DR. Forest L. Whan and his Wichita University staff interviewed over 9,000 Iowa families (1 out of every 85 in the State!) to secure the data now available in the 1949 Iowa Radio Audience Survey.*

These families represent a mathematical cross-section of Iowa's city, town and farm audience. Thus the Survey is not only able to make revealing comparisons between urban and rural listening habits, but also gives typical characteristics of the Iowa audience as a whole.

In addition to all the standard information for which the Survey is famed, the 1949 Edition contains much new and valuable data about changes that have taken place in Iowa listening habits, since 1941.

Every advertising and marketing man who is interested in Iowa radio should have a copy of this remarkable Survey. Get yours today! Write WHO, or ask Free & Peters.

*The 1949 Iowa Radio Audience Survey is a “must” for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State. As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 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
COMING TO LOUISVILLE

Television in the WHAS Tradition

and therefore selling

THE ONLY RADIO STATION SERVING ALL OF THE RICH KENTUCKIANA MARKET
IN ANOTHER SNOWSTORM of opinions FCC last week finally decided three-year-old Don Lee renewal case, ruling in favor of regular renewals by 4-3 vote (Hyde, Jones, Sterling and Webster against Coy and Hennock). Messrs. Jones and Webster filed separate concurrences, with Miss Hennock entering lengthy dissent and Chairman Coy supplemental dissent. Issue arose over alleged infraction of so-called network regulations dealing with option time.

FIVE will get you ten along Washington's legal front that the FCC gingerly will drop its proposal which would require AM stations with FM affiliates to program both simultaneously. Barrage of opposing briefs evidently has convinced FCC that it would force more station closures, rather than benefit advancement of that service.

CECIL & PRESBREY, New York, embarking on expansion in line with acquisition of new accounts. Sylvania Electric Products Co. latest account reportedly moving to C&P from Cunningham & Walsh, successor agency to Newell-Emmett. Joseph C. Lieb, now account executive with Geyer, Newell & Ganger, will join C&P Jan. 1 as part of latter agency's expansion.

RED FACES—some from anger, some embarrassment—glowed in Washington last week after one of radio's biggest recent mistaken-identity cases. Recipient of rough letter from Southern broadcaster, FCC Chairman Coy wrote sharply to man he thought was broadcaster's attorney, later took it all back when he learned he had wrong lawyer, wrong firm.

BURIED in official minutes of recent world labor conference in Geneva will be story of how musicians' union failed in effort to jam through ban on use of phonograph records for broadcasting. NAB's Richard P. Doherty, of U. S. delegation, credited with sidetracking Petriillo-inspired gag.

WILLIAM WRIGLEY JR. Co., Chicago, (Chewing Gum) plans intensive spot announcement and program campaign on WNAC Boston next month, with results determining possible expansion to full Yankee Network with quadrupled schedule. Test scheduled to run 13 weeks minimum. Agency, Arthur Meyerhoff, Chicago.

EMERSON DRUG CO., Baltimore, will start spot announcement campaign first week of January in 25 markets.

ALTHOUGH Feb. 6-10 meeting of NAB board is now slated as final session of body as presently constituted, move has developed to have one more meeting prior to NAB national convention in April. Seven of 18 directors whose terms expire in April ineligible to run for re-

(Continued on page 90)

Upcoming

Dec. 28: National Television Film Council quarterly forum, Astor Hotel, New York.


(Other Upcomings on page 45)

Bulletins

CHEVROLET last Friday purchased CBS one-timer for Jan. 1, 5-6:45 p.m., titled Mid-Century. Program, purchased through Campbell-Ewald, will feature all CBS correspondents, to be flown from points around globe to New York especially for show, discussing world scene at mid-century and essaying trends. Edward R. Murrow, will chair discussion.

LUX RADIO THEATRE TOPS NATIONAL NIELSEN RATINGS

NATIONAL Nielsen ratings for extra week, Nov. 19-19, list Lux Radio Theatre with 26.2% of homes, down 7% from previous rating but still well above second-place Jack Benny, 22.3%.

Other top programs include:

- My Friend Irma, 20.5%: Arthur Godfrey's Talent Scouts, 20.4%: Charlie McCarthy, 18.3%: Walter Winchell, 17.9%: Amos 'n' Andy, 17.9%: Bob Hope, 17.1%: Mystery Theatre, 16.9%: Red Skelton, 16.7%: Fibber McGee & Molly, 16.4%: Day in Life of Dennis Day, 16.4%: Mr. Chaneleion, 15.9%: Mr. Keen, 15.2%: Judy Canova, 15.1%: You Bet Your Life, 15.1%: Inner Sanctum, 14.9%: Crime Photographer, 14.5%: Truth or Consequences, 14.5%: Dr. Christian, 14.4%.

JACK BENNY RANKS FIRST IN NEW HOOFERING

FIRST place in Dec. 15 Hooper nighttime report goes to Jack Benny with 26.6 rating, close to figure year ago. Runner up is Radio Theatre, rated 22. Other night leaders are: Fibber McGee & Molly, 20.4; Godfrey's Talent Scouts, 19.7; My Friend Irma, 19.3; Bing Crosby, 19.2; Bob Hope, 18.7; Mr. Chaneleion, 17.4; Amos 'n' Andy, 17.3; Charlie McCarthy, 17.3; Big Town, 16.8; Walter Winchell, 16.7; People Are Funny, 16.1; This Is Your FBI, 15.9; Mr. Keen, 15.8.

Daytime leader is Mr. Perkins, 7.7, followed by Romance of Helen Trent, 7.6. Other top daytime are: Arthur Godfrey's Talent Scouts, 7.1; Aunt Jenny, 7.1; Guiding Light, 6.8; Our Gal Sunday, 6.8; Portia Faces Life, 6.8; When a Girl Marries, 6.8; Big Sister, 6.5; Stella Dallas, 6.5; Young Wilder Brown, 6.5.

Business Briefly

PILLSBURY ON COAST. Globe Mills Di-
vision of Pillsbury Mills, Los Angeles, Jan. 1 starts Its Fun to Be Young, on 12 Colum
Pacific Network stations, 52 weeks. Agency Leo Burnett Co., Los Angeles.

PUBLISHER'S SERIES. Doubleday & Co. New York (books) Jan. 6 starts Premier The

SAKS RENEWAL. Saks Fifth Avenue New York department store, renewes partici-
ations in Hopalong Cassidy on WNBT (TV) New York, Sun., 5:30-6 p.m., 39 weeks. Agen-

KRANK TEST. Consolidated Royal Chem-
ical Co., Chicago, for Krank's Shave Cream
sponsoring six-second sound-on-film commercia
ON WNBQ (TV) Chicago for an indefinite peri-
oc. More TV stations expected to be added as initial five-city run is checked.

AGENCY, Ruthrauff & Ryan, Chicago.

RADIO, TV SET OUTPUT REACHES 1949 RECORD

OUTPUT of radio and television sets rose this new 1949-record in November, five-week work month, according to Radio Mfrs. Assn., reach-
total of 1,324,359 units. TV sets came of line at rate of 82,845 sets weekly or total of 414,223 for month.

Highest weekly rate of TV output was 95,811 receivers. RCA represents about 80% of total TV production. Eleven-month TV output reached 2,121,836 sets, with RCA estimating total industry output for 11 months at over 2,400,000 sets.

AM-only production totaled 787,532 units in month, 1949 record and bringing 11-month 1949 AM-only total to 5,700,869.

FM-AM production jumped sharply to 129, 603 sets in November, total of 788,955 for 1 months. In addition 60,008 TV sets were equipped for FM reception, with possibly 350,000 TV-FM sets turned out in 11-month period for estimated total of 1,139,000 FM recei-
vers produced by RCA members.

RCA DEALER DISCS

RCA has cut open-end one-minute transcription featuring Hollywood stars and entertaining RCA Victor products for use by dealers or local stations. Discs also include plugs for screen directors playhouse to be sponsored by RCA on NBC starting Jan. 6.

TEXACO TOPS TV RATINGS

TOP TEN TV network Teleratings reported by C. E Hooper Inc., for November are as follows: Texaco Star Theatre, 65.0; Toast o'the Town, 46.6: Arthur Godfrey's Talent Scouts, 42.8; Stop the Music, 39.1; Arthur Godfrey and His Friends, 39.1; Fireside Theatre 38.1; Studio One, 36.0; Big Story, 35.3: Origi-
nal Amatory Hour, 35.1; Lone Ranger, 34.8

BROADCASTING • Telecasing
1949 has been a busy year for Westinghouse stations... and for the hundreds of advertisers who use them! Our 1949 scrap-book shows a whole panorama of awards won, of sponsors' sales increased, of high ratings scored. Here are just a few of these pleasant souvenirs...

**KEX**, in Portland, Oregon, remembers that 1949 time sales soared ahead of 1948 in all three divisions: local, spot and network! KEX remembers, too, that the Grocery Manufacturers of America chose Kay West as winner of their "Lifeline of America" national radio trophy.

**KYW**, in Philadelphia, recalls a significant increase in number of local sponsors... and remembers a big expansion in its coverage area, thanks to a new antenna system. This, plus more potent programming, won a notable increase in mail response.

**WBZ**, in Boston, remembers winning six awards for programming and promotion, helping to make this station even more influential in its rich market-area. WBZ-TV recalls a three-fold increase in sales... plus program ratings that jumped from 35% to 83% for comparable shows.

**KDKA**, in Pittsburgh, recalls that local time sales continued to rise in 1949... that Janet Ross was the only radio personality on the Fashion Study tour of Europe... that this station played a big part in Pittsburgh's famed improvement program... and that several bright new participation shows were sold out almost from the start.

**WOWO**, in Fort Wayne, remembers winning nine awards for programming and promotion. And WOWO appreciates the continuing listener-interest reflected in Hoopers such as 44.2, 42.4, 36.2... routine ratings for this wide-awake station in this 50-county Midwestern market-area!

... a year when advertisers can expect even bigger things from

**WESTINGHOUSE RADIO STATIONS Inc**  
KDKA • KYW • WBZ • WBZA • WOWO • KEX • WBZ-TV  
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
Whether you sell...

Beneficial books on business, bandaging, barristers, banking or building...

...better buy radio...better buy WGN!

THWING & ALTMAN, INC
ADVERTISING
444 MADISON AVENUE, NEW YORK NY

July 10, 1949

Dear Ed:

Here are the executed copies of our contract with WGN for your files. It is unnecessary for me to say that I am always very enthusiastic about placing the H. E. site & Co., Inc. account on your station because WGN has always been one of the outstanding stations on our schedule.

Not only has WGN proved to be a really successful operation for us but the sales and administrative cooperation we have always received from the station’s staff and your self has always made it a pleasure to do business with you.

I can truthfully say that dollar-for-dollar WGN has always pulled more than its share of orders.

With this contract, I am looking forward to another very successful season on your station.

Warmest personal regards.

Joe Cane

Yes, Radio Sells... and here's proof again that WGN is a result-getter for its advertisers. This is just one among many testimonials to WGN's sales effectiveness. That's why we say—make your next buy your Best Buy with WGN!

WGN reaches more homes each week than any other Chicago station. — 1949 Nielsen Annual Report

A Clear Channel Station... Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eckelberg
235 Montgomery St., San Francisco 4 • 2972 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4
JUST A POUND OF BACON—...but it produced 1194 letters for this WFBM-TV advertiser!

In a recent video show, one of WFBM-TV's sales-wise advertisers took 20 seconds time to offer a pound of bacon to all who sent in the right answer to a simple identify-this-picture question.

1194 pieces of mail promptly flooded us. The Indianapolis and vicinity response was terrific, but over ¼ of the entries came from within a 75-mile circle outside the Hoosier Capital City—from other lush markets like Terre Haute, Columbus, Richmond, Muncie and Logansport!

WFBM-TV claims only the heart of Indiana's enormous buying power (the average family's annual income is nearly $5200) ... but obviously gives a big bonus of extra buyers in many other well-worth-cultivating population centers.

Don't miss your chance to get in the act. See the nearest Katz man for WFBM-TV availabilities!
Graybar has cabinets with these 11 features!

- Easily removable double doors permit installation close to wall.
- Extensively louvered doors and ventilated top allow heat dissipation.
- Polished stainless steel top trim, side trim optional.
- Bright aluminum interior finish for improved illumination.
- Attractive, light, aluminum gray (Western Electric) exterior finish; other finishes furnished to order.
- Handy spare tube socket supports (6 sockets each).
- Side knockouts facilitate inter-wiring of adjacent mounted racks.
- Cable forms each side.
- 110 volt receptacle box.
- Two ground terminations.
- Two large 6” x 6” cable entrances.

Here are excellent-quality, reasonably priced rack cabinets to facilitate the operation and enhance the appearance of your broadcasting and sound system equipment. Designed in accordance with R. M. A. “specs”, they simplify problems of mounting and of servicing the apparatus.

Immediate deliveries of standard types, models, and sizes are now available from Graybar. Optional accessories include rear-panel rack mountings, front-mounted doors, drawer, power and audio terminal mounting. Graybar also can provide cabinets of any special designs you want.

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

Driver offices: Graybar Building, New York 17, N. Y.

Graybar brings you Broadcasting’s best:
- Amplifiers (1, 20) (See key to numbers at right)
- Antenna Equipment (1)
- Cabinets (5)
- Consoles (1)
- Loudspeakers and Accessories (1, 3, 20)
- Microphones, Stands, and Accessories (1, 3, 6, 7, 8, 20)
- Monitors (1, 4)
- Records and Accessories (9, 19, 21)
- Speech Input Equipment (1)
- Test Equipment (4, 10)
- Towers (Vertical Radiators) (1)
- Light Equipment (2, 12)
- Transmission Line and Accessories (13)
- Transmitters, AM and FM (1)
- Turntables, Reproducers, and Accessories (1, 21)
- Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

Manufactured by:
1. Western Electric;
2. General Electric;
3. Whitney Blake;
4. General Radio;
5. Karp Metals;
6. Hugh Lyons;
7. Meletron;
8. Hubbell;
9. Presto;
10. Western;
11. Blow-Knox;
12. Crouse-Hinds;
13. Communication Products;
14. General Cable;
15. National Electric Products;
16. Triangle;
17. Bryant;
18. Machlett;
19. Ampex;
20. Alltec Lansing;
21. Fairchild

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

ATLANTA
E. W. Stone, Cypress 1751
CINCINNATI
W. H. Hanbaker, Main 0600
Cleveland
W. S. Rockwell, Cherry 1360
CHICAGO
E. H. Taylor, Canal 6-4100
DALLAS
C. C. Ross, Central 6454
BOSTON
W. H. Hanbaker, Main 0600
COLUMBUS
P. L. Good, Temple 1-5500
DETROIT
J. F. Lynch, Kenmore 6-4557
F. C. Sweeney, Watkins 4-3000
E. K. Taylor, Canal 6-4100
EVANSTON
W. W. Hearne, Jackson 7-7180
F. C. Sweeney, Watkins 4-3000
FREDERICKSBURG
R. B. Thompson, Angelus 3-7283
GASTONIA
W. G. Craig, Main 4635
GREAT FALLS
M. A. 17, 15, 16, 17
HAMPTON
R. B. Thompson, Angelus 3-7283
HARRISBURG
W. G. Craig, Main 4635
HARTFORD
R. F. Hancock, Main 4635
HARRISON
R. B. Thompson, Angelus 3-7283
HILTON HEAD
R. B. Thompson, Angelus 3-7283
HOBOKEN
W. G. Craig, Main 4635
HOUSSON
R. B. Thompson, Angelus 3-7283
HUNTSVILLE
W. G. Craig, Main 4635
JACKSONVILLE
W. C. Winfree, Jackson 7-7180
JANESVILLE
R. B. Thompson, Angelus 3-7283
JASPER
W. G. Craig, Main 4635
JOLIET
R. B. Thompson, Angelus 3-7283
KANSAS CITY, MO.
R. B. Thompson, Angelus 3-7283
KEENE
R. B. Thompson, Angelus 3-7283
KENTUCKY FREDERICKSBURG
R. B. Thompson, Angelus 3-7283
KNOXVILLE
W. G. Craig, Main 4635
LANSING
R. B. Thompson, Angelus 3-7283
LAWRENCE
R. B. Thompson, Angelus 3-7283
LOTUS
R. B. Thompson, Angelus 3-7283
LUCAS
R. B. Thompson, Angelus 3-7283
LUTHERAN POND
R. B. Thompson, Angelus 3-7283
MACCLAIR
R. B. Thompson, Angelus 3-7283
MADISON
W. G. Craig, Main 4635
MANHATTAN
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
R. B. Thompson, Angelus 3-7283
MIDDLETOWN
R. B. Thompson, Angelus 3-7283
MILWAUKEE
W. G. Craig, Main 4635
MINNEAPOLIS
R. B. Thompson, Angelus 3-7283
MISSOULA
R. B. Thompson, Angelus 3-7283
MONTGOMERY
R. B. Thompson, Angelus 3-7283
MORRilton
R. B. Thompson, Angelus 3-7283
MOUNT VERNON
R. B. Thompson, Angelus 3-7283
NEWARK
R. B. Thompson, Angelus 3-7283
NEW BEDFORD
R. B. Thompson, Angelus 3-7283
NEW ORLEANS
R. B. Thompson, Angelus 3-7283
NEW YORK
R. B. Thompson, Angelus 3-7283
NEWTON FALLS
R. B. Thompson, Angelus 3-7283
نيو ساکرامنتو
R. B. Thompson, Angelus 3-7283
NORFOLK
R. B. Thompson, Angelus 3-7283
PITTSBURGH
E. F. Gassett, Allegheny 1-4100
ROANOKE
R. B. Thompson, Angelus 3-7283
RICHMOND
E. C. Toms, Richmond 7-3401
RIVER FALLS
R. B. Thompson, Angelus 3-7283
ROCHESTER
R. B. Thompson, Angelus 3-7283
ROSEMEADE
R. B. Thompson, Angelus 3-7283
RUTLAND
R. B. Thompson, Angelus 3-7283
SAN ANTONIO
R. B. Thompson, Angelus 3-7283
SAN FRANCISCO
E. G. Morrison, Market 1-5333
SEATTLE
R. B. Thompson, Angelus 3-7283
SIOUX CITY
R. B. Thompson, Angelus 3-7283
SIOUX FALLS
R. B. Thompson, Angelus 3-7283
SPRINGFIELD
R. B. Thompson, Angelus 3-7283
ST. LOUIS
J. P. Lenker, Newstead 4700
TAUNTON
R. B. Thompson, Angelus 3-7283
TUCSON
R. B. Thompson, Angelus 3-7283
WESTFIELD
R. B. Thompson, Angelus 3-7283
WILMINGTON
R. B. Thompson, Angelus 3-7283
WILMINGTON
R. B. Thompson, Angelus 3-7283
WOLCOTT
R. B. Thompson, Angelus 3-7283
WRENTHAM
R. B. Thompson, Angelus 3-7283
WYOMING
R. B. Thompson, Angelus 3-7283

Broadcasting • Telecasting
December 26, 1949 • Page 7
WILLIAM DASHEFF, with Buchanan & Co., New York, 10 years as account executive and vice president, elected to agency's board of directors.

JOSEPH L. BOLAND Jr., account executive for six months at Briggs & Varley, New York, elected director and appointed to newly-created post of vice president and general manager of agency.

FOOTE, CONE & BELDING, New York, establishes office in Houston, Tex., to service Gulf Brewing and Hughes Tool Co. accounts which it takes over Feb. 1, 1950. STEPHEN E. WILHELM, founder and president of firm of Wilhelm Laughlin, Wilson & Assoc., is selling his interest in that agency to join Foote Cone & Belding as manager of Houston office.

JAN TANGDELIUS named vice president of Fulton, Morrissey Agency, Chicago. He worked previously as copy supervisor and radio copy supervisor at Foote Cone & Belding, Chicago, and as creative supervisor on Hudson account at Brooke, Seeth, French & Borrance, Detroit.

JOHN K. CHURCHILL, formerly research director of BBDO, and prior to that research director with CBS, joins media department of Benton & Bowles New York, effective Jan. 1.

EDWIN FUNK, formerly advertising and sales promotion manager of Sheffler Fergus Co., joins McCann-Erickson, New York, as account executive on National Biscuit Co. account group.

ERNST BOYD joins account staff of Fulton, Morrissey Agency, Chicago after teaching advertising in Commerce School at Northwestern U. He formerly worked at Gardner Adv., St. Louis.

NEIL O'BRIEN, for six years an independent movie writer and producer, joins radio-television commercial division of copy department of Kenyon & Eckhardt, New York.

BETTY ANN HUDSON, formerly promotion and publicity head at KMPC Hollywood, joins Charles Ross Adv., same city, as vice president.

HILLIARD MARKS, producer of CBS Jack Benny show, named head of West Coast television production for BBDO. He will supervise Hollywood television shows for the agency and coordinate Hollywood and New York TV activities in addition to continuing as producer on Benny show.

VIC ARMSTRONG, formerly with J. Walter Thompson Co., New York, transfers to agency's San Francisco office where he succeeds HENRY M. JACKSON as service representative on Ford Motor account. Mr. Jackson moves to agency's Detroit office to handle cooperative campaign of Ford Motor Co. and Ford dealers in that area.

ALLAN BROWN, added to copy staff at Beaumont & Hohman, Chicago.

PHIL D. McHugh, who has opened his own agency at 211 S. Beverly Drive, Beverly Hills, Calif., is servicing J. F. O'Connor (Lincoln & Mercury dealer) account. Broadcasting, Dec. 12, mistakenly identified Mr. O'Connor as an account executive for Mr. McHugh.

JULES LABERT, formerly with WNYC New York, as announcer and script writer, and BOB KIRCHBAUM, formerly with WLIB New York, as commercial director, join Casper-Pinsker Agency, New York, as radio directors.

DON BARWAY & Co., closes its San Francisco office. Accounts in that area henceforth will be served by firm's Los Angeles office. JIM CARLSON, San Francisco manager, continues with company as account executive in Los Angeles.

LOISE MARK & Assoc., Milwaukee, opens offices in Madison, Wis., at 114 N. Carroll. Accounts to be serviced by Madison office include Baron Bros., department store.

DON BELDING, chairman of executive committee of Foote, Cone & Belding, Los Angeles, appointed to first professional advisory board of Alpha Delta Sigma, national professional advertising fraternity.


