

While exact figures are not available, sales results are said to be excellent. The symphony has an 8.7 Hooperating, often reaching as high as 14, said to be the highest Hooperating any symphony has hit in the West.

The symphony programs, produced and announced by KSL staffers, cost $4,000 monthly. Tying in with the program, the civic-minded store sells low-cost tickets for the broadcasts to help support the symphony.

The campus crowd in the Salt Lake City vicinity, is devoted to Campus Variety, a breezy, mostly "behind" program featuring interviews with college and junior college students, and records. Produced by Edward E. Kash of the David Evans Advertising Co., Salt Lake City, program sells pajamas, slacks, sock jackets and such merchandise in a pleasantly confidential "Tell ya what I'm gonna do" manner.

Campus Varieties, at a cost of only $600 monthly, was scheduled on KUTA Salt Lake City, an ABC affiliate, because its directional signal is strongest along the campus belt. It reaches such points as Ogden and Provo and into Idaho. The program is heard Mon.-Fri., 10-11:30 a.m.

Most successful and most extensively promoted of the ZCMI programs is that which is beamed to moppets. The Story Princess, heard Mon.-Fri., 5:51-6 p.m., on KSL is the core of intense store-wide promotion. Much ringing of cash registers throughout the store is directly traceable to the princess magic wand.

Conceived and produced by Alene Dalton (Mrs. Ross Dalton in private life), who has a degree in child psychology and abhors blood-and-thunder fare for small fry, the series features such childhood favorites as Little Red Hen and Snow White. Woolly children of ages 4 to 10, the princess, who is Miss Dalton herself, sticks her fingers with many related pies outside of the broadcast itself.

One highly successful offspring of the program is the KTTR-DX Club (translation: think kind thoughts—do kind deeds), open to youngsters writing letter descriptions of private altruistic deeds. Some 7,000 diplomas, impressively signed and sealed, have been issued. About 8,000 more were requested by youngsters forgetting to indicate their address.

The club's mailing lists are used for many charitable purposes. Each month the Story Princess gives a birthday party for club members observing birthdays within the month. An hour's program in the store, with cake, candies, balloons and entertainment, insures that 600 pairs of little ears will be glued to 600 radios for another day.

Parties Pay Off

The little ears are connected with clattering tongues, no doubt, for the parties pay off. Using a new doll, or other toy as bait, the store sends parents follow-up letters announcing that their offspring has requested such item while at the party. One thousand Story Princess dolls, one such special, lie in a box in less than four weeks, and more than 500 others could have been sold as a direct result of such special plugs—merchandise.

Sparkle Plenty dolls, carried exclusively by ZCMI in the area, sold out in two hours after description by the Story Princess on her broadcast.
FIVE Baltimore stations face Baltimore Criminal Court Wednesday morning on U. S. origin from a series of cases involving the publication of the transcripts of court proceedings, moving to have the publication approved. The cases are filed by the American Newspaper Publishers Assn. in the District Court of Maryland. The court is expected to hear arguments on the matter and rule in favor of the newspapers. The case is the first of its kind in the United States.

An ANPA brief contends that the court's Rule 904 is probably the most "stringent rule of censorship in the United States." The ANPA argues that the rule should not be applied to the publication of transcripts of court proceedings.

The court has ruled that the publication of the transcripts is not a violation of the First Amendment to the Constitution. The ANPA is appealing the decision to the Supreme Court.

The Baltimore Sun is the defendant in the case. The newspaper has been accused of violating the court's ruling. The newspaper has argued that the publication of the transcripts is a violation of the First Amendment to the Constitution.

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Fogerty Bill Asks Housing Census

INTRODUCING its new line of "wide screen" television models at a New York luncheon last Wednesday, Philco Corp., Philadelphia, disclosed them to be last year's models in this year's dress. Utilizing tubes the same sizes as those used last year in the same models, Philco has masked the tubes so as to display their maximum face limits. Picture size has not increased, although there is an illusion of larger pictures. The screen sizes have increased from 52 to 61 square inches on Model 1150, which sells for $349.50, and from 72 to 90 square inches on Model 1450, at a $439.50 list. These are eye-level consoles, with 10" and 12" tubes, respectively.

The new model number, table 702, offering a "7" tube, sells at $399.60 while the "wide screen" principle is used on two 6-way combinations with 10 and 12-inch tubes selling for $569.50 and $699.50. Also, a $439.50 list, these are eye-level consoles, with of the 61 and 90 square inch viewing screens, respectively.

Set to be used by NBC's Quiz Kids when show goes on network television from WBBQ Chicago. Jan. 23 is studied by (1 to r) Paul McCluer, NBC Central Division sales manager; Jeff Wade of WBBQ Advertising, Chicago, agency for Mills Labs., and Ben Wampler, scenic designer of the NBC-TV department in Chicago, who created the schoolroom set. Blackboards will appear behind the children's desks and Quizmaster Joe Kelley's seat.

SET TO BE USED BY NBC'S QUIZ KIDS...
MULTIPLE OWNERSHIP

FCC May Adopt Rules Despite Objections

By RUFUS CRATER

FCC APPEARED disposed to adopt its proposed new multiple-ownership rules—but perhaps with modifications—despite virtually unanimous opposition directed against them in oral argument last week.

Industry's objections, heard by the Commission in a three-hour en banc session in New York, stem from the terms of the proposed regulations but would not abandon them.

The proposed rules [Broadcasting, Aug. 26, 1948] would impose a seven-station limit on multiple ownership in AM, continue the present six and five-station limits in FM and TV, respectively, and also, for each vice-president of a station on the number of stations in which a stockholder might have minority interests.

The Commission's action was the result of the September 1948 hearing. The rules would apply to all stations authorized after Sept. 15, 1948. The and applicants, and Gustav Margraf, vice president and general counsel for CBS; Paul A. O'Bryan, attorney for the Fort Industry Co. stations; Thomas N. Dowd, counsel for WIND Chicago; James A. McKenna Jr., representing four stations and applicants, and Gustav Margraf, vice president and general counsel for FCC.

FCC Chairman Wayne Coy presided. Other Commissioners present were Paul A. Walker, Rosel H. Hyde, Robert F. Jones, and Frieda B. Hennock. Participating as Commission counsel were Benedict P. Cottone, general counsel; Harry M. Plotkin, assistant general counsel, and Paul Dobin, attorney.

'Abuses Authority'

Opening the arguments, Mr. Patrick told the Commission not only that it lacked authority to issue such rules but, aside from that, their issuance would be of questionable wisdom in television's present formative stage.

It is difficult at any time to say that any given station is representative of a given number of television stations, or parts of such stations, will constitute a monopoly irrespective of questions of coverage and location,” he declared. “We submit that it is impossible at this time.” Referring to Paramount's ownership of 20% of Allen B. DuMont Labs, which FCC has held tentatively to amount to control, Mr. Patrick said its television applications have received the “quiet treatment.” From the Commission ever since the Paramount-Dumont question was raised in early 1947.

In that time, he said, FCC has granted no Paramount television application, though grants have been issued meanwhile to other applicants in cities in which Paramount is applying.

Paramount's station ownership situation may be decided changed as result of developments in the government's anti-trust suit against the major motion picture companies.

If Paramount disposes of its theatre companies (through which most of its television stations and applications are held), he explained, Paramount's picture properties might be vested in a single company, Paramount Television Productions. This company now has one station and one application. The theatre companies then would stand entirely on their feet and would be entitled, even under the Commission's proposal, to five stations, Mr. Patrick pointed out.

Delay to 1963

Under FCC's proposal, effectiveness of the rules insofar as "existing situations" are concerned would be delayed until Jan. 1, 1963, "to permit the orderly disposition of interests," Mr. Patrick said this provision should be construed "in such manner that the grantee will not go to the bar to the prosecution and grant of any applications filed by the Paramount group prior to Jan. 1, 1963." It makes grants with a condition that the grantees real him of certain other interests within a specific period of time, he pointed out.

On behalf of CBS, which owns 7 AM stations and 40% of another, Mr. Ream asked that the FM limit be raised from seven to eight, and that the FM limit be increased to the same number. Owner of eight or more might be allowed under his plan upon a clear showing that it would be in the public interest. He urged that no definite limitation be placed on TV ownership now, in view of the channel shortage and general uncertainty as to the number of stations in the future.

Mr. Ream centered his argument on networks' need for owned stations to help support other broadcasting operations. The financial stability of any broadcasting organization depends upon the profitability of the owned stations, he declared, asserting that any rule restricting station ownership will threaten the stability of networks.

Because of the high operational expenses, he emphasized, television stations in particular will depend largely upon networks for programming, thereby making strong networks more than ever essential.

CBS Revenues in 1947

Mr. Ream said that the 1947 revenues of all CBS operations (except recording company) totaled $49,115,515, while profit before federal taxes amounted to $7,177,179. The margin of profit, he said, was 29.8% for CBS-owned stations and 7.1% for the network operation.

Under questioning from the bench, he said he didn't see how competition would be restrained "if Mr. X, who happened to own a certain number of stations, comes in and competes with the stations already in a city." To further questions he said if the multiple-ownership ceiling were going to be fixed on competitive basis, then allowances should made for differences in power.

Speaking for the Fort Industry Co., Mr. O'Bryan attacked the "illogicalness" and "impracticability" of FCC's proposed rule. The FM and TV limits, he contended, should be the same as the AM limits.

He noted that Fort Industry owns seven AM stations, for example. WMMN Fairmont, W Va., is the only one of the seven without an FM affiliate. Under FCC's six-station FM limit, he pointed out, WMMN is prohibited from offering on FM the service it has been providing by AM for some 20 years—and consequently, he predicted, WMMN ultimately may be forced to discontinue AM service.

If that happens, he pointed out, "concentration of control" in Fairmont would be greater, not less.

Mr. Dowd, representing WIND, called attention to the "injustice" suffered at FCC's hands because of interests held by Lisle, 19.2% owner, is also CBS vice president in charge of WBMB Chicago. Under FCC's proposal, a person could not be an officer or stockholder of two stations of the same class in the same community.

Wants Immediate Actions

Contrary to general Commission procedure, Mr. Dowd declared, action on WIND's television application was held up until others were filed, necessitating a hearing. He urged FCC to accelerate its action and to commence on compliance with the rule by its effective date, and not to withhold action on applications until compliance had been achieved.

Mr. McKenna told the Commission its proposed rule would be unwise even if it had authority to issue them—and he felt the authority clearly was lacking. In a provocative discussion of FCC's jurisdiction and power, he raised no question of FCC's right to deny an application after a hearing, on grounds that a grant would produce undue concentration of control. But, he argued, FCC lacks authority to set an arbitrary limit and refuse to consider applications which would exceed that limit.

Further, he said, the need for multiple-ownership rules is far less

AR. ASSOCIATION Zimmerman Heads New Group

FORMATION of the Arkansas Broadcasters Assn. has been announced by its new president, G. E. Zimmerman, KARK Little Rock. A certificate of incorporation has been issued to ABA.

Other officers are Sam W. Anderson, KFFA Helena, vice president, and Al Godwin, KFPW Fort Smith, secretary-treasurer.

Named as directors are Bob Choate, KWFC Hot Springs; Leon Sess, KEID Sil Dorado; John J. Wolenk, KTAS Hot Springs; David Crockett, KAMD Camden; Harold Sudbury, KLCN Blytheville, and Ted Rand, KDRS Paragould.

Formation of the association is designed to promote cooperation among its members; to promote and develop the art of broadcast-

Page 30 • January 24, 1949

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Page 30 • January 24, 1949
In Iowa, Radios Wake up the Roosters!

60.2% of Iowa women and 57.9% of Iowa men listen to the radio before 8 a.m. on weekday mornings!

Source: The 1948 Iowa Radio Audience Survey *

Before 7 a.m., an impressive 35.6% of the women in Iowa, and 37.1% of the men, tune in their radios. Even before 6:30 a.m., 16.4% of the women and 18.7% of the men are up—and listening!

This Iowa habit of early-rising and early-listening is only one of many interesting facts discussed in the Iowa Radio Audience Survey's Eleventh Annual Study. All the facts confirm the Survey's policy of keeping standard information up-to-date and of "bringing to light new information not previously gathered."

Send for your complimentary copy of this vital Survey today. Ask us or Free & Peters.

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

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

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

WHO

+ For Iowa PLUS+

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.,
National Representatives
“RADIO differs to a considerable degree from magazines and newspapers in terms of types of goods and services advertised,” Ralph C. Boyd Jr., managing editor of Journal of Marketing, and Robert M. Williams, both of the U. of California, state in an article in the January issue of Harvard Business Review.

Titled “Radio as an Advertising Medium,” the article reports on an analysis of advertising on four Los Angeles network affiliates and four independent stations, in four Los Angeles newspapers and three national weekly magazines.

In addition to radio’s differences from the printed advertising media, the researchers also found differences between the network and the non-affiliated stations “which indicate that some degree of specialization prevails within the radio field itself. No doubt some of the differences result primarily from the relatively lower cost of advertising on independent stations in situations where the audience is local. There is some indication that individual stations are in a position to specialize in advertising certain stations because of differences in types of listeners which are related in turn to differences in types of programs.”

Concluding that “it is impossible at this time to present a definite explanation of the strong points and limitations of radio as an advertising medium,” the authors do draw certain hypotheses which they say “may throw some light on the problem.” These hypotheses are:

1. Radio is a medium which lends itself to emotional appeals. The quality of seeming to speak personally to the listener is very helpful in this connection, particularly in the sale of certain types of products such as drugs.

2. The low price of commercials makes it possible to attract a large number of individuals, radio is limited in its effective use of price advertising, which is necessary in the sale of some goods. Thus, in such a use radio has only complementary possibilities:

3. Radio perhaps more than other media needs a board of a manufacturer’s name to tie to, whereas labels are either lacking or unimportant in some lines.

4. Radio is not equipped to publicize effectively goods requiring the use of appeals to the visual sense, such as the long sweeping lines of an automobile.

5. Because of its complete reliance on momentary sense impressions, radio is not adapted to describing the technical aspects of products such as the advantage of a motor car powered by an engine in the rear. But it may be used in some instances indirectly, as to awaken interest in visiting show-rooms where such a car can be examined personally.

6. Women make up the large bulk of the radio audience. Consequently, those products on which women exert the largest purchasing influence are most effectively advertised through this medium—foods, drugs, cosmetics and alcoholic drinks.

7. Radio seems to be utilized by advertisers who do a great deal of advertising of all sorts. Note, for example, that the nine industries which ranked highest in advertising expense as a percentage of net sales in 1940 (according to FTC) are food, drugs, cosmetics and alcoholic drinks.

Radio advertising lends itself particularly to publicizing repeat-sales products which are publicized largely if not entirely at the retail level do not have much opportunity to use this medium.”

8 Buy ‘Tello-Test’

PIioneer telephone quiz show, ‘Tello-Test’, was sold last week to CKLW Detroit, KCRG Cedar Rapids, Iowa, WMPS Memphis, KUTA Salt Lake City, KWWL Waterloo, Iowa, WTPT Port Huron, Mich., WASA Havre de Grace, Md., and WRRW Warren, Ohio, according to Radio Features Inc., Chicago, producers of show.

Radio Differs from Print

DISCLOSURE that in excess of 100 stations have joined in an anti-clear channel movement, which apparently assure the minimum budget of $10,000, was made last week by Ed Craney, manager of Pacific Northwest Broadcasters, in calling an organization meeting Jan. 28 at the Palmer House in Chicago [CLOSED CIRCUIT Jan. 17].

Simultaneously, Mr. Craney revealed that Sen. Edwin C. Johnson (D-Col.) new chairman of the Senate Interstate & Foreign Commerce Committee, will hail to address the luncheon. Sen. Johnson has reintroduced his bill of last session which would limit AM stations to a maximum of 50,000 watts and would not preclude duplication of clear channels. Mr. Craney announced that 112 replies had been received to his letter of last month seeking support for an organization of independent broadcasters. The total one-hour rate of these stations is in excess of $10,000—the figure set by Mr. Craney as the minimum for establishment of a Washington office, with a paid director.

Invited to the Jan. 28 session, in addition to independent broadcasters, were members of the former National Broadcasters Committee and anti-power advocates who participated in or wrote letters favoring the Johnson Bill at the last session of Congress.

Mr. Craney said there were not enough stations in the old Regional Broadcasters Committee to “keep up the fight.”

“We are faced with the problem of both necessary funds for a revitalized organization and with active support by members who will inform their Congressmen and Senators of exactly what the 'big boys' want to do with American radio. We are going to have to maintain an active office in Washington. We need a paid director who will keep us posted and will get out and make a fight in our interest. Unless the membership realizes that the organization should work on no other problems than clear channels in AM and possibly stratosion in TV. You and I do not want Government ownership of radio in the USA. Our best guarantee is to keep it in many hands. 20 Super Power Stations means concentration and then Government ownership.”

Fee is $10

The registration fee for the Chicago meeting will be $10, including luncheon. Mr. Craney advised that "only those affiliated with stations not owned by a network or by a Class 1A station will be admitted" to the closed sessions.

Mr. Craney said that Walter J. Damm, WTMJ Milwaukee, had arranged for the meeting rooms at the Palmer House. The session will begin at 10 a.m. He pointed out also that John Sheppard 3d, former chairman of the Regional Committees, "is 100% out of the broadcasting business" and will not attend the Chicago meeting.

ANTI-CLEAR GROUP

Chicago Meeting Jan. 28

Sen. Johnson E. B. Craney

Corporation Form Adopted; Committees Named

NATIONAL Assn. of Radio Station Representatives formally adopted the corporation form at a special members meeting in New York Jan. 19, when by-laws previously passed by the directors were approved. Directors of the new corporation are the four officers: Adam J. Young Jr., vice president; F. Edward Spencer, secretary; and Lewis H. Avery, treasurer. In addition, H. Preston Peters, Eugene Katz and Edward Petry were also made directors.

The NAB code was once more endorsed by the association. Members also expressed disapproving of giveaway shows involving free advertising for non-sponsor donors of prizes.

Adopt Resolutions

Resolutions adopted included also approval of NAB actions, a sales managers executive committee designed to be a free use of station facilities for commercial advantages and elimination of efforts to buy time on a per inquiry basis. Mr. Headley announced the appointment of the following committees:


- Rate activities—Eugene Katz, chairman, Mr. Headley.


- Education—Eugene Katz, chairman, Joe Eastman, chairman, Joe Eastman, chairman.

- Public relations—Eugene Katz, chairman, Joe Eastman, chairman, Joe Eastman, chairman, Joe Eastman, chairman.

- Accounting—Eugene Katz, chairman, Joe Eastman, chairman, Joe Eastman, chairman, Joe Eastman, chairman.

- Parity—Eugene Katz, chairman, Joe Eastman, chairman, Joe Eastman, chairman, Joe Eastman, chairman.

- Legal—Eugene Katz, chairman, Joe Eastman, chairman, Joe Eastman, chairman, Joe Eastman, chairman.
Always good for a laugh!

This is a “bread and butter” shot for a professional photographer. Newspapers and magazines always buy them ... because they’re always good for a laugh.

We know another item that’s always good for a laugh.

That’s the coverage figures some high-wattage stations get out.

According to some we’ve seen, only two-headed idiots listen to any station but theirs!

What a joke!

What an expensive joke for buyers who fall for it!

We don’t claim everybody in Baltimore listens to W-I-T-H all the time.

But we do claim this: W-I-T-H delivers more listeners-per-dollar than any other station in town!

It costs you less ... to sell more ... on W-I-T-H! W-I-T-H is the big independent with the BIG audience!

So if you’re looking for low-cost sales in the nation’s 6th largest market, get in touch with your Headley-Reed man today.
long term gains
or
short term gains
HOW TO MEASURE A NETWORK

As radio has grown, so have the techniques of measuring a network's advertising efficiency...

And with each refinement of survey technique, NBC's No. 1 position in radio becomes more impressive:

More total audience—a weekly total of 3,700,000 more radio families in the evening than any other network, 2,900,000 more in the daytime. BMB—Adjusted to Date

More average audience—On a national basis, the average sponsored evening program on NBC attracts a 44% larger audience than on any other network. In the daytime, NBC's audience advantage is 22%. U S Hooperatings

More popular programs—In spite of numerous program shifts throughout the years, NBC continues to have the largest number of the most popular programs on the air. The present score—15 of the first 25. Program Hooperatings—December 15-21

More advertising dollars—Advertisers in 1948 spent over seven million dollars more for facilities on NBC than on any other network. Based on FIB

More advertising efficiency—Using both time and talent costs, NBC delivers 11% more homes per dollar than any other network in the daytime and 10% more in the evening. U S Hooperatings

Such are the proportions of...

NBC...America's No.1 Network

The National Broadcasting Company—a service of Radio Corporation of America
TV, 'A GOING BUSINESS'

HARD facts of television's future were discussed Friday at the opening of the three-day television clinic held by CBS in New York on the theme, "Television Is a Going Business as 1949 Begins."

Before the registration lists were closed, approximately 250 executives of stations around the country and from Canada, Puerto Rico, the Philippines, Alaska and Hawaii were expected to attend.

The clinic is the second held by the network. The first, conducted in March 1948, was regarded as so successful that it was decided to hold the second one and extend it over a three-day period.

Concern for the future of television, said J. L. Volkenberg, vice president and director of television operations, arises not from any alarming or unhealthy crisis, but because of its tremendous expansion. He said the clinic would demonstrate, safest, most and most economical way of spreading the costs. He cited as examples the CBS Bob Howard program, requiring a crew of 20 in TV, could be produced for AM broadcast with three people, and the Ford Theatre which requires 40 people in TV but only 16 in AM broadcasts.

'New Money'

Several national advertisers are showing willingness to raise "new money" for television ventures, according to David Sutton, CBS-television sales manager. This money, he emphasized, would not come out of any present advertising appropriation.

"In one case," said Mr. Sutton, "the client has informed his agency that it will be willing to meet 1/3 of its television billings with such outside funds."

He asserted this gives reassurance that leading advertisers are not thinking of television as a substitute for present and satisfactory advertising media, but are thinking of it as a direct selling medium and are charging up its costs to such other budgets as sales or demonstration.

He also pointed out that the record of the last ten months indicates that impressive amounts are being invested in television on the local level. He said 84 out of TV's 237 advertisers last April were retail outlets. As of Jan. 1, there are 1839 more--238 retail outlets using television locally, he said. Retailers are the largest single group of television advertisers today, he concluded.

Charles Underhill, CBS-TV director of programs, stressed that the job of television programming is "to raise the sights of video viewers." He said TV should do this by presenting inspirational material, educational subject matter, drama, comedy, music, news and sports.

Programming trends and objectives, he said, are becoming clearer because of competition among networks and stations and responses from listeners.

"But they are far from crystal clear," he added, "and no one yet can afford to predict in detail the shape and end-result of television."

Concerning daytime programming, Mr. Underhill said that although it has been the target of much discussion, it has developed in an atmosphere of theory and experiment with very few indisputable facts to guide it.

"There is yet little known about listening habits to indicate when the daytime audience is most disposed to watch television," he said. "And very little experience to indicate what the daytime audience would most like to see at what times."

Service appeals, he went on, will be important in daytime television.

"But where we are asking women to watch as well as listen, we wonder if we shouldn't give them a satisfactory reason for watching and a satisfactory result in terms of self-improvement. And yet, at the same time, to be realistic about it, we know that there is no substitute for the attraction of an appeal that is primarily entertainment. Therefore we are feeling our way in both directions and gauging the response as best we can as a guide to future development."

Will Abide by Style

Although CBS is concerned with daytime programming, nevertheless emphasized that at present CBS television will stand or fall on the character of its nighttime programming.

"It is still only the beginning," Mr. Underhill concluded. "Ahead of us are so many exciting developments--bigger stages, better lighting, many more programs, the better in musical comedy, review, ballet, drama, and the very best in talent, talent which eventually will come to television as the Mecca beyond even Hollywood where an artist can achieve pre-emminence among audiences of millions."

E. K. Jett, vice president of the Baltimore Sun Papers in charge of radio and TV, speaking on films for TV, reported that WMAR-TV Baltimore had processed more than 160 miles of 16mm film for local programming in little more than a year. This included ten commercial shows weekly and more than 25 commercial spot announcements made for sponsors. WMAR cameramen are at present shooting 1000 feet a day.

He stated that regular theatre motion pictures can be made into good television fare if care and taste is used in programming. To make certain rental films meet the station standards, however, they are viewed for story or program content before purchase. Then they are viewed over a closed circuit to test their value.

Mr. Jett set forth several characteristics of a good rental film. Sound tracks must be good and should be previewed over a closed circuit. Pictures with numerous long shots or panoramic shots are not good for television's small screen. He recommended advancing the choice closeups or medium shots.

He asserted a film department is indispensable in rounding out a television station's operations. He also cited the value as a good-will builder by covering all kinds of community affairs. He concluded by summarizing WMAR-TV's time on the air, showing its commercial programs totaled 26.10% of its time, or 1648 hours and 16 minutes.

G. Bennett Larson, television director of WCAU-TV Philadelphia, advised TV executives to engage talent experienced in the fields in which they will appear before the cameras and then "don't waste too much time rehearsing them or you will kill their act."

"Get people who know what they are doing in the beginning," he counseled. "Show them what to do in the matter of where to stand, what camera they are to look at and you have a show."

Actual operations in the new CBS television studios were observed by the visitors. The schedule also included study of recite telecasts of WCBS-TV, operations at WPIX New York, WCAU-TV Philadelphia and WMAR-TV Baltimore.

HOLDING the line in recent telephone balloting for contestants on KFI-TV Los Angeles Television Talent Test program are (1 to r): Kevin Swency, KFI-TV sales manager; William Cies, sales manager of Packard Bell Co., Los Angeles (radio and TV set manufacturers), program sponsor; Robert Raibeneck, radio director of Abbott-Kimball Co., same city.
"TELEVISION will destroy the motion picture industry as we know it today," Louis de Rochemont predicted at the Screen Directors Guild Fourth Annual Convention banquet held at Longhamps Restaurant, New York. Mr. de Rochemont is executive producer of RD-DR (Readers Digest-de Rochemont) Corp., and Louis de Rochemont Assn., both New York. The former company owns all film rights to Readers Digest stories, many of which the producer has adapted for screen.