FREITAG Adv. AGENCY, Atlanta, Ga., elected member of Affiliated Advertising Agencies Network.

Page 8 * December 26, 1949
YESSIR, our Red River Valley hayseeds in North Dakota have an Effective Buying Income 38.2% above the national average! That's why they git to live so fancy!

For 27 years, WDAY has given these fabulous farmers hundreds of ideas on how to spend their extra dough. . . . Latest Hoopratings (Dec. '48—Apr. '49) prove WDAY gets more listeners in every period than all other stations combined.

IN FACT, WDAY HAD THE NATION'S HIGHEST SHARE-OF-AUDIENCE HOOPERATINGS—MORNING, AFTERNOON AND NIGHT—FOR THOSE FIVE CONSECUTIVE MONTHS!

AND OUR RURAL COVERAGE THROUGHOUT THE VALLEY IS ONE OF THE SEVEN WONDERS OF RADIO!

Ask your Free & Peters “Colonel” for all the amazing facts, today! You ain’t heard nothing, yet!
Caher, Hampstead & Hanford, Rochester
Cary, R. H. Inc., Des Moines, Iowa
Chernow Co., Inc., New York City
Chesman, Nelson Co., Chattanooga, Tenn.
Clarke, Robert E. & Assoc., Miami, Fla.
Clines Ad Agency
Boise, Idaho
Cole & Werner
Omaha, Neb.
Collins, Cumley, Schwerke, Wild
San Antonio, Texas
Conti Adv.
Ridgewood, N.J.
Cox & Tong Adv.
Philadelphia, Penna.
Thomas F. Connay, Inc., San Antonio, Texas
Craig, John Gilbert Adv. Wilmington, Dela.
Cramer-Krauss Co.
Milwaukee, Wis.
Crichtfield & Co.
Chicago, III.
Croy Adv. Agency
Willow-Barre, Penna.
Crook Advertising Agency
Dallas, Texas
Dayton, Johnson & Hacker Adv.
New York City
Denhard, Pfeiffer & Wells, Inc., New York City
Dennan, William 1. Inc., Detroit, Mich.
Deutsch & Shea, Inc., New York City
Dinerman & Company, Inc., Cincinnati, Ohio
Dixie Advertisers, Inc.
Jackson, Miss.
Doe-Anderson Agency
Louisville, Ky.
Donahue & Co.
New York City
Doner, W. B., Co.
Detroit, Mich.
Doremus & Company
New York City
Durham, Roy S., Inc., New York City
Elliott, Daly & Schnitzer
Oakland, Calif.
Engel Adv. Agency
Chicago, Ill.
Erwin, Wasey & Co.
New York City
Evans, Albert Adv.
Fort, Worth, Texas
Featherstone Adv. Agency
Salt Lake City, Utah
Firestone Adv. Agency
New York City
Fitzgerald Adv. Agency
New York City
Flack Adv. Agency
Syracuse, N. Y.
Flory, George F., Inc.
Chicago
Foose, Cone & Belding
Chicago, Ill.
Foose, Cone & Belding
New York City
Ford, Frank Adv.
Hollywood, Calif.
Foster & Davies, Inc., Cleveland, Ohio
Fowler, Norton, Inc., Wilmingon, Del.
Friedman & Associates
Seattle, Wash.
Fuller & Smith & Ross, Inc., Cleveland, Ohio
Gandy Adv. Agency
Dallas, Texas
Geert Advertising Agency
Cleveland, Ohio
Gilham Adv. Agency
Salt Lake City, Utah
Gold, H. J., Co.
New York City
Goertel, Stephen Associates
New York City
Harry S. Goodman Agency
New York City
Goodman-Firestone Adv.
Minneapolis, Minn.
Goodwin, The Co., Houston, Texas
New York, N. Y.
Gottschall, Morris & Stack, Inc., Miami
Gray & Rogers
Greene, Finley H., Adv. Agency
Buffalo, N. Y.
Greer, Hawkins & Allen, Inc., Houston, Texas
Gray, Stanley S. & Assoc.
Norfolk, Va.
Grubert, Art Advertising
Minneapolis, Minn.
Albert Frank Guenther Law, Inc.
New York City
Hall, Raymond, Adv.
Richmond, Va.
Halpern, Herman
Winston-Salem, N. C.
New York City
Chicago, Ill.
Hammond, Robert Associates
Orlando, Fla.
Harrington, Whitney & Hurst
Los Angeles, Calif.
Harris, R. T. Adv. Agency
Salt Lake City, Utah
Hart-Connway Co.
Robchester, N. Y.
Hartman, George H., Co.
Chicago, Ill.
Hartley-Massengale Co.
Durham, N. C.
Havener Adv. Agency
Albany, New York
Ward Hicks Adv.
Albuquerque
Hildreth, Evans & Merrill
Seattle, Wash.
Hoag & Provandie, Inc., Boston
R. J. Potts, Calkins & Holden
Kansas City, Mo.
Hosier, Arbingston, Thomson & Becht
Pearl, Ill.
Houck & Company of Florida
Miami, Fla.
Howell Adv. Agency
Elmhur, N. Y.
 Hoyt, Charles W. Co.
New York City
Huckins-Smith, Inc.
New York City
Des Moines, Iowa
Edwin Huston Company
Knoxville, Tenn.
Philadelphia
International Media Corp.
Jackson & Jefferson Adv.
Miami, Fla.
Jenkins, Smith & Taylor, Inc.
Pittsburgh, Penna.
Jennings, Duncan Advertising
Phoenix, Ariz.
Akron, Ohio
Jones, Ralph H.
Cincinnati, Ohio
Mort Junger Advertising
New York City
Kol, Ehrlich & Merrick, Inc., Washington, D. C.
Spokane, Wash.
Katz, Joseph Co.
Baltimore, Md.
Washington, S. D. C.
Keegan Advertising Agency
Birmingham, Ala.
St. Georges & Keyes, Inc.
Baltimore, Md.
Kirkland, White & Schell
Atlanta, Ga.
John R. Knebeker Corp.
Chicago, Ill.
Knopf, R. W. & Co.
Columbus, Ohio
Knox, George Adv.
Oklahoma City, Okla.
Kopmeyer, M. R. Co.
Louisville, Ky.
Robert Kottwitz Advertising, Inc.
New Orleans, La.
Kremer, Merrill, Inc.
Memphis, Tenn.
Kull and Feldstein
Baltimore, Md.
New York City
Paul A. Logo Co.
Wichita, Kansas
Lampa, Fox, Prell & Doll, Inc.
South Bend, Ind.
Long, Fisher & Stashower, Inc.
Cleveland, Ohio
Lake-Spiro-Shurman, Inc.
Memphis, Tenn.
Lovin, Barney, Inc.
Fargo, N. D.
Lee, Parks, Greer & Hawkins
Houston, Texas

THERE MUST BE A REASON . . . and there is! For BROADCASTING is the one publication that gives everybody concerned with broadcasting and telecasting the fullest coverage of everything significant, everything newsworthy about broadcasting and telecasting. That makes BROADCASTING the most logical route to these agencies' clients' best clients. And BROADCASTING is not only the most profitable way to create new and renewal business . . . but lowest in cost as well! Be sure your agency is on our honor roll (on your behalf) for 1950.
any trade journal serving the broadcasting (and telecasting) field. Thus, they have affirmed once more the unquestioned leadership that has been BROADCASTING's for 19 consecutive years.
Feature of the Week

A NEW use for the age-old “smoke signal” has been found by WMIE Miami, Fla., as well as giving the station an opportunity to teach Indians a traditional Indian custom.

WMIE started the project when the Florida State Racing Commission made a ruling allowing only two stations direct broadcast rights of horse races at Tropical Park. Other stations were shut out and requested to withhold results 25 minutes. This 25-minute interval and the close-out didn’t appeal to WMIE.

So, Bob Venn, WMIE general manager, called in his news staff and decided to enlist the aid of Florida’s oldest inhabitants, the Seminole Indians. Sam and Water Willie, full-blooded Seminoles, dispatched “smoke signals” from the racing plant’s grounds while Indian George Storm and WMIE Sportscaster Bill Sheetz took a vantage point atop the Everglades Hotel, home of the studio. As Mr. Storm interpreted the signals, Mr. Sheetz gave the results over the air.

The “smoke signal” method of sending in the race results also got the station a publicity break when the Miami News assigned a reporter and photographer to cover the event.

It seems the Seminoles were one tribe who never used a “smoke signal.” Now WMIE is taking credit for teaching Indians an old Indian custom.

Sportscaster Sheetz (1) and Seminole Indian George Storm send “smoke signals” over WMIE.

On All Accounts

HAM OPERATOR, assistant theatre manager, musician, bandleader, radio announcer and producer, Robert Struble had a good run around the entertainment field before settling down to his present post of radio and television director for Jordan Co., Los Angeles.

In that post he believes he’s found his niche. And, if he has his way, his clients will, too.

At present he is supervising for the agency, radio and television spot campaigns for Louis Miller Foods for its 1890 French Dressing. Firm currently is using radio spots on 40 stations across the country, and film spots on approximately 25 television stations throughout the nation. In addition the food firm is conducting a television spot campaign on four Los Angeles stations for a new product, Charcol-it.

Other stations across country will be added later.

Born in 1906, Robert Bowen Struble spent the first six weeks of his life in Springfield, Ill. With Mother and Father Struble on the move after that, Bob cut his teeth in Okalaska, Iowa; brushed off his grammar school education in Casper and Sheridan, Wyo., and began and ended his high school learning in Billings and Red Lodge, Mont., respectively.

It was in his second year of high school at Billings that Bob first became aware of a new invention called wireless when he joined the Radio Club, made up of a group of boys experimenting with voice transmission. At this point Bob became an amateur operator—one of the earliest (amateur license #700). He’s never really left radio since.

About this time, too, he became intrigued by music and joined a Boy Scout band in Billings. He was provided with a cornet and taught how to make it produce music. Shortly after he had the opportunity to put this learning to practical use when, in order to earn money to get him through radio technician’s school, he played at dances throughout the state. He succeeded in earning enough money, later received his commercial operator’s license, and still has never used it.

Following his high school graduation in 1923 the family moved again, this time to Portland, Ore. Here his father took over management of the Hamrick Theatres, and Bob took over assistant manager-

(Continued on page 19)
You can't cover California's Bonanza Beeline without on-the-spot radio

Use the right chain — the chain of BEELINE stations — to cover inland California and western Nevada. Because people in this Beeline market — well removed from the Coast — naturally prefer listening to their own local stations.

With the five-on-the-spot BEELINE stations you blanket this market — a market worth more than the whole State of Kansas.*

Individually, each BEELINE station does a top job for you in its own rich area. Take KMJ Fresno, for example . . . located in the nation's second wealthiest farm county. Hooper shows this about KMJ — for the Sunday through Saturday 6 PM - 10 PM period it rates twice as high as the next closest station.

*Sales Management's 1949 Copyrighted Survey

McClatchy Broadcasting Company

KFBK
Sacramento (ABC) 50,000 watts 1530 kc.

KOH
Reno (NBC) 1000 watts 630 kc.

KERN
Bakersfield (CBS) 1000 watts 1410 kc.

KWG
Stockton (ABC) 250 watts 1230 kc.

KMJ
Fresno (NBC) 5000 watts 580 kc.
WISHING YOU a Record Sales Year in 1950

IF YOU ARE planning any part of your 1950 sales activity in the Indianapolis market...

IF YOU ARE considering even the slightest re-arrangement of your media expenditures...

IF YOU ARE just entering this vastly expanded market for the first time...

we WISH you'd allow us to show you the specific advantages of a WISH program...

how you can be assured of record sales in 1950.

Contact us direct or through your FREE & PETERS Representative

1310 kc INDIANAPOLIS • A-B-C NETWORK

FREE & PETERS, National Representatives
George J. Higgins, General Manager

New Business

NORGE DIVISION of Borg-Warner Corp., Detroit, appoints Duane Jones Co., New York, to handle its advertising for Norge Home Appliances. All major media will be used.

SCHNEFEL Bros. Corp., Newark, N. J., appoints Kastor, Farrell, Cheasley & Clifford, New York, as its advertising agency, for its La Cross manicure implements line and its Nylaxon cosmetics products, effective immediately.

WESTON BISCUIT Co., Passaic, N. J., planning two week spot campaign to start Jan. 16 on several stations in three California markets. Spots totaling 150 will run on KECA KFI KNX KMPC Los Angeles, KNBC KCBS KJBS San Francisco, KFSD San Diego. Agency, Harrington, Whitney & Hurst, Los Angeles.

S.S.S. Co., (blood and appetite tonic), appoints Henry J. Kaufman & Assoc., Washington, to handle its advertising. Radio will be used.


CHEVROLET DEALERS Assn. Inc., through Campbell-Ewald, New York, renews for 13 weeks its sponsorship of Friday night WJZ-TV telecasts of roller derby, effective Dec. 30, 1949. Telecasts are scheduled for 10 p.m. to conclusion.


ARTISTS INSTITUTE, New York, appoints William Warren, Jackson & Delaney to handle its advertising. Radio will be used.

MAGNAVOX Co., Fort Wayne, Ind., maker of TV and radio sets, used televiser first time with Christmas Day half-hour show, A Christmas Carol, on 22 TV stations across nation. Agency: Maxon Inc., New York.

RINSE-AWAY Corp. of America (Northern California manufacturer of electric garbage disposal units) appoints Elliott-Daly & Schnitzer, San Francisco, for test television campaign. Jack Daly is account executive.

DELUXE POTATO CHIPS, Detroit appoints Rex Adv., Detroit, to direct advertising program. Deluxe is using daily TV spot, which will be continued Fred Epps, account executive, announced plans to expand schedule to include radio and other media.

Network Accounts • • •

LIBBY, McNEILL & LIBBY, Chicago, renews effective Dec. 30 its Auction-Airs show, a Masterson, Reddy & Nelson package, for 15 weeks on ABC's Eastern TV network. In addition, effective Jan. 13 three more stations will be added to list of those already carrying program. They are WENR-TV Chicago WTVN Columbus and WXYZ-TV Detroit. J. Walter Thompson Co., New York is the agency.

Adpeople • • •


ROBERT B. BROWN, vice president of Bristol-Myers Co., New York, and WESTLEY L. NUNN, advertising manager of Standard Oil Co. of Indiana, appointed to first professional advisory board of Alpha Delta Sigma, national professional advertising fraternity.

Page 14 • December 26, 1949

BROADCASTING • Telesaas
Over 500 have already subscribed to the

ALL-RADIO PRESENTATION

HOW ABOUT YOU?

The eagerly-awaited ALL-RADIO PRESENTATION film is almost ready for release—ready to sock home its message throughout the length and breadth of America, selling Radio to all types of advertisers everywhere. The official preview will be February 1, with nationwide release on February 15.

So if you haven't subscribed—as 500 already have—note that this is the LAST CALL! Only subscribing broadcasters will be able to present this convincing, fact-filled motion picture, different from anything ever prepared before—a film that actually shows Radio at work selling goods!

The closing date for all subscriptions is February 15. Cost is low in ratio to your station's billings, and you'll have available three different editions on 16 mm. sound film (or 35 mm, if desired):

* a 45-minute edition that puts the full story of Radio before any audience of businessmen, up to the topmost management, right in your own community.
* a 20-minute version for showings at sales meetings, and business organization luncheons such as Chamber of Commerce, Kiwanis, Rotary, etc.
* a 20-minute educational edition for showings at schools, P.T.A. meetings, women's clubs, etc.

Radio has kept silent about itself long enough. Join the chorus. Speak up and help ALL RADIO sing ALL the praises of America's greatest advertising medium. Send in the coupon right away for complete details on how YOU can join the rest of the industry in benefiting from the All-Radio Presentation.

**THE ALL-RADIO PRESENTATION**

tells Radio's unique story to all advertisers on a scale that no one station or network ever could.

shows how Radio helps build and maintain good business in the smallest as well as largest of communities.

demonstrates what a money-saving buy Radio is.

stresses the enormous size of the Radio audience and the intensity of its listening attention.

sells Radio as the most practical way of reaching more customers at less cost.

---

The ALL-Radio Presentation Committee
c/o Broadcast Advertising Bureau
270 Park Avenue, New York 17, N.Y.

Yessir, I do want to be part of the ALL-Radio Presentation. Please send me further details on how I can subscribe at once.

<table>
<thead>
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<th>Name:</th>
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<th>Station:</th>
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<th>Address:</th>
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<th>State:</th>
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Pillsbury Orchids

EDITOR, BROADCASTING:

Congratulations on the Cedric Adams story [BROADCASTING, Dec. 19]. We have heard much favorable comment. Because of his new CBS program there is a lot of interest in Cedric Adams and we believe this article was timely and comprehensive not only in the radio field but far beyond.

Robert J. Keith
Dir. Advertising and
Public Relations
Pillsbury Mills Inc.

EDITOR, BROADCASTING:

Our sincere thanks for your splendid Cedric Adams article. We are proud that he will be sponsored by Pillsbury Mills Inc. starting Jan. 3 on CBS. Your story explains some of the reasons for Cedric's appeal.

Wendell Campbell
General Manager
WCCO Minneapolis-St. Paul

4-H Thanks Radio

EDITOR, BROADCASTING:

The wholehearted cooperation of the radio and television networks commercial and sustaining programs, and the unqualified support of local TV, AM and FM stations in Chicago, and all over the United States, made this year's radio coverage of the National 4-H Congress in Chicago (Nov. 27-Dec. 1 the greatest yet. For the recent radio-TV presented 25 AM network broadcasts featuring 4-H guests, commentary, or special musical, seven TV network and several local TV shows, along with over a hundred local AM programs; seven direct lines and hundreds of transcriptions.

One station, WJR Detroit, sent their mobile unit to Chicago to help RFD's from all stations an Extension workers with the big job of making recordings with the youngsters to send back to homes stations.

Our thanks and appreciation can be multiplied by that of the 1,200 4-H boys and girls whose bright optimistic story was told so we by the radio industry the length and breadth of our land.

Joe Tonkin
Extension Radio Specialist
Chairman, 4-H Congress Radio-TV Committee
U. S. Dept. of Agriculture
Washington

Hitch-hike Medium?

EDITOR, BROADCASTING:

When is radio going to wake up and realize that we have to promote radio and not other media? Listen to the programs and you will hear what I refer to. For example—a recent network mystery show, the hero strolls into an antique shop.

(Continued on page 78)
Exclusive or inclusive, it's **WCAU**

For 13 years WCAU carried University of Pennsylvania football games exclusively — gave Penn rooters and fans a thrilling, edge-of-your-seat play by play of the games.

This year the University opened the games to all Philadelphia stations. Four stations besides WCAU carried game broadcasts. But to the majority of listeners it was still exclusively WCAU. Based on surveys WCAU had more than double the listeners of the second station and almost as many as the other four stations combined.

Penn-Dartmouth game*. Actual ratings translated into percentages, and rounded off to the nearest decimal point, stack up this way: WCAU 47%, Station B 22%, Station C 16%, Station D 15%, Station E 1%.

Penn-Virginia game*. WCAU 47%, Station B 23%, Station C 18%, Station D 12%, Station E 1%.

Inescapable conclusion: to rate in Philadelphia, get on WCAU.

*PULSE - Regular Survey Period

**WCAU**

**CBS AFFILIATE**

The Philadelphia Bulletin Stations

AM
TV
FM
<table>
<thead>
<tr>
<th>AM-FM-TV Station Deletions During 1949</th>
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<tbody>
<tr>
<td><strong>AM</strong> — WFMK Atlanta, CP, July 18</td>
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<tr>
<td>F: WGBA® Columbus, Lic., Sept. 16</td>
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<tr>
<td>M: WASC®</td>
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<tr>
<td>WFMX — WFMX Atlanta, CP, Sept. 2</td>
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<tr>
<td>F: WPMX Allentown, CP, Aug. 7</td>
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<tr>
<td>WRAL-FM Decatur, CP, Sept. 9</td>
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<tr>
<td>F: WGLF-FM December 14, May 6</td>
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<tr>
<td><strong>WDSN</strong> — WDSN Idaho Falls, CP, Mar. 24, E: KFST-FM Preston, CP, Sept. 6</td>
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<tr>
<td>F: KEWE-FM Wesley, CP, Mar. 16, E:</td>
</tr>
<tr>
<td>FM — WREA Anderson, CP, Aug. 22</td>
</tr>
<tr>
<td>F: WIOC Croydon, CP, Mar. 16, E:</td>
</tr>
<tr>
<td>WPTF-FM® Fort Wayne, CP, Sept. 26</td>
</tr>
<tr>
<td>E: WGOS Goshen, CP, Sept. 16; WFBM FM Indianapolis, Jun 30; WBC FM.</td>
</tr>
<tr>
<td><strong>ARIZONA</strong> — KPRC Phoenix, CP, April 22, F: KTSK Tucson, CP, April 22, KOUS Yuma, CP, Dec. 8; T: KYUS Yuma, CP, Feb. 2, F.</td>
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<tr>
<td>FM — KFSC-FM Phoenix, CP, April 29, F: KTSK-FM Tucson, CP, April 29, F.</td>
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<tr>
<td><strong>ARKANSAS</strong> — KMRN® Fort Smith, Lic., Mar. 15, E.</td>
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<tr>
<td>KFHN-FM Fort Smith, CP, Nov. 27</td>
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<td>KFWM-FM Fort Smith Memphis, CP, April 27, F:</td>
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<tr>
<td><strong>CALIFORNIA</strong> — KKOQ Callings, CP, Sept. 12, F: KFRE® Fresno, Lic., Mar. 6, M:</td>
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<tr>
<td>KCSM® Kalamazoo, CP, July 6; KYOS San Diego, Lic., July 14, M:</td>
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<tr>
<td>KSW® San Diego, CP, Feb. 16, F.</td>
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<tr>
<td>FM — KWHO-FM Burbank, CP, Nov. 16, F: KCSB-FM Calverton, CP, April 13, F:</td>
</tr>
<tr>
<td>KEVE Fresno, CP, Aug. 26, F: KCLI-FM® Los Angeles, CP, May 6; KOVM Madera, CP, Aug. 18, E:</td>
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<tr>
<td>KVOO-FM® Oklahoma City, CP, Aug. 22, F: KKEF-FM® (Application case)</td>
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<tr>
<td>E: KCSN® Salinas, CP, Aug. 29, E:</td>
</tr>
<tr>
<td>TV — KARA Riverside, CP, June 22, F: KGMD-TV Stockton, CP, June 16, F.</td>
</tr>
<tr>
<td><strong>COLORADO</strong> — KSKC Englewood, CP, Oct. 14, F: (Set aside pending hearing) KROM Pueblo, CP, April 14, E.</td>
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<tr>
<td><strong>CONNECTICUT</strong> — WHBC® Bridgeport, CP, April 25, F: WITC Bridgeport, CP, Feb. 1, E: WNB® Bridgeport, CP, May 5; WJCT® New Haven, CP, May 21; WLAB® Danbury, CP, Sept. 23, E: WBRM® Waterbury, CP, June 8; E: WWCO® Waterbury, CP, Mar., 14, E.</td>
</tr>
<tr>
<td><strong>DELAWARE</strong> — WJEL® Georgetown, CP, Sept. 14; F: WILM® Wilmington, CP, Dec. 10; WTVX-Wilmington, CP, Dec. 10, E.</td>
</tr>
<tr>
<td><strong>DISTRICT OF COLUMBIA</strong> — WTOX-FM Washington, CP, April 1, M: WWIN®-FM, F.</td>
</tr>
<tr>
<td><strong>FLORIDA</strong> — WLB® Leesburg, Lic., June 23, M: WJE® as WBIE, F.</td>
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<tr>
<td>WM® Daytona Beach, CP, Nov. 10, E: WP®-FM Largo, CP, June 7; WPYE Miami, CP, April 13, E: WSSL®-FM St. Petersburg, CP, Aug. 11; WJNO®-FM® West Palm Beach, CP, Dec. 18, F.</td>
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</table>

**EXPLANATION of symbols:** L — License; CP — construction permit; M — modification; (*) — on the air at time of deletion; (D) — dropped for economic reasons; F — forfeited by FCC for failure to prosecute application or fulfill terms of authorization; M — merger with station indicated through purchase or sale; R — revoked by FCC; L — license denied by FCC; T — dropped for technical reasons such as unable to secure site or meet conditions of permit.
On All Accounts

(Continued from page 18)

hip or one of them. He found his work very pleasant for it developed what the theatre had the "prettiest usher" he had ever seen—Karen Reer, who was later destined to sindle his personal cash.

A year later he left the theatre, took the cornet out again, and ayed with various bands around ortland. In 1928 he moved to pokane where he formed his own band, Bob and the Boys. One of a first engagements was to play at the farewell party given for the Crosby when he formed the first ft to join Paul Whiteman's band. A few months after this Bob joined KFFP Spokane (now KLY), then getting started, to do programming. His next ten years are spent there learning radio from the station. In 1931 he retrieved the title of director of oadcasting.

Leaving there in 1936 he spent year with KSFO San Francisco in supervisory capacity; several months as CBS political commentator for the 82d session of the state legislature at Sacramento, and a and a half as producer and sound effects man for C. P. Mac- Coy, Hollywood. In 1941 he started back East and ned W. E. Long Co., Chicago advertising agency, as assistant radio writer for its bakery management service. During his next four years he handled all radio product and time buying for the 80 independent bakeries serviced by the agency. In 1945 Bob changed the course his daily bread when Interstate breads arranged to have him join the agency, Dan B. Miner Co., s Angeles, as radio director, after two years there he became manager on KMPC Hollywood. Mr. Miner's "Are Wonderful Show for memaker's Club. And in 1948 he joined the Jordan Co. in his present capacity.

In addition to his other accounts, Bob also is planning television spot campaigns for four newly-acquired clients—B-Z-B Honey, Kermin's Food Products, Flasli-Glo Paint, Armstrong's Nurseries, as well as for several other agency accounts.

Bob and his "prettiest cashier" settled their accounts in 1928 when they were married in Spokane. They've added one item to the budget since then—Robert Greer, 18, the Struble home is in Sunland, Calif.

Never losing touch with the society responsible for his musical education, Bob spends most of his spare time with the Boy Scouts. He is Commissioner of Scouting for the Verdugo Hills Council, scoutmaster of a troop in Tujunga, and chairman of the committee of Air Squadron #3. Going on hikes and outings with his boys makes any other form of exercise unnecessary exertion.

On the club side, he puts to use his being an optimist "by nature and association" as a member of the Optimists' Club.

Plan Observations

FCC COMMR. George E. Sterling and Edward M. Webster have been granted permits and licenses by the Commission for mobile transmitters in their automobiles for observation of the new commonplace carrier service. Both units will operate on 158.49 mc in conjunction with the American Radiotelephone Service of Washington. Federal Telephone and Radio Corp. equipment will be used.

In Buffalo you can go places fast with WGR

...and its higher-than-ever 
hooper ratings

EDGAR BERGEN - ARTHUR GODFREY - BOB HAWK - SUSPENSE
LUX RADIO THEATRE - MY FRIEND IRMA - BUDDY CLARK
LOWELL THOMAS - HALLMARK PLAYHOUSE - JACK SMITH - THE F.B.I.
DICK HAYMES - EDWARD R. MURROW - SING IT AGAIN - BELL AL
MR. & MRS. NORTH - THE GOLDEN AGE
JOAN DAVIS - BING CROSBY - BURNS & ALLEN
LUCILLE BALL - ABE BURROWS - AMOS & ANDY
MR. KEEN - CRIME PHOTOGRAPHY - BING CROSBY
JOAN DAVIS - GROUCHO MARX - BING CROSBY
MR. CHAMBLEY - DR. CHRISTIAN - BING CROSBY
EVE AREN - AMOS & ANDY - BING CROSBY
JACK BENNY - HELEN HAYES - BING CROSBY
RED SKELTON - HAPPY SUMMER - BING CROSBY
HORACE HEIDT - MYSTERY THEATER - BING CROSBY
PHILIP MARLOWE - GANG BUSTERS - BING CROSBY
GEOE ATR - DIANA SHORE - BING CROSBY
HIT THE JACKPOT - THE PEOPLE - BING CROSBY

Leo J. "(Fitz)" Fitzpatrick
I. R. "(Ike)" Loonsberry

Rand Building, Buffalo 9, N. Y.
National Representatives: Free & Peters, Inc.
HOW TO GROW KILOWATTS
...with Westinghouse FM

We could have titled this "How to grow greater revenue". For station revenue grows with greater power. And, today, with AM channels extremely limited, the greatest possibility for power expansion lies in FM. That's why we want to tell you about Westinghouse FM Transmitters.

Westinghouse has designed its FM broadcast equipment with the particular thought in mind that a station can start with a small transmitter and, by simply and quickly adding to it, grow to the full power allowed.

Just such a case in point is station WHKY-FM shown above. WHKY started as a 250-watt AM operation. Management was alert to the limitations existing in AM transmission and quickly foresaw the opportunities afforded by FM. They switched to FM operation at first with a 3-kw Westinghouse Transmitter. By adding to this, power output was brought up to 10 kw. Then, early in 1949, the revolutionary Westinghouse Symmetron Amplifier was added to make the rating 50 kilowatts.

The unique design of Westinghouse FM Equipment made these progressive steps possible for station WHKY... and this same unique design, another Westinghouse "first", can help you, too, to grow kilowatts... and revenue... with Westinghouse FM.

Call your Westinghouse office today for complete information on FM transmitters. Or write direct to Westinghouse Electric Corporation, 2519 Wilkens Avenue, Baltimore 3, Md.

J-02183
At KWKH we don’t know how to do handstands, or “fingerstands” either, but we do know how to get and hold the greatest radio audience in our booming four-state area.

Shreveport Hoopers prove that KWKH gets the greatest Share of Audience in our great metropolitan market. March-April, ’49 figures, for instance, showed a 34.3% greater Share of Audience than Station B for Total Rated Periods.

Mail-pull figures, paid attendance at “live” shows and BMB percentages prove that KWKH is tops with the rural audience, too.

By any measurement, KWKH is the best buy in this rich Southern market. May we send you all the proof?
THE business of broadcasting promises to set new records in 1950, judging by preponderant opinion of leading industry figures.

Spokesmen for all industry facets surveyed by BROADCASTING in its annual yearend forecast, were almost unanimous in predicting another all-time high for gross time sales, maintaining the 29-year upward trend.

Stations, agencies, advertisers, networks (which had a bad year), representatives, trade associations, service companies, manufacturers, attorneys and engineers—all look for increased time sales next year.

In addition, substantial majorities in these groups expect overall business and industry to be better at least as good as 1949. All principal segments of the broadcasting-telecasting industry were separately surveyed by BROADCASTING during the last fortnight to obtain their forecasts of 1950 business and summaries of 1949 developments.

Warnings Issued

Here and there among the hundreds of questionnaires filled out by industry spokesmen there are clippings that not all is bright on the 1950 horizon. These warnings included a trend toward higher operating costs; loose rate practices, including cut-through and per inquiry business; hemming-in effect on station patterns caused by Cuban interference; FCC's continued delay in deciding many problems striking at the heart of broadcast operations, and signs of unrest among local business firms bound by eager station salesmen.

If AM stations are worried about television's arrival, they failed to show their concern in the questionnaires. Most of them are not worried—not yet, at least—and the rest figure TV actually has helped AM business by stimulating sales. Many pointed out that much of the TV income is new business and does not hurt aural broadcasting.

In the FM field prospects are not so bright though FM station operators, AM-FM and FM-only alike, are far from pessimistic and many look for increased business. On the other hand many AM-FM operators will face the temptation of dropping their FM transmissions to offset rising operating costs.

Fear of higher costs was conspicuous a year ago when BROADCASTING surveyed the industry to obtain views on 1949 prospects. These fears have been borne out in many cases, as have the optimistic forecasts of record time sales for 1949. Many stations confronted by rising costs have managed to hold the line by improved efficiency in assignment of duties and careful management.

General business was good in 1949, though a year ago there were fears that a depression was imminent. Aside from such factors as coal and steel strikes, general business was good even in some strike-swept areas where pre-Christmas buying rose to equal or exceed past years.

Summed up, the views of industry segments on 1950 prospects followed:

ADVERTISERS—Radio and TV budgets of major national sponsors will continue to climb. About 45% will boost budgets, 53% will hold 1949 levels. Over 80% of TV users will spend more with the rest standing pat; new clients to enter medium. (See this page.)

AGENCIES—Some 40% to spend more in AM and TV, 30% stand pat, 29% noncommittal and 1% planning cutbacks. General feeling of confidence exists. Expanded budgets planned by 90% of TV users. (See page 23.)

STATIONS—Two-thirds expect increased time sales in 1950; 31% expect business to stay at same level; 2% expect sales to drop. Little fear of TV expressed and FM managers reflect confidence. (See page 32.)

NETWORKS—After an off year, networks look for gains in 1950. Time sales in 1949 down 5%, a smaller drop than was anticipated when doldrums struck last summer. (See page 31.)

REGIONALS GROUPS—Increased time sales from 10% to 35% forecast. They expect to hold their own against television. (See page 30.)

TELEVISION—Unanimous in predicting substantial gains. Few expect to come out of the red and break even or show a profit in 1950. Expenses up. (See Teletcasting section.)

REPRESENTATIVES—Increased business averaging around 5% anticipated by 88%. All see spot gains with status quo for FM. Optimistic on business as a whole. (See page 30.)

TRADE ASSOCIATION—Keen competition among business

45% To Boost AM Budgets

RADIO and television expenditures of major national advertisers will continue to climb in 1950. This was indicated last week in a BROADCASTING survey which showed:

Approximately 45% of the respondents said radio users are boosting their radio budgets for the new year, while 53% expect to keep up the pace they set in 1949.

About 82% of the television users are expanding their appropriations for the visual medium, with the remaining 18% planning no substantial changes in current TV appropriations and a number of non-TV advertisers exploring the possibilities of entering the field.

The survey gave no support for fears that fast-growing television would lure advertisers' dollars away from sound radio in large numbers in 1950. A bare 2% of the respondents reported plans for reduced spending on AM—and in each case it was termed a "slight" decrease.

On the other hand, there was no instance of a TV advertiser planning to curtail his TV expenditures.

Many advertisers said they are increasing both radio and television appropriations.

The survey showed almost universal optimism as to general business prospects. Many of the participating companies reported record-setting business in 1949 and said they expected 1950's to compare favorably or reach new peaks. In the face of a continuing buyer's market, it appeared certain that advertising emphasis will be on specific products to an even greater extent than heretofore.

Highlights of the returns:

Procter & Gamble, operating on fiscal-year appropriations extending to June 30, foresees no major changes in its advertising expenditures in 1950. President Neil H. McElroy reported:

"In light of our budget planning we are naturally cautious as to the future. However, our good feeling for the early months of 1950 is reflected in our spending for advertising.

"Our business is being favorably influenced by the prosperity of the consumer and this is reflected in our plans. We feel that the outlook for 1950 is favorable and are planning accordingly."

Mr. McElroy

Our brands are enjoying strong consumer preference and our organization in all of its branches is seasoned and aggressive. No one can predict with accuracy the course of general business conditions in this country and world wide, but indications are that

(Continued on page 19)

December 26, 1949 * Page 23
You can't tell me that somebody doesn't listen to the radio. With 85,000,000 sets out and with 2700 stations on the air, it just stands to reason that some people somewhere are listening.

But you know how it is. Here you are, either in government or industry, immersed after day in the menial and complex problems of broadcasting, trying to cater your programs to people at parties or in the smoking parlor and after a bit of conversation when you told them what line you're in, you get that staccato phrase: "Oh, I never listen to the radio."

Surely, some of those people must be lying. But if so, why? What do they feel? Why do they feel the way they do, or is there some reason why it's not happening, or why they don't listen to the radio? Let us see what the FCC has to say about this.

We are in the midst of a national trend toward more and more radio. The FCC is working on a project for 1950 that broadcasters, besides trying to snare new listeners, also ponder what can be done to get those who already listen to admit them.

As to the objective of increasing radio's circulation, I would like to see further effort on this front in 1950 than has ever been put forth before. All this talk of 85,000,000 sets and 2700 stations is very heady and heartening but it's apt to be so misleading. After all, who is to be regarded as getting radio service to people, not measuring our success by sets purchased or stations on the air. I don't know what the up-to-date figures are but a network vice-president a while back stated that at night 76 percent of the sets are turned off and in daytime 85 percent are turned off. As a member of the FCC which is supported not just by constant listeners but by all the people that listen, I can be complacent about a situation even approximating that.

Wants 'Real Progress' I would like to see real progress made in 1950 to broaden broadcasting's base. Perhaps the industry ought to get some information on this problem of how broadcasting can serve more of the public. Is it possible that broadcasters are too inclined to think of the public as a faceless mass instead of as people? Would it help to think of them not as stereotypes but as next door neighbors—human beings, individuals, with many varied likes and dislikes, interests and hobbies?

Are broadcasters getting as close to these people as possible in studying their local conditions? Or are they feeding them too much mass-produced material which the newspapers business calls "boilerplate"? Do they, for example, strive as hard as they might to develop a local angle on wire stories or to broadcast a radio show that will serve people just as they come off the teleprompter? Are they capitalizing on the community's interest in local talent, for example, Connie Francis? And how about Sinatra? How many of their former listeners have soured on radio because of advertising excesses and have lost the listening habit?

An American effort to retrieve America's lost listeners could make 1950 the biggest year in radio's history.

Jones to Speak

FCC COMR. Robert F. Jones will be featured speaker at a luncheon meeting of the New York Chapter of the American Marketing Ass'n, to be held at the Hotel Commodore Tuesday, Jan. 17. His topic will be "Channels in the Sky." The luncheon is one of a series of meetings and chapter sessions sponsored by the American Marketing Ass'n's New York Chapter.
planning is six times as great with most of the budget expected to go into TV network placement.

One of the largest national agencies reported from its New York office that the firm expects to spend some 30% more for radio next year and 50% more for television.

Ray Vir Den, president, Lennen & Mitchell, said that "business prospects for 1950 are excellent. I feel it will be a very strong year for television. It is an excellent selling medium. Radio, however, is still going to be a strong factor especially in areas beyond TV markets."

Mr. Vir Den

At a minimum, business in 1950 should be better than the preceding year and "with a measure of success on some of our plans," Howard E. Barnes, vice president, radio and television, Dorland & Co., reflected, "it should be excellent." Well into the next year, he said, 1949's cautious approach should ease among advertisers. "More money seems slated to go back to radio with the first blush of television enthusiasm wearing off as the high cost of production becomes apparent to the medium and small advertiser," Mr. Barnes concluded.

Another agency official, who handles national accounts, also expressed his concern with the increased costs of TV, both in programming and facilities. He added, "we feel radio still has plenty of life and will have for some time to come. We are not 'selling radio short' as some people in the business are doing.' His agency is planning increased expenditures in both radio and TV. He asked his name be withheld.

Leonard Bush, vice president and secretary, Compton Advertising Inc., whose agency is opening both radio and TV guns, said the firm anticipated "business during 1950 will be at least as good as during 1949 and possibly a little bit better."

F. Kenneth Beirn, executive vice president, Biow Co., said "1950 looks good. Biow Co. plans to use more radio and television in the coming year."

Ben Duffy, president, BBDO, believes "advertising business looks good for 1950 because the return of competitive selling will be more pronounced."

Mr. Duffy

Television will show a spectacular increase during the coming year..."

Other testimonies from officials of large agencies (who do not want to be quoted) indicated more spending in both radio and TV for the coming year. One of the officials said his office would spend twice as much in TV as the year before with the overall budget at a level pace.

A "New Year prospects are very exciting" label was received from an official of an agency which will spend more in radio (90% of its budget in network advertising) and also additional money in TV.

Chicago

Optimism is high in the general business picture projected by agencies in the Midwest's capital city. Opinion is unanimous for the continuation of television expansion with radio spending holding its own. Many Chicago agencies reported no sign that television money will be drawn from radio appropriations.

"A year of challenge and opportunity to current and new radio and TV advertisers" is seen by George Bolas, supervisor of radio and television, Tatham-Laird. But he noted, the trend probably will continue to gravitate in opposite directions, with nighttime network radio dropping, daytime and spot radio holding its own or a little better, and television continuing to surge upward toward its proper level among advertising and selling vehicles."

Winlow H. Case, senior vice president and radio-TV chief of Campbell-Ewald's eastern operation, sees a growth in the agency's television budget "to match the growth of the medium. In overall business operation, the New York branch indicates strong sailing ahead.

Kenyon & Eckhardt Inc. has budgeted an estimated 50% increase in radio billings, according to William A. Chalmers, vice president and radio director. Television sales fell off appreciably and manufacturers cut back their production schedules. But even apprehension was short lived and hard hitting salesmanship has sent both set and time sales soaring to new highs. There is no reason why we can't repeat the same spirit into 1950, a year the economists tell us will be prosperous and recessionless, and sell enough radio and television advertising to completely shatter the records. If we get out and really sell, radio's retail billings can be pushed up another 10% next year—at the same time that television is becoming a major factor in visual merchandising at the retail level in many markets.
AS THE radio and television industry looks forward to a continuing increase in time sales in 1950, FCC last Thursday released official returns for 1949.

Total revenues for the AM networks, their 27 owned and operated stations, and 1,797 other stations increased 19.3% over 1948, reaching $406,995,414 in 1948. With the 11.9% gain in AM revenue, however, came a 17.5% increase in total expenses. When this factor had been reckoned with, and still before federal taxes, total industry profits were down 10.7% from 1947 to $84,691,684. Net decline between 1946 and 1947 was 6.1%.

In the television field, reported for the first time in this summary, the four networks and 50 stations—all that were on the air during the year—reported an aggregate revenue of $8.7 million. Reporters' expenses were $23.8 million, making the loss almost $15 million.

The expense of FM also was high. Of 700 commercial FM stations operating as of Dec. 31, 1948, 553 were authorized to license of AM stations. Of these 77 reported separate revenues from FM—$621,469 in revenue, $2,153,669 for expenses and a loss of $1,532,190. There were 107 FM stations operated by persons having no AM broadcast interests. Of these, 89 reported as follows: Total revenues, $1,126,208; total expenses, $4,182,558; total loss, $3,056,350.

Of the total broadcast revenues in the AM field, 26.7% came from the networks—four nation-wide networks and their 37 owned and operated stations. Almost 24% of this, $97,290,571, was taken in by the networks and their 11 key stations. The remaining 16 network owned and operated outlets had total broadcast revenues of $11,741,231. With a combined total revenue of $109,031,802, the networks and 27 stations gained over $4.5 million from 1947.

The remaining 1,797 AM stations had total revenues of $297,965,012, 73.21% of the total and an increase of over $38.6 million from the 1947 figure for the remainder of the industry which then included 1,437 stations. There were 1,080 of these stations serving as outlets for the nation-wide networks. Their total revenues for 1948 were almost $229 million while the remaining 717 stations took in a little over $69 million.

With the total broadcast expenses of networks and stations running just under $334 million, up 17.5% from 1947, total income before federal income tax was pegged by FCC at $64,091,684 for 1948. This was a decrease of 10.7% in income from the previous year.

Looking at the various classifications, income for the networks and key stations dropped 5.9% in 1948 while expenses increased 7.5% to $82 million. At the network owned and operated stations, expenses were reported up 6.3% to $8.9 million while income dropped 15.9% to $2.8 million. Combining the two network classifications brings the average increase in expenses up 7.2% to almost $91 million while income dropped 7.6% to about $18 million. At the other stations, where cost of operation was set at a total figure of $251.9 million, up 21.7%, income dropped 11.9% to $46 million.

Total revenues from the sale of network time increased 4.2% from 1947 to $144.9 million in 1948. Revenues from the sale of time to the nation-wide networks was $137.6 million, up 4.8%, while the decline was 2.2% for sale of time to regional networks. The drop for regional networks, however, had been 13.6% between 1946 and 1947.

Non-network time sales to national and regional advertisers took a healthy jump, increasing 14.4% from 1947, was given by FCC as $366.4 million. An increase in revenue from the sale of talent was also registered. This figure jumped 13.3% for a 1948 total of $22.2 million. Sundry broadcast revenues made a gain of 21.2% to $18.4 million.