Mr. de Rochemont further predicted that "our own TV will make for a mass Hollywood-to-New York migration by movie making films." In the place of the Hollywood we have known," he said, "is my opinion that the motion picture industry will be rebuilt on a healthier and sounder basis...."

Urging the screen directors to turn to educational films for the mass market of television, he told them that "most of the people in this room will benefit greatly by the revolution being caused by television. The vast new market that is being opened for well-made, low budget films, brings many good pictures to the public that heretofore have had only limited distribution."

Mr. de Rochemont, co-founder of the "March of Time" and producer of such films as "The House on 92nd Street," "The Fighting Lady," an "Academy" Award winner, and "Boomerang," has just completed an integrated series of 36 educational films on world geography titled "The Earth and Its Peoples." RD-DR Corp. has scheduled its controversial "Lost Boundaries" for early spring production on the East Coast, using, with three exceptions, eastern personnel exclusively.

At the guild's business meeting the following officers were elected for the coming year: Jack Glenn, senior director of "March of Time"; R.K.O. president; William Van Dyke, Affiliated Film Producers Inc., first vice president; Leslie Roush, Leslie Roush Productions, second vice president; Lloyd Durant, R.U. Pathé, recording secretary; Leo Seltzer, World Today Inc., corresponding secretary; Herbert Ker kow, Herbert Kerkow Inc., treasurer.

**CAMERA CURTAINS**

By FLORENCE SMALL

WHILE mythical curtains, iron and silk, were dominating the front pages last fall, Cameo Curtains, New York—manufacturers of the real thing—quietly made its bid for a line in the financial columns with the inauguration in Philadelphia of a test television campaign.

Last week the results of that campaign were reported in BROADCASTING. Cameo Curtains had increased its sales 5,000%!

Significant feature of the project, conducted by William Lawrence Sloan Adv., New York, Sept. 22-Dec. 1, was that no other promotion or advertising of any kind was permitted. The results were achieved exclusively through television.

Plans for the campaign were laid shortly in advance of the September date. Realizing that accessibility is an important consideration in sales, the firm abandoned its "exclusive franchise" policy and released its product to a select group of major department stores in Philadelphia.

Opening Spots

With availability thus assured, the agency exploded a video barrage of spot announcements. The results are to be read in the statistics: Previously the market had registered a $400 yearly figure; the post-video total read $60,000, with sales still rising.

In another phase of the campaign extended for a 50-mile radius outside the city, where other stores were reporting increased sales attributed by purchasers to the television spots in Philadelphia.

To accomplish these results, the company used a 48-second spot an average of seven times in November, 13 times in October, and four in September on WFTL-TV. The time costs for the entire schedule were approximately $1,000. Samples were placed at various hours around movie, news and fashion programs—shows believed most likely to draw a housewife's interest.

The announcement featured a newly wed couple admiring their new Cameo Shir-Bac curtains. Then the camera dollied back to a long shot of the curtain being shirred by pulling tape, then a closeup of the shirring tape and a hand pulling the tape, which dissolved into the young couple admiring the curtains. The announcer, meanwhile, emphasized that the "Young bride would be likely to draw a housewife's interest."

The Shir-Bac item demonstrated in the spot was a triple window curtain averaging $10 a pair.

The promotion of video test sprang from the fact that the Shir-Bac curtain sold very well in small towns, where personal demonstrations were used. It had never been particularly successful in large towns because its merits could not be demonstrated effectively in television.

TELEVISION will pull advertising away from newspapers, it was reported at the New York State Publishers Aassn. annual convention recently by the organization's modern developments committee. The committee is headed by Ernest L. Owen, editor and publisher of the Syracuse Post-Standard.

The entire report dealt with television and newspaper in the growth of set circulation, stating that the ownership graph jumped from 7,000 two years ago to one million today.

On the thrust of television to newspaper advertising, the report stated:

"The one great advantage that newspaper has over radio is that radio is the newspaper's ability to illustrate the advertising product. Television eliminates this as a possible exception by color printing which will probably continue to be exclusive to the newspapers and magazines for some time...

"Most advertising experts agree that television will attract considerable national advertising that has never gone to both newspapers and radio stations.

"The famous Chinese proverb—"One picture equals 5000 words"—is applicable in gauging the relative value of television versus radio advertising."

The report was interpreted as a refutation of a statement made before the association Aug. 30, 1948, by Arthur Hays Sulzberger, publisher of the New York Times, who said: "Every new advertising medium has additional advertise- ing expenditures. In other words, it enlarges the advertising dollar."

One part of the report, however, gave some reassurance to publishers. This was a dictum that television will not adversely affect newspaper circulation but will probably stimulate reader interest. The point was not elaborated.

The report noted that television has not yet reached the "enlightened stages" and programming is a showing "improvable." Principal factor now regarding the medium's growing importance was, was the lack of cable and relay stations for network connections, this dealt with the financial side of telecasting and concluded on the score that there are "no profits yet in telecasting."

At the present time," the report stated, "it costs a pretty penny to pioneer in television. In the first place, it costs approximately $400,000 to build a telecasting station. But this is not the real bad news. You can very easily lose $500,000 and up per year on operations. However, in spite of the certainty of reasons for heavy losses, there is no case on record of an owner of a television station offering his plant and li- en.

The report ended with the statement: "Some time in the future, there will be profit in operating a television station."

**NEWSPAPERS**

January 24, 1949 • Page 37
SPONSORED VIDEO airtime in December remained about equal to November, with a sharp drop in remote sports broadcasts. Other forms of sponsored broadcasts increased, but sports fell from 51% to 45% of all sponsored time. These figures are from the Nornbaugh Report on Television Advertising for the first week in December 1948.

With the end of the football season, video turned to boxing, wrestling, and basketball, but sponsorship of these sports is not yet as frequent as football sponsorship. Total number of sponsored remote sports broadcasts dropped from 203 hours and 35 minutes in November to 166 hours and 17 minutes in December.

The report for December covers a total of 41 TV stations in 23 markets. Variety shows, even more popular on television, increased to about 12.3% of all video sponsored time. A majority of these programs are network shows. The total hours of variety programs are estimated to be at 55. In November, variety programming occupied 28 hours of broadcast time, or 6.7% of the total.

All types of commercial announcements increased considerably in the month. Approximately 31% hours of announcements were sponsored during the week of December 5-11. This is just about double the amount of announcements sponsored in the first week in November, and 7.3% of all sponsored time (See Table II).

Dramatic programs increased slightly in December to reach a total of about 50 hours. Again, most of this type of programming was network-originated.

News broadcasts showed another steady gain—from a total of 29 hours and 34 minutes in November to 32 hours and 12 minutes in December. News broadcasts now occupy about 7.4% of all sponsored video time.

For the first time, Broadcasting has made a further breakdown of the type of program presentation used in current television operations. Sports remote programming is, of course, the most frequent form of program presentation, as 59.7% of all TV programming is produced this way (See Table III). The next most popular form of broadcast is the live-studio presentation, which accounts for 31.4% of all sponsored airtime.

Film programming and live and film combination accounts for another 27% of programming—while the use of slides, alone or in combination with live or film presentations makes up the rest of video's programming.

Detailed breakdowns of these figures can be found in Tables I and III.

Sports, variety, drama and news programs were the most popular forms of sponsored programs in December, in that order. Variety programming moved from fourth spot up to second dramatic and news programs dropped one place as a result.

Announcements were fifth in total time sponsored, jumping one place above last month's spot. Children's programs dropped to seventh place compared to fifth on the November report. Quiz increased considerably to take eighth spot, compared to last month's position near the bottom in twelfth spot.

These comparisons are shown in Table IV.

### TABLE I

<table>
<thead>
<tr>
<th>Program Type &amp; Production Method</th>
<th>Hours and Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studio Live &amp; Film</td>
<td>1:20</td>
</tr>
<tr>
<td>Studio Live</td>
<td>2:20</td>
</tr>
<tr>
<td>Studio Live &amp; Film</td>
<td>3:20</td>
</tr>
<tr>
<td>Studio Live &amp; Slide</td>
<td>4:20</td>
</tr>
<tr>
<td>Studio Live &amp; Film &amp; Slide</td>
<td>5:20</td>
</tr>
<tr>
<td>Studio Live &amp; Film &amp; Slide &amp; Film</td>
<td>6:20</td>
</tr>
</tbody>
</table>

### TABLE II

<table>
<thead>
<tr>
<th>Sponsored Video Air Time</th>
<th>Hrs.-Min. % of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs</td>
<td>15.5</td>
</tr>
<tr>
<td>Announcements</td>
<td>12.5</td>
</tr>
</tbody>
</table>

### TABLE III

<table>
<thead>
<tr>
<th>Production Method in Video Programming</th>
<th>Hrs.-Min. % of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studio Live</td>
<td>15.5</td>
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<tr>
<td>Live &amp; Film</td>
<td>12.5</td>
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<tr>
<td>Live &amp; Slide</td>
<td>10.5</td>
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<tr>
<td>Live &amp; Film &amp; Slide</td>
<td>8.5</td>
</tr>
<tr>
<td>Studio Live &amp; Film &amp; Slide</td>
<td>6.5</td>
</tr>
<tr>
<td>Sports Remotes</td>
<td>3.5</td>
</tr>
</tbody>
</table>

### TABLE IV

<table>
<thead>
<tr>
<th>Rank of Video Programs (Commercial)</th>
<th>By Broadcast Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Audience Participation</td>
<td>24.0</td>
</tr>
<tr>
<td>2. Children's</td>
<td>20.0</td>
</tr>
<tr>
<td>3. Discussion</td>
<td>18.0</td>
</tr>
<tr>
<td>4. Education</td>
<td>16.0</td>
</tr>
<tr>
<td>5. Film</td>
<td>14.0</td>
</tr>
<tr>
<td>6. Household Hints</td>
<td>12.0</td>
</tr>
<tr>
<td>7. News</td>
<td>10.0</td>
</tr>
<tr>
<td>8. Time Signal</td>
<td>8.0</td>
</tr>
<tr>
<td>9. Time Announcement</td>
<td>6.0</td>
</tr>
<tr>
<td>10. Miscellaneous</td>
<td>4.0</td>
</tr>
</tbody>
</table>

### JUKE BOX TELEVISION

**Shown in Chicago by Solotone, Videograph**

THREE-WAY Juke box, offering six minutes of television, AM programming or phonograph music for a nickel, was introduced last week formally at the Coin Ma

The coin box switch enables listeners and viewers to have their choice of 10 records, four AM shows or four TV shows. Maximum number of broadcasting channels provided is four. Screens are marked with the corresponding channel number. The new system "corrects problems which other TV systems have created in commercial locations," according to H. F. Dennison, inventor of the device, vice president of Solotone and president of Dennison Sales Co., national sales representative for the firm. Installation and operation is free to the businessman, as distribution is conducted on a percentage basis, Mr. Dennison explained. Solotone TV installations have been made in New Orleans, Minneapolis and Dallas.

Second TV innovation at the Institute was a device developed by the Videograph Corp., New York, and manufactured by Emerson Radio. Seven feet, two inches high, it peddles 50 phonograph records and TV shows on a 122-square-inch screen for 5, 10 and 25¢. At the rate of 5¢ for three minutes, it costs patrons $1 per hour for such entertainment.

Differing from the Solotone, the Videograph is controlled by the management rather than patrons at the time of record or TV selection. The video section, however, can be put on a free-play basis if the owner chooses. Both audio and video are centered in one machine, as contrasted with Solotone's two receivers. Equipment may be purchased outright or rented from a distributor, according to L. H. Teleting, Videograph president. Installations have been made in all parts of the country; he reports.
In Maryland it’s **WMAR-TV** for Public Service

On Christmas Eve, WMAR-TV telecast the services from historic St. Paul’s Church in Baltimore, Maryland. This impressive program was fed by WMAR-TV to the Columbia Broadcasting System television network.

The following editorial concerning the telecast was printed in the church publication, Parish Notes, following the program. It is reprinted here with the permission of the Rev. Harry Lee Doll, rector of the church.

**THE TELECAST**

The whole Parish is certainly most grateful to the staff of WMAR for the opportunity of televising the Midnite Service on Christmas Eve. Those who were present at the service were conscious only of the cameras as they came in, and of the light on the Chancel. They could not know of the painstaking work which the men on the staff had done in order that the complicated arrangements for television should not intrude in the service. The reports that have come to us tell of excellent reception of a dignified and exceedingly reverent service.

The idea of televising the Communion Service was a little startling at first thought. After all, television is a brand new method of communication. We are most conscious, perhaps, that every corner bar room and tavern has its television, and there was the immediate thought of the incongruity of the Communion Service in an irreverent atmosphere. At the same time there comes the immediate thought that Christ Himself if He were here in the flesh would go everywhere that man congregated, seeking His own. So it is hoped that in many barrooms and taverns the service at St. Paul’s was seen and heard.

One Vestryman summed it up conclusively to my mind when he said, “What is the use of our spending so much money on this Friday night broadcast of ‘Great Scenes from Great Plays’ trying to reach the unchurched people of the land if we are going to pass up this opportunity of showing them what we have?”

We can never know what good this service did. It is too intangible a thing. We only know that it was offered to God for His use.
OF the 18 new Senators these 17 appeared on two programs of the CBS-WTOP Washington Capitol Cloakroom program. They are (l to r) Robert Kerr (D-Okla.), Russell Long (D-La.), Bert Miller (D-Idaho), Margaret Chase Smith (R-Me.), McVilie Broughton (D-N.C.), Allen Fruer Jr. (D-Del.), Andrew Schoeppl (R-Kan.), Karl Mundt (R-S.D.), Lyndon Johnson (D-Tex.), Lester Hunt (D-Wyo.), Clinton Anderson (D-N.M.), Virgil Chapman (D-Ky.), Guy Gillette (D-Iowa), Robert Hendrickson (R-N.J.), Estes Kefauver (D-Tenn.), Hubert Humphrey (D-Minn.) and Paul Douglas (D-Ill.). Sen. Kerr is affiliated with the ownership of WEEK Peoria, Ill., and Mrs. Lyndon Johnson owns KTBC Austin.

John Outler Jr. (r), WSB-TV Atlanta gen. mgr., and Lou Wells, Atlanta branch mgr. of Foremost Dairies, get a laugh out of Woody Willow (l), sponsored by dairy on WSB-TV.

Bill Bennett, KTHT Houston gen. and comm. mgr., "persuades" Graham Beene, head of new Houston office of Loche & Loche adv., to make KTHT first station under Mr. Beene's signature to get Duncan Coffee Co. contract.

During annual sales meet held in New York by Philip Morris & Co., David Lyon, Cecil & Presbrey account executive, summarizes main copy points stressed on tobacco firm's—Queen for a Day and Kate Smith Sings.
Like Jack's beanstalk...

Television towers can grow sky-high overnight, but it takes more than just a tower to make a television station foremost in its community. WWJ-TV, now in its third year of operation, is a firmly established leader in the Detroit market. It has taken full advantage of its two-year "headstart" to stake its claim on the lion's share of desirable local television features. And, through its NBC Television Network facilities, WWJ-TV has stretched its "seeing power" beyond the horizons to bring Detroiters an even greater diversity of entertainment features. Unquestionably, WWJ-TV is the one best television "buy" TODAY, in the multi-billion dollar Detroit market.
EVERYONE wants to win customers and influence people. But we know, and you know, that the background for winning new friends is first to understand them in terms of their varying local or regional ways of life—and then to act accordingly in all your contacts.

Bull's-Eye Radio (National Spot) is the only kind of radio that permits you thus to influence people, because it's the only kind of radio that lets you decide how, when, where and to whom your sales message is to be broadcast, and what it is to say in each different market.

Since 1932, we of Free & Peters have specialized in spot radio, and believe us, we know how influential it can be when properly used. We'd welcome the chance to help start this more influential radio working for you in any of the markets listed at the left. What facts do you want?
Four Hundred Million

BEHIND that figure, representing radio's net time sales for 1948, there's a big question mark. It's another high water mark—this $460 million in net sales is a boast of increasing sales over the preceding year. But is it high enough to override the 30% increase in all-station population, and the skyrocketed operating costs which all but spilled over the dikes in 1948?

The high station birth-rate resulted, as expected, in more rigorous competition within the broadcast medium itself. In no few cases it meant a new station to an old city. But those same forces of competition have taken their toll, with nearly 200 construction permits turned back to the FCC—the major portion in FM, caught as it was in some areas, between the spectacular N of TV and the more intense competition among AM stations.

Intramural competition within the radio media, however, is not the whole story. Newspapers report a 13% gain in ad lineage, or double radio's rise. Newspapers set their sights for the radio dollar and spent hundreds of thousands in putting it over, with no holds barred.

Radio's task is, first to keep revenues high in 1949, and at the same time to widen the gap between expenses and intake. This is the year to do it. But to do it means shirt-sleeve selling, backed up by formidable promotion.

Radio has staked out its own corner every page of its history. Tell it and sell it.

And remember that prophetic little headline:

You Can't Turn Off 74,000,000 Radios

Our Respects To —

NEIL HOSLER MCELROY

B ACK at Harvard in 1925, a stock line concerned the young white collar worker who went into the bosses' office for a raise, only to be told: "Young man, I'll keep you in mind. I want you to know there'll always be a future in our organization for a man of your caliber."

There is no evidence that Neil Hosler McElroy, who attended Harvard, ever bent an ear to such ego-soothing words. In any event, he is a success story which began in 1925 when he received his Harvard degree (A.B.) and joined Procter & Gamble, Cincinnati. He progressed through sales and advertising positions of increasing responsibility, in this country and abroad.

His career mapped out, Mr. McElroy never left P & G. Today, at 44, he takes his place as one of the nation's youngest industrial executives alongside Charles Luckman, of Lever Bros. As P & G president Mr. McElroy heads a company which enjoys annual sales of roughly $700 million. He was elevated to this top-rung position from vice president and general manager last October.

In this amiable, vigorous soap-and-suds magnate, radio has a friendly advocate. His two basic beliefs may be said to illustrate the company's philosophy radiowise: Good programming and effective commercials. Mr. McElroy feels P & G commercials have commanded the respect, attention and belief of the listener.

Mr. McElroy once told a meeting of NBC officials: "A goodsawker on a public square may get a large group of listeners, but unless his manner and what he says evoke belief in his honesty, he will sell very few of his listeners. Radio programming must be honorable, straightforward entertainment. Responsible advertisers have realized this since the beginning of their use of the medium. Despite the attacks on programming, my belief is that radio programming in general, and certainly network programming, has developed with a great majority of listeners a belief that radio is a market place where business firms of integrity and honor offer their wares. . . ."

The P & G president honestly feels that, despite any criticism directed against radio, its effectiveness as an advertising medium is important far beyond what the advertizer, P & G included, may spend to use it. He has been concerned in recent years about this criticism and the lack of organized industry effort, until recently, "to initiate a long-range program to build the public's belief and understanding in the contribution of radio to the living of American...

(Continued on page 44)
CHICAGO'S MOST POWERFUL COMBINATION!

MARSHALL FIELD STATIONS ★ REPRESENTED NATIONALLY BY AVERY-KNODEL

WJJJD
50,000 WATTS

WFMF
33,000 WATTS
Respects
(Continued from page 44)

ian people."

Neil McElroy's beginning at Procter & Gamble was tentative. He started as a junior clerk in the company's advertising department, and four years later (in 1929) became manager of its promotions department, a post he held for 11 years.

In 1940 Mr. McElroy was named manager of P & G's advertising and promotion. Elected vice president in charge of those activities in 1943, he simultaneously made a member of the firm's board of directors. In 1946, he was succeeded as general manager of sales. He was formerly manager of WJFK in Washington, D.C., and served with the OWI during World War II.

MURRAY BROWN has been appointed manager of the New York office of CBS, succeeding Mr. Deupree, who has been named head of the company's Red Cross campaign, which will take place in March.

PETE WATTS, for past six months general manager of WAGM, KAGH and KAGH-FM Pasadena, California, has joined WABC in New York, to join KYJ in Medford, Ore., in similar capacity, effective Feb. 1. Before becoming affiliated with KAGH and KAGH-FM, Mr. Watts was general manager of WSYR, San Diego.

Mr. McElroy served for two years as vice president and general manager, assisting Richard R. Deupree, then P & G president. Last October Mr. McElroy replaced Mr. Deupree, who became chairman of the board.

Other Activities

Like many of his contemporaries in the upper business strata, Mr. McElroy manages to keep busy with extra-curricular activities, especially those dealing with civic and cultural life. He is a member and former president of Cincinnati's Citizens Planning Assn. and of the city's Summer Opera Assn. Currently affiliated with the board of directors, Cincinnati branch of the Federal Reserve Bank of Cleveland; board of directors, Cincinnati Chamber of Commerce; board of trustees, Cincinnati Institute of Fine Arts, and board of trustees, Musical Festival Assn.

From 1943 to 1946 he was a member of the board of the Cincinnati American Red Cross chapter. He is also one of the trustees for Hildells School.

His club associations are numerous: Commonwealth, Commercial, Queen City, University Bankers', Cincinnati Country and Hillsdale Golf clubs, New York City's Metropolitan Club.

Mr. McElroy married Mary Ca-

SCBA NAMES WHITMIRE

Hicks is Vice President

R. T. (BEVO) WHITMIRE, manager of WFBG Greenville, S. C., Jan. 14 was named president of the South Carolina Broadcasters Assn. Elections marked the end of the two-day S C B A meeting in Columbia's Hotel e Acre Hampson and Fortlake Country Club [broadcasting, Jan. 17]. Retiring president is G. Richard Shafio, general manager of WIS Columbia.

Mr. Whitmire

On Gammons' Staff

PATRICIA JANE ELLSWORTH, daughter of Rep. Harris Ellsworth (R-Ore.), has been appointed secretary to Earl Gammons, CBS Washington vice president. She assumed her duties Jan. 4, Miss Ellsworth majored in radio and advertising while attending the U. of Oregon. Her father, a member of the National Broadcasting Committee, is owner of KNRN-KEBS, Ore.

Pa. TV Talkroom Bill

The QUESTION of requiring talkroom operators to take out amusement permits for the operation of TV sets in bars came up in the Pennsylvania State Senate Jan. 17 when Sen. O. J. Tallman (R-Lehigh) introduced a bill to exten television as a form of amusement. Sen. A. H. Letzer (R-Clearfield), however, proposed strengthening the present law by adding a provision for coin-operated amusement devices.

Mr. Watts

SPEEGLE NAMED

KNBC Program Manager

PAUL SPEEGLE, radio columnist for the San Francisco Chronicle, has been named program manager of KNBC and NBC San Francisco. The appointment was announced Dec. 29 by John W. Elwood, Knbc general manager, and Larry Fanning, managing editor of the Chronicle. Mr. Speegle replaces Harry Boc- 

ueck, who will be transferred to Hollywood as production manager of the NBC Western Division. The appointments become effective Feb. 1.

Mr. Speegle joined the Chronicle staff as a dramatic critic in 1938. Mr. Speegle joined the Air Corps in 1942 and served over three years. He began his radio column in 1946. Throughout his newspaper work Mr. Speegle has worked as an enter-

niser and is a widely known master of ceremonies in the area.

NBC PROMOTES

Five in N. Y. Stations

PROMOTION of five executives of NBC's three New York stations, WOR, WNEW, and WNYT (TV), was announced last week.

Donald A. Norman, former sales manager of the three stations, was named assistant manager; John C. Warren, former account executive, became sales manager; Harvey Gannon, former account executive, was appointed service manager, and Robert J. Haase, newly created post; Murry Harris, former publicity director, was promoted to director of advertising and promotion, and Schuyler G. Chaplin, former field promotion supervisor, became publicity director. Mr. Harris replaced Charles Vail, who resigned as director of advertising and promotion a fortnight ago.

Mr. Norman joined NBC in 1943. He was former account executive in the network's national spot sales department, and manager of spot sales for the Western Division.

The NBC AM, FM and TV station operations in New York were recently integrated administratively.

BBC Yearbook

THE British Broadcasting Corp. Yearbook for 1949 has appeared, filled with photos of 1948 programs (over 152 pages) contains 18 leading articles and 16 personality sketches of best known BBC speakers and artists. Most chapters deal with production and programs. A full list of BBC officials, advisory coun-

el members, and BBC offices is given, as well as a financial report on the BBC for the year ending March 31, 1948. In the reference section at the back of the book is a complete listing of all BBC services and programs, classified with functions and aims of each.

Page 46 • January 24, 1949

BROADCASTING • Telecasting
WHERE COMPETITION IS KEENEST...

BLAW-KNOX TOWERS DOMINATE THE AIRWAYS

That "still, small voice in the wilderness" hasn't a chance around Pittsburgh. To be heard above the electronic babble it must come out loud, strong and clear.

Receivers tuned to the stations shown here find clear, sharp signals broadcast via Blaw-Knox Antenna Towers... Radio engineers know you can "hear the difference."

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg., Pittsburgh, Pa.
RURAL TV

By BILL PENCE
Pence & Co. Advertising
Johnson City, Tenn.

RURAL television, confronted with metropolitan service presents a scattered audience, but an audience more valuable to the advertiser because televisioners are isolated from around-the-corner movies, skat- ing rinks, bowling alleys, sports arenas, etc.

Rural viewers have a more difficult, recreationally and entertainment problem than those in the city who can call a taxi to the front door and speed quickly over smooth-surfaced streets to their destination. Therefore, I feel television will make larger progress in rural markets, filling needs as it does.

Region Underestimated

Evaluation of the southeastern market for more than two and one-half years for possible television activity has led to my conclusion that the market is a million dollars as far as advertising and economic potential is concerned.

I shudder at the thought that the broadcast industry could freeze the rural markets, holding them solid for aural coverage, and propose that radio income from these excluded areas finance television expansion in metropolitan markets. Such inequality in video development would be unforgivable.

Set selling, programming, content and transmitting standards and transmitting facilities for rural areas will require methods peculiar to such scattered populations.

Although Johnson City, Tenn., for instance, has a city population of less than 32,000, there is more than one site within the city zone which would afford coverage of at least 200,000 people within 36 miles. Nearby are cities on high points which would permit transmitter coverage of more than 1,500,000 population within an estimated 90-mile radius.

This peculiar decentralization of population holds true for many sections of the southeastern states.

However, we both understand that only where unusual mountain terrain or permit extended range television signals to include sufficient set owners to justify a rural service would such television operation be feasible.