### SUMMARY OF BROADCAST REVENUES, EXPENSES AND INCOME OF 1913 STANDARD BROADCAST STATIONS, BY CLASS AND TIME; SEGREGATED BETWEEN 1948 STATIONS SERVING AS OUTLETS FOR NATION-WIDE NETWORKS, AND 717 STATIONS NOT SERVING AS SUCH OUTLETS, 1948

<table>
<thead>
<tr>
<th>Item</th>
<th>50,000 Watts</th>
<th>Clear channel</th>
<th>Regional</th>
<th>Local</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stations with time sales of $25,000 or more:</td>
<td>53</td>
<td>4</td>
<td>3</td>
<td>1,701</td>
</tr>
<tr>
<td>Number of stations</td>
<td>1,618,309</td>
<td>1,618,309</td>
<td>1,618,309</td>
<td>1,618,309</td>
</tr>
<tr>
<td>Revenues from the sale of station time:</td>
<td>17,703,316</td>
<td>1,972,304</td>
<td>1,972,304</td>
<td>1,972,304</td>
</tr>
<tr>
<td>Network stations</td>
<td>331,682</td>
<td>296,396</td>
<td>296,396</td>
<td>296,396</td>
</tr>
<tr>
<td>Other networks and stations</td>
<td>18,007,251</td>
<td>1,970,200</td>
<td>1,970,200</td>
<td>1,970,200</td>
</tr>
<tr>
<td>Total sale of chain broadcast time</td>
<td>46,410,562</td>
<td>3,668,042</td>
<td>3,668,042</td>
<td>3,668,042</td>
</tr>
<tr>
<td>Total sale of time served</td>
<td>64,463,135</td>
<td>4,167,273</td>
<td>4,167,273</td>
<td>4,167,273</td>
</tr>
<tr>
<td>Total sale of station time</td>
<td>1,667,999</td>
<td>1,044</td>
<td>1,044</td>
<td>1,044</td>
</tr>
<tr>
<td>Deductions from the sale of station time:</td>
<td>1,667,999</td>
<td>1,044</td>
<td>1,044</td>
<td>1,044</td>
</tr>
<tr>
<td>Payments to networks and stations</td>
<td>3,834,786</td>
<td>535,305</td>
<td>535,305</td>
<td>535,305</td>
</tr>
<tr>
<td>Commissions to regularly established agencies, representatives and brokers</td>
<td>9,727,978</td>
<td>1,901,781</td>
<td>1,901,781</td>
<td>1,901,781</td>
</tr>
<tr>
<td>Total deduction from the sale of station time</td>
<td>45,491,048</td>
<td>3,631,223</td>
<td>3,631,223</td>
<td>3,631,223</td>
</tr>
<tr>
<td>Balance, net time sales</td>
<td>7,307,444</td>
<td>487,875</td>
<td>487,875</td>
<td>487,875</td>
</tr>
<tr>
<td>Revenues from incident broadcast activities:</td>
<td>2,500,046</td>
<td>176,968</td>
<td>176,968</td>
<td>176,968</td>
</tr>
<tr>
<td>Sundry broadcast revenues</td>
<td>6,997,868</td>
<td>527,890</td>
<td>527,890</td>
<td>527,890</td>
</tr>
<tr>
<td>Total revenues from incident broadcast activities</td>
<td>23,698,511</td>
<td>1,597,642</td>
<td>1,597,642</td>
<td>1,597,642</td>
</tr>
<tr>
<td>Total broadcast revenues</td>
<td>44,643,584</td>
<td>3,779,390</td>
<td>3,779,390</td>
<td>3,779,390</td>
</tr>
<tr>
<td>Total broadcast income (less) before Federal income tax</td>
<td>15,884,644</td>
<td>920,876</td>
<td>920,876</td>
<td>920,876</td>
</tr>
<tr>
<td>All commercial stations:</td>
<td>62,909,589</td>
<td>$4,999,267</td>
<td>$4,999,267</td>
<td>$4,999,267</td>
</tr>
<tr>
<td>Number of stations</td>
<td>4,999,267</td>
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<td>$4,999,267</td>
</tr>
<tr>
<td>Broadcast revenues</td>
<td>44,643,584</td>
<td>3,779,390</td>
<td>3,779,390</td>
<td>3,779,390</td>
</tr>
<tr>
<td>Broadcast expenses</td>
<td>15,884,644</td>
<td>920,876</td>
<td>920,876</td>
<td>920,876</td>
</tr>
</tbody>
</table>

1 Does not include the operations of 11 key stations of nation-wide networks, as the reports filed by the Commission do not include adequate segregations of expenses between stations and network operations.

2 Includes operation of one part-time station.

### TOTAL REVENUES AND INCOME OF 1948 STATIONS

- **AM Revenue Up 11.9%:** Costs 17.5%
- **Total Broadcast Revenues:** $406,995,414
- **Total Broadcast Income:** $64,091,684
Gross TIME sales for the four nationwide networks totaled $16,-
413,883 in October, according to figures compiled by Publishers In-
forniation Bureau and released last week to BROADCASTING. Better
than September by some $2 million, the October total, nevertheless,
follows the 1949 pattern by running 10.4% below that October 1948 net-
work gross of $18,325,006.
Cumulative network time sales for the first ten months of 1949
were $158,562,780, a decrease of 5.0% from the $163,656,849 gross
for the same period of 1948. Indi-
cations are that when all the fig-
ures are in for 1949, the year's gross network time sales will run
between 5-10% behind the 1948
gross.
Individually, CBS is the only network with a higher gross in October 1949 than for the same
month of the previous year. CBS
also is the only network to show a gain in gross time sales for the
ten-month period of this year over
last. It also is the top network in
time sales for October, although
still behind NBC for the January-
October 1949 period (see Table 1). The loss of $9 million in gross
network time sales from last year
to this is explained to some extent
by the breakdown of these billings
by product categories (see Table 1). The
Presidential campaign in the fall of 1948 produced more than $1
million of network revenue that was not forthcoming this year.

Network Gross Sales

By J. Frank Beatty

Atkins Claims made by NAB's Legal Dept. in a Nov. 28 statement de-
fending its position in the Arkansas
Case are challenged by counsel for KGHI Little Rock, Ark., one of two stations that car-
id the industry's fight to the U. S. Supreme Court.

The challenge supports informal report
received frequently during the
long litigation. These reports deal with purported lack of pre-
nunciation by NAB of the impor-
tance of the case, which developed into a legal rout when the U. S. Supreme Court refused even to hear a denial for a petition to reconsider
(December 12).
Net result of the litigation is weakening of the basic Fishers Blend decision on which the broad-
casting industry's instant answer is dependent, and an organized
movement among cities all over the nation to slap license taxes on
stations along with annual fees for
radio salesmen.

Two principal points are cov-
ering by station counsel in NAB's
of 1949 than in the same period of 1948, and 17 years as compared with last.

Table I

Top 10 Network Advertisers for October 1949

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>6,279,360</td>
<td>65,440</td>
</tr>
<tr>
<td>CBS</td>
<td>5,891,400</td>
<td>6,240,900</td>
</tr>
<tr>
<td>MBS</td>
<td>4,564,800</td>
<td>4,968,500</td>
</tr>
<tr>
<td>NBC</td>
<td>3,657,955</td>
<td>3,927,850</td>
</tr>
</tbody>
</table>

Gross Network Time Sales for October 1949 by Product Groups

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Products</td>
<td>3,403,270</td>
<td>35,360,270</td>
</tr>
<tr>
<td>Tobacco</td>
<td>2,547,052</td>
<td>25,740,270</td>
</tr>
<tr>
<td>Capital Goods</td>
<td>1,813,208</td>
<td>18,129,208</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>1,123,168</td>
<td>11,231,168</td>
</tr>
<tr>
<td>Other Oils</td>
<td>713,453</td>
<td>7,123,453</td>
</tr>
<tr>
<td>Other Fuels</td>
<td>370,245</td>
<td>3,702,453</td>
</tr>
<tr>
<td>Capital Goods</td>
<td>263,453</td>
<td>2,634,533</td>
</tr>
</tbody>
</table>

Network gross sales show a $2 million gain in October.

Arkansas Tax Case

Challenge to NAB

By J. Frank Beatty

Claims made by NAB's Legal Dept. in a Nov. 28 statement de-
fending its position in the Arkansas
Case are challenged by counsel for KGHI Little Rock, Ark., one of two stations that car-
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The challenge supports informal report
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Net result of the litigation is weakening of the basic Fishers Blend decision on which the broad-
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Two principal points are cov-
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NAB's record of its actions was questioned by Bruce T. Bullion, the Little Rock law firm of Bailey & Warren, counsel for KGHI and KARK Little Rock, the station which carried the fight up to the U. S. Supreme Court. This NAB paragraph follows:

Mr. Petty talked to the lawyer who was handling the case on appeal and offered NAB help. The lawyer advised Mr. Petty that he did not need help on the briefs on appeal. That is what NAB had not believed; they did not believe NAB appearance as amicus curiae in the state Supreme Court would be helpful, but, on the contrary, would be detrimental; and that if he appeared it would have no effect. However, the request for NAB help was made during this time. However, NAB material was used verbatim by the attorney in Mr. Petty's counsel brief on this case.

Mr. Bullion repeated this para-
graph in a Dec. 16 letter to S. C. Vinsonhaler, general manager and part owner of KGHI, after Mr. Vinsonhaler had called his attention to the NAB record and suggested it inferred a lack of coop-
eration on our part with NAB attorneys and failure to avail our-
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(Continued on page 41)

December 25; 1949; Page 27

Arkansas Tax Case

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selves of services which might have
TRANSCRIPTION and production firms have no qualms about 1950 business, according to those surveyed by Broadcasting for its year-end report. Virtually all transcribers anticipate an increase in radio revenue and without exception look for increased business for the individual firm.

Estimates of the increase in revenue range from 7% to 60% with 20% most often quoted. Boosts in operation costs of about 15% was the general opinion. Many look to local markets as their source of increased business.

Keener competition exists now than a year ago, it is felt, and the advertiser looking for more for his advertising dollar. Television no longer is the booby-man of radio but is recognized as a competitor with whom the advertising dollar must be shared.

Contrary to last year, when many firms declined to express an opinion on general business prospects for 1949, the 1950 forecast was described as one of undiluted optimism.

John L. Sinn, executive vice president of Frederick W. Zir Co., declares a radio revenue will remain unchanged in 1950. His forecast is that although network billings may be less because of television, national spot and local billings will be up. He anticipates his own business will show an increase with rises in local, regional and national spot advertising.

C. O. Langlois, president of Lang-Worth Programs Inc., foresees a 25% increase in 1950 revenue, stemming from local stations. An increase in operational costs of about 15% is anticipated for the year. Mr. Langlois says “we are very bullish about the prospects for 1950 and Lang-Worth has been preparing for the past two years.”

He continues, that barring widespread strikes resulting in curtailment of new merchandise, 1950 will be a buyer’s market. Indicative of the trend, he says, is the 33 1/3% increase in 1949 over the same period for 1948 of the Lang-Worth library program service.

Louis G. Cowan, president of Louis G. Cowan Inc., anticipates increased business, with local revenue especially showing strength. Early 1950 looks good for business, Mr. Cowan says. Generally, he declines a prediction for the entire year. "1950 will see a substantial increase in radio billings on the local level," according to Robert W. Friesheim, director of World Broadcasting System Inc., New York. This forecast is made possible by the trend toward renewals and new accounts.

Harry S. Goodman, president of Harry S. Goodman Productions, also anticipates increased radio revenue for 1950, with local billings especially showing the effect of need for harder more competitive selling.

Confidence in a substantial increase for Thaurus business for the coming year, is expressed by Don Mercer, manager of RCA Recorded Program Services. The rise, he says, would be predicated on new programs being built by the Thaurus, plus wider distribution of its programming among stations across the country.

Mr. Mercer
Mr. Testut

Richard S. Testut, vice president and general manager of Associated Program Service, New York, said he feels both radio and business generally will have a bigger revenue year in 1950 than in 1949. He believes that radio learned to sell harder in 1949 and will reap the rewards of this learning. He anticipates that his own business will be up at least 20%, with operating costs about the same as 1949 or slightly higher.

William H. Voeller, executive vice president, Universal Recorders Inc., Hollywood, believes 1950 will be a bigger revenue year nationally as well as locally. "Increased importance of TV in advertising budgets will undoubtedly prove to be of benefit to producers of custom built and syndicated programs on electrical transcriptions," he says. Hoped for agreement on phonograph speeds will be a definite boon for commercial phonograph manufacturers and should reflect favorably on the income of recording studios and radio stations, Mr. Voeller pointed out.

Charles A. Kennedy, president, Teleways Radio Productions Inc., Hollywood, looks for a bigger year for transcriptions for 1950, estimating an anticipated 20% increase in business. He says radio today is still the greatest advertising medium available. A 25% gain in revenue for the coming year attributable to new shows with increased coverage is seen by Joseph F. MacCaughtry, president of The Cardinal Co. Mr. MacCaughtry says business will continue good for those who meet the challenge with intelligent campaigning.

George Grayling, president of Standard Radio Transcription Services Inc., says “our business hit its peak in September of 1948 and declined gradually until July of 1949. Already we have recaptured our losses of last spring and from new business signed 1950 should pass our September ‘48 high.”

An increase of 60% in operational costs and at the same time a 60% increase in his firm’s revenue, is expected by Walter White Jr., president, Commodore Productions Inc. Mr. White does not believe that radio will be replaced by television but warns that better radio programs would alloy television’s entertainment threat.

James Parks, vice president of Searle & Parks Inc., says that business in general will quite likely decrease. The customer dollar will be more tightly held calling upon the advertiser’s dollar to do more than ever before, says Mr. Parks, however, radio business should increase.

Mr. Parks
Mr. MacGregor

C. P. MacGregor, owner of Hollywood firm of C. P. MacGregor, says the 1950 outlook generally seems much the same as 1949. However, in the transcription business his Chicago, New York and Hollywood offices are finding greater demand for open-end transcribed programs, Mr. MacGregor. Televisions previously used for radio exclusively are being channeled into television and many sustained programs are being replaced by economical open-end programs, he says. The firm enjoyed a good volume in its record business in the past year, through the sales of its Square Dance Series and expects even greater returns from this phase in 1950, according to Mr. MacGregor.

Sales manager of Capitol Records Inc’s Broadcast Division, Clifford E. Ogden, says it is logical to assume that the combined efforts (Continued on page 40)
EXPLORATION of the 16-year-old Communications Act far beyond the procedural provisions of the McFarland FCC reorganization bill appears a virtual certainty when the 81st Congress reconvenes Jan. 3 for the second session—if it decides to review communications at all.

Sentiment for a wholesale inquiry into various communications problems of interest is expressed by members of the House Interstate & Foreign Commerce Committee, which has not tackled radio problems since it undertook an investigation of FM during the 80th Congress [BROADCASTING, April 5, Feb. 9, 1948].

The springboard for possible action in the next session is the FCC reorganization measure (SJR 1973), introduced by Sen. Ernest W. McFarland (D-Ariz.) and passed by the Senate last summer [BROADCASTING, Aug. 15] as so-called non-controversial legislation. The Senate Interstate & Foreign Commerce Committee held a one-day hearing on the measure in late June.

Subjects indicated for inquiry by the committee include the broad administrative provisions of the McFarland FCC reorganization bill, its relation to television; civil service regulations as applied to top FCC personnel; network-station relationships; and spectrum equities.

 Alleged FCC violation of the Administrative Procedures Act and retarding of FM's progress, charged by Rep. Francis Walters (D-Pa.), and the clear channel issues also may be injected obliquely on other committee fronts on Capitol Hill.

The House Commerce communications subcommittee, headed by Rep. George Sadowski (D-Mich.), will meet sometime in January. It will draft recommendations on the extent of the communications study. They will be passed on to Chairman Robert Groesser (R-Ohio).

Belief that the McFarland FCC bill is far from non-controversial and may, in fact, be drastically overhauled on the House side in the next session was strongly indicated by Kurt Borchardt, attorney for the House Interstate Commerce Committee. He told BROADCASTING:

"The fact that the McFarland measure passed the Senate as a non-controversial bill ignores the fact that the Senate version is a product of the House Commerce Committee and FCC itself. There are several controversial issues in this bill—in almost every section. There is a strong belief, too, that the bill already is outdated because of the progress of television. This feeling is shared by many congressmen and FCC members alike.

"In its comments since the legislation came before the House, FCC has strongly emphasized it is not satisfied with many provisions as presently written. Furthermore, some Congressmen have indicated that the bill almost ignores FCC's special services and safety functions; that the legislation was written chiefly with broadcast provisions in mind; that it does not take into cognizance the growing importance of television operations.

"As an example of confusion, take that section of the McFarland bill (Sec. 309) dealing with hearings on applications for licenses, form of licenses and conditions attached to licenses. One question is, who are the 'parties in interest,' who may exercise intervenor rights? This is not clear. Does it mean technical parties, economic parties or just whom?

"The Senate Interstate Commerce Committee pointed out in its report that 'fear has been expressed that use of the term (parties in interest) might make possible intervention into proceedings by a host of parties who have no legitimate interest but solely with the purpose of delaying station grants which properly should be made.'

"The report continues that the committee does not so construe that term, and points out that the term is fixed, in the case of electrical interference, by the Supreme Court-KOA decision and FCC's rules, and from an economic standpoint by the same court in another case.

"Yet, the Senate version, while recognizing these fears, is neither clear nor all-embracing. That provision was clarified later.

"Other questionable sections deal with license revocation, cease-and-desist orders, etc.

"There also is a time element factoring into the situation dealing with FCC. If the issue is taken up at all, hearings would be a necessity. And committee members are very interested in the television aspect. Whether the committee, or FCC itself can find time this next session remains to be seen. Television would seem to be vital in any consideration of communications at this time."

Mr. Borchardt also felt personally that any exploration of communications logically might begin, not with FCC, but later with other legislation. "Sen. McFarland's intent to explore the frequency problem at the top level—its use among government agencies, etc.—" he added. "It would seem logical to attack the problem from the top, then delve into FCC matters."

A thorough redefinition of FCC's "public service" concept as applied to license grants and a spelling-out of the pre-eminence of commercial contracts between networks and stations should command priority on the Commission's agenda in 1960, Rep. Harry R. Sheppard (D-Calif.) believes.

Congressman Sheppard, author of legislation (HR 2410) to divorce networks and manufacturers from station ownership [BROADCASTING, Feb. 14], thinks any clarification FCC may offer in its contemplated "smoke detector" will provide "a good basis for radio's public service role."

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Cites Twin Guideposts For 'Free' Industry

BY SEN. EDWIN C. JOHNSON
Chairman, Senate Interstate and Foreign Commerce Committee

THE YEAR ending the first half of this century has brought significant advances in the entire field of communications, but none of greater importance than those in broadcasting in the United States. We have come a long way since Senator Majority Leader McCarreni embarked on his Electra to prove his startling theories.

We stand, as we enter 1960, on the threshold of further great advances in the art. Television is a functioning commercial reality with the end in sight of the days of painful red ink ledgers. Improvements in video, notably color, are well advanced and the great buying public which has taken television to its heart will soon experience even greater and finer pleasures from this great advance in the science of communication. The industry has experienced problems, but their very nature is

Johnson

LABOR

Wages, TV Jurisdiction Are Problems

TWO BIG PROBLEMS face radio labor in 1960—the effort to increase wages, and the need to solve the jurisdictional tangle created by television. The wage problem may give almost as much trouble in 1960 as the TV jurisdictional mixup—and the latter contains the seeds of nothing less than inter-union war.

Radio labor unions have been struggling with the wage problem with increasing frustration during the past year. It is likely the 1960 frustration will be even greater.

Early in 1949, radio, bellwethered by the big networks, adopted a "hold-the-line" position on wages. That stand was maintained until contracts were signed on the dotted lines, with the result that there were few big gains by any union in wage scales.

Even when rates were registered, inspection of various clauses in the contracts revealed that scale increases often were balanced by the creation of new categories of workers—apprentices or semi-skilled—use of which brought down total payroll costs for the particular group.

Radio labor leaders, backed by rank and file sentiment, went into conferences with large wage demands. Settlement terms were puny in comparison. It made the labor leaders look as though they had failed their memberships, although such was by no means necessarily the case.

In fact, management labor negotiators have been among the first to concede the labor leaders were not at fault. Many labor leaders were ordered to enter the bargaining room with impossible demands. Management countered with the arguments that profits did not permit higher wages, television operations were being carried at a loss, living scales were going down, not up.

Union memberships often did not like these arguments. And memberships' ultimate confinement, within narrow bounds, in old wage scales

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REPRESENTATIVES

88% See Increased Revenue in '50

SOME 88% of the station representative firms surveyed by Broadcasting at the year's end express conviction that the radio industry in 1950 will increase its revenue by about 10%. Television, which receives a 100% pat on the back from firms representing video stations, most of whom believe TV will zoom between 50 and 100% over its performance this year.

About 55% express a fear that broadcasting operation expenses will rise, with 18% predicting they will go down, and the remainder expecting expenses to remain at their present level.

Optimism about the future of business as a whole is voiced by 52% of the representative firms, the majority of the remainder feeling it will stay constant. A meager 4% expect business to go below its present volume. Mid-year figures for the last six months of next year are uncertain, however.

FM will be able to maintain its status quo, if the predictions of the representative men are true, with twice as many firm spokesmen saying it will be unchanged in 1950 as those who say it will decrease its revenue.

Increase from Spot
Most firms expect the greatest increase in broadcasting income to come from spot radio. A small majority expect business on a national scale to be the largest revenue-getter, while many affirm the belief that small advertisers in local or regional markets will be responsible for whatever boom stations will feel in 1950.

The most promising advertisers, this group feels, will be food dealers and distributors and automobile manufacturers and dealers, by a large majority. Less important will be drugs, appliances of all kinds, beer and wines, soap, beverages and tobacco.

OPERATIONAL EXPENSES will be essentially unchanged, and general business will maintain the status quo of 1949.

No change in operational expenses or general business is expected by Paul H. Raymer, president of Paul H. Raymer Co., New York. He expects FM to remain where it is, with TV swinging upward and AM increasing by 15%. National programming will account for much of this rise, Mr. Raymer thinks.

Automobile, soap, food, beer and drug firms will contribute to a 5% rise in AM volume and a 15% increase in television business, according to Donald Cooke, president, Donald Cooke Inc., New York. The entire radio picture looks good, he said, with general business holding its own and a 5% increase in radio operation expenses expected. Mr. Cooke expects there will be a greater amount of cooperative advertising which will increase both local and national spot billings.