Aids Needed

Increased power and highly-effective antenna radiation would be a requisite, and allowance made for additional capital cost and operation of such facilities from possible remote transmitter location. Moun-

Wm. Pence

tain-top FM station owners will confirm this.

However, there are favorable market factors and potent advertising returns to be considered as offsets to such developments. Television income will accumulate as others do in these rural markets as elsewhere.

Comparison of buying power between centers of the nation now shows sharp differences between income ratio and effective purchasing strength. The southeastern ruralite, in many cases, lives on his own soil, off his own soil, and in addition may have an industrial part-time job providing extra cash income. With home-grown food in his pantry and his rent a negligible item, I contend he has basic advantages over the city dweller worried with apartment problems, high rents and expensive groceries.

Therefore, it seems to me many of our rural markets are just as valuable as comparable populations inside city limits.

Rural Sections Ignored

The metropolitan centers are fast losing population by having television service while rural sections have been ignored apparently because of the supposition that greater numbers of people make more desirable television markets. Due to concentration of set manufacture, video experimentation, and program production in the Eastern centers, this pattern for past procedures had sufficient sensible foundation.

Take a look, however, at the central location of the New York City outlets even this early in TV's commercialization. Right now the NYC stations are beating the programs trying to capture Hoopers in competition with downtown-street television stations. This mature rivalry distorts the television investment situation, and so far capital really needed for the medium.

It is now time to bring rural television into quick focus, so that program distribution via network devices can begin to balance the investment being made at network headquarters and other originating centers, and program costs and benefits can then be felt by all of us.

FM PERMITS

Two Non-Commercial Issued

CONSTRUCTION permits were granted by FCC last week for new noncommercial Class B FM station at Northfield, Minn., and for new noncommercial, educational low-power (325-30) station, WBAI, in New York's Harlem. CPs also were issued to KHWO Brownwood, Tex. (Class B), and WARL-FM Arlington, Va. (Class A), in lieu of previously held conditional grants.

The new Class B CP was awarded St. Olaf College, licensee of WCAL Northfield. Facilities are Channel 250 (105.7 mc) with effective radiated power of 49 kw and antenna height above average terrain of 340 ft. Estimated cost is $42,025.

New Albany School System received low power educational facilities of Channel 201 (88.1 mc) with 10 kw ERP. Estimated cost is $2,513. FCC said this was first such grant to public school system although several already have been made to colleges.

Revisions in its FM allocation plan were announced by FCC. Commission replaced Channel 239 (95.7 mc) with 256 (105.1 mc) at Minneapolis, replaced 236 with 226 (97.9 mc) at Rochester, Minn., and replaced 251 (98.1 mc) with 239 at Northfield.

CPs awarded in lieu of conditional grants cover following facilities: KHWO Brownwood, Class B Channel 290 (105.9 mc), ERP 2.9 kw, antenna 250 ft.; WARL-FM Arlington, Va., Class A Channel 228 (106.5 mc), ERP 600 w., antenna 310 ft.

Following were granted CPs in lieu of previous conditions:

WHNC-FM Henderson, N. C.—To change power from 8.5 kw to 9.5 kw; antenna from 515 (94.0 ft.) to 600 (114.0 ft.)

WLOW-FM Norfolk, Va.—To change frequency from Channel 237 (106.3 mc) to Channel 235 (98.9 mc).

APPLICATION for new experimental high band (UHF) television station was filed last week with FCC by Philco Corp., owner of commercial TV station WPTZ Philadelphia.

Philco stated in its request that it wished to study the general problems of transmission, propagation and reception on the high band and asked permission to operate in the band 580-600. Visual and aerial power of 3 kw is requested.

Firm said it wished to use A5 emission on 582.25 mc with a modulating frequency of 5 mc and A4 emission on 585.75 mc with modulating frequency of 15 mc. TV transmission would be AM and aural transmission would be FM, the application said.

Cameo

(Continued from page 37)

the available mass media. "Television," explained Bernard Rosenberg, vice president of Cameo Cur- tains, "has solved that problem completely."

In Other Markets

In fact, the Philadelphia experiment has been so successful that Cameo is expanding its television advertising budget and is planning to place programs in other major cities. Working on a cooperative basis with retail stores, the firm is setting up programs beginning in February to stimulate spring business.

Macy's in New York is already working in cooperation with Cameo Curtains and has advertised on the Fitzgerald program several times on WJZ-TV New York. Results, the company reported, were comparable to those achieved in Phila- delphia.

Programs are also planned by the Sloan Agency for other stores in Atlanta, Boston, Cleveland, Chi- cago, Detroit, Pittsburgh, Los An- geles, Baltimore and St. Louis. Possi- bilities for programs are being investigated in Salt Lake City, St. Paul, Richmond, New Haven, Akron, Fort Worth, Syracuse and other key cities as video stations open up.

Shot of newly wed couple admiring new Cameo Shit-Back curtains provided basis for spot announce- ment.
Coal's Public Relations Program Begins with Belief...

in the Critical Judgment of the People

We want people to be well informed about the coal industry—to have an accurate idea about its problems, its policies and achievements, and how they affect each person in the nation.

And to help people understand how the coal industry views its responsibilities, our efforts are openly and authoritatively sponsored. We do not engage in anonymous activity—for we have faith and belief in the critical judgment of the people.

We want people to realize the importance and significance of a free, productive and progressive coal industry—both to the nation and to themselves.

We also want them to know about the technological progress in coal production, preparation and utilization. We want them to know what the coal industry is doing to give them more heat and more energy per pound of coal—in their homes and their factories.

But most of all we want them to know about the modern coal mine and the modern coal miner. How much safer, easier and less demanding on a man's strength the work of mining has become. What kind of man the miner is. And how he and his family live.

Much has been written and said about the coal industry and its problems that is true; and much, too, that is untrue—or only half true. But because we trust the critical judgment of the people, we know the importance of telling our story vividly, factually, in complete detail.

And this faith in the people's response to clear, open statement determines plainly how we should and do go about it:

We tell our story by advertising it—in important places. We use full pages in key magazines—and in striking pictures and easy-to-understand words we take the people to our mines.

We offer our story as one of great interest—to newspaper and magazine editors. By preparing feature articles for these media, or by assisting their people to come and see for themselves, we make known the increasingly newsworthy facts about coal.

We "tell" our story in person—through a comprehensive speakers bureau, able to call on the industry's complete array of managerial and technical talent for appearances before all types of civic luncheon groups and clubs.

We supply answers—to any question about coal, its production, use, and personnel, through our research and statistical department, which annually publishes a complete factual data book on coal.

We cater to the curiosity of youth—by advertising regularly to teachers the aids and literature by which we hope to keep coal a lively, fascinating topic in the minds of alert young Americans.
FCC Asked to Okay Sale
To Banks, "Post"

WINX AM, FM

FORMAL applications were filed last week for FCC consent to sale by the Washington Post of WINX Washington to William A. Banks, owner of WHAT-AM-FM Philadelphia, and for sale of WINX-FM to WTOP Inc., new owner of WTOP Washington [CLOSED CIRCUIT, Jan. 17].

Price for WINX, acquired by the Post in 1944 for $500,000, was given as $130,000 in the application. Price for WINX-FM to WTOP Inc., owned 55% by the Post and 45% by CBS, was given as $160,000. This includes real estate at the Arlington, Va., transmitter site.

Filed concurrently with the transfer applications was a petition for waiver of the Commission's AVCO rule requiring a 60-day waiting period so that competitive bids could be filed to match the offers of the proposed purchasers. In alternative, the petition requested that the Post be allowed to take over operation of WTOP and that CBS be allowed to take over operation of KQW San Francisco as sole owner.

The transactions were approved by the Commission last October on condition that the Post dispose of WINX [BROADCASTING, Oct. 25, 1948]. The Post paid $855,470 cash for the 55% holding in WTOP, 50 kw outlet on 1500 kc. CBS, already 45% owner of KQW, bought re-

fected the morale of personnel and has caused a general deterioration of operating conditions."

As for waiver of AVCO in the WINX-FM transfer, the petition pointed out that the control of the FM outlet would still be retained within the Meyer family. Philip L. Graham, son-in-law of Mr. Meyer and publisher and 70% owner of the Post, votes also the CBS interest in WTOP Inc. under trust agreement.

If the WINX-FM switch were approved, WTOP would give up its conditional grant for new Class B FM station.

STATION SALES

KVAI KMAE KIWW File

SALE of KVAI Amarillo, Tex., for about $88,000 by Lonnie J. and V. M. Preston and Alice Howenstine to R. G. Hughes is reported in application tendered for filing last week for FCC approval. Applications also have been filed for consent to sale of interests in KMAE Clinton, Okla., and KIWW San Antonio.

In the KVAI sale, Mr. Hughes, owner of 270,625 shares (41.08%), becomes 65% owner ($104,000 plus) through purchase of holdings of three of his associates: L. J. Preston and Alice Howenstine, 167,735 shares each, and V. M. Preston, 30,875 shares. The sellers indicated they wish to devote their attention to KASA Elk City and KWOD Clinton, in which they are part owners. Mr. Hughes is owner of KHUZ Borger, Tex.

Consideration in the KVAI deal is $30,000 cash plus assumption of obligations not to exceed $88,000. Clyde K. Bowman retains 13 shares in KVAI. Station is assigned 1 kw on 940 kc.

In the KMAE transaction, consent is sought to acquisition of control of McKinney Air Enterprises, licensee, by George W. Smith Jr. Now 28% owner and general manager, Mr. Smith proposes to buy the 25% interest of Clay E. Thompson for $5,770 and the 25% interest of Noll E. Thompson for $7,425. KMAE is assigned 500 w daytime on 1500 kc.

The KIWW transaction involves sale by Joe Olivarze, 65% owner, of 15% interest for $4,000 to Manuel Leal, station general manager and presently 25% owner. L. R. Elcock retains 20% holding. KIWW is assigned 250 w fulltime on 1240 kc.

IN HONOR of opening of East-Mid-
west coaxial cable, the St. Louis Post 
Dispatch, licensee of KSD-TV, published a special set of television news
and information.

DENY WRTB PLEA

Hearing Ordered to Start

PETITION of Raytheon Mfg. Co. for reconsideration and grant without hearing of its application for additional time to construct television station WRTB Waltham, Mass., was denied last week by FCC and hearing was ordered to commence Feb. 2 before Examiner Hugh B. Hutchison.

At the same time the Commission denied petitions of New England Theatres Inc., Boston television applicant, which asked that the Raytheon request for extension of construction deadline be consoli-
dated in the Boston television hearing. (Comr. Robert F. Jones dis-}
MICROGROOVE long-playing recordings are here to stay. This means that every broadcast station and recording studio must have quality equipment, especially for microgroove reproduction.

The new Presto type 153 reproducers include two separate Pickering diamond stylus heads for microgroove or regular recording, an exceptionally fine arm, and a 4-position compensating network.

Durability of equipment, fine performance, and economical first cost make these Presto reproducers ideal for microgroove and also for lateral standard recordings.

Write today for full specifications on the Presto 153M for microgroove recordings and 153R for regular recordings. Your nearest Presto distributor can show you the equipment.

FOR HIGHEST FIDELITY . . . IT’S PRESTO DISCS

Microgroove, even more than regular recording, demands a perfect disc. The answer is Presto. For sixteen years ago, Presto made the first lacquer-coated discs . . . and today Presto discs are first in quality.

RECORDING CORPORATION
Paramus, New Jersey

Mailing Address: P. O. Box 500, Hackensack, N. J.
In Canada: WALTER P. DOWNNS, LTD., Dominion Sq. Bldg., Montreal

WORLD’S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS
AM GRANTS
Owner Details Given

FOLLOWING is ownership of new standard stations authorized by FCC forthnight ago and details of which have not been reported [BROADCASTING, Jan. 17]. All were granted Jan. 10.


SCBA Plans

PLANS for expanded activities of the Southern California Broadcasters Association in 1949 have been asked of the board of directors by William Beaton Jennings Pierce, NBC western station relations director. He has been named a director to fill the unexpired term of Lee Wynn, manager of KGER Long Beach, resigned. Arlette Barkley, has been appointed secretary of SCBA, replacing Ethel Bell Mack, also resigned.

FIRST anniversary celebration of WMDT Atlantic City was marked by a cake-cutting ceremony on the boardwalk in front of Convention Hall. Congratulations were exchanged between David H. Freedman (r), representing the station owners, and General Manager E. E. Kohn.

WCFH UPS PAY

Announcers to Get $103.10

WCFH, Chicago Federation of Labor station, has completed negotiations with the American Federation of Radio Artists to increase wages of staff announcers from $103.10 to $103.10 weekly. AFRA reopened contract talks with both WCFH and WJJD recently when their power was increased to 5 kw. Minimum base pay for announcers, retroactive to Nov. 1, will be increased again May 1 to $114.35. "Comparable" pay hikes have been provided also for actors, singers and freelance announcers, AFRA reports.

Two of three arbitrations were resolved recently through the Chicago local of AFRA, the first case presented to it since 1943. In the first, Joe Wilson of ABC, who resigned to do sports work at WBBK (TV) Chicago, was awarded two weeks accumulated vacation pay, the full amount of the claim. The second case, between Ed Prentiss and Feature Productions, was settled by mutual agreement with payment of $500 to Mr. Prentiss as settlement of a sum due him because of an unexpired agreement.

The American Arbitration Assn. is still considering the first case, that of AFRA and Rush Hughes against Ollan Advertising Agency.

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In Hollywood, attorneys and representatives of the various industry segments concerned with the contract met with Mr. Fisher while simultaneous sessions of management and the RWG were held on provisions relating to moving picture rights of radio scripts. Both series of meetings were said to be completed satisfactorily.

Next step will be the submission of the first draft to representatives of the Guild and management. Main provisions relate to retention of script at 10 kw. Young's bill for writers and to fee minimums.
IMPRESSIVE... how KDAL’s imp makes “big time” in just 13 weeks...

Does BROADCASTING reach and impress buyers of time? I. F. I., agency for KDAL, surveyed 300 national agencies. When the returns were tallied, one out of four identified “Otto Mattick,” the KDAL imp—and decorated him with a recognition rating of 25.4%.

IMPRESSIVE—“Otto” had run only 13 weeks in BROADCASTING

IMPRESSIVE—“Otto” had run exclusively in BROADCASTING


Any budget in BROADCASTING brings “Otto Mattick” results.

THE NEWSWEEKLY OF RADIO AND TELEVISION

250 PARK AVE., NEW YORK 17—PL 5-8355 • 360 N. MICHIGAN AVE., CHICAGO 1—CE 5-4115 • TAFT BLDG., HOLLYWOOD & VINE, HOLLYWOOD 28—HE 8181

BROADCASTING • Telecasting

January 24, 1949 • Page 53
The woman lay crumpled in the snow in an alleyway between tall buildings. Although it was bitter cold, she wore no coat, and the only objects near her lifeless body were one of her shoes, the laces still neatly tied, and her hat, which looked as fresh and new as though she had bought it only moments before.

The young Irish policeman, who had discovered the body, scratched his head. "I'd say it's a case of hobo-run driving," he said to Homicide Lieutenant Evans, "only there's no tire tracks. Maybe some hoodlum black-jacked her and took off with her coat and purse. What do you think?"

Lieutenant Evans said, "No, this is suicide. Three clues prove that beyond a doubt."

"And what may they be?" asked the cop.

**Solution below**

"M. Mystery" is a feature of a 15-minute transcribed music and mystery show available 5 times weekly for national, regional, or local sponsorship on Lang-Worth affiliated stations. For full information, contact your station or its representative.

---

**The Case of the Shivering Corpse**

Bingo to CBS

(Continued from page 81)

...will be live or via tape recording also was believed subject to further negotiations. Last year CBS for the first time deviated from its former "no transcription" rule for network origination, and its current policy would permit a transmission in whole or in part.

Sources close to Mr. Crosby said the show may be telecast simultaneously with the broadcast, indicating it will be live, but conceded that this isn't necessarily final.

Crosby Enterprises does not hold the star's racing stables, frozen foods business, breathalizer development or other ventures, as commonly believed. These are separately incorporated.

H. Pierson Mapes, vice president of Hutchins Adv., agency for Philco, was known to be conferring with Mr. Crosby over future radio and television plans in San Francisco last week.

CBS headquarters in New York were unavised as to the probable day and time of Mr. Crosby's radio program, but informed sources guessed the network would install him in late afternoon or early evening period. He is currently heard on ABC Wednesdays 10-10:30 p.m.

It was understood that the network had tentatively booked the Crosby show for 9-10 p.m. Wednesdays, a time which is now occupied by "Harvest of the Stars," sponsored by Harvester through McCann-Erickson.

"Harvest of the Stars," reversing recent trends, moves to NBC April 3 in a Sunday afternoon spot [Columbus 99900 Jan. 17]. NBC hoped to place the program in the 5:30-6 p.m. time, now occupied by RCA's "Robert Merrill, which the network was trying to persuade to move up half an hour to 5 p.m.

Despite the acquisition of Mr. Crosby, all was not peaches and cream at CBS last week. In addition to the decampment of Al's harvest of the Stars, the network lost "The Pause That Refreshes" sponsored by Coca-Cola, which drops the time on the program Feb. 11.

Coca-Cola was said to be dropping the show to conserve money for future television expansion.

Mr. Crosby is the third important property to abandon a network for CBS. Jack Benny and Amos 'n' Andy were removed from NBC by Columbia late in 1948.

In his present assignment, Mr. Crosby is one of ABC's biggest drawing cards. His Hoopla crop for Jan. 5 was 16, an appreciable lead over opposition.

If Mr. Crosby can do for CBS' Wednesdays, "Hoopla" is certain that Mr. Benny and Amos 'n' Andy have done for the network Sunday nights, he will be a valuable addition. Special Hooper survey of the Sunday, Jan. 16, CBS-NBC competition showed CBS holding an impressive lead. The programs and their ratings were:

**Comparative Ratings**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>CBS: Jack Benny</td>
<td>AM</td>
<td>8.8</td>
</tr>
<tr>
<td>8:15</td>
<td>NBC: Phil Harris-Alice Faye</td>
<td>NBC</td>
<td>7.2</td>
</tr>
<tr>
<td>8:30</td>
<td>CBS: Life With Luigi, sponsor: A &amp; B Theatre, sustainer</td>
<td>CBS</td>
<td>8.8</td>
</tr>
<tr>
<td>8:45</td>
<td>NBC: Amos 'n' Andy</td>
<td>NBC</td>
<td>7.2</td>
</tr>
<tr>
<td>9:00</td>
<td>CBS: Spoke Jones for Coca-Cola, 10 rating</td>
<td>CBS</td>
<td>8.8</td>
</tr>
<tr>
<td>9:15</td>
<td>NBC: Ozzie and Harriet for International Silver Co.</td>
<td>NBC</td>
<td>8.8</td>
</tr>
<tr>
<td>9:30</td>
<td>CBS: Jack Benny for American Tobacco Co.</td>
<td>CBS</td>
<td>9.2</td>
</tr>
<tr>
<td>10:00</td>
<td>NBC: Phil Harris-Alice Faye for Rexall Drug Co.</td>
<td>NBC</td>
<td>8.8</td>
</tr>
<tr>
<td>10:15</td>
<td>CBS: Sam Spade for Westinghouse Co.</td>
<td>CBS</td>
<td>8.8</td>
</tr>
<tr>
<td>10:30</td>
<td>CBS: Life With Luigi, sponsor: A &amp; B Theatre, sustainer</td>
<td>CBS</td>
<td>8.8</td>
</tr>
</tbody>
</table>

Mr. Allen, who trailed his CBS opponents the week before, nosed out the Spade show Jan. 16. He was the only NBC Sunday evening performer to outrun his opposition.

Meanwhile, noting that its Horace Heidt program had failed to improve its rating in what NBC calls "No. 1 spot," Phillip Morris & Co. reportedly was considering returning Mr. Heidt to his former time, 10:30-11 p.m. Sunday, from which he moved Jan. 2 to buck the formidable opposition of Jack Benny. The decision of Mr. Heidt's sponsor was expected some time early this week.

As a move to add even more power to its Sunday evening schedule, CBS announced a time change for "Lum 'n' Abner," sponsored by Frigidaire, from its present 10:30 to 8:30 p.m. Sunday spot to the 8:30-9 p.m. Sunday time. The sustainer, "Life With Luigi," will switch times with "Lum 'n' Abner."

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**AMA Panel on TV**

AN ALL-STAR panel will attempt to tell television at tomorrow's luncheon meeting of the American Marketing Assn. at the Hotel Commodore, New York. Paul Rubicam, president, Paramount Pictures; Joseph Moran, vice president, Young & Rubicam; C. E. Hooper, president, C. E. Hooper Inc.; H. M. Nevile Jr., NBC director of research; Leo Hendel, director of radio research, Metro-Goldwyn-Mayer; H. E. Sindlinger, president, Sindlinger & Co.; Allen Van Cott, advertising manager, Jello Div., General Foods Corp.; Fred Coe, NBC video producer-director, and Ted Cott, vice president, WABC; New York, comprise the panel. Jay Josten, portrayed by Mr. District Attorney, will act as moderator and quizmaster.

---

**MEMO TO ETHEL WEIDER, Biow Company:**

WCKY's WALTZ TIME program, Saturday, afternoon 1 to 2, leads all stations with an average rating of 6.8." Reach a family audience Saturday afternoon on WCKY!

*(Pulse Nov-Dec. 1948)*

---

**50,000 WATTS OF SELLING POWER**

**ON THE AIR EVERYWHERE 24 HOURS A DAY**

**WCKY**

**CINCINNATI**

**L.B. WILSON**

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**L.B. WILSON**

---

**Upcoming**

Jan. 31-Feb. 4: American Institute of Electrical Engineers annual winter general meeting, Hotel Statler, New York City.
Feb. 3: ABC Mountain and Pacific Station Surveying, Stan Francisco Hotel, San Francisco.
Feb. 8: Hearing before FTC on Motions Amos Tobacco Co., Washington.
Feb. 14-15: NAB Board of Directors meeting, Roosevelt Hotel, New Orleans.
Feb. 21: FCC Hearing on G. A. Richman's amendment to permit general listener Los Angeles.
March 3-5: Annual Radio Conference of the National Association of Women, Line Young Men & Women Broadcasters Convention, Drake Hotel, Chicago.
March 25-31: NAB Convention Week, Chicago.
May 2-8: Institute for Education by Broadcast, Detroit State U., Columbus, Ohio.
May 3-9: Advertising Federation of America 45th Annual Convention, Houston, Texas.

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Coy Defends
(Continued from page 22)

Yet, he pointed out, the Committee itself permitted three admitted atheists to testify during the hearing, presumably on the belief that fairness required it to do so.

"But despite [the committee members'] own conduct motivated by that sense of fairness, they were unable to perceive that the Commission has said no more than that the same principle of fairness must be equally applicable to the radio if the preservation of radio as a means of free expression is to be achieved," he said.

Cites Scott Case

The FCC chief characterized the Scott case as "the acid test of our conviction that free speech over the radio should be fully maintained." It was a test which the Commission passed and the Select Committee failed, he asserted.

He recognized that broadcasters cannot allot time to all who ask for it. But they may not exercise discretion on the sole basis of their own beliefs, he said, adding:

"The fact that all persons may not have an opportunity to speak over the radio whenever they desire to do so does not of itself mean that they are deprived of freedom of speech. Nor does the fact that a licensee is not free to operate his station safety for his own interest on the basis of his own beliefs and prejudices mean that he is deprived of freedom of speech.

But the maintenance of radio as a medium of freedom of speech does preclude any absolute policy by a licensee or anyone else barring a subject within the scope of the guaranty of the freedom of speech on the ground that it is an unpopular subject.

While the license must look to the interests and desires of the community he serves, he cannot bar views on particular subjects because the subjects are unpopular or the particular views are unpopular. For certainly the prevailing views and desires of the community cannot be made the measure of freedom of speech with the result that freedom in the very situations where it has most significance.

Traces History

He traced the history of the Communications Act, notable court cases and Commission decisions in support of his claim that FCC is insuring freedom of speech, not restricting it.

"... The Commission has consistently held that the licensee is under a duty to make affirmative efforts to serve the needs and interests of his community," Chairman Coy said, citing the "WHKC Decision" which held that a broadcaster must make reasonable provision for discussion of public controversial issues.

"If we say that radio broadcast licenses may refuse the use of their facilities for the expression of a point of view because they do not share that point of view, we are, by that token, denying the right of the American people to be informed on all sides of public questions over a medium held in public trust for the American people under the law," he said.

He charged that the Select Committee's report "failed to give any discussion to the basic consideration of the maintenance of free speech over the radio."

States Pledge

He pledged that he would "take every opportunity and make every effort to curtail the freedom of radio station licensees to be unfair or to use their license solely for their own private benefit rather than for the public interest.

"The curtailment of that freedom presents no dangers to the preservation of the freedom of expression which the Constitution protects and to the availability of radio as a medium for that freedom of expression, for which the Communications Act provides," he declared.

John C. Turner

JOHN C. TURNER, 50, NBC singer and pianist, died suddenly Wednesday morning in his Denver home after a brain hemorrhage. He had been a staff member at KOA since 1944. Born in Hannibal, Mo., Mr. Turner began his radio career in 1922. He joined NBC in 1933. Survivors include his wife, Marie Anna, two sons, Robert, 25, and Jackie, 19, and a daughter, Donna Marie, 17.

Coy in Boston

FCC CHAIRMAN Wayne Coy is scheduled to be in Boston Tuesday where he will address a joint luncheon session of the Boston Radio Executives Club and Boston Advertising Club.

Delayed Reception

SOUND may travel fast, but sometimes the time between transmission and reception may be a matter of days—and may involve miles of watery expanse. Such was the experience of Richard Rendell, ABC-WMAJ Washington, newcomer, who returned to the U. S. from a European junket Jan. 5. Mr. Rendell left the States Dec. 3 to accompany the Navy as an accredited ABC correspondent. In Athens he short-wave a question-and-answer broadcast to ABC in New York. On Jan. 9 Mr. Rendell was in the Capitol's National Press Club when he heard himself on ABC's Foreign Reporter. The network had recorded his voice that day.

The Patron of the Week

PENELLOPE SIMMONS

Time Buyer, FEDERAL ADVERTISING AGENCY, INC.