F. E. Spencer, vice president of George F. Hollinger Co.'s New York office, expects radio business to increase overall in 1950. He anticipates increases in AM and TV, a leveling off of FM and a general business rise throughout the country.

"Hundreds of local stations who have been and are doing a very fine job locally should get a break in 1950 and find their schedules loaded with many good national spot accounts," says John E. Pearson, owner of the representative firm of that name. He predicts that a 15% increase in national business will find many advertisers, including beer, wine, cigarettes, cars, soaps and drugs, contributing to swelling the accounts of AM and TV stations.

SPOT IN '50

SELECTIVE, LOW-COST MARKETS to Key Buying

BY T. F. FLANAGAN
Managing Director, Natl. Assn. of Radio Station Representatives

BROADCASTING station representatives look forward to 1950 as a great year for spot broadcast advertising. The recognition of spot as a creative medium is growing by leaps and bounds. Market conditions greatly favor introduction of new products where spot has been so sensationally successful, and the competitive selling conditions in practically all industries.

These conditions call for realistic selection of media which can do an immediate, positive, low cost job of creating markets and making sales.

Mr. Flanagan

Advertising executives are probing their consciences vigorously to find out why it is so difficult for them to determine which of their selling expenditures bring in what amount of sales, and at what cost.

The failure to know these important facts constitutes one of the current weaknesses of advertising practices.

We are, therefore, likely to see well controlled tests to find out which media sell, which do not. In these tests, spot, broadcasting, properly used, will come off triumphantly.

In 1950 it is easy to predict that smart advertisers will continue to build for themselves a franchise of highly productive announcement and station break accuracies. In some cases ratings will determine the value. But in a great many cases, the values are concealed and lie there for the alert advertiser to find. You will probably find in 1950 an extension of announcement and station-break campaigns to stations and times far wider than in any previous use. At the same time, the search for good availabilities will result in a much wider use of spot programs, especially since we have so much evidence on hand to indicate that sensational results in sales have come from use of these spot programs.

In 1948 spot time sales have now been officially announced by FCC as $104,759,761, an increase of 14.4% over 1947 spot time sales. When network time sales are dropping off slightly, when local time sales are showing only slight gains, spot time sales are the healthiest segment of the radio business.

REGIONALS, GROUPS

RADIO in 1950 will continue to prosper but the medium will be unable to sit back and let the revenue roll in. This overall bright picture—with reservations—is painted by most regional network executives surveyed by Broadcasting.

The "tapering-off" in business that was evident last year again is reflected in assertions by executives that radio has to get out in the market place and carry on an aggressive selling campaign.

All of those surveyed predict AM revenue will increase during next year. Percentagewise, figures ranged from 35 to 10%.

Television enters the picture more strongly than ever but those in areas served by TV are just as sanguine that AM will hold its own against this new threat.

Speaking for the Don Lee Network and Don Lee stations, Ward D. Ingrim, vice president in charge of sales, said the West Coast organization looks forward to continued good business in 1950. His statement is based partly on the seemingly general agreement on expected increased purchasing power resulting from veteran's life insurance refunds and other sources which will create larger markets for consumer goods.

Pointing out, however, that production has taken care of most back orders, Mr. Ingrim predicts increasing competition for the consumer's dollar.

"Television," he said, "will un-

(Continued on page 48)
AMONG network executives, 1949 is likely to be remembered as the year of the great ulcer. Not since the war had there been such fluctuations in business as aggressive a state of competition among the four major chains.

A capsule description of the turn that network advertising took from the beginning of the year to the last was: Good, bad, better.

The year's end an estimate by Broadcasting showed that total gross billings of the four major radio networks would probably be about 5% below the figure for 1948.

That decrease was smaller than had been anticipated last summer, when network billings slipped into the doldrums, and stayed there until vigorous salesmanship plus general improvement in business began moving billings back to a more active state.

Turnover in Presidents

The year also saw a 50% turnover in network presidencies. At NBC, Niles Trammell moved to the chairmanship of the board and was replaced as president by Joseph H. McConnell, who had been executive vice president of RCA. At Mutual, Edgar Kobak resigned to enter the consultant business and was replaced by Frank White, who had been president of Columbia Records Inc.

The reassignment of the top executives of NBC was part of the most comprehensive realignment of any network in recent history. NBC, at year's end, was in the process of splitting itself into three principal divisions to accommodate the growth of television.

Talentwise, the inter-network raiding that began in the last quarter of 1948 did not abate until so many programs and stars had changed homes that there seemed scarcely any new addresses to move to.

For the three major networks that were in both the radio and television business, television was still taking money out of the till just a little more slowly than radio was putting it in.

It was a great year for the aspirants. Despite the turbulence of 1949, the chiefs of the major networks were optimistic about the future. Although none said so, it was plain that all had sternly buckled down to the new, tough, competitive situation that had arisen in the first post-war year that smacked of the voluble business world and one that had its own complications in broadcasting.

Mark Woods, ABC president, said: "The star of general business conditions is in the ascendency. This, coupled with the more flexible programming planned for both radio and television by ABC in the new year ahead, is the basis for my high optimism concerning the outlook for this network in 1950."

Most Successful

Frank Stanton, CBS president, whose network was the only one that stood a chance of improving its radio billings over last year when the final reckoning for 1949 was in, said that 1949 was "in many respects ... the most successful in the 22-year record of CBS."

Frank White, MBS president, said Mutual had "a continuing faith in the future of radio—a faith fortified by a constructive program to cope with the changing patterns of the industry."

Joseph H. McConnell, NBC president, said: "All in all I am confident that 1950 will be a good year for all of us in the industry who are nimbles of foot and mind."

Although a final official accounting for 1948 would not be available for another month or more, estimates by Broadcasting, based on the Advertising Federation Information Bureau (which are as yet incomplete for the entire year), show that total network radio billings will be approximately $185,000,000, or some

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TRADE ASSNS. Year-end Roundup

KEY EXECUTIVES of the trade associations reflect the same optimistic outlook for 1950 as pervades business generally. 1949 was conceded by most to have been a "good" year all around. Keener sales competition will stimulate advertisers to greater efforts and more efficiency in the ensuing year; it was stated.

Of particular interest to radio and TV, was the assertion of the Assn. of National Advertisers, that industry data is a prime need for ANA members; that the type of information developed by Broadcast Measurement Bureau is just what is required; and that the radio industry is to be commended for support of BMB.

Frederick R. Gamble, president of American Assn. of Advertising Agencies, declared:

"The level of advertising activity continues high, compared with pre-war, in dollars. But it is still low in relation to our greatly expanded economy and the volume of goods and services to be sold."

"The need to sell has grown more acute, the potential market in terms of wants and purchasing power is vast, and most advertising space and time is still an excellent 'buy' in today's dollars. Instead of just holding its own, advertising should be going all out in the selling effort."

The need to promote more confidence in advertising, with success stories, and not failures, to encourage the greater use of advertising in the future, are the joint obligations for advertising agencies and the advertising industry as a whole, Mr. Gamble said. "If we meet them, then the prospects for broadcasters individually should be good."

Reflect Optimism

Paul B. West, president, Assn. of National Advertisers, points out: "1949—even without the benefit of rose-colored glasses—was better than simply a 'good' year for the radio industry as well as for business generally. . . . At the same time, 1949 was a year, to put it bluntly, which did a lot to separate the advertising sheep from the goats. It put advertisers on their mettle to do the best possible job with every dollar assigned . . . ."

One of the things most needed, says Mr. West, is fuller and better information on the strengths of each advertising medium and a fuller interchange between buyers and sellers of advertising ideas. Through the efforts of ANA's Radio-Television Group and its Steering Committee, for instance, studies which will help advertisers evaluate television rates as well as its impact as a selling force are being carried out. He continued:

"The days when the selection of advertising media depended on intuition are long since over. Facts

(Continued on page 88)
THE COMING year will be a good one for AM and FM broadcasters, judging by the predictions of more than 100 station managers surveyed by the Federal Communications Bar Assn.

Two-thirds (67%) of reporting stations expect increased time sales next year with 31% predicting their business will be at the same level as 1949. Only 2% expect sales to decline.

Of all broadcasters who answered the questionnaire, 28% believe time sales will be up 10% or more over 1949, 20% expect a 5% rise, 17% mentioned no special figure, 4% expect a 15% gain, 3% expect 20%, 2% figure 25% and 1% look for an increase of 25%.

The 2% figuring on a decrease placed the figure at 5% to 10%.

Station managers look for improved overall business in 34% of cases, with 44% expecting gains in local sales and 22% in national business. Small minorities figure these classes will be unchanged or down slightly.

Well over half (63%) of stations expect their AM business to increase compared to 31% who expect no change and 6% who look for a decline. In the case of FM business, 42% of managers surveyed expect an increase, 49% no change and only 9% expect their FM business to decline.

Spotted through the comments were occasional fears that radio is oversoliciting its local prospects to the point of irritation. Most managers agree the competition for advertising dollars is getting tougher but at the same time they find retailers and local business firms spending more money on advertising to meet stiffer competition for the public's dollars.

Product Groups

Station managers were asked what particular product groups were likely to spend more money in 1950 and radio programming in the automotive field is a likely source of more business in 1950, in the opinion of 41 station managers. Appliances should provide a 25% dividend, 31 managers believe, followed by food, retail, drugs, department stores, national spot, tobacco, soap, and soft drinks.

Advent of television appears to have surprisingly few AM managers worried, only 9% of the managers expecting sales to suffer from TV next year whereas 12% answered "no, yet." 60% expect no loss to TV and 19% actually figure video competition will help their AM business. Only a few managers answered yes to the question on TV impact on FM stations and the results were not conclusive.

A special question covering prospects of FM stations for the year showed that 55% expect no change from 1949, 15% expect business to rise 10%, 10% expect a 25% gain, 10% expect a 20% gain, 10% expect an increase but have no idea how much, 3% expect up to 60% increase and 3% expect a 15% increase.

Twenty-nine percent of all stations surveyed look for operating costs to rise 5% in 1960 with another 29% expecting no change. Another 15% look for costs to rise 10%, and 9% expect a 5% increase in costs. A few anticipate higher rates of increase and 5% expect a 5% decline in costs with another 4% expecting a 10% drop.

Looking over the general business situation in their markets, with one eye on nationwide prospects, 57% of the stations surveyed expect the 1960 trade level to be about the same as 1949, 19% expect an increase (no percentage given), 13% expect business to go up 5%, 8% expect an increase under 2%, 7% expect a 10% increase, 5% anticipate a decline (no percentage given), 4% expect a 15% gain, 4% expect a 10% loss, 2% expect a 5% business drop and 1% expect a 20% decline in general business conditions.

Buyers are loosening up, many broadcasters believing that retailers are as abjective to believe that lower prices are unlikely and higher prices almost certain in some fields.

Television stations pretty generally expect their sales to increase. Magazines and newspapers are beginning to feel effects of TV's arrival in many markets.

The general business and industrial situation looks bright, managers rather generally agree, but many add an "if" in the form of a no-strike clause. Apparently they recall labor unrest in 1949, though some commented that holiday retail business has been good in many areas hit by coal and steel strikes.

In the farm areas many managers expect continuing government payments to bolster the local economy in 1950.

Individual Comments

About a third of the station executives replying to the survey questionnaire attached no comment or did not wish to be quoted. Among comments were:

William G. Siebert, secretary-treasurer of WJR Detroit, finds general business prospects "very favorable provided we do not have any serious labor difficulties. With a greater production of economic goods we can reasonably expect Greater Detroit Radio will receive its just share."

Thad Holt, president of WAPI Birmingham believes "inflationary factors are growing and press will build up in the first quarter." He looks for a slow summer with sound fall prospects.

Leonard Kapner, president of WCAE Philadelphia, predicts general business to hold up in 1950. The TV station in the city (WDTV) has not affected AM expenditures to a noticeable degree, he explained, though it does a substantial amount of business locally.

Mr. Kapner  Mr. Gray

Gordon Gray, vice president of WIP Philadelphia, said, "Judging from the tempo of business as this is written, broadcast advertising which has continued to hold up very well in a three-station television market in 1949 will continue to do so in 1950." General business will be as good or better, he added.

Edin S. Ramalani, commercial manager of KDAI Duluth, Minn., takes a less optimistic view, noting retail business has not been up to expectation due largely to the steel strike. He believes national spot business will be down in the Duluth area next year.

"Stations operating AM must work harder in sales to equal or improve last year, but it can be done," in the opinion of G. W. Grignon, general manager of WISN Milwaukee.

Arthur B. Church, president of KMBC Kansas City, notes that the station is located in a food-producing area, primarily livestock and wheat. "The situation could change should we encounter major drought or other bad weather conditions," he said. "Rural area people depend more on radio for information and for entertainment than industrial area people. Radio is a vital service—a productive advertising medium now thoroughly proved."

He expects general business to continue at the same level in 1950, anticipates a 5% rise in overall radio business with costs going up perhaps 3%. New business will come from food, automotive, farm equipment, stock feeds and beverages, Mr. Church believes.

Mr. Church  Mr. Shafto

G. Richard Shafto, WIS Column.

(Continued on page 46)
GIVE, HERMAN, GIVE!

This monkey really puts his heart and soul into his singing as he entertains his little pals, the chihuahuas.

Reminds us of the way W-I-T-H goes all out to help advertisers get low-cost results from radio in Baltimore. W-I-T-H regularly delivers more home listeners-per-dollar than any other station in town. And in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W-I-T-H.

That means that a little money does big things on W-I-T-H. Call in your Headley-Reed man today and get the whole W-I-T-H story.
ing into account television’s drawing power.

Hal Rorke, radio-TV director, of Walter Thompson Co., summed up that “increase of TV money has not so far had the effect of lowering budgets for other media” so “most money seems to be new advertising money.” In the same direction, R. N. Heath, executive vice president, Leo Burnett Co., who expects an increase in both radio and television spending in his office, observed “at this point there is no sign that television money will be taken out of radio budgets.”

Jeff Wade, radio director, Wade Advertising, also stressed that “none of our clients are taking their money for television from radio budgets.”

Faith in radio’s future is expressed by R. J. Scott, president and treasurer, Schwimmer & Scott, who believes spot radio “that has come back pretty strong will remain that way.” His agency will be more active in TV, he added, as more advertisers go into the medium. Rising costs in TV, warns Marion Brorby, president, Needham, Louis & Brorby, may squeeze out many smaller advertisers from video because “they just can’t afford it.”

**Los Angeles**

Prospects for 1950 are bright on the West Coast. Reporting agencies predict a wholesale increase in radio and TV spending on the premise that the smart businessman will take advantage of the desire to advertise and will not trip on the cost factor.

Of concern to many is the challenge of rising competition. But the go-slow signs are off in this area. More than a majority expect radio budgets to be increased over last year by 15-20%; the others generally expect to keep radio spending on an even keel.

Most enthusiastic is the forecast for television spending. One agency said its 1950 TV budget will be 500% greater. Other agencies, following suit on a less grandiose scale, pegged their increases at about 70%. Two agencies look for video budget rises 350% and 300%, respectively. A few are cautious, playing a “watchful waiting” policy.

Agencies sparking an increased TV budget also expect greater allotments to radio. Don Belding, chairman of the executive committee, Foote, Cone & Belding, said: “We are looking for the best year in our history. . . . All media will be up, especially radio which has been a minor media with us for the past two years.”

Mr. Belding Mr. Fenwick
 Favorable signs in the wind, according to David R. Fenwick, vice president and treasurer, Abbott Kimball Co., are “the greater understanding of advertising” as a selling force and the greater awareness and activity in all media to sell themselves to advertisers.

The thinking of many is reflected by Richard C. Francis, vice president and Pacific Coast manager, Campbell-Ewald Co., who spoke of a more “intensified selling and promotional activity.” To Bob Struble, radio and television director, The Jordan Co., the emphasis is on “creative ingenuity in the use of both old and new media.”

Donald A. Breyer, vice president, teacher Wheeler & Staff, finds profit potential for 1950 good “for those firms who gear themselves to customer - production competition. He sees the danger of depression as a fear which did not materialize in 1949 and as a wash-out in 1950.

Similar beliefs are voiced by Mark L. Mulligan, media director, BBDO, who sees favorable business helped by “necessity for exercising selling muscles” and Frank Ryblik, radio and television director, Ross, Gardner & White, who predicts increased demands on copy and programs “that will produce immediate and direct sales results.”

Robert B. Shirey, general manager, J. Walter Thompson Co., finds “considerable intensification of promotion efforts, with emphasis on sales and merchandising activities,” and John Weiser, vice president and Pacific Coast manager, Ruthrauff & Ryan, thinks 1950 will “eliminate the boom and business period when experienced salesmanship will prevail.”

Mr. Shirey Mr. McCleery

The smartest merchantiser, according to Barton A. Stebbins, head of his own agency, will analyse sales carefully, “not just to the trade,” but to “the ultimate consumer.” Reminder that advertising campaigns “must represent greater bang for the buck” is given by President Walter McCleery, Walter McCleery Inc., who adds “buyers are here but the customers are going to be tougher to sell.”

Better business in 1950 is envisioned by W. F. Gardner, president, Allied Adv. Agencies, who notes the levelling off in price adjustments and a year ahead unshackled by labor unrest.

Expecting an increase over last year of 25%” for his agency, Frederick W. Polangan, vice president, Buchanan & Co., believes business will continue on a high level abetted by government spending at home and abroad. Question marks, he said, are Congressional tax policy and extent by business in continuing investment in new plants and equipment.

Some officials, like Hildred Sanders, vice president in charge of radio and TV, Dan B. Miner Co., indicated that while no increase is expected in radio billings, the anticipated rise in television billing will not be at the expense of “other media to make room for this one.”

R. M. Hixson, president, Hixson & Jorgensen Inc., whose agency expects an increase in both radio and TV budgets, theorizes “general advertising will show a natural increase and TV stations, where priced within reason, will be jammed with business shortly after opening.”

**San Francisco**

San Francisco reporting agencies reflect the thinking of Los Angeles executives. Most expect to spend a little more on radio and nearly every agency sees more TV billings.

Herbert O. Nelson, manager, Ruthrauff & Ryan Inc., said: “Judging from first-hand observations and knowledge only, it appears that advertising expenditures in 1950 will be greater than in 1949.”

No decrease in radio billing is forecast by Frances E. Young, radio and television timebuyer, J. Walter Thompson Co., which expects a 10% climb in radio spending. She said: “With the largest population and greatest spending power in history and a generally decreased will to buy, radio and television should find that business is very good. Television has been proven such a persuasive selling medium it is being looked to more and more for quick results. Radio reaches a vastly greater number of people so it should not suffer from a decrease in billing.”

**Northwest**

Up in the Northwest, the emphasis is on more spending in TV budgets with a good slice etched for radio.

Some expected increases in radio spending range from 35 to 50%, most of this outlay expended for national spot. Television money will be lower by as high as 100%
Southwest

Healthy budgets are in store for radio and television, according to present estimates in the Southwest. Radio spending will be somewhat above the generally predicted national average increase.

“It doesn’t appear that TV as an industry is going to make any inroads on radio budgets,” Monty Mann, vice president in charge of Glenn Advertising Inc.’s Dallas office, said. “The people using TV seem to be making additional appropriations for the medium.” His firm is planning an increase in radio billings and expansion in TV.

A strong business front is forecast by Grant Advertising executives. R. B. Moreland, vice president and account executive, sees a possible 20% increase in TV billings and a 10% increase in radio national spot. Sam W. Hepworth, manager and account executive, foresees “only a slight increase in radio national spot with an estimated 10% incline in TV. While admitting increased competition, Mr. Hepworth said “business conditions look like they will be good all through 1950 . . . decrease in retail prices should stimulate sales.” W. C. Woody-3rd, account executive, added “more constructive advertising will be done to build more business. The well-known brand will be the product sold.”

Washington, D. C.

Washington, D. C., agencies look to a steady, prosperous year. However, many officials underscore rising television rates which they say can very well squeeze out the small, local advertiser. This view is emphasized by Jeffrey A. Abel, radio director, Henry J. Kaufman & Assoc. But, the overall trend, he said, is “good business conditions may be better next year . . . Agencies will be able to make some money out of TV for the first time.”

Boston

Full speed ahead for radio and television is the word from Boston. Agencies in New England’s Hub City report an expected substantial increase in radio billings coupled with a decided rise in TV spending.

Business in 1950 should surpass in general that of 1949, Charles F. Hutchinson of Chambers & Wiswell said. His agency is counting on 20% increase in radio billings next year while the television budget will be 50% fatter.

Edmund J. Shea, director of radio and television, James Thomas Chirurz Co., said his office expects to handle a 30% increase in radio with all of it earmarked for national spot. “We are expecting next year to be responsible for our largest increase to date,” Mr. Shea said.

Detroit

In the Auto City, agencies report emphasis on TV billings with radio maintaining an even pace. Jerry Kalor, media director, Kenyon & Eckhardt, Detroit, thinks an increase in local TV spots of 100% or more will add to a 20% increase in national TV estimated from the number of new stations to swell network placement by Lincoln Mercury, agency’s principal account.

Also in Detroit, Cherie Lee, assistant radio-TV director, W. B. Doner & Co., expects the agency to offset radio losses caused by a turn to TV by simultaneously adding new radio billings, and predicts TV will boom, radio will stay about the same.

Because both radio and TV are still growing in the area, Manan Sanders, radio-TV director, Simons Mickelson, said his agency expects “a greater business in both media.”

WMAQ Award

WMAQ (NBC) Chicago was the sole station last year to earn an award from the Chicago Commission on Human Relations. Station was cited for its public service programming, especially the weekly Destination Freedom documentary series which reports contributions of the Negro race to American democracy, and for the handling of national consumer’s Right to Privacy Award President I. E. Showerman received the award from Mayor Martin H. Kennelly.

December 26, 1949
Entertainment has always drawn a crowd. The crowd has always sought it, or waited for it to come to them. Wherever there was a crowd, there were customers. And wherever there were customers, there were people with things to sell. *(A crowd that was in a good mood always bought more).*

Today the entertainer still gets the crowd, only he gets it faster and bigger. Through radio he reaches crowds of ten and twenty millions in a split second. *And along with him goes the advertiser.*

In radio the largest crowds gather at that point on the dial where the entertainment is the best. That point today is CBS.