Mrs. Simmons buys time for such famous accounts as American Safety Razor, Coffee Advertising Council, Durkee Famous Foods, Dixon Ticonderoga Pencils, Lever Bros., John F. Trommer, etc. The William G. Rambeau rep today presented Mrs. Simmons with a Patron membership scroll and the deed to a tract of land in the heart of the Patroon country.

*PATROON — Aristocratic Landholder of the Hudson Valley

Only WPTR boasts all these great regional favorites: Miller & Pope, The Sportsmen; Marty Ross, bobby soxx's idol; Howard (Uncle Pete) Maschmeier, whose stories are carried in school classrooms; Frank D'Armond, sophistication at the Steinway; Beth Lee, with recipes as tempting as her Kentucky drawl; and many more.

10,000 Watts of POWER Night and Day

WPTR

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

BROADCASTING • Telecasting

January 24, 1949 • Page 55
ZENITH'S WEFM Denied FCC Authorization

ZENITH RADIO Corp. last week was denied authorization by FCC for continued operation of its low-band FM outlet, WEFM Chicago. Firm sought FCC renewal of "privilege," or licensed FM, invented by ZENITH's inventor, Prof. Edwin H. Armstrong, and his experimental low band outlet, W2XMN Alpine, N. J.

Despite the FCC order terminating all low band FM broadcasting effective Dec. 31, 1948, Prof. Armstrong is continuing operation of W2XMN under a stay order issued by the U. S. Court of Appeals for the District of Columbia. The court order was issued upon Prof. Armstrong's appeal that both he and FM would be done "irreparable injury" by the Commission ruling [Broadcasting, Jan. 10].

Explaining it has not authorized W2XMN or any other station to operate in contravention of its ruling, the Commission indicated the court order suspends the FCC decision for W2XMN "to avoid settlement of litigation." The FCC letter to Zenith stated:

"We have your telegram of Jan. 7, stating that you understand that an order of the United States Court of Appeals for the District of Columbia has been issued in the Case of Development Frequency, Modification Broadcast Station W2XMN, Alpine, N. J., permitting the station's continued operation on 44.1 mc pending determination of Major Armstrong's appeal from the Commission's order of Dec. 31, 1948, stopping FM broadcasting on the band 44 mc to 50 mc. You request that the band be authorized to frequency modulation Station W2XMN, Alpine, N. J., and that it be authorized to continue operation on 44 mc for the period that W2XMN is permitted to continue operation, the operation to take place in accordance with the terms of the license issued to W2XMN, which, runs to March 1, 1949, except as terminated by the Commission, (sic) recent order."

"Please be advised that the Commission has not authorized Station W2XMN, Alpine, N. J., to continue operation, to operate in contravention of its Decision and Order issued Dec. 31, 1948, and reaffirmed in its Memorandum Opinion of Dec. 16, 1948, terminating FM broadcasting on the band 44 mc to 50 mc. This Decision and Order was based on evidence that band operation is not in the public interest. The Commission's Order of Appeal for the District of Columbia was issued in connection with the pending appeal filed by Major Armstrong."

DELETIONS

SEVEN FM outlets and one AM station were granted cancellation of their authorizations last week by FCC. All were applied by the request.

FM deletions for 1949 to date now total 12 construction permits and one construction grant. The AM deletion, for WAFR Quincy, Ill., owned by Ilmio Broadcasting Corp., was effective Dec. 31, 1948. There have been no other AM cancellations to date this year.

FARMLANDS

Prefer WIBW because we've served their farms for 24 years. WIBW is the farm station for Kansas and adjoining states.

FIRST 15 PROGRAM HOOPERTATIONS

Based on Jan. 15, 1949, Report

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor &amp; Agency</th>
<th>YEAR AGO</th>
<th>Hopper Hooper + or--</th>
<th>Pos.</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIBU-Wichita 166</td>
<td>Andrew Jergens Co. (Syr)</td>
<td>27.6</td>
<td>23.3 +4.3 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WIBU-Wichita 166</td>
<td>American Tobacco (RCA)</td>
<td>27.6</td>
<td>23.3 +4.3 7</td>
<td></td>
<td></td>
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<tr>
<td>WIBU-Wichita 166</td>
<td>Arizona Dept. of Public Health</td>
<td>27.6</td>
<td>23.3 +4.3 7</td>
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<td>WIBU-Wichita 166</td>
<td>Arizona State Fair</td>
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<td>WIBU-Wichita 166</td>
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TOP TEN DAYTIME HOOPERTATIONS

Based on Jan. 15, 1949, Report

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor &amp; Agency</th>
<th>YEAR AGO</th>
<th>Hopper Hooper + or--</th>
<th>Pos.</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIBU-Wichita 166</td>
<td>Andrew Jergens Co. (Syr)</td>
<td>27.6</td>
<td>23.3 +4.3 7</td>
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<td></td>
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<tr>
<td>WIBU-Wichita 166</td>
<td>American Tobacco (RCA)</td>
<td>27.6</td>
<td>23.3 +4.3 7</td>
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<td>WIBU-Wichita 166</td>
<td>Arizona Dept. of Public Health</td>
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SEVEN FM outlets and one AM station were granted cancellation of their authorizations last week by FCC. All were applied by the request.

For all of 1948 there were 130 FM deletions (licenses, CPs and GAs). In 1947 there were 31. In 1946 there were 35 AM stations cancelled (4 licenses, 40 CPs).

WFAR deletion was made as a result of FCC approval to Ilmio Broadcasting's purchase of one-third interest in WQEM Quincy from Quincy Broadcasting Co. [Broadcasting, Dec. 13, 1948].

WREC-FM Memphis, Tenn., owned by Hoyt B. Wooten under the firm name of WREC Broadcast- ing, was dropped for the present time. CP for the station expired Dec. 12. In a letter to the FCC, Mr. Wooten explained he had just returned to his office after illness and an extended tour of Europe. He asked for extension of completion date or deletion without prejudice since plans to combine FM and TV operations are delayed as a result of the video freeze.

KRMA Oklahoma City, Okla., owned by Donald W. Reynolds, was denied extension. According to FCC, Mr. Reynolds 'decided not to construct at this time.'

Likewise WIRE-FM Indianapolis was cancelled as 'applicant has decided not to construct at this time.' WIRE is owned by Indianapolis Broadcasting Inc.

KVKO Brownsville, Tex., owned by Brownville Herald, Pub. Co., and KVMR Mid Rio, Tex., owned by Valley Evening Monitor Inc., were dropped after careful consideration of numerous factors involved in an FM broadcast operation, "FCC said. Withdrawal requests were signed by Leo E. Owens, president of both firms.

WNTS Nashville, Tenn., owned by Nashville Radio Corp., was withdrawn as the firm "does not desire to engage in an FM operation at this time," Commission said.

Meanwhile, FCC also has granted deletion of WCYB-FM Bristol, Va. Action was inadvertently omitted from the report in Broadcasting, Jan. 17, page 55. Commission said "applicant is convinced that attempt to operate an FM station in the community upon the basis of the following standards under which its present AM operation is conducted would be impossible." Appalachian Broadcasting Co. owner, believes it is "wisest to devote all time and resources to AM."

The oldest still in operation is KARN in Nashville, Tenn., owned by the radio corporation of the same name. KARN was first broadcast on Dec. 24, 1926. The radio station is operated by the radio corporation of the same name. KARN was first broadcast on Dec. 24, 1926. The radio station is operated by the radio corporation of the same name.

DELETIONS

One AM, Seven FM Stations Dropped by Own Requests

ABC HOLLYWOOD

Promotes Nelson, Hullinger

NORMAN NELSON, assistant sales promotion manager of ABC Network, becomes director of broadcast promotion, according to Jack O'Mara, Western Division promotion manager.

Ned Hullinger, now trade news editor in the Hollywood publicity operation, will become assistant sales promotion manager on Feb. 1. Mr. Nelson's duties will be concerned with use of radio to promote radio in the KECA and ABC Pacific areas.

WPAB-TV Fort Worth, Tex., has shifted to new six-day weekly schedule, off air on Wednesday instead of Tuesday.

BROADCASTING • Telecasting
Grants to WERC and Civic; WLEU Denial Proposed

MOVING to end the long-standing 1260 kc rivalry between the two stations, FCC proposed last week to put WERC Erie, Pa., on that regional channel with 5 kw day and 1 kw night (directionalized), and to deny WLEU Erie's application for the same facilities.

At the same time the Commission proposed to grant Civic Broadcasters Inc.'s application for a new Cleveland station on 1260 kc with 5 kw fulltime (directionalized).

The proposed decision also found "serious doubts" whether WLEU's stockholders or directors have participated in station affairs to the degree "required in the station's license."

But FCC said it would not be proper in this proceeding to pass upon "whether willfulness or improper motives prompted the filing of statements containing false information regarding the attention to the affairs of the station which has been given by the president [Leo J. Omelian Sr.] and/or [the] board of directors, or whether, in a legal sense, there has been a relinquishment of the responsibilities placed upon its stockholders in the license granted for the operation of the WLEU facilities."

Separate Proceeding

A separate proceeding would be necessary to consider such questions, FCC said.

The case dates back several years, hearings having started in January 1946. WLEU had applied for 1260 kc with 5 kw day and 1 kw night in lieu of its present 1450 kc with 250 w. This raised questions of possible interference with WERC, on 1230 kc with 250 w.

Subsequently, FCC granted WLEU's petition for an order directing WERC to show cause why WERC shouldn't operate on WLEU's 1450 kc assignment. Then it added another issue, on petition of WERC, to determine whether WERC should operate on 1260 kc. Thus it became a fight for 1260 kc, with 1460 kc to go to the loser. Meanwhile, Civic Broadcasters had come into the competition through its application for 1260 kc at Cleveland.

The proposed decision to favor WERC over WLEU was based on a comparison of the degrees of integration of ownership and station management as reflected by the two operations. The Commission said WLEU apparently is actually operated, and to a great extent its policies determined and carried out, by a general manager [V. Hamilton Weir] who owns no stock in the corporate license.

FCC continued:

The Commission recognizes that, for the most part, corporations may function only through their agents, but in dealing with the corporate licensees of radio broadcasting stations, it is expected that definite policies will be laid down by the board of directors for the guidance of their agents who are engaged directly in the management and operation of the radio stations involved; that all of the members of the board of directors will be informed continuously of changes in conditions which may warrant revision in these policies; and that the real responsibility for the management and operation of the stations will not be placed upon a single individual, particularly one who of record has no proprietary interest in the corporate license.

In proposing to make final the show-cause order relating to a move of WERC to 1260 kc, FCC said it would do so on condition that WERC use the daytime directional pattern suggested by Civic Broadcasters and the nighttime pattern proposed by WLEU.

Civic Broadcasters is headed and controlled by Frederick C. Wolf, owner of a transcription and recording business in Cleveland, who has 60% interest. Other stockholders: William H. Bravin, electrical engineer, 18%; Walberg L. Brown, music director for the Cleveland Division of NBC, and Edward J. Sklenicka, attorney, 5% each; Emil J. Jelinek, operator of a clothing store, 10%, and John R. Bennett, Air Force veteran, 2%.

NAME SEN. HOEY

To Head Probe Committee

THE SENATE Subcommittee on Investigations, which last summer looked into "Voice of America" broadcasts, last Wednesday was officially placed under new management in the reshuffled 81st Congress.

Members of the Committee on Expenditures in Executive Departments, parent group, named Sen. Clyde R. Hoey (D-N.C.) chairman of the subcommittee, replacing Sen. Homer Ferguson (R-Mich.). The two holdover members are Sens. Herbert R. O'Connor (D-Md.) and James O. Eastland (D-Miss.).

New members are Sens. Karl E. Mundt (R-S.D.), Joseph R. McCarthy (R-Wis.), Margaret Chase Smith (R-Me.), and Russell B. Long (D-La.).

For Every Taste... For Every Occasion*

- We like to feel . . . and have reason to believe . . . that WHHM caters to one of the broadest audiences in its area.

- Young or old, rich or poor—there's something that WHHM has that brings them back to listening, that gives impetus to WHHM-advertising that makes those cash registers sing a song of sales.

- Alert audience, Healthy Hoopers & Results—who could ask for anything more! Plus the fact that WHHM DELIVERS MORE LISTENERS PER DOLLAR IN MEMPHIS

WHHM

Independent—but not Aloof
Memphis, Tennessee

Patt McDonald, manager FOR JOE & Co., representatives

Member
Association of Independent Metropolitan Stations

* Drink Up to Canada Dry for This One

January 24, 1949 • Page 57
Radio's Net
(Continued from page 81)

business is that 1949 will be a more competitive year than its predeces-
sor [Broadcasting, Dec. 27, 1948, Year-End Roundup]. But few ex-
ecutives anticipate or plan for any net decline in radio revenues.

Television
The Business Index estimates TV sales to be about $7.5 million for
1948. There are now 880 adver-
tisers in the television market—37
being network advertisers. There
are no official figures for 1947—but
last year, it was estimated that
television business totalled about a
half million dollars. The gain this
year has been exceptional for an
industry that is yet so young.

There are few persons who
would venture to estimate the 1949
television time sales revenues.
Certain TV advertising has caught
the imagination of the advertiser—
though he may have been skeptical
in the past.

Station Breakdowns
(See Table II)
Regional stations captured al-
most half of the total time sales
revenue in 1948. The remainder of
the time sales revenue was split
about 28% each for locals and clear
channel stations.

This is about the same break-
down as 1947—with regions gain-
ing 2.6% in their share of total
revenue—principally at the ex-
pense of the clear channel stations,
which dropped about 2.4% in share
of total broadcast revenues.

Regional stations received 48.2%
of the total revenue from spot
sales; clear channels 40.5%. In
this case too, the increasing num-
ber of regional outlets gained a
percentage from the clear channel
stations. In 1947 the split was
about 44% of spot business to each
class of station.

Half the income from local
sales was received by regional sta-
tions, while the local stations took
37%—the remainder going to the
clear channel stations.

About 85% of the network busi-
ness went to the clear channel and
regional stations—38% and 47%
respectively, and remaining 15% of
the $135,545,000 total went to
local stations.

Advertisers by Product
The big four network advertis-
ing groups—Drugs and Toilet
Goods, Food and Food Beverages,
Laundry Soaps and Household
Supplies, and Tobacco—accounted
for about 34% of all network ad-
vertising in 1948. Their relative
positions were unchanged, as all
four led the network advertising
field in 1947.

The following table shows the
top advertising group, with esti-
ated dollar budget for 1948, and
the per cent of total network adver-
sing represented by that figure:

<table>
<thead>
<tr>
<th>Top Six Network Advertisers</th>
<th>% of Total</th>
<th>% of Network Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drugs and Toilet Goods</td>
<td>28.8%</td>
<td>28.8%</td>
</tr>
<tr>
<td>Foods and Food Beverages</td>
<td>26.1%</td>
<td>26.1%</td>
</tr>
<tr>
<td>Laundry Soaps &amp; Household Supplies</td>
<td>9.2%</td>
<td>9.2%</td>
</tr>
<tr>
<td>Cigars, Cigarettes &amp; Tobacco</td>
<td>9.7%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Household Furniture &amp; Furnishings</td>
<td>4.2%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Confections &amp; Soft Drinks</td>
<td>7.2%</td>
<td>7.2%</td>
</tr>
</tbody>
</table>

These figures are Business Index
estimates, from Publishers Infor-
mation Bureau reports.

Comparison with Other Media
Radio's overall 7.7% gain com-
pares with an estimated 13.0% in-
crease in newspaper advertising,
according to Media Records re-
ports. The 1948 increase for news-
papers was about 3.3% below last
year's increase. Magazine adver-
siting in 100 national magazines
and 11 farm papers increased about
4%, according to recent estimates.

The 15th Annual Business Index
appears in the 1949 Yearbook Num-
ber with additional tables and graphs
showing the course of radio's revenues since 1945.
Radio Helps Avert It
In Northwest

(Continued from page 27)

ident and general manager, Harold H. Bennett. His particular pet, however, is the symphony because of the store's policy to give strong support to cultural activity in the community.

Mr. Bennett attributes to the store's radio promotion the fact that, although Salt Lake City department store business in 1947 was behind that of 1947, Federal Reserve figures showed that ZCMI was way ahead.

Circuit Responsible

Responsible for the round of tie-in parties and letters that have evolved from The Story Princess programs is Geoffrey Circuit, ZCMI sales promotion manager, who stepped into the already going radio campaign about a year and a half ago. Mr. Circuit, interviewed by Broadcasting at the NRDGA convention in New York, wrote and produced shows at ESL before joining ZCMI, taught radio and advertising at Northwestern U., and at one time had his own ad agency in Chicago, where 60% of his business was in placing radio time. He believes that too much emphasis cannot be put on the importance of radio, and throws most of his energy and enthusiasm, of which he has much, behind that belief.

KFI Los Angeles has received radio committee of Los Angeles Ten-State District California Congress of Parents and Teachers award for "radio station broadcasting greatest number of programs approved by the Congress." In addition KFI weekly Jump Jump of Holiday House was selected by group as "outstanding radio program series of interest to young children."

You, too, will hear good news
... when W TAR does your selling job
in the Norfolk Metropolitan Market

Look at both sides of your advertising dollar...

WTAR gives you 3.5 times as many weekday morning listeners as its nearest competitor . . . 3.2 times as many weekday afternoon listeners, 3.4 times as many, evenings . . . 2.3 times as many Sunday afternoon and Saturday daytime...

That’s what the Hooper Station Listening Index, October-November '48 says for Norfolk—Portsmouth—Newport News, Va.

Check that kind of listenership and the cost per listener, against any audience delivery of any other station on your list.

You’ll see why WTAR gets along so well with thrifty folks.

Let us tell you more about it.

NBC Affiliate 5,000 Watts Day and Night
Nationally Represented by Edward Petry & Co.
DEPT. STORE SALES
Up in Early 1949

PRE-CHRISTMAS talk about falling department store sales has tapered off since Federal Reserve Board figures have come in for the first two weeks in January. The sales index for Jan. 8, 1949 is 274 as compared with a Jan. 10, 1948 figure of 261 (1935-39 = 100).

Post-Christmas bargain sales have been at prices not seen since OPA, and the result has been a good clearing of inventory in many large cities. Boston showed an 18% increase over a similar week in 1948, while the average for the 31 reporting cities is a 9% increase.

One of the few major markets showing a loss was New York City, with a 2% drop from the year before. Elsewhere, the picture looked healthy. Christmas buying, helped by the five-day sales week this year, was up 32% over 1947's Christmas week sales.

The month including Christmas and ending Jan. 8 was 10% above the corresponding month last year. No report is issued on smaller retail outlets, which may not have turned in such a good record for the holiday business.

CKLW Windsor-Detroit is now completing erection of its four masts for antenna system for new 60 kw transmitter. CKLW plans to have new RCA equipment on air in June.

VIDEO SALESMANSHIP
Need Cited by Crosley V.P. at Chicago Meet

TELEVISION needs vigorous salesmanship like that which brought aural radio through the depression. Marshall N. Terry, vice president of Crosley Broadcasting Corp., told the Chicago Television Council Wednesday.

"In spite of its glamer, TV was born at an unfortunate time—during a fat period—and now we are scrambling to keep on that plateau," he said.

"Will we carry over into television the luxuries of days gone by, or will we really go to work like we did when we sold ourselves out of the depression?" he asked.

Mr. Terry, who directs Crosley's television activities, recalled that as a newspaper advertising salesman he met resistance because his paper couldn't "demonstrate" a product. As a broadcast salesman, he often was turned down because his station couldn't "show" a product, he related.

"Now, television can do both—but what are we doing about it?" he inquired.

Most of Mr. Terry's remarks were in the form of thought-provoking questions. He frankly admitted "Crosley doesn't know the answers, either." Some samples cited by Mr. Terry are:

"Is our ambassadorship of television a success at this point?"

"Have we given sufficient study to the problems of department stores?"

"Just what constitutes good TV programming?"

"Should our rates reflect the greater impact of television?"

"How are we to test results?"

He predicted that TV stations may find it necessary to establish sales services to assist advertisers who have no agencies, as well as agencies themselves.

HOUSE GROUPS
Dealing With Radio Okayed

THE HOUSE's of Representatives last Monday approved majority and minority appointments to three committees which examine legislative measures affecting radio.


At the helm of this committee's Senate counterpart is Sen. Edwin C. Johnson (D-Col.), whose appointment the Senate previously confirmed.

The addition of one more Demo-

Multiple Ownership
(Continued from page 50)

today than in 1940, for example, when the number of stations was far less.

Mr. McKenna asked and received permission to submit a supplemental brief on the question of FCC authority. He was appearing for KMMJ Grand Island, Neb., KALL Salt Lake City, Trans-American Television Corp., an applicant for TV in W. K. Grille, Ind., and WISH Indianapolis.

For NBC, Mr. Margraf urged the Commission to "leave the way open for consideration of each case as it comes before us." He favored the FCC take action.

He said NBC felt there should be no fixed limits "and that broadcasters should have an opportunity to show in any given case that ownership of an additional station would not be contrary to the public interest." In no event, he said, should different limits be set for the three services.

The House Commerce Committee voted with 75 Democrats as compared to 11 GOP members.

New Democratic members of the committee are Reps. Arthur J. Klein (N.Y.), Thomas B. Stanley (Va.), John V. Atwood (W.Va.), David E. Schumaker (Pa.), Andrew J. Biemiller (Wisc.), John A. Vaxlar (Mich.).

Jerry W. Hill (Okla.), Neil J. Linihan (Ill.) and Thomas R. (N.C.).

Holdover majority members are Congressmen George and Reps. Alfred L. Zelle (Pa.), Atwood (Wisc.), Frederick V. (Tex.), Perry Fryt (Tenn.), Gren D. Hurd (Texas), John H. Heberden (Mich.),? William J. O'Hara (Fla.) and Eugene J. Keogh (N.Y.).

All GOP appointments to the committee's previous members. They are, in the order of their seniority, Reps. Walter F. McReynolds (N.J.), Carl Hingham (Calif.), Leonard W. Hall (Mich.), Joseph P. Conner (Mass.), Augustine B. Kelley (Pa.), Adam C. Powell, Jr. (N.Y.), John B. Wood (Ga.), John M. Cox, Jr. (N.Y.), Charles R. Howell (N.J), Hugo S. Sims, Jr. (S.C.), Thomas E. Burke (Ohio), Tom Steed (Okla.) and Roy W. Wieck (Vt.).

Republican members: Reps. Samuel K. McConnell Jr. (Pa.), Ralph W. Osgood (N.Y.), Walter E. Brehm (Ohio), Carroll De Kees (Pa.), Thorston Ballard Morton (Ky.), Harold H. Harkins (Ill.), Wint Smith (N.Y.), Richard M. Nixon (Calif.) and Thomas H. Wengel (Calif.).


CONTINUING study of press association radio reports will be conducted by a committee set up last week by the National Assn. of Radio News Directors.

Co-chairmen of the committee are Sheldon Peterson, KLZ Denver, and Richard Oberlin, WHAS Louisville. Also named by NARND President Sig Mickelson, WCCO Minneapolis, were Ben Holmes, KOMA Oklahoma City; Ed Wallace, WTAM Cleveland; Wayne Kearl, KSL Salt Lake City.

One of the committee's first projects will be an analysis of a sample report for a week as provided by major wire services now serving radio. The NARND board last November authorized the committee, acting on the theory that station criticism of press association reports should be supported by facts.

'Important Project'

Mr. Mickelson told the new committee, "This is a project which is of the greatest importance to the entire radio news industry. We have been hearing a lot of comment on the work of the press associations—a lot of unfavorable criticism. But no one has ever been able, or at least no one has ever pointed out specifically to the press associations their weaknesses and methods for increasing their effectiveness."

President Mickelson suggested "a rather thorough analysis" for one week of press association material. "Such a preliminary survey should provide some interesting conclusions and some interesting suggestions for further study," he said.

Mr. Hawkins (r) presents the Gold Medal award to Dr. Zworykin. At left is Dr. Zworykin's daughter, Elaine V. Zworykin.

**RCA's ZWORYKIN**

DR. VLADIMIR KOSMA ZWORYKIN, vice president and technical consultant of the RCA laboratories division, Princeton, N.J., Jan. 17 received the 17th annual Gold Medal of Achievement award of Philadelphia's Poor Richard Club. The honor went to Dr. Zworykin for "his distinguished service in the field of electronic research and his outstanding contributions to the development of television."

Presentation was made by Harry L. Hawkins, club president, at the 44th annual dinner, held in the Bellevue-Stratford Hotel ballroom, in commemoration of the 243rd anniversary of the birth of Benjamin Franklin, the club's patron saint. The evening was labeled by the club as a "Salute to Television."

Among guests in attendance were Frank M. Polsom, RCA president; Edgar Kobak, MBS president; Mark Woods, ABC president; Harry C. Kopf, NBC vice president; and Lawrence Lowman, CBS vice president. Milton Berle was m.c.

**TBA REPLIES**

To Detroit TV Housing Plan

THE RIGHT to own a television set is as basic an American right as that to own any other personal property, according to Television Broadcasters Assn. Commenting on the refusal of Detroit's Housing Commission director to allow the installation of TV sets in the city's public housing projects, (Broadcasting, Jan. 3), TBA has expressed the view that the director had exceeded any constitutional authority he might have.

However, TBA added that a landlord can forbid the erection of roof antennas as part of his property rights. It is understood that the Detroit action is based not on any city opposition to television but is merely one of a series of moves designed to discourage tenants from settling permanently in what was designed as a temporary answer to the city's wartime housing problem. The city has not forbidden TV sets in the permanent dwellings, it was reported.

At WAVE we don't try to pick, pluck or reach for Grape (Ky.)! Our State's got lots of towns like that—sweet, maybe, but so small that even bunched together, they don't make a mass market! It if's easy pickings you really want in Kentucky, you'll cling to WAVE and the Louisville Trading Area. Here in the State's most important market, people have a much higher Effective Buying Income ($4069 per family vs. $2769 per family in the rest of the State!); hence are the best audience for your radio sales message. WAVE gives you this market—without putting the squeeze on you, or wasting our own juice, either!

What do you say; is it a date—without Grape?
MORE than 90% of the telecasting leaders asked to speak at the video conference planned by the Chicago Television Council for March 7-9 have accepted invitations, James L. Storton, council president and general manager of ABC's Central Division, said Wednesday.