For the Columbia Broadcasting System continues to be the most creative network in providing the kind of entertainment which captures the largest audiences.

Only on CBS will you find most of the *sponsored* programs with the largest audiences in radio (11 out of the "top 15").

And only on CBS can advertisers find most of the *available* programs with the largest audiences (7 out of the "top 10").

This is what makes CBS the most effective traveling salesman in radio...reaching more people with better entertainment...making the strongest impressions in all advertising.
1950: Caution Before Speed

TIME WAS when American radio could take a look at the closing year's balance sheet, feel the heft of current schedules and upcoming contracts and predict within a gnat's eyebrow of next year's revenue. That time, however, has gone.

There are too many imponderables. Unlike other media or most modes of business, radio and TV business is affected by the whim and regulatory caprice of Government, rather than wholly by supply and demand. TV's growth, for example, is hampered by lack of facilities, facilities held in check by the FCC under the deep-freeze and related complexities.

Yet, when you read the prognosis for 1949 appearing in this issue, you find it hard to get alarmed. Everything looks rosy. Advertisers, agencies, representatives, trade association executives and others with their fingers on the electronic pulse bristle with optimism.

More dollars are indicated for the mass radio media. The question is how thinly will those dollars be spread? Its twin is what happens to overhead?

To appraise 1950 let's look over our shoulder at 1948. Figures released by the FCC only last week show that while aggregate broadcast revenues increased 17.5% and profits (before taxes) dipped 10.7%. A total of 581 stations, or 32% reported losses—most of them post-war starters.

It seems in the same vein, in 1949—except that aggregate revenues will not show the same measure of increase.

Thus, as the radio media reach the half-century turn, dollarwise they march inexorably forward. The pace, however, is not horizontally applicable. AM has regained confidence. TV needs circulation and facilities to cross from the debit to the credit side. FM, for what it's worth, will be, and whether we like it or not, is sluggish, and, on a national scale, does not cut an important income figure.

It is apparent too, that along with some FM operations, weak, fringe or marginal AM operations will be abandoned.

The optimistic note stems from the belief of businessmen that 1950 business will equal or surpass the 1949 level. A year ago, the prospects were just as bright, but there was widespread fear that 1949 might be a depression year.

The new year starts out well. But little trillons can break big ones, if not coped with tactfully and swiftly. Warning signals reopr in the trend toward higher operating costs, and the tendency to slough off on essential operations. There will be a rash of rate practices, and the per inquiry threat. And there are the problems of regulation and allocations, domestic as well as international. Unrestrained licen- cing of new stations—continuing the post- war epidemic—or capitulation to Cuba via NARBA are latent dangers.

Spared these encroachments, radio and TV must undertake hard and hefty selling. They constitute the most effective of all media for virtually all goods and services. The main tools should be forged by the Broadcast Advertising Bureaus, with the slide films and the All- Radio presentation in the anchor roles. The radio media must program and promote, as well as sell.

All of the signs of the business zodiac indicate caution before we speed into 1950.

We extend to our subscribers the Com- pliments of the Season and the fervent wish that with the New Year will come new highs in achievement and satisfaction in this, the most stimulating pursuit of all.

ROBERT RONSHIEIM TINCHER

DESCEDANT of the Bible-toting, war- ring McGroarty of early Ireland and the Buckners and Tallaferras of Ameri- can Revolutionary days, Robert Ronshieim Tinker, vice president and general manager of WNAX Yankton, S. D., boasts as colorful a career as his ancestors.

Born in Omaha, Neb., Aug. 28, 1908, Bob Tinker attended grade school in Bufal- lo, N. Y., high school in Cleveland, Ohio. It was while a student in Cleveland that he first became interested in show business. In those days, he recalls, his idols were a struggling young bandleader named Guy Lombardo, just getting his start at the Music Box in Cleveland, and the leader of the pit orchestra at the old Allan Theatre—Phil Spitalny.

During his senior year in high school Mr. Tinker was bitten by the profit bug. As busi- ness manager of his class he was responsible for the purchase of class rings and the like. By dint of judicious haggling he showed a margin of profit that paid his first year's tui- tion at the Wharton School of Finance and Commerce, U. of Pennsylvania.

He completed his schooling with money earned playing the violin in a succession of school orchestras. While at the U. of Pennsyl- vania he was active in the famous Mask and Wig Club.

The year 1932 found Mr. Tinker engaged in public accounting work in Des Moines, Iowa, after being, in turn, night auditor for resort hotels in Virginia Beach, Va., and Palm Beach, Fla., selling peanuts during the de- pression at a walkathon in Minneapolis, operat- ing a filling station and jerking sodas. For three years he worked as chief accountant for a wholesale distributor and as a field investiga- tor for the Iowa Emergency Relief Administra- tion.

Mr. Tinker joined the Iowa Broadcasting Co. (later Cowles Broadcasting Co.) in 1935 as bookkeeper for K5O and KRNT Des Moines. In a few months he was named chief account- ant for the Des Moines Register and Tribune stations—K5O (later sold) and KRNT, and WMT Cedar Rapids. In 1938, he was made assistant treasurer of the company.

Cowles Broadcasting Co. in 1937 purchased WNAX Yankton, S. D., a station that had its beginning in a radio parts shop in 1922. Mr. Tinker—who had started with the company less than three years earlier—was moved from Des Moines and made vice president and gen- eral manager of the new operation. Looking back today, the Cowles organization feels it chose well, for WNAX has grown and pros-... (Continued on page 71)
This is the stage setting at WSAI's "Shelf Level" Food School. Approximately 300 grocers sit before it every week. Here are some sponsor comments:

"Our clients are getting real results."
Jennelles Advertising Agency
Provico Dog Food

"We are the oldest sponsor . . . we have been made quite aware of the effectiveness of the 'Shelf Level' Plan."
George W. Doerr
Pres., H. F. Busch Co.

"It is our experience that the sponsors of 'Shelf Level' will derive not only the good will of the grocers but a substantial increase in distribution and sales."
Norbert J. Dorsel
Pres., Dorsel Co.

"We felt this unique plan — combining a means of getting both consumer and retailer acceptance — had a definite plus value. I am happy to say that our judgment has been vindicated."
John Nolan, Account Executive
The Keeler and Stites Co.
Stegner Food Products

"The 'Shelf Level' Plan has done a terrific job for us."
Jacques C. Ullman
Canada Dry Products Co., Inc.,
of Cincinnati
Program Firms
(Continued from page 28)
of AM, FM and TV collectively will create a greater gross revenue for the industry in 1950.
Edwin H. Kasper, Kasper-Gordon, Inc., Boston, anticipates increased radio revenue for the coming year and says the increase in TV set sales, providing a powerful new medium for advertising, should bring the many new advertisers and products to public attention. Combined efforts of AM and TV make for better sales potentialities and AM radio will be as soon as AM station owners realize this, he says.
Belief that radio business is bound to increase as competition in selling increases, is expressed by Charles W. French, Trans-Radio Recording, Boston. Business generally, he says, will remain the same or increase slightly as the increase would probably be greater if there were not so much widely publicized pessimism.

Klein's Views
William L. Klein, president of United Broadcasting, Inc., Chicago, says "the transcription business is drawing in, and will continue to do so in 1950. We will make up for the decrease in transcriptions by entering the sound film recording field. Unlike many transcription producers we are equipped with large studios and can make this shift. Operating expenses will not be greatly increased as we will hire personnel as needed—job by job."

Carroll Levene, director, Pax Productions, San Francisco, looks for a bigger revenue year in 1950 for radio generally, and an increase in the firm's intake of about 30%. The Pax executive says "San Francisco Bay area AM business will increase because CBS' local outlet now owned and managed by CBS, has, despite big network billings, done an outstanding job of creating live local programs. This has already stimulated other networks locally, and should result in 1950 business increase. Thus far, and perhaps for some time to come, San Francisco's three TV stations have not cut into AM billings."

On the Canadian scene, Spence Caldwell of S. W. Caldwell Ltd., Toronto, predicts "1950 general business in Canada will be about the same as 1949. Radio advertising in 1950 will maintain an even keel with that of 1949." He believes there will be more competition and more selling required by transcription companies.

EDUCATION TEST
WHOM Starts Evening Classes
AN EDUCATIONAL experiment in citizenship training will be launched in mid-January by WHOM New York, in cooperation with the New York City Board of Education.

The station will urge its listeners in six foreign languages (Italian, Polish, Spanish, Yiddish, German and Russian) to enroll for a series of 12 evening sessions to be conducted at WHOM studios. Classroom instruction will be supplemented by a weekly broadcast.

Dr. J. Maurice Richman, curriculum consultant of the adult education section of the Board of Education, has been assigned to work with WHOM as advisor in planning and conducting classes and broadcasts.

Baker To ABC
FULL ABC network will carry Art Baker's Notebook, heard for decade on KECA Los Angeles, starting Jan. 2, Mon.-Fri., 1:45-2 p.m. Show is to be cooperatively sponsored.

Seymour Siegel, Municipal Broadcasting System; Benjamin Cohen, Assistant Secretary General, UN; Frank Stanton, president, CBS; J. R. Poppele, president, TBA; Frank White, president, MBS; Millard C. Fought, FMA, and Edward J. Noble, chairman of the board, ABC.

FIELD'S FM
HALF-DOZEN firms are expected to buy Field Enterprises' Functional Music Inc. FM franchises before the first of the year, FM President Howard Lane said in Chicago last week. He also is radio director of Field Enterprises, which owns WHOM Chicago, WSAI Cincinnati, KIR Seattle and KOIN Portland.

The new Field subsidiary, which was incorporated in Delaware last October, is selling FM franchises and equipment for a complete serv-

ice based on elimination of commercials from FM programming for public concerns. Tests have been conducted several months on Mar-

shall Field's FM station, WFMF Chicago, AM affiliate of WJJD. It programs music for 100 special sets which have been installed in local shops, restaurants and night clubs [BROADCASTING, Dec. 19].

Functional Music Inc. manufactures all its own equipment, which includes a tuning set and a plush-covered speaker similar to a wall picture and which can carry an advertising message.

More Franchises Imminent
Most FM franchises are expected to be issued in cities of more than 100,000 population, Mr. Lane said. The franchise includes a complete operation service, with program material, sales techniques, technical help, bookkeeping systems and exclusive territorial rights.

Functional Music Inc. will compete with "wired music" franchise holders, "and will cost about a fourth as much," Mr. Lane estimated. Although he declined to release actual cost figures, he said the price to subscribers depends on the number of speakers installed.

FM music also bypasses the limitation on length of telephone wires, used by all piped-in music firms. The FM area is limited only by coverage of the transmitting station, he explained.

To attract more night club business, WFMF on New Year's eve

Six Franchise Sales
By '50—Lane

will extend its music programming from 10:30 p.m. until 2 a.m. daily. It now broadcasts from 8 a.m. until 10:30 p.m. Commercials are tuned out of all programming with the use of a supersonic control circuit, keyed only from the FM station.

Voice material can also be eliminated in this way. The circuit permits several off and on services which subscribers may want.

DEFENSE DEPT.
Withdraws News Directive

ACTIVE direction by each military branch of its own press information service, which tempo-

rarily eliminated news clearance by the Dept. of Defense, proved short-lived as William Frye, information director, last Tuesday cancelled a five-day-old decentralization directive.

The order returned active control of news to each service—the Army, Air Force and Navy—and provided for appointment of deputi-

es to report to each branch information director, rather than to the Defense Dept. as practiced since last March. Originally the plan was conceived to aid identification.

The radio section, headed by Charles Dillon, was not affected by the order. But the department's overall information section would have had supervision over news emanating from other offices not controlled by the three services. Lee Hargus is chief of the central branch.

JAIL BURGMAN
Ex-Nazi Gets 6-20 Years

SENTENCE of 6 to 20 years imprisonment was imposed last Tuesday on Herbert J. Burgman, "Joe Scanlon" of the wartime German Radio, by a Federal District Court in Washington. Mr. Burgman, eighth American to be found guilty of treason in World War II, was convicted last November.

The former Nazi broadcaster reportedly received as much as $1,500 a month for airing German propaganda, which he told listen-

ers originated from station DE-

BUNK somewhere in the Midwest. Transcriptions of his broadcasts were played back in court during the trial. His defense attorney, James L. Lapham, who also de-

fended Mildred E. Gillars (Axis Sally), said he would appeal the verdict.

WIP Philadelphia recently toured neighborhood theaters with Musical program featuring Murray Arnold, m.c., and sponsored by Daily News.
Arkansas Tax
(Continued from page 27)
changed the outcome of the case." Mr. Bullion's reply to the NAB paragraph follows:
"As to the cooperation we file do not seriously that this 'resolution' is aimed at criticism of our handling of the case or of our lack of cooperation, for correspondence therein reveals that Mr. Petty was fully informed of the events of the case as they happened.
"As early as October, 1947, we contacted them asking for their assistance, cooperation and suggestions regarding the handling of the case. We were furnished some material by them which we subsequently used.
"As to the cooperation on appeal to the Supreme Court of Arkansas we did not tell Mr. Petty that their intervention amicus curiae would be inept or detrimental to the case.
"Had NAB felt the need therefore under the rules of our (Arkansas) Supreme Court all they would have to do is request such permission from the Court. I quote that rule:
"By permission of the court amici curiae briefs may be filed.
"It is true that on rehearing before the Arkansas Supreme Court we did advise Mr. Petty not to file a brief because we feel that the rules of our court do not permit. Again I quote from these rules:
"Amici curiae briefs on rehearing are not permitted to be filed.
Advised Petty
"Because of this rule we advised Mr. Petty not to intervene at that time since it would be futile.
"As NAB knew of this case from its inception, had the true brief been available to the court during any time during its pendancy in Arkansas courts, and did intervene in the U. S. C. (U. S. Supreme Court), it is hardly felt that their 'resolution' is seriously attempting to 'pass the buck.'
"Actually, the issues were squarely and fairly presented to the court and all times and the courts were thoroughly advised and informed as to the law of the case. Unfortunately, we lost and the law thus established is a decided departure from previously established principles of law.
"This happens frequently as we progress in time and is something which lawyers, or otherwise, are unable to predict. Recently the U. S. C. held insurance to be interstate commerce which upset a doctrine that had been established for about 100 years.
"Consequently, as NAB furnished us with all of the available law which they had on this subject, had knowledge of the importance of the case, and at all times received all information requested of us, we feel that they do not attempt to criticize but rather attempt to aid with their participation in the case."

ALL-RADIO FILM

PREMIERE showing of "Lightning That Talks," All-Radio Presentation film portraying the impact of broadcast advertising, has been set for Feb. 5 in New York. Date was selected last Wednesday after a meeting of the All-Radio Presentation Committee, which previewed an unedited version of the film.

Plans for the premiere, expected to be "a super-glamorous evening of radio promotion," according to Broadcast Advertising Bureau, will be made at a meeting to be held this Wednesday at BAB's New York offices. Delegates from New York stations will participate, and will select a community committee, chairman, and form a tentative invitation list for the film showing. It was understood that last Wednesday's meeting favored a dinner session at a major hotel for the initial showing of the film.

Following the New York kickoff, major showings of the film will take place in Chicago, Philadelphia, Los Angeles, Detroit, Boston, San Francisco and Atlanta. Members of the All-Radio committee have been assigned to assist broadcasters in these areas in setting up sectional premiers.

Prints of the film for showings in other cities will be available after Feb. 15. Official notice to all subscribers was to be sent last week asking that community committees to effect the local showings be established as soon as possible.

The committee last Wednesday also heard a report that sufficient funds are available in its treasury to defray expenses of the film's New York sound film. It was agreed at the time that a final intensive effort would be made to get additional stations and representatives to subscribe, to permit additional promotion.

A complete manual outlining procedures for stag showings has been prepared by committee member Lewis Avery and will be distributed.

Attending last Wednesday's meeting were:


Meeting with the committee to make preliminary plans for the film's New York world premiere were the New York City broadcasters: George Mayo and Joseph Creamer, WOR; Robert Patt, and Richard Swift, CBS.

The All-Radio Presentation Committee will meet again on Jan. 5, at the Broadcast Advertising Bureau offices.

WALB From MBS to ABC

WALB Albany, Ga., will leave Mutual and join ABC effective Jan. 29, General Manager H. L. Tallman announced last week. Herald Publishing Co. is licensee of the 1 kw station. James H. Gray is president.

Doremus Names York

E. HOWARD YORK III, head of the Doremus & Co. Philadelphia office, has been elected a vice president of the advertising agency. Mr. York joined Doremus in 1940 in the New York office.

CERAMIC CAPITAL OF THE WORLD

Wanna DRUM UP business?

WOHL serves 200,000 in Ohio, Penn. and West Va. with news, music and sports designed exclusively to the community interest. Programming is fashioned for the folks at Midland, home of Crucible Steel; for Columbiana County, leading apple growing county in Ohio; for Beaver County, Penn.; and for 3rd largest industrial county in the state.

We'd like to do a little dreaming for you. Soon?

SERVING 200,000 in Ohio, Pennsylvania and West Virginia.

EAST LIVERPOOL, OHIO

LEVER BROS.
Two Divisions Change Agencies

NEW advertising agency line up for two divisions of Lever Brothers was announced last week.

The Pepsi-Root Division of Lever Brothers (Pepsi-Root toothpowder and Pepsi-Root toothpaste) will be handled by Foote, Cone & Belding, New York. Henry T. Woulfe, president said, and the Rayve Home permanent will be handled by J. Walter Thompson Co., New York.

Needham, Lewis & Brerby, which has handled Pepsi-Root toothpowder and Rayve shampoo, resigned the account because of the impracticality of servicing the client from Chicago [BROADCASTING, Dec. 19].

At the same time, Warren N. Burding, president of the John F. Kelke Co., also a Lever affiliate, announced that Tatham & Laird of Chicago have resigned the Jelke "Good Luck" products account, because of the Lever Brothers move to New York. Mr. Burding said that no decision had been made on a new agency appointment.

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Advertisers
(Continued from page 23)
for the first six months at least business activity and personal income will continue at high levels and that, in general, business conditions will be good. Our business should share fully in consumer spending for 1950, with the result that advertising in 1950 will be but another chapter in the growth of our industry.

Bristol-Myers Co. believes "business for us will be good in 1950" and is "counting on it with increased radio and TV budgets," Vice President Robert E. Brown reported.

Pillsbury Mills is boosting its radio budget and keeping an eye on TV. Said Robert J. Keith, director of advertising: "1950 will be the sell-sending year ever heard of. Those people in their hitting will hold their franchises. Of Pillsbury's total budget, 15% more will go into radio in the new year. Our recent purchases of CBS shows indicate how much we are increasing our radio budget. We are watching TV very closely. It is not a matter of asking if we will enter TV; it is when we will enter."

Colgate-Palmtone-Peet Co. lets the facts speak for themselves. R. C. Robertson, director of media, reported: "It is a matter of record . . . that we have renewed our five evening network radio shows and our two television programs: namely, The Colgate Theatre and the twice-a-week participation in the Howdy Doody show. Further, our extensive spot radio schedules are being continued and, in fact, augmented somewhat. Obviously, this means that the Colgate-Palmolive-Peet Co.'s business prospects for 1950 are on the optimistic side."

Mr. Brown

Mr. Cappelle

Mr. Gale

Mr. Piggott

Mr. Harris

Mr. Henry

Mr. Plantar

Mr. Gray

Mr. Nunn

Wesley I. Nunn, advertising manager of Standard Oil of Indiana, expects "an increase in our expenditures for radio and television, which for us are closely related. Both media will receive a larger portion of our budget in 1949."

Ernest L. Hughes, Sinclair Refining Co. vice president in charge of sales, was "optimistic as to 1950 prospects and said "our overall advertising budget has been increased 50%." He noted that Sinclair's radio and television advertising is handled on a local basis and that 1950 television contracts already have been signed for Washington and Philadelphia.

T. P. Manning, advertising manager of Skelly Oil Co., said 1950 radio expenditures would approximate $4,000,000—about the same as 1949.'s.

B. F. Goodrich Co., tire and rubber products manufacturer, plans to continue its present television show, Celebrity Time, and expects rate increases and use of more stations to require a greater appropriation, according to F. T. Tucker, director of advertising. The company has no plans for network radio.

Officials of The Texas Co. reportedly would like to change the TV Texaco Star Theatre to a biweekly show in view of rising costs, but apparently haven't sold the idea to Milton Berle, star of the weekly program.

Among the watch companies, Bulova plans to spend around $4,000,000 on radio and television in 1950—approximately the same as 1949.

Benrus plans expenditures of approximately $1,000,000 in radio and $500,000 in television, reflecting a "vast increase" in TV and a "slight decrease" in radio, according to Advertising Director Adrian Plantar. Unlike this year's campaign, 1950 plans call for advertising specific merchandise.

The "most progressive watch company" of 1950, Waltham's plans encompassing the standard.
Mr. Siragusa

Mr. Siragusa

Sears Budget

Sears, Roebuck & Co. pointed out that "the bulk of our advertising expenditures are made by our individual stores on a periodic basis and there is no yearly advertising budget set up for them. Each individual store's advertising expenditure is, incidentally, figured out on a sales ratio basis each period and the selection of the media to be used is left largely to the discretion of these stores."

The Borden Co. expects to spend more on television in 1950 and to maintain its radio budget at approximately the 1949 figures, according to Stuart Peabody, assistant vice president in charge of the food products firm's advertising.

Seaman Bros., tea and grocery specialties company, is raising its radio appropriation from $700,000 in 1949 to $800,000 in 1950, while boosting its television budget from $20,000 to $75,000, President Sylvan L. Stix asserted.

Beech-Nut Packing Co.'s Advertising Manager Ralph Foote reported that this time, "all I can say with any degree of certainty is that we will do more in 1950 than in 1949."

Ralston Purina Co.'s 1950 radio expenditures will be the same as 1949's, according to Joe V. Getlin, advertising manager.

President R. Vaughn Pierce said Pierce's Proprietaries Inc., with 1949 business considerably ahead of last year's and with greater increases in prospect, is "increasing our radio advertising" for the new year.

McKesson & Robbins, proprietary cosmetics firm, has used "and will continue to use spot broad- casts and television spots in certain markets," according to Advertising Manager D. C. Berry. Budgets are prepared on fiscal-year basis, starting July 1.

For Borden Products Corp., has not included radio or television in initial 1950 plans for its medicinal products but might add one or both during the year, said Assistant and Advertising Manager W. C. Luzier.