Plans for the three-day session, which begins on a Monday, have been formulated by an executive committee headed by Mr. Storton. As it now stands, he will give the welcoming address at luncheon Monday afternoon after a two-hour registration period. All elements of the industry are expected to send representatives to the conference, first major TV meeting in the Midwest.

At the opening luncheon, top executives of each TV network will discuss "Television Today and Tomorrow." That afternoon, a session will be conducted on general management, station sales, creation of client interest, and legal problems. The dinner speaker Monday evening will outline "TV From the Public Point of View."

Tuesday morning panel discussion leaders will explain the "Writing, Creating and Directing of TV Programs," including dramatic, audience participation, variety and music. Concurrently, other discussion groups will take up "Developments in Transmission, Reception and Networking," with emphasis on AT&T, Stratavision, and Western Union and radio relay activities. The Tuesday luncheon topic will be "Impact of Television on Advertising."

Three panel sessions will take place Tuesday afternoon: (1) Sales and Management—personnel, sales program and production engineering; AM, newspaper and film company operations integrated in TV operations; (2) Program and Agencies—film sources, news features, shorts, cartoons, rental practices, clearance rights, filming news and special events (with setting up of individual departments); report from film conference committee on TV film standards; (3) Engineering—personnel, number needed, where to get, training; transmission and reception, maintenance problems, control room design and needs, studio organization.

The last day of the conference will begin with a morning session on program trends, including daytime shows, research (Hooper, Nielsen, The Pulse) and a television program demonstration. A representative from the motion picture industry will give his views on video at the luncheon meeting.

In the afternoon, speakers will appear on four panels: (1) Sales and Management (commercial programs)—studio, remote and film problems, and operation costs short cuts; (2) Program and Production Personnel (sustaining programs)—studio, remote and detailed lighting problems, personnel and music; (3) Agencies (studio problems)—production of commercial studio shows, remote problems, TV commercials and music; (4) Engineering—studio, remote, lighting and audio problems.

Among those who have accepted the council's invitation to speak are Mark Woods, president of ABC; James Young, consultant for J. Walter Thompson agency; Leo Burnett, head of the Chicago agency bearing his name, and Lee Cooley, TV director at McCann-Erickson, New York.

TAPE RECORDING

ABC Facilities Available

TAPE recording facilities of ABC are to be made available to the network's clients and advertising agencies, Lawrence Ruddell, director of recording, announced last week.

ABC announced that the following charges will include an original and a protection recording which may be used for broadcast, dubbing or editing and mixing. The tape remains ABC property. If a disc is required for listening purposes simultaneously with the recording on tape, it may be ordered at regular disc commercial rates.

Length of Ampex recording time tape recording
12 minutes $15
30 minutes $30
1 hour $60

Charges for periods longer than one hour shall be in exact proportion to the one-hour rate. Tape must be recorded with protection copy.

Supplemental service
Editing and assembly (using one engineer and one machine): first hour or portion thereof $25
Any additional half hour or portion thereof $10

Re-recording (tape to tape, or tape to disc): 1/4 hour or less $3
1/2 hour $5
1 hour $10
(Rates for period longer than one hour shall be in exact proportion to the hour rate.)

ABC will charge client wants to keep his program on tape:
1/4 hour or less $3
1/2 hour $5
1 hour $10

INTERCITY TV

AT&T Clarifies Policy

A CLARIFICATION of the American Telephone & Telegraph Co.'s controversial policy on interconnection of its intercity television facilities with those of other companies is offered in a staff changes filed with FCC on Jan. 14 [BROADCASTING, Jan. 17].

The present tariff provides that the company will not interconnect with other companies except in areas where no AT&T facilities are available. The new tariff, to become effective March 1, establishes two categories of facilities:

1. If the customer needs television network service for less than three months (for particular events, for example), and if AT&T has no facilities, then the inter-city channels of other companies may be linked with those of the telephone company for varying periods up to three months or until AT&T facilities become available. "This," AT&T said, "depends upon the particular circumstances involved.

2. If the customer needs television network service for more than three months and if the telephone company cannot extend its facilities to the location within 12 months, then the inter-city channels of other companies may be linked with the telephone company's for at least 36 months and for longer if AT&T does not have facilities by that time.

The whole subject of AT&T's interconnection policy is awaiting an FCC decision as part of the Commission's investigation of AT&T and Western Union TV network rates.

In both cases, AT&T authorities reported, "the tariff provisions stipulate reasonable notice from and to customers, as well as the periods of interconnection."

The provision calling for allocation of intercity channels on a quarterly basis—where there aren't enough channels for all monthly service customers—should facilitate broadcasters' sale of network time to advertisers by assuring use of the channels for three months instead of the present 30 days, authorities said.

Look on the AT&T video network as the 'information highway' to a new age.
AMERICAN Federation of Musicians float honoring piano-playing President Truman caught the eye of music-minded Inauguration Day parade viewers. Three days before the inaugural ceremonies at the Capitol the President had received from James C. Petrillo, AFM president, a silver plaque making him an honorary life member of AFM and praising him as "champion of world peace." Float depicted a 30 x 11-ft. piano. A top it rode a 25-piece band.

Capital
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cialist and WOL news editor, handled swarming-in ceremonies at the Inaugural stand. Vantage points commanded by the network: the roofs of the Senate Office and FTC buildings, Raleigh Hotel, Treasury Bldg., and the official Presidential and White House Reviewing Stands. Technicians from WCBM Baltimore and WOR New York augmented the full WOL engineering staff under the direction of Harold Reed, WOL technical supervisor.

Mutual also afforded radio coverage, through special arrangement with the Pennsylvania Railroad, to listeners housed in Pullman cars outside Washington for lack of hotel space.

Full Inaugural FM coverage was afforded by Continental Network through WASH to approximately 45 stations, including such AM outlets as WANN Annapolis and WGAY Silver Spring, Md. (Continental had offered its service at cost to any AM stations.)

Its chief announcer was Don Pryor, assisted by James McManus, Frank Harms, Al Becker, and Paul Green. Larry Carl, Continental program director, supervised master control operations.

FM coverage in Washington, other than duplication offered by WWDC-FM and WINX-FM, was given by WCFM. Station covered the Inaugural events in full, going on the air at 11 a.m., with Syd Byrnes, program director, and John Hanly, chief announcer, handling broadcasts. WCFM also tape-recorded the Gala and Inaugural Ball for presentation later.

State Dept.'s "Voice of America," undertaking its largest operation since acquiring new Washington studios, short- hotted to foreign countries 24 hours of broadcasting, seven-eighths of which consisted of Inaugural material, an official report.

The text was aired in Russian, German and Spanish, while reports of the ceremonies, along with background material, were piped in full in 16 other languages.

The "Voice" crew was represented by David Penn, announcer; and Fred H. Turner, engineer; Fred, the commentator. Other personnel included Sidney Berry, announcer; Jack Gaines, producer, and Art Kaufman, editorial aide. Mobile unit consisted of Joseph Sitrick, special events director; Lou Ross, engineer, and Sam Felsinger.

Simultaneous broadcasts were channeled through VOA's Washing- ton Interior studios to New York, "Voice" headquarters, for relay by BBC and the American base at Munich. The Presidential Inaugural was covered in its entirety.

Foreign coverage was not limited, however, to the "Voice." The British Broadcasting Corporation scheduled a direct broadcast of inaugu- ral ceremonies, its team consisting of Leonard Miall, Washington correspondent; Henry P. Straker, assistant program director, and Arthur S. R. Toby, chief engineer.

Through special facilities set up by MBS-WOL at the Inaugural Stand and the Washington Hotel, the French Broadcasting System originated special descriptive short-wave broadcasts to Parisian listeners.

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INaugural ceremonies were beamed to the rest of the world via the Voice of America and the voice of David Penn, announcer, and Fred H. Turner, engr. (l.). Behind, WCFM Washington staff is ready to report for FM listeners; l. to r. Warren McDowell, Syd Byrnes and Carl Taylor.

INaugural Tests TV
Coverage Success Despite Technical Problems

TELEVISION met its greatest test in the Inaugural ceremonies last week and provided an estimated 20 million viewers with an informative and graphic portrayal of the historic events.

Starting with the pre-Inaugural ceremonies in which leading artists appeared and continued through the swearing in ceremonies, parade and Inaugural Ball, the pooled facilities of the TV industry worked together expertly despite unprecedented technical problems.

Interest centered, of course, on the swearing-in at the Capitol and the parade, largest Inaugural pageant of all time. The pickup started at 11:50 a.m. Thursday, after individual stations had put on their own special telecasts, with the announcement, "The television industry proudly presents the Inauguration of our 32nd President."

Camera pickups were located at the Treasury Bldg., south terrace, 15th and Pennsylvania Ave.; Old Post Office Bldg., 11th and Pennsylvania Ave.; Standard Oil Bldg., Constitution at 22 St.; East Portico of the Capitol, and Lafayette Park, opposite the White House Reviewing Stand. Good closeups of distinguished persons were given viewers prior to the swearing-in ceremony. Cameras frequently panned the crowd and gave viewers around the city. For about a half-hour the images were somewhat marred by wiggling on a set in the National Press Club lounge.

During the swearing-in and inaugural address the closeups presented events in detail while camera-ermen were forced to shoot almost directly into the sun. This tended to cloud the images. As Phil Regan sang the "Star Spangled Banner," a series of montages showed the flag and crowds. In the swearing-in of President Truman, Chief Justice Vinson was scarcely discernible at the left of the image.

Candid pickups and other material filled the time prior to the start of the parade. Cameras were able to show the parade forming, and bring views from vantage points. All during the parade good closeups were given. Most of the shots were excellent, though the camera at the Old Post Office Bldg. didn't produce clear, sharp pictures some of the time.

Minor mixups in cueing occurred occasionally, and some viewers complained that descriptions of floats and parade units were inadequate. These were inevitable, it was felt, considering the magnitude of the job. Now and then a flub or bit of inept ad-libbing brought chuckles to viewers.

Viewers all over the area served by the newly opened coaxial network, from St. Louis to Boston, were given a more complete and intimate view of the parade and other events than all but a few high officials. Moreover, they were able to observe the excitement from many vantage points. In addition, they were provided running narration that provided word pictures to support the visual presentation.

FROM his vantage point at the Treasury Dept., Neal Edwards of the WTTR-Simment Washington staff sights down the length of Pennsylvania Ave. to the Capitol.

AS PART of the ABC's participation in the video coverage, WJZ-TV (ABC) New York sent a truck, remote crew and several cameras to Washington. Setting up equipment in the stands opposite the White House are Bill Lawrence (l.) and Bill Degenhardt, both from WJZ-TV.

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Capital
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ers there.

Independent Washington stations, undaunted by the vast scope of network operations, generally afforded the Agaunival events better than average coverage. WCRC assigned correspondents to local stations and aired speech and ceremonies, and the parade in full. Personnel included Jackson Lowe, Ray Morgan, Wills Conover, Roy Hansen and Milton Q. Ford, with Norman Reed directing. In addition, WWDC fed complete Inaugural news from Baltimore and WINS New York.

Handling WINX commentaries were Tom Wade and George Crawford from the CBS News, and Jack Rowlee at the White House, and Jerry Strong from a 7th floor vantage point in the Washington Post Bldg. Station carriedboth Hill activities and full parade.

QWQW confined its coverage to President Truman's speech and oath, principally because a pre-inaugural saw the area. The broadcast, listeners indicated they preferred the regular musical format, according to M. Robert Rogers, station's general manager. He added that WQOQ could scarcely hope to compete with the networks.

From other cities, stations and personnel also took an active part. Clete Roberts of the WFW, Hollywood, newpaper, fed his report direct, as he had done at political conventions. Gil Kingsbury, of WINS New York and WINS Cincinnati, presented a WINX commentary through WWDC's Washington facilities. Scripps-Howard's WEWS (TV) had its newswoman team of F. E. Wiedman and Nikolai Boris—news director and cameraman—on the scene to provide films of the ceremonies for Ohio viewers. They were to be beamed by air for processing, editing and telecast by 11 p.m. same night, one day ahead of other kinescope and movie versions in that area. WINS reported.

WCMI Ashland, Ky., carried on broadcasting activities in Washington in connection with the appearance of the city's high school band at the Inauguration. Activities included two wire-recorded programs, live pickups of, and interviews with, the band. Staff included Charles Warren, manager, and Dick Martin program director. Broadcasts were arranged with cooperation and technical assistance of Ed Seiden of WCMI Washington, and its WTOP staff.

WVQ New York, independent station specializing in Italian language programs, gave a running commentary of the inauguration ceremony in that language through special arrangement with WNBT (TV) New York. Viewed from a television relay in the Washington studios, the activities were described by George Padovani, Italian news editor and Julian Gerbi, commentator. Coverage was made possible by arrangements made with WQOQ program director, and with the television pool.

RECIPIENT of the WBAL Baltimore Award for Achievement in Agriculture is Philip C. Turner (L), president of Food Producer's Council Inc. Taking part in the presentation, which was aired by WBAL and WMBL TV, were Dr. David E. Wegelin (l), public service counselor of the station, and Harold C. Burke, WBAL and WMBL TV manager.

TV CARTOONS
Fairbanks Plans Series

FIRST large scale production of cartoon films designed for television has been announced by Jerry Fairbanks Productions. Plans call for 130 animated open-end five minute shorts.

Based upon a continuing story line, series will be offered to television stations singly as well as local, regional and national advertisers. At start series will consist of daily show for 26 weeks.

Animation for Crusader Rabbit, as the series will be known, is to be done by Television Arts Productions, Berkeley, Calif. The firm was recently organized by J. Troop-long Ward, San Francisco radio producer, and Alexander Anderson, former animator and story editor of Terrytoons. Films are to be completed at the Fairbanks studios where editing and voice dubbing, narration and scoring will be added.

Newly developed Teletoons animation technique, according to Mr. Fairbanks, eliminates many of the costly features of theatrical animation while retaining illusion of movement and life. To accomplish this, Mr. Fairbanks says that backgrounds are held to a minimum and closeups featured. This method cuts cost sharply, he feels.

VANCE to N.Y.
To Head M-E TV Production

BILL VANCE, television director for McCann-Erickson, Chicago, will report to New York headquarters of the agency today as supervisors of TV production. He will produce the Swift Show, starring Lenny Ross, and handle video spots for National Biscuit Co., he told BROADCASTING before leaving Chicago.

Production on these accounts formally was under the direction of Lee Cooley, McCann-Erickson TV director.

Ken Craig, Chicago radio director for the agency, will assume charge of television development for M-E in the Midwest.

TELEVISION ROBOT

TICKER-TAPE news and commercials, with up-to-the-minute time and weather, flashed on the screens of WBKB Chicago Jan. 24 (Mon-day) when the Balaban & Katz station began using its new "Multiscope" commercially for the first time.

Philip Corp will sponsor the period between 11 a.m. CST and 1:30 p.m. seven days weekly with the machines operating on the regular schedule during regular test pattern time, according to John Balaban, director of the station. A third sponsor may buy the 9 to 11 a.m. period until baseball games begin in April, at which time a move back to the 9 o'clock starting time is anticipated.

Westinghouse and Magnavox are possibilities for second sponsorship spots.

The "Multiscope" is a projector-type mechanism designed to eliminate expensive production aids and to free other equipment and personnel. Entirely automatic, it requires services of only one projectionist and moves "all title work from the studio into the projection booth," Mr. Balaban said. The "Multiscope" will project on the viewing screen the time in the upper left hand corner, the temperature and weather prediction in the upper right, the constant signature of the sponsor in the center and the multiple ticker-tape news or sponsor's commercial in the bottom segment.

Specially selected background music is aired simultaneously, and two announcements for each sponsor—will give commercials and station breaks.

Terroring the device "the answer to a television operator's prayer," Mr. Balaban said, "Multiscope can put any station close to a break-even point. It has brought WBKB so close to that point that we are probably closer to the profit side of the business than any station in the country."

The machine was installed Dec. 24 for experimentation during test pattern time. It was developed by Custom Television Productions, Chicago, from an idea originated by John H. Mitchell, WBKB general manager, and S. C. Quinlan, production manager. Custom Television, which holds all patent rights, was organized by three WBKB technicians, George Tressel, Elmer Goodman and Frank Tracey, who have made commercial films.

A subsidiary, Sterling Television Sales, is expected to distribute the "Multiscope" to stations throughout the country. Two have been sold, Mr. Quinlan said, and another 40 "will probably be sold within a year." The machine is "very economical, and eliminates necessity of large and expensive show cards," he adds.

Time use of the machine counts as program time under the FCC regulations requiring a commercial station to operate 28 hours weekly, Mr. Mitchell explained.

DIRECT WIRE TV
To Be Used by Fox Firm

GEORGE FOX Co., Hollywood television film producer, will reportedly be the first to install Remington-Rand's newly perfected direct wire telecasting communication system.

Prime value of this system is that it permits producer-director and sponsor to see on the television receiver scenes as they are being recorded by the camera or picture relay. In this way, present methods of waiting for film to be developed and viewed as rushes are the next day are eliminated; also costly delays and unnecessary by reshootings are avoided.

HOUSTON SURVEY
Listening Habits Studied

SURVEY on radio listening habits in the Houston, Tex., area has been completed by the U. of Texas Bureau of Research in Education by Radio for the eight competitive Houston stations.

The stations—KATL, KOKE, KSY, KIIY, KRLD, KEE, KLY, KKY2—made a grant of $2,424.50 to the university for the research to study ways in which the stations can better serve the community. Dr. A. L. Chapman, project director of the bureau and professor of educational administration, made the survey and report.

Titled "The Listeners Speak in the Bright Spot of America," the survey report includes 1,380 interviews and a series of tabulated results.

General results of the survey, as summarized by Dr. Chapman, include these facts: Most Houston residents have radios; they listen a great deal; they are generally satisfied with programs offered over the eight stations; nearly half of the Houston radio homes are multiple-radio homes; about 1/3 of the persons interviewed stated they have a radio in their car; about seven out of ten adults say they listen to the radio every week day; about 1/3 of the adults say they make an effort to find out about new programs, and about 1/4 of the adults in Houston read the newspaper radio log on a week day.

Bill Vance, television director for McCann-Erickson, Chicago, will report to New York headquarters of the agency today as supervisors of TV production. He will produce the Swift Show, starring Lenny Ross, and handle video spots for National Biscuit Co., he told BROADCASTING before leaving Chicago.
EXCEPT for a few top budget programs New York has nothing on Los Angeles, Klaus Landsberg, West Coast director of television for Paramount Television Productions (KTLA), advised the Hollywood Ad Club a fortnight ago.

Furthermore, he said, even with coaxial cable, quality of transmission suffers between such points as Washington and New York.

Kinescope was his answer and he went on to announce that Paramount's kinescoping unit became operational in Los Angeles Jan. 15. He felt that kinescoped programs were cheapest and without loss in quality provided 35mm film is used. He also commented upon the injudicious backing of programs to one another in the East which he termed inconsistent with the best principles of good showmanship.

Richard Goggin, West Coast television program head of ABC, spoke up for the all-demanding space requirements of television, insisting that television required three to five times more elbow room than radio. He pointed significantly to the 10-acre site acquired by ABC for its Hollywood television operations.

Stresses Talent Needs
Hal Bock, NBC western television head, stressed the need for new talent in the face of limited budgets. From a station standpoint he emphasized importance of an awareness of the advertisers' problems and the money availability necessary to sound program operations.

Don Fedderson, vice president of KLAC-TV, warned advertising agencies to be alert to television. For, he pointed out, failing in this, an advertiser's client could be embarrassed by the activity of a competitor. Advertisers unknown to radio are already in television, he cautioned.

Haan Tyler, television head of KFI-TV, pointed out that any tele-

Hollywood Ad Club
Holds Roundtable

WENR-TV-'NEWS'
Plan Chicago Tie-in

WENR-TV Chicago, ABC's key Midwest video outlet, and the Chicago Daily News have effected a "cooperative working arrangement," it has been announced jointly by John H. Norton Jr., vice president in charge of the network's Central Division, and Louis L. Pryor, promotion director of the newspaper.

The two organizations will collaborate in "joint promotion and coverage of the various promotional and special events activities handled annually by both," said the announcement.

Among the annual promotion projects of the News are its track relays, spelling bees, a benefit football game, and baseball activities for youngsters.

USDA Film Tests

SOIL CONSERVATION Service has been cooperating with KOB-TV Albuquerque in the testing of U. S. Dept. of Agriculture films for TV. The Department's RDF newsletter quotes A. W. Jarrett, SCS visual man of Albuquerque, as finding that "a motion picture print which is made for projection is ideal for telecasting, but that light prints such as recommended are obviously washed out."

Mr. Jarrett said he expected to work on farm-type SCS programs, utilizing short lengths of movies surmounted with slides and either tape recorded or live interviews.
NRDGA First
Program Heard on WARC

FIRST AWARD for programs entered in the General Family-Class Stores division of the National Retail Dry Goods Assn. radio program contest was given to a program on W.A.R. Rochester, N.Y.

NRDGA previously announced that the award had gone to Sibley, Lindsay & Carr for its Sibley's Down Patrol on WHAM Rochester. This was in the opinion of the judges, according to NRDGA, before the program was broadcast on WARC, managed by S. W. Townsend.

NAVY Show
Issuing New Duxbin Series

MARKING a harmonious climax to recent differences with AFRA over talent fees, the Navy is making available a new 13-program series of The Eddy Duxbin Show. During the first series, the release was reported as seeking to collect a full scale payment for program talent in each city where more than one station carried the programs [BROADCASTING, Nov. 16].

In announcing this new series, the Navy chief of public relations, Rear Admiral E. C. Ewen, said the programs were made possible by the cooperation of the Navy, the Navy, and public spiritedness of such organizations as AFRA, AFPM, ASCAP and BMI.

The programs, produced by the Navy in the interest of officer procurement and Naval Reserve recruiting, will feature such veteran vocalists as Jane Froman, Georgia Gibbs, Kay Armand, Eugenie Baird, Con- nie Brescheck, Maxine Sullivan, Anita Ellis, Nan Wynn, Jane Pickens, Bea Wain, Yvette, Nancy Donovan and Janette Davis. The series will be available to start the first week in March.

KGLE-FM

Construction Starts Soon

CONSTRUCTION on KGLE-FM Grand Prairie, Tex., was slated to begin before the end of this month.

Owner is Anson B. Brundage, publisher of the semi-weekly Grand Prairie Telegram. Studios will be locat- ed on the second floor of the Burleson-Garrett Blvd. in Grand Prairie, 14 miles west of downtown Dallas.

KGLE will operate on Channel 276 (105.1 mc) with radiated power of 380 w.

Posner Show Starts

THe Big 'n' Little Club, new variety program for small fry, started over three ABC stations Saturday, Jan. 15, under sponsorship of Dr. A. Posner Shoes Inc., New York.

Initial 20-week contract was with WJR New York, WIP Philadelphia and WCP Boston. Hishon-Garfield, New York, is the Posner agency. At least 30 ABC stations will be added to the program's lineup during its first 10 weeks on the air.

WMGM Representation

WMGM New York, 50 kw Metro-Goldwyn-Mayer station, will handle New York business through its home sales office, while Radio Representatives Inc. will represent the station throughout the remain- der of the eastern seaboard and the country, the station an- nounced Wednesday. Reports last week said Radio Representatives would handle all national sales.

RTDG Ball

ANNUAL Radio and Television Directors Guild Ball was held on Jan. 21, at the Astor Hotel, New York. Phil Silvers, comedian and m.c. on the Arrow Show, was the m.c. for the evening. Among other entertainers appearing at the ball were Milton Berle, Henry Morgan and Momey Amsterdam.

CHARLES G. O'NEILL has been ap-pointed sales manager of WJNJ Newnard, N. J. For past three years Mr. O'Neill has been staff assistant to L. W. TELLENGARDEN, vice president of RCA's tube department. In addition to directing WJNJ's selling organization, Mr. O'Neill will guide the station's advertising and promotion programs.

CARL BODNER, former promotion director and sales representative at WPAY Port-smouth, Ohio, has been appointed commercial manager.

M. ALLEN STONE-KING has joined sales staff of KELO Sioux Falls, S. D.

M. N. BACCOCK, sales manager of WGBS Miami, has been appointed radio- dio chairman for the March of Dimes campaign in Dade County, Fl.

DORA C. DODSON has been appoint- ed sales manager of southern territ- ory of Projoe & Co., New York. Mrs. Dodson will headquarter at con- trol office in Atlanta, Ga., office.

ROBERT M. McGREDDY, formerly sales manager of WTOP Washington, has been transferred to the managing office of WPM and WNN-FM Paterson, N. J.

J. E. VAN NESS has been appointed sales manager of the Wisconsin Net- work, composed of nine Wisconsin stations. Network headquarters are in Wisconsin Rapids and represents stations in Racine, Janesville, Beloit, Madison-Poynette, Sheboygan, Fond du Lac, Appleton, Green Bay and Wis- consin Rapids. Mr. Van Ness was formerly with KMA Shenandoah, Iowa.

ARTHUR M. MORTENSEN, formerly account executive for Inter- mainland Network, has been ap- pointed merchandising manager for KNX (Columbia Pacific Network)

Mr. Bodner

Mr. H. N. Spencer
O'Arcy Advertising Co.
St. Louis, Mo.


[Image]

10,000 WATTS IN KANSAS

Mr. Bodner

Mr. H. N. Spencer
O'Arcy Advertising Co.
St. Louis, Mo.

Dear H. N.:

Wal, January 24th is the 15th anniversary of the ESSO News Reporter on WCHS. Here's that 4 broadcast on WCHS Ter 10 am. 24 hours in 7 minutes 46 hours 125 hours 10 minutes of news, or better than 50 days of con- tinuous broadcasting. Some people would claim that a station that has been the most successful in ESSO Com- panions of this station for 5000 watts at 380 and the 5000 watt broadcast... I say Happy Birthday.

Yrs. Affly.

WCHS Charleston, W. Va.

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Broadcasting • Telecasting

NBC Affiliate

ORLANDO FLORIDA

1000 WATTS—740 K.C.

FULL TIME—CLEAR CHANNEL

Nat. Rep., WEED & CO., New York
Mason Recommends Changes

LOWELL B. MASON, acting chairman of the Federal Trade Commission, has renewed his previous proposals to Congress calling for an increase in commissioners’ compensation and Presidential designation of the FTC chairman, a power now vested within the Commission body itself. His recommendations were included as minority proposals in the FTC’s 34th annual report to Congress covering activities for the fiscal year ended June 30, 1948. Mr. Mason, now serving as temporary acting chairman, is expected to head the Commission during 1949 pending approval by other members under its own rules of rotation.