Predicts 5% Increase

Another pharmaceutical manufacturer, a substantial user of spot radio, forecast a 5% increase in his business during 1950 and said its radio budget would be increased to a total of $600,000 to $700,000.

Coca-Cola Co.'s 1950 plans have not been finalized but are expected to approximate those of the current year.

Falstaff Brewing Corp.'s 1950 budget similarly has not been completed but Advertising Manager Harold J. Jensen said radio appropriations would show little change from 1949 while the television outlay would be increased.

Dr. Pepper Co. will use spots except in selected markets, as was the general case this year, according to Advertising Manager A. H. Caperton.

Roma Wine Co.'s radio use "will probably be modest," principally involving spot advertising in selected areas, said Ken Pearson, general merchandising and advertising manager.

Canada Dry Ginger Ale Inc.'s

NBC ASSESSES Station Relations Staff

ANNOUNCEMENT of staff assignments of the recently split NBC and NBC-TV station relations departments was made last week by the network.

Under Sheldon B. Hickox Jr., newly-appointed director of the television station relations department (BROADCASTING, Nov. 14), will be Thomas E. Knobe, former administrative assistant to the director of TV operations; E. B. Lyford, Stephen A. Flynn and Robert J. Guthrie, former members of the unified network station relations department.

Under Easton C. Woolley, who continues as director of the station relations department for AM broadcasting, will be Burton M. Adams, Norman E. Cash, Paul M. Hancock, William M. Kelley and Paul Rittenhouse, A. W. Kenney and Jennings Pierce will continue as station relations liaison for Central and West Coast Divisions, respectively. All of these men have been with the network in station relations and allied fields.
**Protests Mount To Proposal**

Belief that FCC would abandon its proposal to boost FM's minimum operating hours—or use it as a vehicle for a far-reaching hearing—developed last week in the wake of a flood of protests from FM broadcasters, including FM Inventor Edwin H. Armstrong.

The stock of protests filed at last Monday's deadline surpassed 75 aside from those submitted earlier [Broadcasting, Dec. 19], as compared to less than a half-dozen out-right endorsements of the panel.

Prof. Armstrong suggested that FCC hold a hearing "if only to determine whether the medicine which the Commission is proposing to administer to FM broadcasting will not kill rather than cure the patient."

Increasing the expense of FM stations may very well encourage the AM networks to maintain their policy of discouraging FM and to make it easier for them to stifle FM by demonstrating to AM stations that their AM affiliates are only liabilities and are not going to turn into assets," he charged.

He said "the malady from which FM suffers has deeper causes than merely a limited number of broadcasting hours."

Tracing FM's history and FCC's decision to move it from the 44 to the 88-108 Mc region after the war, he said past Commissions had jeopardized FM's future.

The facts, he said, justify an investigation "aimed at determining the true causes of the failure of the industry to bring the benefits of FM broadcasting to the public and to determine what steps need to be taken at this late date to restore competition between FM and AM and thus realize the statutory purposes laid down by Congress."

Most protests against FCC's proposal charged that longer hours would mean greater operating costs at a time when FM revenues already are inadequate; that FM set circulation doesn't justify longer hours; and that the proposed rule's distinction between FM-only stations and FM-AM operations is discriminatory.

ABC was among the opponents. NAB asked for a fact-finding hearing to assert that "there is a very real possibility that the enforcement of the rule in its present form would work a real hardship on many FM broadcasters."

Outright support among comments filed last week came from WESC-FM Greenville, S. C.; KPFT (FM) Portland, Ore., and the American Communications Association. The International Ladies Garment Workers Union, which controls FM stations WFDR New York, WVUN Chattanooga and KPMX Los Angeles, asked for modifications in the proposal, as did WXRW (FM) Louisville and Larus & Bro. Co., owner of WRVA and WRVB (FM) Richmond and WBCV (FM) Norfolk.

The proposed rule would require an FM-only station to reach 12 hours a day after two years on the air and an FM outlet with an AM affiliate to operate at least as long as six a.m. and midnight as the associated AM station [Broadcasting, Nov. 21]. FM stations currently are required to operate six hours a day.

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**ERICKSON NAMED**

**Heads Y&R Radio-TV Dept.**

W. Rodney Erickson, supervisor of operations of the radio and television department of Young & Rubicam, New York, has been named manager of the department, Everard W. Meade, vice president in charge of the department, announced.

Mr. Erickson joined Y&R in March 1948, as producer-editor of We The People.

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**Networks**

(Continued from page 31)

|$10,495,000 below those of 1948.

The 1948 total network radio billings reached $188,995,642, the all-time peak.

By networks, the comparative radio billings were:

<table>
<thead>
<tr>
<th></th>
<th>1949</th>
<th>1948</th>
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<tbody>
<tr>
<td>ABC</td>
<td>$43 million</td>
<td>$44,304,245</td>
</tr>
<tr>
<td>CBS</td>
<td>$62,265,105</td>
<td>$62,265,105</td>
</tr>
<tr>
<td>NBC</td>
<td>$69,697,590</td>
<td>$70,000,000</td>
</tr>
</tbody>
</table>

**Statements**

The following figures represent totals of affiliated as well as owned and operated stations:

<table>
<thead>
<tr>
<th></th>
<th>1949</th>
<th>1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>501 Hrs. 45 Min.</td>
<td>49 Hrs. 45 Min.</td>
</tr>
<tr>
<td>CBS</td>
<td>181 Hrs. 30 Min.</td>
<td>179 Hrs. 15 Min.</td>
</tr>
<tr>
<td>NBC</td>
<td>501 Hrs. 45 Min.</td>
<td>49 Hrs. 45 Min.</td>
</tr>
</tbody>
</table>

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"Notwithstanding its ability to market radio's image, for years to come, will offer no real strength to challenge the coverage figure of television. This, in 1950, radio will continue to represent far beyond the lion's share of broadcast advertising revenues."

"A hardy competitor, radio, even in cities where TV is extensive, is gaining the medium's video's impact. ABC, which has led in so many of radio's innovations also is in the forefront here. Among the steps with which ABC president, Haskell Judson, has sought to make radio a more flexible advertising tool are its less-than-13-week plan of program sponsorship, the alternating sponsorship program and, most recently, the special tailor-made radio network covering TV cities. This has been offered video set manufacturers for advertising purposes, for ABC believes radio is the medium to tell their story."

Mr. Woods said: "As the curtain goes down on 1949, the star of general business conditions is in the ascendency. This, coupled with the more flexible programming planned for both radio and television by the American Broadcasting Co. in the new year ahead, is the basis for my high optimism concerning the outlook for this network in 1950."

"Despite the real challenge presented during the past year, I am extremely pleased to say that on a dollars-and-cents basis, the network did considerably better than we had anticipated. We had budgeted our operations with the expectation that our radio business would be approximately equal to that of 1948 and that we would show heavy losses from video. This is what actually happened as shown by the earnings statement. For the first nine months of 1949: Broadcasting revenues were up 1.4% over the comparable period a year ago. We did lose money on our television operations, but not as much as we had anticipated."

We have spent about $7,500,000 to establish our owned and operated TV facilities in New York, Chicago, Detroit, San Francisco and Los Angeles and, in addition, more than $1,500,000 has been spent by ABC in television programs. This is in keeping with our guiding precept: Establish top facilities and program gains will follow space.

"Despite these good results, ABC will show television billings, based on network as well as spot and local revenues, close to $2,700,000 for 1949 compared with about $2,500,000 for 1948; these losses will be less than our 1949 operating costs in TV. The gain in video billings in 1949 reflects the fact that ABC-TV now has five of its owned and operated stations on the air, whereas in 1948 only two were in operation."
ing, latest Nielsen Ratings give Columbia 16 of the top 20 pro-
grams, while Hooper credits 7 of the top 15 to CBS. In daytime
television Columbia is also far in the lead, Nielsen crediting CBS with 10 of the top 15 programs and Hooper giving Columbia 7 of the top 10.

"Similarly, in television CBS today has more top-rated programs than any other network.

"Time sales for both radio and television in 1949 were the highest in the company's record. Sales of television time alone increased more than ten-fold.

"Consolidated" Position

"1949 saw CBS also consolidate its position of leadership in net-
work coverage. At year's end the Columbia Network numbers 185 radio stations, an increase from 179 at the beginning of 1949. The CBS Television Network today embraces 56 stations, more than doubling the 24-station CBS-TV Network at the beginning of the year.

"During the year, a number of notable additions were made to the program structure—Jack Benny, Edgar Bergen and Charlie McCarthy, Bing Crosby, Groucho Marx, Butch Hooper, Sid Caesar, Red Skelton, Garry Moore, Dick Haymes, Joan Davis and others. Al Jolson was signed to perform exclusively on CBS radio and television.

"Among the distinguished 1949 additions to CBS television were Ed Wynn, Fred Waring, Cliffon Fadlan, George Oppenheimer, Abe Bur-
rows, Herb Shriner, The Goldbergs, Faye Emerson, Ralph Bellamy, Peggy Wood, Peter Lind Hayes and Mary Healy, and others. Ken Murray was signed to start a new variety series in January 1950.

"Columbia has long had the largest creative program building op-
etion in the broadcast industry. Again this year, the success of Columbia-buil programs—CBS's own 'package shows'—has been outstanding, both in radio and television. Among the lists of top-rated "programs are studded with such CBS-built shows as Arthur Godfrey's Talent Scouts, My Friend Irma and Suspense.

Favorite Programs

"Again long established favorite programs, such as Lassie Radio Theatre—celebrating its 15th year on the air—have continued to attract larger and loyal audiences. "Columbia continued its leadership in programs devoted to the public interest—of which the radio series on the Hoover Commission Report and television series from the United Nations sponsored by the Ford Motor Company received wide public acclaim.

"The Columbia Long Playing Microgroove record found greatly increased sales during the year. Today all major record companies, with the exception of one, are producing LP Microgroove records, and with the recent an-
ouncement of RCA will soon market sets to play 33⅓ RPM rec-
ords early next year, all major set manufacturers are providing equip-
ment for playing the revolutionary LP record pioneered by Columbia.

"The cause of color television was again a subject of wide public interest, with the surgical demonstrations over color television equipment de-
signed by CBS, and conducted by Smith, Kline & French in a num-
ber of cities, brought into sharp focus the advantages of the system. The per-
fomance of Columbia's color system, together with these demonstra-
tions were virtually unanimous in their enthusiasm for Columbia's color system.

Expanded Plant

"In New York and on the West Coast, CBS expanded plant facili-
ties for radio and television broadcasts. Augmenting the large New York television plant at Grand Central Terminal, an acre of floor space was acquired at 418 East 54th St., for belt-line production of scenery and sets. This new plant can produce 22,000 square feet of flat scenery and several hun-
dred set pieces required weekly in New York. It also provides storage space for 100,000 square feet of flat scenery and 600 set pieces, and has two rehearsal studios and a tele-
vision field and maintenance shop. Two more Broadway theaters were acquired, and television used te the entire Lederkranz Bldg. on 58th St., formerly used for radio broadcasts, was converted to tele-
vision operation.

"In introducing Ed Wynn as star of the first major weekly television series to emanate from Hollywood, CBS helped launch the movie capital as future world television center.

Mr. White said: "We at Mutual have a continuing faith in the future of radio—a faith fortified by a constructive program to cope with the changing patterns of the industry. Mutual has al-
ways been a different kind of net-
work, a factor of increasing im-
portance in these times of business transition.

"Throughout 1950 and the years ahead, we plan to stress and em-
phasize these differences, which we feel will contribute greatly not only to Mutual's strength in the broad-
cast radio industry but its effec-
tiveness as a merchandising medium.

"These differences add up to a plus in dollars for the Mutual adver-
tiser, a broader and yet more intimate service to our listeners. These differences enable us to of-
fer a solution to the problem of radio budgets which may have been stretched to help finance experi-
ments in television. These differ-
ences give to the network a firm foundation to withstand the shocks and dislocations of this transition period, and are the basic factors

that make Mutual confident of its future."

Mr. McConnell said: "In 1949 NBC achieved the great-
est gross income in its history from the sale of its radio and television network facilities. On the basis of this record and with our newly
realigned organization, I am con-
fident that NBC is in a favored position to meet the new challenges as well as the new opportunities which 1950 will hold for advertisers and their media.

"The continuing unsettled state of world affairs and the yearnings and strivings of the many who seek to perpetuate the present peace, tenuous as it is, will at the same time present new challenges and opportunities for the program plan-
ers of radio and television in giv-
ing enlightenment, information, news and entertainment to mil-
ions. Radio must develop still more ingenious and captivating fare for its listeners as television continues to close the gap between its technical perfection and artistic excellence.

"Radio in 1950 will more than ever be the most massive and eco-
nomical of the advertising media while television will continue to offer more unique opportunities which have already been so well capitalized upon by forward look-
ing advertisers. All in all, I am confident 1950 will be a good year for all of us in the industry who are nimble of foot and mind."

RICHARDS CASE

Brief Filed Upholding FCC Jurisdiction

The American Jewish Congress and the Jewish Community Councils
of Cleveland, Detroit and Los Angeles last week filed a joint brief with the FCC, upholding FCC's jurisdiction to investigate news slanting charges against O. A. Richards, owner of WGAR Cleveland, WJR Detroit and GMC Radio.

The brief opposed Mr. Richards' previously filed petition challenging the Commission's jurisdiction to in-
vestigate program policies, and his application for renewal of the sta-
tions' licenses and for the transfer of their stock from him to a group of trustees.

HONEST INJURY . . .

DULUTH, MINN.—"Okay. So I'm a balloonist. But it's the truth and nothing but the truth," asserts Ottis Mattick as he views the Duluth-Superior radio picture. "KDAL dominates the audience in this rich market. I'll swear it on a stack of Hoopers this high." He's right. KDAL's continuing listener promotion, plus its own and CBS personalities keep this station way out in front. And that makes KDAL the medium to keep your clients way out in front in Duluth-Superior. Are we on the list for your next campaign?

Avery-Knodel can give you full details. Let them tell you how KDAL directs the Spend Ability of the Duluth-Superior Market. And how to direct it to your clients' products.

Upcoming

Jan. 9: Deadline for George Foster Peabody Awards for Radio and Tele-
vision.

BROADCASTING • Telecasting

December 26, 1949 • Page 45
Station Outlook

(Continued from page 89)

bia, S. C., NAB director for medium stations, predicts continued or higher business activity in the Southeast as a result of good farm income along with new manufacturing plants, extensive rural electrification and absence of TV signals which in turn holds up the demand for AM and FM sets. He observes that the Negro population has an improved economic status.

Irving E. Rogers, general manager of WLAW Lawrence, Mass., is confident of increased business based on such signs as less unemployment, increased bank savings, new construction, and modernizing of retail stores.

Robert T. Mason, general manager of WMRN Marion, points to new industries in North Central Ohio along with other expansion. He said holiday retail sales compared favorably with 1948 despite coal and steel strikes. He looks for a better year if radio can get a better share of enlarged retail advertising budgets occasioned by competitive factors.

Mr. Mason  Mr. Essex

General business will be good, and "business on our radio stations can be good but it will be up to us to make it so," said Harold Essex, vice president of WSJS Winston-Salem, N. C. He warns broadcasters to keep in mind "that results must be produced for the advertiser, at the same time dollars are being produced for the broadcaster's till.'

Charles C. Calev, executive vice president of WMDB. Peoria, III., and NAB District 9 director, said the station looks for the first six months of 1950 to be as good as 1949. The year will be one of adjustments at WMDB but the station believes it will maintain and stabilize its volume. Operating costs are expected to be about the same as 1949.

Mr. Caley  Mr. Harris

Jack Harris, general manager of KPRC Houston, looks for autumn improvement to continue through 1950. "There is every indication, too, of national business remaining solid," he said, recalling that only local business remained firm last summer. "Major problem we face is an increasing cost of operation," he said, "which in this day of AM radio cannot be passed on in the form of increased rates."

L. E. Lounsberry, president of WGR Buffalo, expects a prosperous year, without sensational gains but a solid, substantial business. Radio is solidly entrenched in the business life of the community he said. "Competition is stronger but more healthy and improvement is sure to result."

Mr. Lounsbury  Mr. Strouse

Ben Strouse, general manager of WWDC Washington, expects a record year, with the AM station increasing from its former low-key transit business expanding week by week. Apparent revival in national spot "and return to AM of advertisers who have found TV too expensive," he is encouraging, he said. Autos, cold remedies and many new products fighting for the consumer dollar are using radio, he observed.

George D. Coleman, general manager of WQBI Scanton, Pa., and NAB District 3 director, expects Scanton radio business to hold the 1949 level along with general business. Some industrial and retail expansion should aid employment. The station will observe its silver anniversary in 1950.

New products and a buyer's market will mean more advertising and more competitive effort to get the buyer's dollar, according to E. E. Hill, executive vice president of WTAG Worcester, Mass. With wages high and major strikes "fairly well behind us," he observes that inventories are low and public views the future confidently. "Radio has many more and new successes to its credit," he said, adding, "1950 will be a good year for radio."

Mr. Hill  Mr. Bonebrake

Matthew H. Bonebrake, general manager of KOCY Oklahoma City, figures 1950 will be a good business year in the Southwest. Radio competition will be very keen in the larger markets, he predicted, "and there will be a tendency to lower rates. Stations showing increases will do so only through good sales and management supervision."

J. H. I. Truthfelter, vice president and treasurer of WFBR Baltimore, said radio is "surviving a severe test and doing well." He feels it will continue to do so, being a good medium for advertising at a reasonable price. General business will be good, he predicted.

Edward A. Wheeler, president of WEAW (FM) Evansville, Ill., has Transit Radio and Storecast, foresees AM growth in areas not fully exploited. Weeding out of FM's not doing a good job will benefit other FM stations, he said, and Transit Radio and Storecast should continue to grow as hard-hitting merchandising aids.

Hugh M. Fetis, manager of KING and KING-TV Seattle, foresees further expansion of the Seattle-Tacoma market. "We expect to double our business in 1950," he said, adding the TV station is doing "very well."

Mr. Fetis  Mr. Campbell

Martin B. Campbell, general manager of WFAA Dallas, said good regional business in 1949 more than offset the sharp drop in national spot. Network revenue also declined, he added. Mr. Campbell is not optimistic about national spot in the first part of 1950 but sees continued improvement in regional business. "TV has not made much of an impression as yet," he said. "However, with two stations in Dallas and one in nearby Fort Worth now operating, this may change in 1950."

W. F. Rust Jr., general manager of WKBR Manchester, N. H., anticipates an increase in business with aggressive local programming, "a successful antidote for strong network and television competition."

While retail business in Southern Wisconsin is off the overall 1950 prospects are good, according to Sidney H. Bliss, president of WCLO Janesville. He called attention to a slump in national network but called the outlook for national spot and dealer-distributor co-op encouraging.

Mr. Hubbard  Mr. Jarman

Stanley E. Hubbard, president and general manager of KSTP St. Paul, Minn., said "TV forced the sales staff to go out and do a selling job "with very satisfactory results. We have never really hit the potential on AM. If we were to lose half of our AM audience to television, AM on the major stations would still be a greater buying medium. . . . I expect our normal AM business will possibly increase in 1950, 1951 and 1952."

Payroll stability in 1950 will help business, along with veterans payments, said J. Frank Jarman vice president and general manager of WDNC Durham, N. C. Sales competition will increase advertising budgets and radio will get a good portion of the increase, he predicts.

Harry R. Spence, president of KRXO Abilene, W. T., and NAB District 17 director, foresees good business with the steel strike settlement and the price increase. He said the public has withheld buying in the belief prices would go down but the steel rise means higher prices for autos, refrigerators, ranges and general construction. Regional employment is high, he said, adding that the depression dip has ended and business seems to be headed upward.

Department and special stores are making more use of radio, said S. J. Schille, vice president and sales manager of KUTA Salt Lake City. Food items to be launched in 1950 offer a source of new business, he suggested.

Wiley F. Harris, director of WJDX, Jackson, Miss., foresees general growth in the area well beyond 1950. With a better crop year expected, and more spending money in circulation, "we should come through with a good year if national business holds up," he said.

Mr. Harris  Mr. Essau

In Tulsa business prospects are described as "great" by John Essau, vice president and general manager of KTUL, who predicts the area "will continue above the national level."

General prospects in the Montgomery, Ala., area are good, said Howard S. Pill, president of WSFA, who calls attention to extreme lumber and cattle activity. Radio salesmen in the five-station city are "over-soliciting," a fact he described as "distasteful to many businessmen and no doubt will drive some of them completely out of the medium."

Gustaf Brandborg, commercial manager of KVOG Tulsa, is another Tulsa optimist. He expects business to be good in the Southwest with possible leveling off in some lines and in some areas. He feels there is every reason for optimism and station schedules for

Page '6  * December 26, 1949
In the Milwaukee area, according to Jerome Sill, commercial manager of WMIL, the increase in number of AM stations has greatly improved the acceptance of radio as a medium and "has virtually eliminated listening to Chicago stations. Greater acceptance of independent stations by national advertisers and better local acceptance add up to optimistic forecasts for 1950."

C. E. Denny, general manager of WERC Erie, Pa., believes business generally "will show an increase if strikes do not hinder. Population increases and a desire to sell make advertising a necessity. We will try to get our share."

Lester W. Lindow, general manager of WFDF Flint, Mich., also noted increased interest in radio on the part of local and national advertisers and observed that good auto industry prospects indicate the 1949 record payrolls will at least be equaled in 1950. "Unless much stronger emphasis is placed on the value of summer radio by the entire industry I expect a drop in radio billings next summer," said Wallace E. Stone, manager of KILO Grand Rapids, N. D. Hard selling next fall may bring 1950 sales close to the final months of this year, he said. Consumer cash will be plentiful in the Red River Valley, he predicted.

Prospects are good in the Roanoke, Va., area, in the opinion of Ray P. Jordan, manager of WDBJ, with high activity in railroading, steel, textiles and agriculture.

Simon Goldman, vice president and manager of WJTN Jamestown, N. Y., sees better general business and increased sales for radio, especially in retail and service advertising. A number of new brands of beer are entering the market, he said.