Comr. Mason urged Congress to specifically forbid the Commission to issue any order based on findings of “reasonable possibility” of injury to competition and to limit FTC proceedings on pricing cases involving conspiracy. He also sought a broadening of the scope of appellate court review of Commission orders. Another recommendation, previously voiced by Comr. Mason in the 1947 annual report, would amend the agency’s organic act to provide for an executive director or administrator responsible to the Commission for administrative leadership.

**Got Scriptitis?**

ARE you affected with scriptitis? Do you shudder when you see a voluminous script? If so, take heart. The Federal Trade Commission, in its annual report filed last Thursday, told Congress that during the fiscal year ending June 30, 1948, it had examined a total of 1,423,515 pages of 643,004 scripts. During the period, FTC reviewed, it received copies of 748,284 commercial continuities, amounting to 1,580,543 type-written pages. An average of 5,582 pages was read each working day and from this material 8,619 statements were laid aside for further study.

**To Answer Listeners Questions About Television, WOC Davenport**

Iowa, has inaugurated a new program, ‘Casualties of Television.’ Purpose is to explain the questions about television which are uppermost in the minds of listeners, and to point out the fact that sound radio will be around for some time. Program brings in such facts as: TV sets in moderate price class, that most people will buy, carry no radio receiving equipment, and that most people will have a radio and a TV set. Complaints of radio dealers that people have delayed purchases of TV because they feel they should wait for television, served as impetus for program.

**TV With Magazine Format**

NEWEST PROGRAM of WLWT (TV) Cincinnati, is the Magazine of Television, debuted Jan. 10. Rita Hackett is “editor,” chatting with personalities in and behind the news. A shift in scenery will take her to a “night club” for the music and entertainment portion of the show, plus brief interviews. Show opens with a picture of “49’—The Magazine of Television, with a table of contents listing each week’s program.

‘Inside Agriculture’

DEVOTED to discussion of farm problems, WRFD Worthington, Ohio’s, new program, ‘Inside Agriculture,’ brings to listeners candid reports on various phases of agriculture. Each Saturday, WRFD brings in an expert on some phase of agriculture of particular interest, and following his talk presents a discussion period dealing with that issue or problem facing farmers. Guests from opposing sides of the question are invited to take part in the discussions.

**To Further Religious Understanding**

NEW RELIGIOUS PROGRAM, The Church V-Mail, begun on WMAF-TV Baltimore, Jan. 16. Every two weeks, this hour-long program will present Rev. John Sinnott Martin and guests from the Baltimore Catholic Diocese, who will discuss the experiences of the Church. Talks will be illustrated by use of charts and examples, and will endeavor to bring about clearer understanding of the Catholic religion.

**Before the Legislature**

WORKINGS of Utah Legislature are being brought to listeners by KDYL Salt Lake City, in a series of weekly quarter-hour programs, ‘Your Legislature.’ Each week State Senator Newell Knight, moderator, has as his guests two Republicans and two Democrats, who discuss the issues before the legislature and bills which are being enacted. KDYL has installed special lines to pick up broadcasts from a committee room at the State Capitol.

**The Three Suns**

Yay, You, You Are the One and Moonlight Romance

FREDERICK P. LAFFEY, announcer, interviews Rev. Sister Emma Monard, superior of the Protectors of Mary Immaculate in Lawrence, Mass., during WLAW’s Lawrence broadcast. The Protector, founded 83 years ago under the Sisters of Charity of Montreal, cares for 70 children and 65 elderly women. Broadcast was part of WLAW’s This is Greater Lawrence series, sponsored by Pacific Mills, and designed to bring New England listeners to better understanding of their state.

They’re Sold

TELEVIEWS in Toledo, Ohio, don’t like criticisms of their favorite shows, and they believe in letting you know it. When one listener wrote to WSPD-TV Toledo’s The Mail Bag show and said he wasn’t sold on the Kukla, Fran and Ollie show, which originates from Chicago every night, his fellow listener from the station with letters suggesting that he “sell his TV set and use the money for a ticket to Alaska,” WLAW-TV station manager stated that the postmaster telephoned the station and asked officials to do something, the mail was driving him crazy.

‘Psychologist’s Notebook’

SOME of the things that parents do and do not do for proper rearing of their children, and other pertinent psychological problems are being brought up for discussion on WABY Albany, N. Y.’s newest program, ‘Psychologist’s Notebook.’ Each week prominent psychologists and citizens are brought together for the discussions.

**Solving Speech Problems**

IN ORDER to bring clearer understanding of relationship between speech and personality, WTTG (TV) Washington has started new series of programs devoted to the problems of speech. Titled Your Speech Personality, program features Richard R. Hutcherson, director of the District Speech Clinic. During each program Mr. Hutcherson will use charts, records and special devices used in speech correction for stressing his talks. And will thus enable listeners to recognize the relationship between speech and personality and to formulate individual programs for improvement of both.

**Latest Record Hits**

on new "DJ" couplings from RCA Victor*

**The Three Suns**

Yay, You, You Are the One and Moonlight Romance

FREDERICK P. LAFFEY, announcer, interviews Rev. Sister Emma Monard, superior of the Protectors of Mary Immaculate in Lawrence, Mass., during WLAW’s Lawrence broadcast. The Protector, founded 83 years ago under the Sisters of Charity of Montreal, cares for 70 children and 65 elderly women. Broadcast was part of WLAW’s This is Greater Lawrence series, sponsored by Pacific Mills, and designed to bring New England listeners to better understanding of their state.

They’re Sold

TELEVIEWS in Toledo, Ohio, don’t like criticisms of their favorite shows, and they believe in letting you know it. When one listener wrote to WSPD-TV Toledo’s The Mail Bag show and said he wasn’t sold on the Kukla, Fran and Ollie show, which originates from Chicago every night, his fellow listener from the station with letters suggesting that he “sell his TV set and use the money for a ticket to Alaska,” WLAW-TV station manager stated that the postmaster telephoned the station and asked officials to do something, the mail was driving him crazy.

‘Psychologist’s Notebook’

SOME of the things that parents do and do not do for proper rearing of their children, and other pertinent psychological problems are being brought up for discussion on WABY Albany, N. Y.’s newest program, ‘Psychologist’s Notebook.’ Each week prominent psychologists and citizens are brought together for the discussions.

**Solving Speech Problems**

IN ORDER to bring clearer understanding of relationship between speech and personality, WTTG (TV) Washington has started new series of programs devoted to the problems of speech. Titled Your Speech Personality, program features Richard R. Hutcherson, director of the District Speech Clinic. During each program Mr. Hutcherson will use charts, records and special devices used in speech correction for stressing his talks. And will thus enable listeners to recognize the relationship between speech and personality and to formulate individual programs for improvement of both.
**January 14 Decisions...**

**DOCKY CASE ACTIONS**

**Petition Denied**

Announced: Order of memorandum opinion and order denying petition filed by Boston Metropolitan Television Co. for entry of order dismissing application of CBS New York station in Boston.

**AM-1240 kc**

Announced: decision granting application of WRDZ-Dinuba, Calif., to change operating assignment of WRDZ-Dinuba, Calif., from 1150 kc to 1240 kc to 1340 kc, to add FM station to its AM operation. Solicitation will make prompt adjustment of all reasonable complaints with respect to any blanketeting which may arise within 200 mvm of contour and subject to further condition, that KHDU shall not commence operation on 1240 kc until CKOY Terale ceases operation on 1240 kc, and deny application of R. N. Wittenberg and R. L. Steedland dbb as San Joaquin Bcstg, for new station at Titusville, Calif., using 1240 kc to 1900 kc.

**Pleadings Denied**

Announced: denial of applications and order denying pleadings filed by Tele- 

tellation Services Inc., Fremont, Calif., directed against Motions Commiss- 

ioner's action of Oct. 4, 1948, granting petition to amend filed by Video Bcstg Co., Okla. Dollar more for KODI Boise, for additional applications for TV CPs in San Diego.

**AM-430 kc**

Announced: decision on application order deny- 

ing for default, application of Y. T. Menken, New York, N. Y., for new directional CP at Arecibo, P. R., with applications for TV CPs in San Diego.

**BY COMMISSION EN BANC**

FM Authorizations

CPs for two new Class B FM stations authorized by decision granting addition to Class B CPs for five FM outlets which previously held cond. grants; is-

**SERVICE DIRECTORY**

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash., D. C., Stirling 5656

**REPRODUCER REPAIRING SERVICE**

ALL MAKES—SPECIAlISTS 9A & 9B

NOW—48 HOUR SERVICE

BROADCAST SERVICE CO.

334 ARCADE BLDG., ST. LOUIS 1, MO.

**TOWER SALES & ERECTING CO.**

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6100 N. E. Columbia Blvd.

Portland, Ore.

C. H. Fisher, Agent Phone TR 7303

**ARCHER S. TAYLOR**

Consulting Radio Engineer

BOX 1479

MISSOULA, MONTANA

PHONE 8502

**ARCHER S. TAYLOR**

Consulting Radio Engineer

BOX 1479

MISSOULA, MONTANA

PHONE 8502

**RADIO CONSULTANTS**

**LIBEL and SLANDER**

**January 14 to January 20**

** ACTIONS OF THE FCC **

**January 14 Decisions...**

**DOCKY CASE ACTIONS**

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Announced: Order of memorandum opinion and order denying petition filed by Boston Metropolitan Television Co. for entry of order dismissing application of CBS New York station in Boston.

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**BY COMMISSION EN BANC**

FM Authorizations

CPs for two new Class B FM stations authorized by decision granting addition to Class B CPs for five FM outlets which previously held cond. grants; is-

**SERVICE DIRECTORY**

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash., D. C., Stirling 5656

**REPRODUCER REPAIRING SERVICE**

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BOX 1479

MISSOULA, MONTANA

PHONE 8502

**ARCHER S. TAYLOR**

Consulting Radio Engineer

BOX 1479

MISSOULA, MONTANA

PHONE 8502

**RADIO CONSULTANTS**

**LIBEL and SLANDER**

**January 14 Decisions...**

**DOCKY CASE ACTIONS**

**Petition Denied**

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**AM-1240 kc**

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Announced: decision on application order deny- 

ing for default, application of Y. T. Menken, New York, N. Y., for new directional CP at Arecibo, P. R., with applications for TV CPs in San Diego.

**BY COMMISSION EN BANC**

FM Authorizations

CPs for two new Class B FM stations authorized by decision granting addition to Class B CPs for five FM outlets which previously held cond. grants; is-

**SERVICE DIRECTORY**

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash., D. C., Stirling 5656

**REPRODUCER REPAIRING SERVICE**

ALL MAKES—SPECIAlISTS 9A & 9B

NOW—48 HOUR SERVICE

BROADCAST SERVICE CO.

334 ARCADE BLDG., ST. LOUIS 1, MO.

**TOWER SALES & ERECTING CO.**

Erection, Tower, Antennas, Outdoor & Ground Systems

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Portland, Ore.

C. H. Fisher, Agent Phone TR 7303

**ARCHER S. TAYLOR**

Consulting Radio Engineer

BOX 1479

MISSOULA, MONTANA

PHONE 8502

**ARCHER S. TAYLOR**

Consulting Radio Engineer

BOX 1479

MISSOULA, MONTANA

PHONE 8502

**RADIO CONSULTANTS**

**LIBEL and SLANDER**

**January 14 Decisions...**

**DOCKY CASE ACTIONS**

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**Pleadings Denied**

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ing for default, application of Y. T. Menken, New York, N. Y., for new directional CP at Arecibo, P. R., with applications for TV CPs in San Diego.

**BY COMMISSION EN BANC**

FM Authorizations

CPs for two new Class B FM stations authorized by decision granting addition to Class B CPs for five FM outlets which previously held cond. grants; is-
# Consulting Radio Engineers

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*January 24, 1949 † Page 69*
January 4 Applications... ACCEPTED FOR FILING

License Renewal

WCBT Roanoke Rapids, N. C.—License renewal AM station.

Modification of CP

WHN Utica, N.Y.—Mod. CP new FM station for extension of deadline.

License for CP

WCFM Washington, D.C.—License to cover CP new FM station.

WJN Plainfield, N. J.—Same.

WEED-Rocky Mount, N. C.—Same.

WILR-Beaufort, S. C.—Same.

Modification of CP

KFMV Hollywood—Mod. CP new FM station for extension of deadline.

January 17 Decisions...

AM-1240—Announced application decision toward grant of applications from the following stations for Class B licenses: WKDL-Detroit, WFLS-Washington, WIFE-Cleveland, and WQXO-Hot Springs, Ark.

AM-1380—Announced application decision toward grant of applications from the following stations for Class B licenses: WFLS-Washington, WIFE-Cleveland, and WQXO-Hot Springs, Ark.

AM-1390—Announced application decision toward grant of applications from the following stations for Class B licenses: WFLS-Washington, WIFE-Cleveland, and WQXO-Hot Springs, Ark.

January 18 Decisions...

DOTCASE ACTIONS


FCC Actions (Continued from page 48)

Decisions Cont'd:


Radio Best, Corp., La Salle-Pen, Ill.—Commission on own motion continued indefinitely, conditioned hearing presently scheduled Feb. 24 at Washington.

Washington.}

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January 18 Decisions...

DOTCASE ACTIONS


FCC Actions (Continued from page 48)

Decisions Cont'd:


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Washington.
We Like Meadville—

It’s a great little community . . . chock-full of prosperous farm families that count on WMGW for good music . . . farm and market reports and up to the minute news. When you broadcast your advertising message over WMGW you are assured not only of a listening audience but a buying audience; WMGW spends advertising dollars always result in direct sales gains for you. For further information contact . . .

Vic Diahm c/o WMGW
Or Robt. Meaker Assc.
521 Fifth Ave.
N.Y.C.

FCC Approvals to Holyoke, Palo Alto, Lakeland

REGIONAL facilities for WHYN Holyoke, Mass., a new daytime station for Palo Alto, Calif., and a new local for Lakeland, Fla., were authorized in final decisions issued by FCC last week. Competing applications were denied in each case.

The Commission also made final its proposal to deny both applications in the Atlantic City 1230 kc.

The decisions all effectuated proposals handed down by the Commission several months ago:

1. Granted WHYN Broadcasting Corp.'s application to move from 1400 kc with 250 w to 660 kc with 1 kw directional antenna. WHYN is a subsidiary of Pynchon Broadcasting Corp. WHYN's station is located in Springfield, Mass. (BROADCASTING, July 19, 1948.)

2. Granted D & K Broadcasting Co.'s application for a new station at Palo Alto using 1250 kc with 250 w. (BROADCASTING, Sept. 12, 1948.)

3. Granted Coastal Broadcasting Co.'s bid for 1750 kc with 250 w at Lakeland (when WLOF Orlando moves from 1210 to 850 kc); denied WSRB Winter Haven's application for 1258 kc in lieu of its present 1496 kc with 250 w (BROADCASTING, Sept. 26, 1948.)

4. Denied the application of Atlantic City Broadcasting Corp. (for engineering reasons) and Strand Broadcasting Corp. (for technical reasons) for 250 w at Atlantic City (BROADCASTING, Sept. 26, 1948.)

In the Massachusetts case FCC gave the grant to the newspaper-identified WHYN (Transcript-Telegram) despite the fact that no application was made. Commission policy of preferring non-newspaper applicants in competitive hearings. This departure from customary policy, FCC said, is justified by WHYN's record.

Without assigning reasons, Chairman Wayne Coy disintended from his colleagues and voted against Pynchon Broadcasting, a group of Springfield business and professional men headed by James F. Egan, Comra. Paul A. Salnik and George E. Sterling did not participate in the decision.


Ownership of the new-station grantees companies:

Coastal Broadcasting Co. Lakeland—Owned in equal shares by Robert S. Taylor, dentist and veterans

Allen to Speak at Conference on UNESCO

GEORGE V. ALLEN, Assistant Secretary of State for public affairs, will deliver one of the major addresses at opening of the Second Session of the Conference of UNESCO (United Nations Educational, Scientific and Cultural Organisations), to be held in Cleveland March 31-April 2. The conference is under the sponsorship of the U. S. National Commission.

Secretary Allen recently returned from Europe where he headed the American delegation to the international UNESCO Conference at Beirut, Lebanon. Jaime Torres Bodet, newly-elected director general of UNESCO, is scheduled to give the keynote speech. Milton Eisenhower, chairman of the Kansas State College and chairman of the U. S. Commission, will also speak. The sessions will draw delegates from more than 800 national organizations. Official observers from government and international agencies will also attend.

Panels of experts will review the problems and accomplishments of UN and specialized agencies. Deliberations of the group are expected to discuss how radio and newspapers can be used to further UNESCO's objectives.

W. Wassenberg, of KFPI (TV) San Francisco sales staff, has been appointed operations manager. BOB HANSEN has been appointed AM assistant to KRPO-KFPI executive program director KEITH KERR. GEORGE JANDA and HERBERT M. TURNER have been appointed TV production assistants; both were formerly with WBKB (TV) Chicago.

MYRON COY, formerly with Intermountain Broadcasting Co. of New Mexico, has been appointed program director of WBYS and WBYS-FM Canton, III.

ED. A. CONDIT Jr., formerly with WCAU Philadelphia, has joined announcing staff of WMTR Morristown, N. J.

DUANE BOGIE has joined TV department at NBC's Central Division, Chicago, as assistant producer. ANN LIBBERTON has joined as script girl.

FRANK MONTELEONE, program director of WMGY Montgomery, Ala., has been appointed program director of WMGY's FM affiliate, WMGF-FM. Ray Hamilton leaves WBKB for a traffic manager, and DOUGLAS HASSING is chief announcer.

HAZEL KENYON MARKEL, director of public service, education and public relations at WTOP Washington, has been sworn in as permanent lieutenant commander in the Naval Reserve. Mrs. Markel was director of women's radio for the U. S. Navy during the war.

BLAINE CORNEWELL, formerly of KMOX, KXO, KXLO St. Louis, has joined WFL St. Louis as conductor of the Blaine Cornel Show. BILL ARNS, formerly of KWJS Jefferson City, and KIMO Independence, Mo., has joined station as chief music li- censee. ROBERT G. ROBERTSON, former WATO, Chicago, has joined as traffic manager.

JACK MccOMmACK, WGBS Miami announcer, has returned to his post after suffering a leave of absence due to illness.

LAWRENCE N. HENES has been appointed by KRL Corvalis, Ore., to serve as coordinator for the sales, programming, special events and public relations departments of the sta- tion. KATHLEEN DeSPAIN has joined KRL's music and continuity staff.

JULES RIND has been appointed program director of WFEN Philadelphia.

BILL FOX has been appointed day program director at CKW New Westminster, B. C. DES McDER- NOTT has been assigned night program post, and SHEILA HASSELL, publicity director, has been appointed office manager.

J. J. BOWMAN has joined announcing staff of WLOF Princeton, W. Va., replacing DON WYER, resigned.

BING CROSBY has been appointed chairman of the National Heart Week, Feb. 14-21.

A part-time staff announcer at KWTC Barstow, Calif., has been promoted to assistant program director.

RAY BALFE has resigned as morning announcer on WFGB Pittsburgh. No future plans have been announced.

HELEN M. KORDAY has been prom-oted to television personnel supervi- sor of NBC, and DORIS ANN APpointed placement manager of the network. Miss Korday was formerly NBC employment manager, and Miss Ann was assistant employment man- ager. Television personnel supervi- sor is newly created post.

MORT NUSRAUM, m. on WHAM Rochester, N. Y., since 1947, has taken over as morning man on that sta- tion. He will handle 6:30-9:45 a.m. show, with exception of 15 minute segments at 7, 7:30, and 8 a.m.

JOE ADAMS has joined KFMY (FM) Hollywood as disc man. In addition to daily one and one-half hour show on the FM station, Mr. Adams will continue Mayor of Melody program on KROW Santa Monica, Calif.

BILL GAVIN, NBC production man, has been appointed writer-producer on production staff of KNBC San Francisco. He fills vacancy left by FRED HEGELAND, recently trans- ferred to NBC Hollywood. For past year and a half Mr. Gavin has had his own one man variety show on KNBC. He has been in radio for more than 20 years, his first program aired in 1929 on KPO San Francisco (now KNBC). He is also well known in Bay Area as organizer and director of male chorus on Standard Hour Summer Shows, and is national vice president of APRA.
Help Wanted

Managerial

250 watt AM and 16,000 watt FM station has position open for local sales manager. Contact Ed C. Tedrick, Manager, WOC & WOC-FM, Poplar Bluff, Missouri.

Sales manager wanted. Must be experienced in market to work with qualified, experienced, salary expected. WBT, Brockton, Massachusetts.

Medium sized station in large metropolitan city in central state seeks assistant station manager—sales position. Experience age 30. Box 548, BROADCASTING.

Wanted: Commercial manager for independent station in small market. Family man preferred. A real opportunity for the right man. Address Box 816, BROADCASTING.

Sales executive position open for experienced manager of sales office in large eastern market. This is a $10,000 a year position and only those with experience in a sales a executive capacity should apply. Replies will be strictly confidential. Box 839, BROADCASTING.

Texas station has opening for capable director of sales ideas. Box 860, BROADCASTING.

Radio salesman who can be our sales manager. We want a salesman with good record to sell and service accounts. A good position in a good but competitive market. Vacation, life insurance plan, harmonious working conditions. Population 50,000 to 100,000. Good pay and good climate. Write Box W. 109, WOC, preceded by WOC, Cedar Rapids, Iowa.

Salesman—Two young, alert salesmen wanted by daytimer independent station. Virginia. 570 weekly draw against 15% commission. Address Box 907, BROADCASTING.

Permanent sales position open for time salesman. Independent operation in metropolitan market. Must have at least one year of experienced. Commission with starting draw at 25%. Give all details. Write Box 798, BROADCASTING.

Salesman—Opportunity to write two to four thousand dollars a month and draw guaranteed for 65 days to experienced availability. Call or write Box 799, BROADCASTING.

Need Muskau salesman for northwest virginia territory. City of half million. Hours reduced. Contact W. Donovan, producer. Box 727, BROADCASTING.

Dominant station in excellent Californian city seeks experienced man of high character. For interview contact KFPO, San Bernardino.

Help Wanted (Cont’d)

Opportunity for salesman with push on into management position. Contact KITO, producer. Box 83, BROADCASTING.

Exceptional sales opportunities for experienced radio time salesman. 10,000 weekly draw, soon万元. New $50,000, 59 kw, offers hard selling (not high pressure) territory. Agressive and good copy writing with progressive organizational. Box 837, BROADCASTING.

Wanted: Salesman with some experience for independent station in Massachusetts. Good working and living conditions. Reasonable compensation. Box 894, BROADCASTING.

To meet with its expansion program a solid 500 watt fulltime Mutual outlet in small city is now available for the right man. We have announcing and news experience. Excellent position, good salary. Write for copywriting experience. Send audition disc, references, photographs and full letter of application with statement of experience and qualifications. Box 845, BROADCASTING.

Sales position open for experienced new account executive. A new account is required to do substantial volume of business in a competitive field. Box 859, BROADCASTING.

Wanted: 1000 watt eastern station. No hot-shots or prima donnas please. Box 863, BROADCASTING.

Immediate opening for combination annoucer-engineer. Salary open. Send disc and qualifications to WFLB, Fayetteville, North Carolina.


Ancranager, KVRH in the heart of the world famous San Giovanni Mountains. with 1st class phone. Good pay and hunting, fishing, skiing opportunities. Central location. send photo with all details. Box 877, BROADCASTING.

Wanted: General staff announcer and program director for large station. Box 880, BROADCASTING.

Technical

South Texas two hundred fifty watt AM station with 3500-watt population. Box 858, BROADCASTING.

Technical engineer position at WFTAW, college station, Texas. 1 kilowatt. Contact Frank J. Sobol, WFTAW, Abilene, Texas.

Chief engineer with construction experience for new AM station central coast city. Box 893, BROADCASTING.

Help Wanted (Cont’d)

Wanted, first phone engineer, experienced or otherwise, willing to train for station breaks in afternoon and evening shifts. Good condition, good city, $4325 base, plus commission. WY9Q, Tifton, Georgia.

Wanted immediately, good combination sales manager-engineer. WRDL, Cullman, Alabama.

Wanted—radio engineer who is also a broadcasting writer and news editor and who can obtain management on percentage of earnings. Must have experience in market with transit company radio station. Please write box 773, BROADCASTING.

Engineer with some experience for AM station. Send full details. Box 897, BROADCASTING.

Need two engineers with best references and experienced in studio and transmitter repair. Will be set up in new station currently under way. Address replies to Chief Engineer, WBUT, Box 211, Butler, Pennsylvania.

Production-Programming, others

Writer wanted by major northern California outlet. Desire person with experience in all phases of program writing and production. Must have enthusiasm and imagination; as show production limited. Box 901, BROADCASTING.

Announcer-writer, man or woman. NBC affiliate central California. Must turn out both talent and script responsibility. One man copy department. Write for sample and salary. Good background, also starting salary expected. Write Box 872, BROADCASTING.

Writers—Men or women, legal residence Colorado. Experienced in Hearst Radio outlet, to create spot announcements and programs. Opportunity to develop ideas. boxes 877, BROADCASTING.

Copywriter for NBC outlet, San Francisco, to write copy for program, work closely with sales. Good salary, benefits.Box 909, BROADCASTING.

Copywriter for Texas station. Tell all with samples. Box 849, BROADCASTING.

Northern New York state station needs experienced sales man or woman, all phases of station, including public service position and programming. Box 890, BROADCASTING.

Continuity writer—If you can write announcements for a 250 watt FM and AM station in our area, you have an opportunity to do it. Must be experienced. Box 908, BROADCASTING.

Salesmen

Experienced, reliable. Box 910, BROADCASTING.

Situations Wanted

Managerial

Available as manager or commercial manager or combination. Over fifteen years in commercial radio. Experienced in all phases of operation. For references. Box 851, BROADCASTING.

Manager, young, exceptional sales and programming man for small station desirable. Good plan and offering first opportunity to experienced office manager. Box 850, BROADCASTING.

Combination manager and PD for independent or network operation. Box 902, BROADCASTING.

Situations Wanted (Cont’d)

Sales manager—I can sell and I can handle accounts. I have good ideas. I do not call on agency. Verifiers I sell stay sold. The tougher the selling the better. Box 876, BROADCASTING.

Situations Wanted (Cont’d)

Attorney Rocky Mountain station owners. General manager with broad experience in programming, sales, engineering and personnel. Box 917, BROADCASTING.

First class station manager, now employed, with fourteen years experience in programming and production. Good background, desires position with good opportunity to advance. Reliable. Box 709, BROADCASTING.

Manager—Thoroughly experienced all departments. Successful six year network account manager. Depable man. Good references, available on short notice. Box 892, BROADCASTING.

General manager—chief engineer combination available with 30 days notice. Good prospects for progressive station. Opportunities in and programming, sales. Box 890, BROADCASTING.

Experienced man who has been selling advertising for five years, looking for a position as sales manager. Will take a job as sales manager for right sort of good market. Good references, salary open. Box 818, BROADCASTING.

Salesperson experienced in programming, management, technical, and commercial record. Highest references. Midwest. Box 878, BROADCASTING.

Salesman, seeking affiliation with station having rural coverage. Have East preferred. Box 878, BROADCASTING.

Dependable salesman available for your sponsors. Can deliver thru commercial agencies. Over two years varied experience. References available. Box 887, BROADCASTING.

Baseball announcer, Wire and Live. Veteran, 34 years college. Some experience, available all offers. Box 789, BROADCASTING.

Experienced news editor—announcer. Married, five years experience. College degree. Immediate. 4019, No. 20th Street, 2608 Beverly Drive, Birmingham, Alabama. Phone 1-2601.

Announcer-sports, all phases. 1 year experience play-by-play all sports. Personal interview New York. Chicago vicinity. Due all others, Ed Silver, 4324 Drexel Blvd., Chicago 16, Ill.

Announcer—news, disc jockey. Sell, write, Plenty of ideas. Box 541, Twin Falls, Idaho.

Sportscaster-play-by-play all sports, 10 years experience play-by-play, live and in recreation baseball. Veteran, college, NFL, AAA, WWA, NBA, NHL, NC and ML. Prefer specialist in any sport. I have good number, do not want anything if offer is right. With present emphasis on professional sports, campus and amateur. Salary plus talent, Jim Shelton, WMMD, Meridian, Miss.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. Financial ads must be accompanied by a non-refundable charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is responsible for the publication of personal and business advertisements. Transcriptions, photographs, scripts, etc. forwarded to box numbers.
Situations Wanted (Cont’d)

Announcer—over 3 years radio, record shows, news. References, background. Michigan. Box 880, BROADCASTING.

Experienced CBS affiliate announcer. Can be on location, announcing news and feature shows (Morning), disc jockey shows and news. Versatile, dependable, graduate of leading Jounalism university. Fine voice. See references. Box 869, BROADCASTING.

Good newscaster and disc jockey desires job in west or northwest. Experience 27 years. Soy-еры, dependable, graduate of leading Journalism university. Fine voice. See references. Box 869, BROADCASTING.

Newscaster, Ability to double as program director. Available immediately. Seven years experience. Middle west. Box 825, BROADCASTING.

Announcer—employed one year, graduate University of North Carolina. Married, pre-war English instructor, permanent position will be preferred. Box 829, BROADCASTING.

Announcer, young, married, state university graduate, presently employed midwest CBS affiliate doing newscasting. Available immediately. Box 867, BROADCASTING.


Experienced, versatile chief announcer—program director available immediately. Desires position west. Wanna hear my take off on this number? Jerry DeHaan, 2846 Collins, Los Angeles 26, California. Box 123.


Chief announcer, veteran. Graduate leading radio school. Desires job in large, progressive station. Will travel. Box 815, BROADCASTING.

Experienced, versatile chief announcer—program director available immediately. Desires position west. Wanna hear my take off on this number? Jerry DeHaan, 2846 Collins, Los Angeles 26, California. Box 123.

Situations Wanted (Cont’d)

Ambitious newsmen desires position on news minded station. Will graduate from broadcasting school in May. Two years experience on 5 kw station newscasting. Desires position as newscaster. Rated top in country. Norman Schrader, 14 N. Johnson, Iowa City, Iowa.

Experienced young announcer, presently employed, with progressive station. References. Will travel. Box 831, BROADCASTING.

Announcer, 25, one year experience, 5000 watt station, looking for permanent position. Will travel. Box 830, BROADCASTING.

Available—77 years old. Commerce and law education. 7 years announcing and program comment. Will travel. Will offer top references and a 20% reduction in prformance. Box 809, BROADCASTING.


Staff announcer experienced sports play-by-play, prefer east, midwest. Box 835, BROADCASTING.

Announcer—3 years experience college and small stations. Married. Seeks position on progressive station. Very capable of doing anything the station desires. Box 841, BROADCASTING.

Capable, experienced announcer. Four years experience. Will handle disc jockey shows, acting, copy-writing, news. Excellent references. Prefer large. Write for details. Box 842, BROADCASTING.


Announcer desires permanent position. Two years experience. Will trade. Box 811, BROADCASTING.

Thoroughly experienced high caliber announcer. Graduated from leading radio school. Will handle news, spot commercials that sell. Excellent spon- sorship management references. Personal interview and audition if desired. Box 882, BROADCASTING.

Hillbilly disc jockey, knows business, musical background, telling style, 2 years experience. Desires job in large, progressive station. Will play-by-play. Box 812, BROADCASTING.

Whoa! Right here! I’m your man. Absolutely tops in sports, news, commercial, top of the heap. 2 years experience employed with network affiliate. Believes he can top it all. Box 811, BROADCASTING.

Newspaper, University of Wisconsin graduate, 2 years experience, free-lance reporting experience. Box 808, BROADCASTING.

Eight year disc jockey seeking permanent position with station in big city which wants a saleable rating. Box 804, BROADCASTING.

Young announcer, 3 years experience all phases of radio. Verse, copy, producing, recruiting. Desires job in east. Box 812, BROADCASTING.

Experienced, versatile chief announcer—program director available immediately. Desires position west. Wanna hear my take off on this number? Jerry DeHaan, 2846 Collins, Los Angeles 26, California. Box 123.

Experienced, versatile chief announcer—program director available immediately. Desires position west. Wanna hear my take off on this number? Jerry DeHaan, 2846 Collins, Los Angeles 26, California. Box 123.

Experienced, versatile chief announcer—program director available immediately. Desires position west. Wanna hear my take off on this number? Jerry DeHaan, 2846 Collins, Los Angeles 26, California. Box 123.
Situations Wanted

Experienced kilowatt to 300 kilowatt. Excellent prospects for advancement. Presently chief or kilowatt. Seeking station with future. Box 801. BROADCASTING.

Chief Engineer: Now employed in Flor-Ida. Seeking full-time position in radio or television station. Excellent background in all phases of construction. Presently chief engineer. Formerly chief engineer of station with same capacity. Will relocate anywhere. Box 488. BROADCASTING.

Production-Programming, others

Program director — Experience, highly successful record, reputedly pleasing programming on Western station. Handicapped in automobile accident, looking for a real opportunity for pro- gramming. Would be interested in advanced positions. Can program for sales, build listening audience, and contribute to sales by way of valuable ideas and experience in both newspaper and FM work. Will relocate. Box 797. BROADCASTING.

Continuity writer. Single, reliable, television education. Has 31/2 years experience. See 421 synonyms "gorgeous." Go anywhere. Writing and announcing will work. Box 879. BROADCASTING.

"Damn," said the Duchess. "I want that 23 year old college graduate with BS in English. He's great in handling my public relations, and promotion (an- nouncing) as well as combining my ideas and experience in both newspaper and FM work — can't be beat." Box 879, BROADCASTING.

If you're play-by-play or color commentator looking for a radio or television sportscaster, or a play-by-play sportswriter. Inexperienced Notre Dame sports writer. College experience. Best references. Box 744, BROADCASTING.

Parsons, 25, now employed regional station, journalism graduate. Experienced in reporting, writing, editing. Desires radio news job. Hardworking, communicative. Available to work 7 days a week. Box 883, BROADCASTING.

Heath styles may solve your problem with a young, enthusiastic, college-trained, experienced sports editor, copywriter, writer of college-styled styles. Can write about anything. Knowledge of all sports. Box 754, BROADCASTING.

FM transmitter 1500 WCA, 1 kw transmit- ter now available. Good condition. Sparce power transformer. Direct In- quiries to Albert Johnson, KOU, Phoenix, Arizona.

FM transmitter 2500 WCA type BT, in excellent condition. Used only seven months. WFXK, Alexandria, Virginia.

Available for immediate delivery, one each 64-KiloWatt 18-KiloWatt 25-KiloWatt 25-KiloWatt. Brand new gal- lery equipped with all latest and greatest FM equipment. Waterproo- ted, but may not be used for TV or FM. In the price of the studio equipment inquire. Box 871, BROADCASTING. Reasonably priced.

Complete A3 tower lighting equipment including Crouse Hinds cueing systems. Comes with flasher, $275.00. WGCN, Gulfport, Mississippi.

Practically new portable 5G5 type Fairchild. Recording amplifier and equalizer, 555 type recorder with im- proved 549 PL pick up cartried, one high fidelity dynamic Fairchild cutter plus one Kalamazoo twin channel one — for amplifier and one for recorder. 30% off list price. Box 884, BROADCASTING.

For sale: RCA type WX-2A field in- tendency meter, perfect condition $500. New General Radio type 918A bridge $400. Two new RCA type 44BX miles meters $450. Box 886, BROADCASTING.

For Sale: RCA 1C-4C distortion meter. $100 Radio Public address system for both. Box 883, BROADCASTING.

Announcer.

Can I help you?

Widely experienced man seeks position with progressive station. Ability to handle any type announcing, sales, program TV, etc. Knowledge production dis- cretion TV. Work any department, high voice, low voice. Available for full or part time. Mar- ried—college. Ability start top or bottom. Box 886, BROADCASTING.

Production-Programming, others

ATTENTION DENVER AREA

TV director of KYC advertising agency ready to move west by midweek of this month and will work in any size station. Knowing both technical and sales aspects of TV, ABLE to produce good spots. He offers himself to Evans, KNEW, Spokane, Washing- ton.

Wanted: 30-50 kHz radio wavelength. Box 503, BROADCASTING.

Wanted: Experienced announcer and fill-in engineer. Box 421, BROADCASTING.

Miscellaneous

FIRST standard stations for Lockport, N. Y., Levelland, Tex., Alexandria, Minn., and Beatrice, Neb., were anticipated by FCC in proposed decisions handed down last week.

The Commission also proposed to grant the application of KOSA (at 1220 w at Levelland and at 1250 w at Odessa); deny that of Beatrice Broadcasting Co.

In both the Lockport and the Texas decisions, FCC proposed to award the grant to the community with the largest degree of local ownership and of integration of ownership and operation; that its staffing plans are more adequate, and that it "gives greater assurance of carrying out the program proposals and representations which it has made."

The Commission held, however, that the rule banning dupoicy should not stand in the way of granting the application to the other applicant, Alexandria Radio Corp. The question arose of a 12 1/2% interest held by Delbert Robertson, who also owns 33 1/4% of KGDE Fergus Falls, 50 miles away. FCC held that no common ownership is apparent and that there would be no overlap of the nighttime or of the 2 mw/dtm service areas of KGDE and the proposed Alexandria Radio station.

Comr. Robert F. Jones dissented from his colleagues preference for Alexandria Broadcasting and voted for Alexandria Radio.

In the Beatrice case FCC concluded that the grant should go to Blue Valley for several reasons including its lack of connection, "direct or indirect," with local newspapers. Other reasons: That the station "will have a greater degree of integration of ownership, management and control, has been diligent in the prosecution of its application, and has arranged for quality engineering service."

Ownership of the proposed new-station grantees:

Lockport Union-Sun & Journal Inc. — Fred Amigone (WUSA) headed by Egbert D. Conover and controlled by his wife Katharine. Father, brother and sister Marjorie C. Kemble. Petersen Corp. owned WUSA and would manage proposed AM station. Carl Robinson manages station.

Alexandria Broadcasting Co. — Headed and controlled by John W. Robinson of Alexandria, Minnesota, who has 60% Other stockholders: William V. McFarland, real estate man; 12 1/2%; Samuel W. Eingle, chief engineer of KHSB Hillboro, Tex., and Frederick W. Carstens, attorney, 25% each, and the following local business and professional men with 3 1/2% each: Melvin G. Jones, Marion I. Norton, Thomas E. Adams, Marion E. Dole, Joseph B. Goldberg, and Forrest E. Wilke.

ORDINANCE MAKING RULE 24, 1949 2

PROPOSED GRANTS FCC Announces Four For AMs

Regional (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can help you SUCCESSFUL DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to generate and train salesmen, ESSENTIAL!

To qualified producers, after training period (without loss of revenue), can compare earnings with those of ESSENTIAL MANAGERS from $7500 to $10000 commission yearly!

All replies strictly confidential.

Box 905, Broadcasting

is the exclusive representative of BLACKBURN-HAMILTON COMPANY, INC. in the West Coast area. Fulltime profitable independent outlet in ideal one station market.

Southern

Fulltime profitable independent in a major market.

West Coast

Fulltime profitable independent

January 24, 1949 • Page 75
MEMBERS of NABET at both NBC and ABC overwhelmingly voted for a union shop in an NLRA election, an accounting of nationwide balloting showed last week.

ABC engineers and technicians voted 473 for and 6 against the union shop. ABC engineers, technicians, transmission coordinators and communications operators voted 202 to 164 for the union shop.

The union will bargain for a union shop when it begins renewal negotiations with the two networks on contracts expiring May 1.

To make a union shop enforceable under the Taft-Hartley Law, an agreement to arbitrate must be signed by both parties. At present NABET has a modified closed shop, which the T-H law makes illegal. Should the T-H law be repealed, it is known that the union will again seek a closed shop.

Actual question voted on was: "Do you wish to authorize the union which is your present collective bargaining representative, to enter into an agreement with your employer, which requires membership in the union as a condition of your continued employment?"


Voting summary: NBC-593 eligible, 473 yes, 6 no, 83 challenged; ABC-270 eligible, 202 yes, 3 no, 28 challenged, 2 void.

WFIL TV, FM
New Tower, Transmitter

ROGER W. CLIPP, general manager of The Philadelphia Inquirer radio and television stations, announced the new transmitter and antenna facilities, combining the latest broadcasting developments, will soon be constructed by WFIL-TV and WFIL-FM in the Roxborough section of the city, 7% miles from the business district.

The tower and antenna, rising 916 feet above sea level, will enable both the video station and the frequency modulation station to serve a vast suburban area and from that moment on.

The guyed steel tower will carry a five-section, super-turntable TV-FM antenna. By the increased elevation, WFIL-TV power will be increased for both its visual and audible output. Not only will the station's range be increased, but also the intensity of its signal.

ABC, NBC Choose Union Shop

(Continued from page 12)

it, and conducted a two-week search through Rochester for him that led to Ali's first paying job, as his assistant, at $85 a week—a salary that forced him to sacrifice the previous Westinghouse offer.

After nine months assisting Mr. Sidney at the Aldine, he transferred with him to New York to assist on production of shows at the Capitol Theatre, where he remained for the past five years.

In 1930 he left Loew's for Warner Bros. to assist Spyros Skouras in production of shows at the New Marthaune Theatre and Earle Theatre in Philadelphia. After five years with them, he returned to New York with Mr. Skouras who had left the Warner Bros. chain to form with his brother, Skouras Bros.

It was at this point in his career, after three years with the Skouras Bros., that Ali got fed up with the snow and ice in New York, got into his car and headed for Florida.

Following his six months' cable-carrying career at Goldwyn, he joined the newly organized motion picture production company, Grand National Picture Co., as studio manager. His career there ended abruptly after 14 months, when the firm—and Ali disowns any influence on his part—lugged into bankruptcy.

His next job was assistant to Mr. Sidney on the Good News package.

In 1946 he married the former Betty Turell. And homemaking gave him the opportunity to put his engineering experience to good use. For he, with the help of his wife, built every piece of wooden furniture in their Westwood home.

In fact their property boasts an adjoining work shop that contains ladders, saws, sandpaper, and every kind of tool handy for new projects and general repairing. This almost full-time hobby precludes any other hobbies, although he does confess to a weakness for playing the piano, and he does it well.

Organizationally, he is a Mason—to the 32nd degree.
WMFI'S PLAN

Stock Is Offered to Public

PLAN to solicit extensive public	
Tenn., Class B outlet, is reported	
with FCC.

Fanny B. Wilson, permittee, proposes to assign WMFI's construction	
permit to WMFI Broadcasting Co.,
new firm in which Wilson and members of her family will be owners of the major portion of voting stock.

Some voting stock and substantial portion of non-voting preferred stock is being offered for public sale.

Consideration for the assignment is cost of investment by Miss Wilson to date, $10,400, which is paid in stock to her two children of her brother, York L. Wilson. Mr. Wilson, Washington business consultant and holder of other FM interests, is president and treasurer of the new firm but holds no stock.

Miss Wilson, vice president and secretary, is attorney in the claims division of Justice Dept., Washington.

WMFI was granted conditionally by FCC in June 1947 and a construction permit was issued in March 1948 which bore an expiration date of Nov. 24, 1948. Request for modification of permit seeking extension of completion date to June 1, was filed Nov. 2 but no action has been taken by the Commission.

It is reported that the stock will be used "to complete the construction and for equipment of WMFI, to put the station on the air, and for general corporate expenses."

WMFI Broadcasting Co. was incorporated in May 1948, the transfer application said. Firm has authorized 25,000 shares of Class A common stock, $2 par, and 175,000 shares Class B non-voting preferred stock, $2 par. Miss Wilson holds 2,700 shares of the Class A stock (9.77%) and has subscribed to an additional 5,300 shares Class A.

York L. Wilson Jr. and Alexander Long Wilson, jaw student at U. of South Carolina, are director of firm and owners of 40 shares support of WMFI (FM) Memphis, in transfer application filed by the

MABY DRAGA$, partner in firm of Wayne Varun Assoc.,
New York, has purchased interest in WAYNE VARNUM that will continue to service all accounts under name of Marvin Drager, Public Relations, from same office at Madison Ave., where he will retain same staff. Mr. Varun withdrew from firm because of illness.

RALPH M. DARRIN has been elected a commercial vice president of General Electric Co., Schenectady, N. Y. He will handle customer relations in company's New England territory, with headquarters in Boston. Mr. Darrin was formerly manager of Appliance Dept. of General Electric Co., Whatnot Division in Schenectady.

KELLOGG Co., Battle Creek, Mich., has purchased new National Nielsen Radio Index from the A. C. Nielsen Co., Chicago, for minimum two-year period. Service provides firm with non-network ratings, television reports, NRI special research, consumer index on ready-to-eat cereals.

JOEL MURCOTT, freelance radio and screen writer, will join Bruce Eas & Hollywood, effective Feb. 1, as vice president in charge of production. C. O. LANDER, producer of Long-Worth Feature Programs, New York, has been elected to board of directors of Eas organization.

JOHN SUTHERLAND Productions, Los Angeles, movie producers, will make films for television. ROBERT BAYARD SWOPE Jr. has been appointed an officer in firm and New York manager. Mr. Swope had his own video producing firm, and before that was chief TV program director for CBS.

Contact the John E. Pearson Co.
BILLY TERRY, formerly with Fort Industry Co.'s WAGA Atlanta, Ga., has joined Cosmetic Utili- ate, WBGS Miami, as news editor and special events director.

FRANK C. BALMERT JR., WPNY Portland, Ohio, newscaster, has been appointed news editor. Other staff promotions include: JOSEPH HOLBROOK, an- nouncer, as sports editor and an- nouncer ROY VASTINE as farm ed- iter.

DEAN MONTGOMERY, news editor, news editor for KFLO Shreveport, S. D., is the wife of the late Mr. Wall, and Merrieh Anne GUY LeBOW.

WPIX (TV) New York sports com- mentator, has been appointed television sports director of Greater New York for the National Foundation for Infantile Paralysis.

KEN GAFEN, assistant director of radio and television programming, U.S. Dept. of Agriculture, is currently on a three-week tour of southern states. While in Texas he visited a number of radio training schools and took part in TV discussions. He is also visiting radio farm directors along route. Mr. Gafen expects to return to Washington Feb. 2.

TED JACKSON, formerly with net- work and local newsrooms, has joined Tolkens Network, New York City, as a regional, as news editor and m.c. Mr. Jackson will conduct five daily news- casts for network, and emcee its Zeba Demotes Show.

JOHN CRANE, writer on govern- ment and civil service affairs, has begun a series of government news broadcasts on WOL Washington, each evening at 6:20.

KENNY WASHINGTON, former pro- fessional football star with Los Ange- les Rams and UCLA, has joined KMFC Hollywood as sports com- mentator.

PETER PATRICK, sportscaster, has been appointed sports director of WJR Detroit. He was formerly with WGBR Cleveland, WJR's sister sta- tion. Mr. Patrick handled U. of Michi- gan football broadcasts for WJR last fall.

RICHARD CHATTIND, WMAQ, Ga., news director, is the father of a boy, Ben Francis.

BRITISH UNITED PRESS has an- nounced opening of three news bureaus at Edmonton, Calgary and Regina, all Canada. Selected to head Edmonton bureau was GEORGE DOBIE, former- ly associated with news bureau's Winnipage staff. RICHARD WELSH, who has been in Vancouver and Winnipage bureaus, will manage Cal- gary office, while KENNETH LAM, whose background includes service on the Montreal, Winnipage and Van- couver staffs, will head Regina op- eration. Addition of the three new bureaus brings BUP's Canadian offices to a total of ten.

QUINCY HOWE, CBS news staffer since 1945, has been appointed to cover network's Washington and radio broadcasts for CBS-TV. Mr. Howe will have his own analysis video pro- gram on Sundays, 7:30-7:45 p.m., effective Jan. 22. He will serve, too, as moderator on People's Platform, CBS Radio's educational program and opinion telecasts. Prior to his association with CBS, Mr. Howe was a regular commentator for WQXR New York.

25 Years for Monti

TWENTY-FIVE years in prison and a $10,000 fine is the penalty Martinez M. Monti, 27, former Air Force lieutenant, must pay for de- serting to the Germans and mak- ing Nazi propaganda broadcasts during the war. Judge Robert A. inch pronounced sentence in Fed- eral Court, Brooklyn, last Monday after Mr. Monti had confessed to 21 acts of treason. An 11-page true bill charged that he had de- serted his base in India Oct. 13, 1944, and later in Germany, under the alias of Martin Wittkamp, had prepared and recorded commenta- ries and speeches for broadcasts in the European theatre.

AP ELECTS 42

Total Radio Membership 977

FORTY-TWO additional stations were elected to Associated Press, bringing the total radio membership to 977, at the recent winter meeting of the AP board at Corpus Christi, Tex., it was announced by Oliver Gramling, AP assistant gen- eral manager. Among those elected are the six McClatchy stations on the Pacific Coast, KSTP & KMPK Minneapolis-St. Paul, WDEC Birmingham- and KUSN San Diego.

The list:

Ala...WBRP Birmingham; Alaska- KCHB Sechelt; Calif.-KJRN Bakers- field, KMK Fresno, KBBI Modesto, KOA Redding, KROQ Long Beach, KUSN San Diego, KTVY-TV Los Angeles; Colo.-KLMI Lamant. Ind.-WNN Wabash; Iowa- KCOD Centerville, KAYL Storm Lake; Iowa.-KGPG Cedarville, KNEX Mc- Pherson, Lt.-KPLC Lake Charles, KRMX Sheephurst, Md.-WMCH Baltimore; Mass.-WEDT Boston; Mich.-WDF Detroit, WIMD Oak Park; Miss.-WWJ Jackson, Mo.-KBRU Columbia. Okla.-KSOM Stillwater, Minn.-KSTP Min- nneapolis-St. Paul; N.Y.-KWTY Alli- ance; Nev.-KON Reno N. H.-WNME Lasalle; N. M.-KENE Roswell; N. C.- WUMT Charlotte, WHNC Henderson, WHC Hickory, WPAC Mount Airy, Ohio-WONE Dayton; Ore.-KWBO Gu- quille; Pa.-WQBN Scranton; S. C.- WCGD Chester; Tex.-KMPH De- rant, KEYE Perryton, KTAN Sherman; W. Va.-WVAZ Huntington.

EATON Elected

Head of Conn. AP Group

TOM EATON, news director of WTIC Hartford, Conn., was elected president of the Connecticut Assn. of Associated Press Broadcasters at its organizational meeting Jan. 12 in Hartford.

Michael Goode, WNHC New Haven, was elected vice president and Paul V. Cochrane, AP's Con- necticut chief of bureau, secretary.

Others attending the meeting, held at the Hartford Club, in- cluded: Glover Delaney and Seno B. Gammel, WHTX Hartford; Robert Maguire, WICC Bridge- port; Paul Morency, WTIC; Max Ryder and Walter Howard, WBRY Waterbury; Bernie Moore and Eli- liot P. Miller, WKNB New Britain; John Deme and Jack Perr- ington, WNOC Norwich, and Thomas Cunningham, AP, Boston.

Regrets at inability to attend were forwarded by William Elliott, WLEN Bridgeport, and Sol Chain, WNB New Haven.

ABC NEWS STAFF

Realists Two Executive Posts

STREAMLINING operations of ABC's network news operations, Thomas Valotta, vice president in charge of news and special events, last week announced two executive realignments.

John T. McGowan, national news editor since June 1945, has been appointed ABC's director of news, and Paul Scheffels, manager for three years of the New York news room, has been named assistant to the vice president in charge of news and special events. Mr. Scheffels will continue his news manager's position in addition to his new activities as assistant to Mr. Valotta.

Previous to his ABC association, Mr. Madigan was with NBC, the Baltimore News Post and the Washington Daily News.

Mr. Scheffels, prior to joining ABC, was with United Press in New York for nine years.
TRANSIT FM

TRANSITCASTING this year will offer a better-than-ever BUY IN OHIO'S THIRD MARKET NOW UNDER CONSTRUCTION 5,000 w AM 50,000 w FM WFMJ BASIC ABC FOR YOUNGSTOWN ASK HEALY REED BROADCASTING • Telecasting

Cross Country, TV Service Mulled

Mr. Crisler revealed.

No definite plans have been advanced for transit TV, but such a project has been discussed, Mr. Crisler said. He explained that technical problems on reception would preclude any immediate steps in television.

Mr. Crisler indicated, were for reception of signals from the station at the departure point for about 50 miles and then another crystal would be used for reception of signals from the station at the destination.

Another device in which Transit Radio currently has an interest is a "riderrater", being developed by the Doody surveying firm in St. Louis, Mo., to provide an actual count of riders on radio-equipped busses.

LIFT TV BAN

In Wilmington Projects

A BAN on video sets in three housing developments under the Wilmington (Del.) Housing Authority was lifted last week. Matthew F. Judge, chairman of the six-man board, said residents would now be allowed to have television sets provided the aerials were "on the ground and not in contact in any way with their dwellings."

Last December the WHA ordered two tenants evicted because they had television sets. Although some members of the authority reported they were opposed to the ban, the agency had instituted the action for three reasons: (1) Occupants of low-rent housing units presumed would not afford expensive video sets; (2) television aerials could damage dwellings, and (3) the aerials might fall off the roofs and injure passersby.

KFBK TO 50 kw

Using Special Transmitter

KFBK Sacramento, Calif., boosted its power early this month from 10 kw to 50 kw. The frequency remained the same—1580 kc. KFBK is owned by McClatchy Broadcasting Co. and is affiliated in ownership with The Sacramento Bee.

The new transmitter employs a basic circuit similar to the one Henry Chirex of France, the inventor, is building system of modulation. Negative feedback, a distortion reducing circuit, thinned filament high power tubes and other American developments also have been incorporated. Two 660-foot Franklin towers are being used.

Fm to its just broadcast

«looking the others,»

tract the portation incorporated.

high producing circuit, basic type KFBK Sacramento, Broadcasting Telecasting

Ultimately all plans Mr. power Co.

The the Washington, Md.,

in Washington, Maryland and Annapolis Motor Lines.

Although transit FM is, itself, just a growing child, Transit Radio officials have already considered the potentials of transit TV,

FIRST WHERE THERE'S MOST!

WJDX NBC AFFILIATE IN JACKSON, MISSISSIPPI

The sky's the limit in Jackson, Mississippi! The value of building permits issued by the city during 1948 showed an increase of $5 million over 1947, with over 1946, an increase of $5 million over 1947.

The city is a healthy, growing market.

5000 - DAY 1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally by the

George P. Hollingbery Co.

January 24, 1949 • Page 79
WPTV Albany, N.Y., is distributing a series of promotion pieces to advertising agencies and potential clients in conjunction with its weekly "Patron of the Week" ads in Broadcasting. Through the circulars and the "Patron of the Week" in its ad WPTV is telling the story of its facilities, and in return is receiving more attention and promotion. Pieces tell story in pictures, only copying reprints of ads and notices of personnel changes in newspapers and magazines.

Learning Ad Lib

STUDENTS at Northwestern University, U. are leading ad lib techniques in an advanced announcing class, and at the same time providing WEAW (FM) Evanston, III., with an "off the record" program. Students make tape-recorded interviews with persons working at such Chicago sites as the Palmer House, Municipal Airport and Carnegie-Illinois Steel Corp., and these recordings are used by WEAW for its "Tour by Tape" series. The first show featured interviews with pedestrians crossing the Michigan Ave. Bridge.

Tee Up—and Drive

TO PUBLICIZE its new position on the dial (from 1250 to 1920 kc), Kent, Wash., station WSPD, has distributed a packet of golf tees to sponsors and in conjunction with the United States and Canada.

KIRO’s Emissary

THE LUCIA BRIDES, two girls representing Seattle, Wash., and Stockholm, Sweden, helped cement Scandinavian relations during the last month. Girls were selected by their respective communities to participate in the "Bride of Light" festival. When Seattle’s Lucia Bride and emissary to Sweden, Assa Gunvaldson, was selected, KIRO radio made plans for radio coverage. Station executives arranged with Radiolana (official Swedish radio) for transcription of Miss Gunvaldson’s activities during the festival in Stockholm, plans for transmission from Sweden’s Lucia Bride, Marianne Hilselius, were completed, and Miss Gunvaldson’s visit, and participated in a Swedish program on WSPD. Transcribed radio program was sent to Stockholm so that listeners there could share Miss Hilselius’ activities in the U. S.

Brand Names

BRAND NAMES Foundation, New York, has released a brochure devoted to awards given in the field of advertising "branded line" products. Attention is placed on the effectiveness of advertising of this character on radio and in newspapers and magazines. Many of the department stores and specialty shops which are mentioned in the booklet are extensive users of radio time. The Foundation has presented "Certificate of Merit" awards to these stores for their advertising service and merit.

Coverage Index

FOLDER based on new Hooper Listening Area Index, showing audience direction in 65 South Texas counties, has been issued by WOA! San Antonio. Maps, bar charts and percentage tables show listening preferences for morning, afternoon and evening programs in the area. In addition, two-color, four-page folder carries complete list of all stations audible in 65 county area.

Banananas, Bananas and More Bananas

WHEN KLZ Denver, Col., heard that the General Fruit Co. had an excess shipment of several hundred pounds of bananas, it sent Jim Bennett to investigate and see if there was any solution. Obviously there was a solution. So, Mr. Bennett loaded a KLZ truck with bananas and took them to the children at Saint Clara’s orphanage, Denver. Volunteers, children and Mr. Bennett all enjoyed the venture.

Personnel

BILL YONAN has joined ABC’s Central Division as a new sales promotion manager. Mr. Yonan replaces Dean Linger, who has joined WXYZ (ABC) Detroit as manager of promotion and publicity department.

SHERILLY TAYLOR, publicity director of KSL Salt Lake City, is the father of a boy, Mark.

RICHARD H. GOURLER, formerly with WCLE Clearwater, Fla., has joined WSPD and WSPD-TV Toledo, Ohio. He will handle promotion and publicity department.

LEONARD G. ANDERSON, formerly audience and sales promotion director of Arrowhead Network in Wisconsin and Minnesota, has joined WBKB La Crosse, Wis., as promotion director.

PHIL BALDWIN has been named promotion director for CKNN New Westminster, B. C.

WJLD, WINN

Appeal Grants to Competitors

APPEALS from FCC decisions have been argued before the U. S. Court of Appeals for District of Columbia by WJLD Bessemer, Ala., and WINN Birmingham, Ala. Step two in a week’s rehirmings of Commission rulings which awarded facilities they sought to competitors.

WJLD appealed from FCC’s grant of 850 kc to WTBN Birmingham, facility which it also sought [Broadcasting, Oct. 11, 1948, Dec. 15, 1947]. WJLD asked the Commission to revoke the assignment granted to WTBN at 850 kc, 5 kw day power on 850 kc. WTBN was granted that assignment, moving from 250 w on 850 kw to 1490 kc.

WINN protested the Commission’s grant of new station on 1080 kc, 1 kw night, 5 kw daytime, to Mid-America Broadcasting Co. at Louisville as WKLO. WINN had asked for switch to that assignment from 250 w on 1240 kc [Broadcasting, Nov. 17, Oct. 27, 1947].

The arguments were heard before Judges Bennet Champ Clark, E. Barrett Prettyman and James M. F. Proctor on Jan. 12-13. Franklyn K. Lane appeared as counsel for the petitioner and as counsel for. Justice for WINN.

Richard A. Solomon, chief of FCC’s Litigation Branch, argued for the Commission on the WJLD case while Max Goldman, FCC assistant general counsel in charge of Litigation and Administration Division, handled the WINN case. Counsel for intervenors, WTBN and WKLO, respectively were John P. Southmayd and Andrew G. Haley.

WJLD contended FCC acted on an invalid application when it approved the WTBN request because the WTBN application had been sworn to before engineering portions were completed.

WINN’s attorney argued FCC gave improper consideration to a previous grant to Mid-America in 1941 which had been given up and that FCC had improperly compared the program proposals of the two applicants.

WNNJ-FM

WWDX-FM Is Off the Air

WWDX-FM Paterson, N. J., went off the air permanently Sunday, Jan. 9, to permit construction of a new and more powerful FM station, WNNJ-FM Paterson, Dow H. Krukker Jr., president of both stations announced.

According to Mr. Krukker, who is also president of WPAT Paterson, the new FM will be completed and will commence broadcasting later this month on 103.5 mc.

WWDX-FM was in operation for little more than a year, and operated on 107.7 mc. It is the last of the old group of FM stations. The new station program features will be incorporated into the schedule of WNNJ-FM.

CHURCH FIRE

TV, AM Cover in Phila.

WHEN fire broke out in the 250-year-old First Baptist Church in Philadelphia’s radio district, it received wide coverage from local stations. Telecasts were made by WPTZ and WCAU-TV and WKLO gave radio coverage for its listeners. The WPTZ coverage also was carried by NBC to viewers in New York, Boston, Baltimore and Washington.

WPTZ, which broke in on its time, news, weather and music test pattern. Cameras were hastily located on the roof of the WCAU building and at a window in Studio D. A third camera, located on a chestnut tree, covered fire apparatus, hose installations, crowd scenes and feeder lines.

A. W. Danenbaum Jr., WPTZ commercial manager, went into immediate action when he heard about the fire, although there were no emergency telecasts or engineers on hand. Ray Bowen, chief engineer, became operator of a rarely-used orthicon camera. This camera was mounted between the fire engines, on a parking lot less than 50 feet from the burning building.

In addition to its aerial coverage. KYW announced on a video set in its street level window to present the WPTZ telecasts to throngs of onlookers who were kept from the fire by police. KYW also offered Dr. Ivan Rose, editor of the church, the use of its main studio, seating 200, for Sunday services.

WLSI PIKEVILLE

Kentucky Station Starts

WLSI Pikeville, Ky., was slated to take the air last Thursday, with a few opening ceremonies set for yesterday (Sunday). The station, a 1 kw daytimer on 900 kc, is owned by The Cumberland Publishing Co., W. J. Martin, president. The station publishes the weekly Pike County News.

Included in program plans are commercial programs, daily devotional services and Sunday services on a rotating basis from Pikeville’s churches, news broadcasted on the hour plus 15-minute broadcasts of UP news at 8 a.m., 12 noon and 6 p.m., national and local sports summaries, and musical programs.

WLSI staff includes: Mike Layman, manager; Al Hendershot, who will direct hillbilly and rural programs; Sidney Fraley, chief engineer; Guy Ferrell, engineer; Helen Layman, women’s director and librarian; Nancy Tucker, bookkeeper; Don Moyer, announcer, and another announcer to be added shortly.

2-BAR network in Montana held a presentation broadcast and dinner in honor of Mrs. Esther Hame, winner of last year’s Miss in Colgate Palmolive-Peet’s Treasure Chest contest.

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**FCC Actions**

(Continued from page 70)

Decisions Cont’d:

**WCED Dubois, Pa.: WQGG Galveston, Tex.:**


**KSEE-FM-Dallas, Tex.:**

- Granted renewal of license for period ending Sept. 1, 1951.

**WHBF-FM Benton Harbor, Mich.:**

- Same.

**KTLW-FM Albany, Ore.:**

- Granted renewal of license for period ending Sept. 1, 1951.

**KSEO-FM Durant, Okla.:**

- Granted renewal of license for period ending Sept. 1, 1951.

**License Extension**

**WICP-FM Sharon, Pa.:**

- Present license extended on ten-day basis to June 1, 1949.

**WTSV Clementon, N.J.:**

- Present license extended on ten-day basis to June 1, 1949.

**Pending renewal of license for period ending June 1, 1951.**

January 18 Applications

**ACCEPTED FOR FILING**

<table>
<thead>
<tr>
<th>Class</th>
<th>Station</th>
<th>City</th>
<th>Licensee</th>
<th>Frequency</th>
<th>Power</th>
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<tr>
<td>AM</td>
<td>WNTY</td>
<td>Augusta, Ga.</td>
<td>John W. Thomas</td>
<td>1350 kc</td>
<td>500 kw</td>
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<tr>
<td>AM</td>
<td>WNTW</td>
<td>Washington, D.C.</td>
<td>Edmund L. Wood</td>
<td>1230 kc</td>
<td>250 kw</td>
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<tr>
<td>AM</td>
<td>WNEP</td>
<td>Scranton, Pa.</td>
<td>Albert R. Loebel</td>
<td>1360 kc</td>
<td>500 kw</td>
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<td>AM</td>
<td>WABD</td>
<td>New York, N.Y.</td>
<td>George H. Johnson</td>
<td>1230 kc</td>
<td>500 kw</td>
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<td>AM</td>
<td>WABC</td>
<td>New York, N.Y.</td>
<td>Joseph R. Copeland</td>
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**January 19 Applications**

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<tr>
<td>AM</td>
<td>AM-1350</td>
<td>Chicago, Ill.</td>
<td>Benjamin Ginzburg</td>
<td>1350 kc</td>
<td>500 kw</td>
</tr>
<tr>
<td>AM</td>
<td>AM-1250</td>
<td>New York, N.Y.</td>
<td>John J. Mahoney</td>
<td>1250 kc</td>
<td>500 kw</td>
</tr>
</tbody>
</table>

**License Renewal**

**WLOF Orlando, Fla.:**

- License renewal application to amend 1230 kc to 1250 kw.

**License Transfer**

**KODI Cody, Wyo.:**

- Transfer of control to Robinson Broadcasting Co., Inc. for period beginning March 1, 1951.

**BROADCASTING • Telecasting**

**Box Score**

Summary of Authorizations, Applications, New Station Requests, Renewal

**SUMMARY TO JANUARY 20**

<table>
<thead>
<tr>
<th>Class</th>
<th>Station</th>
<th>City</th>
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**January 20 Applications**

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<tr>
<th>Class</th>
<th>Station</th>
<th>City</th>
<th>Licensee</th>
<th>Frequency</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>AM-1350</td>
<td>Chicago, Ill.</td>
<td>Benjamin Ginzburg</td>
<td>1350 kc</td>
<td>500 kw</td>
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<tr>
<td>AM</td>
<td>AM-1250</td>
<td>New York, N.Y.</td>
<td>John J. Mahoney</td>
<td>1250 kc</td>
<td>500 kw</td>
</tr>
</tbody>
</table>

**License Renewal**

**WLOF Orlando, Fla.:**

- License renewal application to amend 1230 kc to 1250 kw.

**License Transfer**

**KODI Cody, Wyo.:**

- Transfer of control to Robinson Broadcasting Co., Inc. for period beginning March 1, 1951.

**CFAC TV MEET**

**Video's Potential Viewed**

EXECUTIVES of three Chicago TV stations discussed television's potential at a video session Wednesday evening which was part of an evening instruction series sponsored by the National Association of Television Advertising Club. Norman Lindquist, television director at Malcolm Howard Agency, conducted the meeting.

Jonny Graf, program director at WKBS and former television and motion picture director for Donahue Productions, presented the first program, "The Work of Programming." He pointed out that a good video feature must "project to the audience, and must have real personalities."

The future of TV and advertising agencies is tied closely together, said George Garvey, sales manager of WGN-TV. He urged station men to get advertising people to "get teeny tiny one can only get the feeling and scope of video first hand."

Jerry Vernon, coordinator of sales at WGNS-AM, noted that with advertising agencies and agencies are delaying entrance into TV. "Perhaps it came too fast, or that some are reluctant to gamble on a new medium."

Based on that factors normally used to evaluate the possible success of a television program seldom "tell the whole story."

Mr. Lindquist, who organized the class and panel at the request of the CFAC, explained the types of video commercials, ranging from inexpensive film cards to more elaborate sound movies.

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KNBC-FM San Francisco-Same.

KWMR Marion, Ind.-Mod. CP. New FM station to change ERP from 4 kw to 33.2 kw, and antenna height above terrain from 290 ft. to 540 ft.

License for CP

WAXR Harrisburg, Pa.—License to continue for period beginning March 1, 1951.

KAGF-Pasadena, Calif.—License to continue for period beginning March 1, 1951.

WBT-CM Stamford, Conn.—Same.

License Renewal

WHFI-AM Miami, Fla.—License renewal application to operate 1230 kc at 250 kw.

FM-99.9 Mhz.

WFMD-FM Frederick, Md.—CP to change from Channel 268 (101.3 mhz) to Channel 269 (101.9 mhz).

TENDERED FOR FILING

Assignment of License

WNYC New York, N.Y.—Assignment of license for period beginning March 1, 1951, to Harry H. and Alice J. Herrmann for period beginning March 1, 1951.

SAA Extension

WNYC New York, N.Y.—Extension of SAA to operate additional time between 6 a.m. and 6 p.m. for period beginning March 1, 1951, and between sunset at Minneapolis and 6 a.m. for period beginning March 1, 1951.

Transfer of Control

KVAM Amarillo, Tex.—Transfer of control from Joe C. Stiles, Jr., and W. M. Preston and Alice Howestine to R. G. Brown.

KMA-F McKinley, Tex.—Acquisition of license for period beginning March 1, 1951, by George W. Smith, Jr.

Transfer of Control of License of The Good Neighbor Broadcasting System—Transfer of control of license from WALTER R. LUCIE to Manuel Leal through sale of 100% interest.

TKRN-AM Wichita Falls, Tex.—Request to appoint of person to receive funds for trust for M. B. Hanks, deceased.
At Deadline...

STRESS VALUE, NOT PRICE IN COPY, KOBAK URGES

VALUE rather than price should be emphasized in copy, MBS President Edgar Kobak told Grand Rapids Advertising Club at dinner Friday. Speaking at conclusion of club's first annual forum, he stressed that truth and good taste in advertising are more important than ever.

Advertising in 1949 must "calm the fears and uncertainty which people seem to have" about American way of life, Mr. Kobak said, continuing that "the advertiser who in the next year or two tells the truth with truth in advertising is taking a big chance." He explained that "the advertiser who neglects the highest professional standards, particularly in good taste, and is less than 100% honest, is flouting with failure."

Mr. Kobak recommended three campaigns for advertisers in 1949: To reassure consumer about America's economic outlook and way of life; to stress unity of its people despite factional battling, and to show "fears" and "sacrificing" of people's living standards tend to retard economic stability.

ADVERTISING CAN SAVE BUSINESS, SAYS MORTIMER

ADVERTISING has undergone "sudden, bewildering change" in recent years, Charles G. Mortimer, Jr., vice president of General Foods Corp., declared in address delivered before Chicago Federated Advertising Club. "Our beloved younger is no longer a gangling kid, but a man. He has acquired responsibility. He can't turn back," said Mr. Mortimer, who is chairman of Advertising Council.

Forecasting rough time for business in 1949, he asserted that "if business is ever to start swimming for the life raft—now is the time to dive in." He expressed hope that advertising industry may save day because "since Pearl Harbor it has been found capable of performing miracles. Advertising's power in the realm of ideas has been revealed for all to see."

RETAINS RADIO PROPERTIES

ALTHOUGH Mrs. Dorothy S. Thackrey has relinquished editorship and co-authorship of "New York Post Home News," she is continuing her activities in connection with her radio properties, WLIR New York, KXLAC Los Angeles, and KVA San Francisco, her husband, Ted O. Thackrey told Broadcasting Friday. Mrs. Thackrey is sole owner of stations. Mr. Thackrey is now Post's editor and publisher.

LOST COUGH

WMCA New York's "Men With a Cough" lost its cough Friday night after American Federation of Radio Artists ruled cough is dramatic art and calls for actor at $6 to $12.50 scale. To point up treatment of tuberculosis subject on "Inside New York" series, station planned to have announcer inhale, exhale, then cough. This would be followed by announcement of tuberculosis program. But union held announcer could only read what was written before it. That cough couldn't be written, and that actor would have to do job. Station eliminated cough, spokesman said, harrumphing.

DISTRICT 6 NAMES CARMAN TO ABC COMMITTEE

FRANK C. CARMAN, president of KUTA Salt Lake City, reelected to represent District 6 on ABC's Station Planning & Advisory Committee. Mr. Carman, manager of KBFC Cheyenne, elected alternate from Mountain District.

ABC executives headed by President Mark Whittington and Executive Vice President Robert E. Kintner will convene Jan. 27 in Chicago at Ambassador East hotel with 150 representatives from ABC stations in Districts 2, 3, and 5 of Central, Middle and Southwestern states. It will be third in series of meetings held by network with affiliates.

Also ABC executives to attend Chicago meeting: Joseph A. McDonough, vice president and general attorney; Ivo Kenway, vice president in charge of advertising, promotion and research; Ernest Lee Jahnecke, vice president in charge of stations; Otto Brandt, national director of station relations; James Connolly and William Davidson, station relations.

NAB CONVENTION BANQUET

ANNUAL industry banquet will be held Tuesday, April 12, closing day of two-day NAB Management Conference to be held April 11-12 at Stevens Hotel, Chicago. Registration scheduled Sunday, April 10. Details of convention to be arranged Feb. 3 by Convention Sites & Policy Committee, headed by Howard Lane, WJJJD Chicago. Message to be held at NAB Hqdrs., Washington. (Editor's Note—NAB inadvertently announced convention date as April 9-11 in Jan. 24 NAB Reports, due to typographical error.)

UNIFORM TV FILM CONTRACT

MELVIN L. GOLD, National Television Film Council president, will present uniform TV film contract for consideration by Television Film Conference being held today (Jan. 24) at Bilmore Hotel, New York. If conference approves it, NTFC will send copies to all TV stations and film companies for ratification and adoption. One-day conference also will include station directors panel on film and a film business panel. One of luncheon speakers will be R. J. Rifkin of Ziv Television.

9 NEW BMB SUBSCRIBERS


FITZGIBBONS HEADS WXLW

L. O. FITZGIBBONS, former commercial manager of WOC Davenport, la., named general manager of WXLW and WXLW-FM Indianapolis. Edward Lockwood becomes chief engineer. Mr. Fitzgibbons formerly was at WLW. Stations to occupy new studios Feb. 1 in Indianapolis Athletic Club.

ANA FORMS GROUP FOR BMB RE-EVALUATION

TO STRENGTHEN advertiser assistance in projected re-evaluation of Broadcast Measurement Systems, ANA Board Chairman W. W. Connelly of S. C. Johnson & Sons proposed formation of Radio Committee at meeting in Chicago. Action stemmed from BMB request that its three sponsoring organizations examine their research requirements and assist ANA in determining which could be best met by tripartite operations.

Imperative need for "reliable and uniform measurements both for television and AM" voiced by ANA Board Chairman W. W. Connelly of S. C. Johnson & Sons. Situation in radio today requires attention of such a new committee, he indicated, which is different from present Radio Council of National Advertisers dealing primarily with talent and labor relations.

MEXICO CONFERENCE MAY LAST INTO MARCH

PROSPECT for completion of Mexico City International High-Frequency Broadcasting Conference by Feb. 1 goal considered slim, according to State Dept. and industry authorities. Their estimates range from mid-February to mid-March.

In effort to speed completion, conference has deferred consideration of all periphery subjects to Feb. 1, inasmuch as plan for frequency allocations among nations, which was presented last week.

ENTER 'GAG' TRIAL

AMERICAN Civil Liberties Union and Civil Liberties Union of Maryland desire to intervene in "Baltimore Gag" trial to be held Wednes-

day in Baltimore Criminal Court (early story page 28). Two groups object to Baltimore court rules restricting news about crime.

ANA ELECTS BOUCHER

KENNETH BOUCHER, advertising manager of Hawaiian Pineapple Co., San Francisco, elected to Assn. of National Advertisers board of directors.

Closed Circuit

(Continued from page 4)

that tentative formula has been reached where-by major types of maintenance and repair work will belong to IBEW; minor maintenance and operation of equipment to IATSE. Members of either union would be interchanged as their types of work change. Formula follows that worked out by same unions in movie field.

IF SOME Congressional noises are out of radio joint, it can be ascribed to apparent disregard of protocol at Federal Communications Bar Assn. annual dinner Jan. 14. Senate Com-
merce Committee Chairman Edwin C. Johnson (D-Col.), Ranking Minority Member Chas. W. Tobey, N. H., Ranking Democrat Ernest W. McFarland, Ariz., and Republican Clyde M. Reed, Kansas, even similar radio round-the-clock charity shows, aiming appeal at different groups during different segments of day and night.

BROADCASTING • Telecasting
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.
Central New England, sharing the nation's strongest concentration of radio sets, **LISTENS LONG and INTENTLY to WTAG**

B.M.B. Studies, Hooper Continuing Measurement Indexes and Benson & Benson Radio Diary Survey all provide conclusive proof of WTAG's dominant radio audience in Central New England. Massachusetts (the central portion of WTAG's market) with 98.9% leads the nation in radio set ownership— ahead of every state, the national average and that of the Northeast and New England.

Benson & Benson's Diary Survey of Worcester and 54 surrounding cities and towns, condensed here to quarter hours, gives WTAG the largest audience 81% of the total time. On news periods alone, WTAG actually attracts more than half of the entire listening audience, to make a one station audience out of a many station area.

**When You Buy Time In New England,**

**Buy An Audience**

<table>
<thead>
<tr>
<th>ALL OTHERS</th>
<th>19 Quarter Hours</th>
<th>49 Quarter Hours</th>
<th>27 Quarter Hours</th>
<th>95 Quarter Hours</th>
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<tr>
<td><strong>WTAG</strong></td>
<td><strong>143</strong> Quarter Hours</td>
<td><strong>119</strong> Quarter Hours</td>
<td><strong>141</strong> Quarter Hours</td>
<td><strong>403</strong> Quarter Hours</td>
</tr>
<tr>
<td><strong>In the MORNING,</strong> WTAG is first in audience 143 quarter-hours out of 162, or 88% of the total time.</td>
<td><strong>In the AFTERNOON,</strong> WTAG is first in audience 119 quarter-hours out of 168, or 71% of the total time.</td>
<td><strong>In the EVENING,</strong> WTAG is first in audience 141 quarter-hours out of 168, or 84% of the total time.</td>
<td>For the ENTIRE WEEK, WTAG leads in audience 403 quarter-hours out of 498, or 81% of the total time.</td>
<td></td>
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</table>

**WTAG**

**Worcester**

580 KC 5000 Watts

PAUL H. RAYMER CO. National Sales Representatives. Affiliated with the Worcester Telegram — Gazette.