Local programming and public service broadcasts are making radio increasingly effective in the Miami Valley, according to Ronald B. Woodyard, president of WONE Dayton, Ohio. High spending power should continue in 1950, he said. "Manufacturers, distributors and retailers are as anxious to sell goods as radio stations are to sell air time," said H. R. Krabstein, vice president and general manager of WMPM Memphis. With general prospects looking good for 1950, he observed that "as long as radio can show results it need have no fear for revenue."

Optimism is running high in Kansas, according to Ben Ludy, general manager of WBW Topeka, with radio and general business prospects looking excellent because of high farm income. "Sales will be stronger than in the past few years — consequently there will be additional advertising effort," he observed.

With high per capita wealth (Continued on page 48)
Even a 1950 crop failure will not seriously curtail business in North Dakota, said F. E. Fitsimonds, vice president of KFMY, Bismarck. "Gazing into the crystal ball for 1950 looks encouraging," he added. "The coming year will be the first in which farm buying is not deterred by any program's Hooper or other rating," said Richard H. Wright, commercial manager of WLRE (FM) in Lebanon, Tenn., where building activity, general business prospects and advertising will benefit from improved manufacturing, building and services.

More Advertiser Money Advertisers will spend more in 1950, in the opinion of C. Fantle Jr., president of KELO Sioux Falls, S. D.

David Carpenter, general manager of WCON Atlanta, predicts Atlanta radio buying will become more selective in 1950, with 11 stations and three TV outlets to be opened by mid-year and with more competition from other media.

"We are beginning to wear down the adverse newspaper and magazine Publishers in the mid-1940's, especially in the early demise of AM radio by better selling and programming," said Virginia Davidson, president of KIBO Boise, Idaho, who sees advertising and general business prospects in the area as "very favorable.

R. B. Westergaard, general manager of WNOX Knoxville, Tenn., expects good business in East Tennessee, barring major strikes. Building activity, Oak Ridge development and the Bisnarchak area construction are listed as favorable signs.

"Radio should increase due to concentration of sales efforts," said A. G. Meyer, station manager of KMYR Denver. He believes TV will get most of its money from radio (AM) budgets, but magazines should start feeling television's effect.

Entry of new stations in the past year or two "will automatically bring about an increase in the number of dollars spent for radio advertising," said C. J. Locke, general manager of KDFM Beaumont, Tex. He does not figure this will be done at the expense of established stations.

Red Cross, commercial manager of WMAZ Macon, Ga., looks forward to a banner year in 1950, culmination expansion plans developed since 1938. Wartime growth has been retained, he said. A. J. Mosby, president and manager of KGVO Oakland, Calif., "feels that radio buying is a limited facility so that general business can decrease substantially before radio will go hurts. I do not believe Radio expenses have reached a surface of available potential clients. I believe that business on AM will be good in exact ratio to intelligent and careful selling put behind it.

Overall improvement in radio and business is anticipated by Roy F. Thompson, president of WRTA Altoona, Pa., barring unforeseen world-wide stoppage. He looks for quieting of the labor situation "and industry can settle down to regular production."

Harder selling, better sales organization will answer the question of what 1950 will produce, said E. Gluck, president of WSOQ Charlotte, N. C. Continued growth in the Piedmont Carolinas indicates a good business year, he said. Growth of Albuquerque to a city of 130,000 has meant higher revenues for KVER, said William T. Kennedy, president, adding that television has been "a definite stimulus to AM revenues here.

"TV manufacturers, distributors and dealers are spending large sums on KYER to stimulate set sales, he explained.

Houston's Growth Dave Morris, manager of KNUX Houston, is looking for a big year as Houston's "tire" growth continues. He called attention to a decided upswing in local radio business in late 1949 and anticipates a good year for national spot at KGET.

John S. Major, general manager of WRENS Topkea, says the station is carrying on an institutional and radio educational program for local merchants at the time which costs will have hereafter been ultracorporate in advertising. He looks for a 5% increase in station local and national business.

A good business and radio year in 1950 is foreseen by Charles F. Phillips, vice president and commercial manager of WFBF Synopsis, N. Y. He believes radio is still securing "far too small a share of the retailers expenditures.

Radio advertising will continue its upward trend in the area, in the opinion of R. Sanford Geyer, vice president and general manager of WJAC Danville, Va. He terms general business prospects in the area "very bright."

William C. Grove, manager of KFBC Cheyenne, Wyo., offered this forecast for 1950: "We feel that Mitchell's (BAB director) suggestions, and if NAB supplies BAB with the funds it should have, and we learn more about the retailer's problems, and if we do more intelligent job in helping these retailers, we can steadily each year increase the advertising revenues from these retailers." He feels radio should approach, in five or 10 years, the dollar volume spent by retailers on local newspaper advertising.

Wilt Gunzendorfer, general manager of KROW Oakland, Calif., said, "AM radio looks good for 1950...due to the unusually strong AM spot interest in the national field. General business conditions should hold firm if strikes are held to a minimum."

Daniel C. Park, general sales manager of WCIC Indianapolis predicts AM will have a sizable increase from local merchants in the market, with national spot topping 1949 by 6% to 7%. He sees definite gain in radio and business as a whole.

Earl W. Winger, president of WDOD Chattanoogna, Tenn., expects AM to hit at the present level in the first half of 1950, then drop possibly 10% to 15%. WDOD, he said, expects to maintain a steady sales increase and will offer FM as a bonus.

Len C. Nasman, sales manager of WFWM Youngstown, Ohio, said the station moves from 250 w to 5 kw in 1950, losing many small advertisers but switching to clients seeking greater coverage. Thus far the station is shooting at a 30% increase in 1950. With added expense, including a 50 kw FM operation, the station is curtailting where possible to offset higher technical expense.

Representatives

BOSTON OUTLOOK

Bertha Bannan, owner of the firm bearing her name in Boston, sounds an optimistic note for the future of both AM and TV. She thinks 1950 will see a general leveling off of predictions that AM radio is doomed.

Elmer Kettell, partner in the firm of Kettell-Carter, Boston, states that radio and TV are both on the upswing, that prospects in that area for 1950 are, "very good." He predicts that the new year will see an increased revenue for radio both locally and nationally. He predicts that TV will increase with all types of sponsors expanding their AM and TV budgets. He feels that the "halo" effect will come in spite of the fact that general business will remain the same.

A rosy new year for broadcasting is anticipated in San Francisco. Don Staley, manager of the local Katz Agency Inc. office, believes the increase he foresees for AM in 1950 will come principally from food accounts. He hopes that the cost of radio will come down as a lure to advertisers, to balance the "healthy" competition of television. San Francisco is still in a vast AM radio audience available in both TV-radio and radio-only homes. I think general business will increase in 1950."

"In our contacts with the agencies in this area," says W. S. Grant, president and general manager of W. S. Grant Co., San Francisco, "I do not feel that there is any real change in the situation, in almost every case appropriations will be as large or larger in 1950 than in 1949." Mr. Grant thinks second-year TV markets will benefit from the upswing in revenue next year on a national scale. Television will increase, FM remain constant, while local business will be harder to get for AM stations, he thinks. Operational expenses will increase 10-15%, and general business will go down by 18-20%. However, food, drug, auto, beverage and appliance accounts will make 1950 a year to look forward to, Mr. Grant says.

From the offices of John Blair & Co. and Blair TV Inc. in San Francisco, Lindley H. Spight, vice president, predicts a good broadcasting year in 1950. He feels that radio nationally will profit from expansion in small and large regional accounts. An increase in AM and TV operations is expected.

Firm believer in a heavy year of spot radio during '50 is Harold H. Hahy, general manager of the San Francisco Branch of Forjoe & Co. "Radio for at least the first part of 1950, from all appearances, should increase

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percentagewise from its present position both locally and nationally, he says. Specifically, Mr. Hoffman anticipates a bigger year for overall radio, with AM revenue up 5%, TV up 15% and FM down 10%. He believes that national and regional advertisers will expand their radio budgets and that general business will increase by 5%. A slight (5%) rise in radio operational expenses will result.

The San Francisco office of Free & Peters Inc., through its spokes-
man, A. Leo Bowman, Pacific Coast manager, feels that AM will increase 10% next year, and television 50%. The overall and national radio picture looks good to Mr. Bowman, who predicts expansion in food, drug, travel and auto accounts. A 5% increase in general business also is predicted by Mr. Bowman.

"1950, at least for the first six months, should be as big if not bigger than 1949," according to David H. Sandeberg, Pacific Coast manager of Avery-Knodel Inc.'s San Francisco office. He anticipates increases on a local level in radio and television, with FM staying at its present level. Rises will come, in Mr. Sandeberg's opinion, from advertisers in nearly all classifications, retail, food, drug, automotive and appliances leading.

Los Angeles Outlook
The majority of spokesmen in Los Angeles feel that 1950 will be a good business year for radio. A slight majority of station representatives in this area look for an increase in the overall business set-up with the remainder expecting it to stay about the same as it was this year.

Lawrence B. Krasner, vice presi-
dent and Pacific Coast manager of Forjoe & Co. in Los Angeles, notes that the increase in radio business will come on a national rather than local level. He expects a 5% increase in AM business for the stations his company represents, with FM remaining constant and TV taking a 15% jump in business. Radio operational expenses will go up 7%, and general business will show a 3% increase in 1950, according to Mr. Krasner.

The West Coast manager of George P. Hollingbery Co., Harry H. Wise Jr., believes that AM volume will be up as much as 10% with a like upsurge in TV dollars. These increases will come mostly from food, large appliance and car dealers. This will be offset, to some extent, by a 5% increase in operational expenses, but general business will increase proportionately, he says. In all, the outlook is good, according to Mr. Wise. He sees consistently good business on the West Coast for the next three or

four years because "the goods are available—the consumer's dollar is available—radio will be the catalyst that will complete the cycle and get the job done!"

A leveling off of business generally is expected by Harold Lind-
ley, Los Angeles manager of the Headley-Reed Co., with both AM and operational expenses remaining along the same and TV increasing slightly. Western advertisers have expressed a definite interest in Eastern markets, leading Mr. Lindley to believe that "Los Angeles business for out of town stations is scheduled for an increase next year." Spot radio also will go up as a revenue producer, he says.

Hasbrook's Views
Food producers and dealers will be the type of sponsor most im-
portant in increases in radio and TV volume in 1950, according to Richard I. Hasbrook, Los Angeles manager for Avery-Knodel Inc. He predicts a conservative 5% rise in AM volume, a decrease in FM, with TV going up 100%. Operational expenses, he expects to go up only 2% while general business will undergo a 10% rise. This general optimism is predicated on the fact that the trend toward a "day-to-day" basis on the part of seasonal advertisers in the two range plans and operations has been reversed, and next year, "national spot advertising placements from the Los Angeles area will exceed those of 1949," according to Mr. Hasbrook.

Lee F. O'Connell, president of Lee F. O'Connell Co., Los Angeles, foresees a prosperous year for radio and general business, providing labor and governmental policies become more stable. A bigger and better year for both radio and tele-
vision, with the latter up as much as 50% is predicted by Mr. O'Con-
nell in his area on the basis of the probable expansion of regional ad-
vertisers into wider or national markets. FM and radio operational expenses are expected to vary only slightly, and a 5-10% increase in general business is predicted.

Low-cost operation and long-trouble-free service are basic features of all RCA mercury-vapor rectifiers

- For your convenience, RCA tubes are available from your local RCA Tube Distributor or directly from RCA.

The Fountainhead of Modern Tube Development is RCA

(Continued on page 8)
their successful radio campaigns which assure them the mass coverage and saturation which only radio can deliver. In 1950 I believe television will be in 'addition' rather than 'in place of' other media.

The major radio appliance, food, and drug firms are listed as pertinent factors in the bigger business year predicted for AM in 1950 by Bob McRaney, general manager of the Mid-Western Network stations. Another factor, he maintains, will be the need for manufacturers to catch up on demands for products by buying more radio time and advertising to keep volume up.

"We anticipate small increases in all the areas we serve," Mr. McRaney said. "Farm and dairy products will still bring high profits. Industries are moving Southward and our stations are improving sales approaches and tapping new sources of income each year. Banks still keep increasing and we see no reason for decrease.

In the Rocky Mountain area, Lynn L. Meyer, vice president in charge of sales of the Intermountain Tie-In, ABO, and general manager of the generally optimistic outlook for AM and stations out that two TV stations will share in an overall 15 to 20% increase. He expects heaviest sponsorship to come from automobile concerns, finance banks, food processors, appliance manufacturers and dealers and department stores.

Mr. Meyer also stated: "Our billing on Intermountain Network has shown substantial increases each month during 1949. We are certain that we will continue to show even greater increases during 1950. We are meeting increased competition from all media by improving all departments, especially our sales department. We feel that there is plenty of business available but we must work longer and harder to get it."

Mr. Meyer Mr. McAndrews

Broadcasters are just beginning to "realize the worth of the scientific advice of BAB and to use its excellent, realistic, and helpful new business crops, hitherto untried," in the opinion of Robert J. McAndrews, managing director of the Southern California Broadcasters Assn. Mr. McAndrews said his organization, doing on a smaller regional scale what BAB is doing nationally, has increased in membership this year to an all-time high of 46, "primarily because it is supplying usable information and ideas to stations and is presenting to Southern California prospects the solid worth of broadcasting as a medium."

Predicting a bright overall selling picture for radio, Mr. McAndrews also declares that the potentialities of radio as a productive medium have not been exhausted. He said: "Scientific selling will convert them into actualities. I believe that the concerted sales efforts of BAB, SCBA and similar associations, plus the use of harder and more effective selling techniques, will result in improved sales in 1950 whatever the course of general business conditions."

In the Southwest, automobile, appliance, and food retailers are indicated as the types of sponsors expected to give radio its heaviest increase in revenue in 1950.

Parallel views are held by Gene E. Cagle, president and general manager of KFJJ Fort Worth and president of the Texas State Network and Howard H. Dunavan, general manager of the Lone Star Central Network quarters in Dallas. Stating his view on general business prospects in his area for 1950, Mr. Dunavan said: "Looks good."

In the Great Lakes area served by the Arrowhead Network, a 35% increase is predicted for AM by Maxwell E. Strotz, owner and president, and national and regional sales manager for the entire network. At the same time, Mr. Smythe looks forward to a general business increase of 8% and a 15% increase in radio operational expenses.

Stating that the area has never had "real merchandising radio" until last Sept., Mr. Smythe said his service has caught on by leaps and bounds. "The service is also being noted in the national field," he continued, "and we believe the Twin Ports (Duluth-Superior) will be an exception in the percentage increase in 1950. To introduce this service our costs of operation are increasing but with increased gross we can well afford to do our best job..."

Robert F. Laws, Western Division sales manager for ABC, said the picture for the network's western division is one of the most encouraging in recent years, both in AM and television. Predicting 1950 general business will be at the same level as that of 1949, Mr. Laws said standard broadcasting will continue to be the fastest, most economical method of reaching the mass Western market.

"Growth of ABC Pacific billing in the last 12 to 18 months has been dramatic and the trend is continuing strong through 1950," Mr. Laws stated. "In television, 1950 definitely promises, as was 1949, to be another 'biggest year' in TV history. With ABC's two owned and operated stations in the West, KECA-TV in Los Angeles and KGO-TV in San Francisco, ABC will definitely become one of the most dominant factors in Western television," he concluded.

Mr. Laws

Looking back on what ABC's Central Division calls an "interesting and satisfactory year," John H. Norton Jr., Central Division vice president, said network business had held well and the network's WENR Chicago has enjoyed one of its best years in its history. "Both spot and program business has been excellent," he said, "and during 1950 I feel we will undoubtedly enjoy the success that we've had in the past year.

"We in Chicago will continue to follow the network policy of pursuing advertisers who have a limited budget for AM and TV. We will accommodate such advertisers in a manner dependent on their needs. I feel sure sponsors will use TV as a sales medium during 1950, and it will be their support coupled with the support of the viewing public which will not only make WENR-TV its biggest year to date but for a like success for all television stations," Mr. Norton concluded.

The fact that national business has taken an upturn and that advertisers are no longer facing the insecurity so prevalent last spring and summer seems to General Manager Merle S. Jones of KNX Los Angeles and the CBS Pacific Network to be the basic factor for predicting an increase in all phases of advertising activity.

"Projections for the first quarter of 1950 on the CBS Pacific Network seem to be at least as good as for the same period in 1949," Mr. Jones said, "and there is an excellent possibility that they will surpass it. I think that trend may even continue throughout the first half of the year."

Frank B. Falknor, assistant to the CBS Central Division vice president and general manager of WBBM Chicago, stated that commercial activities at CBS Central Division have been steady in each cycle of the 1949 business year, and compare well with the last three years. "Indications, judging from my own observations and those of our account executives, are that 1950 will prove to be even more successful than 1949."

Commenting on the new year's business prospects, Carroll Marta, manager of Mutual's Central Division, said: "It is heartening to see the year 1949 close on an upward basis and there is every indication that the radio picture will continue in a healthy position in 1950. A careful scrutiny of expected 1950 broadcasting expenditures seems to indicate little if any reduction and very possibly a gradual increase of these expenditures. On this basis, therefore, 1950 should be a good year for radio in the Midwest."

It's impossible to be anything but bullish on the prospects for both radio and television in 1950, according to Sidney B. Norton, ad- ministrative vice president in charge of the NBC Western Division. In his opinion, the record of the past year shows how poorly grounded fears were.

"In the first place," Mr. Strotz said, "television hasn't hurt radio; NBC has been practically sold out for the past year, and two newly sponsored programs, Divorce Playhouse and The Halls of Ivy, are giving us a good send-off into the new year. As for television, we can see no indication of turning to black at some time in the predictable future. Our Hollywood TV station, KNBH, is now selling shows which, only a few months ago, it was selling spot announcements; and the demand today is for more elaborate programs than we would have thought possible a short time ago. I see no reason why this condition should not continue through the coming year, which in my opinion, will be one of the busiest in the history of the industry."

Mr. Strotz Mr. Showerman

The same note on both AM and TV is sounded by I. E. Showerman, vice president of NBC's Central Division, who says he gets optimistic points of view from all the agencies and advertisers generally with whom he deals. He points out, however, that expenditure plans will be watched closely. He sees no indications of a lessening of the sales effort for radio. "It still seems that the vast bulk of television money will be spent," he said, "and that television will increase from separate allocations, rather than from radio budgets," he said.

"From the local angle," Mr. Showerman stated, "there is more and more interest in television from advertisers, a new to broadcasting. This is especially true of the firms dealing with style and fashion items, which is very salable. TV is a demonstration, of course, make TV sales tools while they are hot."

Mr. Jones
gentlemen,

THE PRESS...
with praise!

DESPITE THE DIFFICULTIES which any new venture faces, few, if any, stations have received the praise that WOR-tv has during the past three months. Here, for instance, is a trio of garlands tossed toward it by some of its most discerning critics:

"APARTMENT 3-C"—"15-minute domestic comedy show now aired three times weekly on WOR-tv, is one of the most easily liked programs on that new station."

VARIETY

"20-QUESTIONS"—"Here's a case of a simulcast which captures the great spirit of the AM show and makes good viewing."

VARIETY

"WHAT HAPPENS NOW?"—"a show that should excite widespread interest and inspire a flock of imitations because it makes possible high quality entertainment at exceptionally low cost . . ."

RADIO DAILY

We could go on, but the basic point is this . . . WOR-tv was founded on the principle that television need not be expensive; that good, audience-building showmanship is not just décor but essentially ideas. WOR-tv, like its sister station WOR, is essentially an idea station, built and programmed on the basis that has made WOR one of the greatest stations in the world.

WOR-tv
on channel 9,
in New York
What's New in Television? Take a Look at WPTZ!

The Story of the Popcorn that didn't pop!

You've probably heard of the Handy Man show on WPTZ. Sponsored by Gimbel Brothers, it's the oldest commercial television program on the air anywhere.

In any case, a few Friday nights ago the Handy Man demonstrated among other things a new electric corn popper. That is, he tried to, but instead of exploding into a fluffy white mass, the kernels neither snapped nor popped as they did in rehearsal... they just lay there and sneered.

It was a nightmarish situation even for as seasoned a performer as the Handy Man. Finally he called a halt to the demonstration and bluntly told the television audience not to buy the popper until he could show them that it worked and worked right.

As a result, two things happened—first, quite a few people disregarded the Handy Man's advice and bought the popper anyway. Second, the makers of Seazo Popcorn Oil called up after the show and suggested their product as the solution to the Handy Man's troubles.

The following show the Handy Man tried the demonstration again and it worked like a charm. The next day, Gimbel Brothers sold over 300 of the poppers at $8.35 each! Moreover, 75% of the shoppers demanded the Seazo Popcorn Oil!

Everybody was very happy, particularly the Seazo Popcorn Oil people. Here is what Adrian Bauer, advertising agency for Seazo, had to say about it: "What makes this remarkable is... the fact that an adjunct to the main article being sold was so carefully watched by the viewing audience that they demanded the popcorn oil right along with the popper."

That gets us down to the point of this story: Philadelphians, who make up the second largest television audience in the country (over 300,000 sets), watch WPTZ programs with an eagle eye. If you would like them to give equal attention to your product or service, call us or get in touch with your nearest NBC Spot Sales representative.

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

This advertisement appears in TELEVISION MAGAZINE—December, 1949 and BROADCASTING—December 26, 1949
NETWORK television in 1949 survived the debilitating chills of the FCC ice age to expand robustly in billings and facilities.

From an unknown but comparatively negligible income in 1948, the four television networks ended 1949 with total billings estimated by Broadcasting at $10,400,000. None of them less than doubled the number of its affiliated stations.

The year 1949 saw network live telecasting break out of its previous confinement to the eastern states and begin its inevitable spread across the land.

The coaxial cable connection that was completed last Jan. 11 linked the East with the Midwest. Subsequent development of AT&T facilities enabled telecasters to deliver live network programs to the populous cities throughout these areas.

No network was near the break-even point financially, but the healthy gains in billings during the year gave evidence that network television is growing at a rate to encourage optimism.

Gross Billings

No reliable figures are available as to gross television network billings in 1948, but the most charitable estimate does not exceed a total for the four networks of $800,000. In 1949, according to a projection by Broadcasting based upon Publishers Information Bureau calculations that are not yet complete for the year, the gross billings by the networks shaped up as follows: ABC $1,200,000; CBS $2,750,000; DuMont $900,000 and NBC $6,600-

These billings by no means matched the operating and construction costs. ABC's President Mark Woods said the network bills for 1949 plus the cost of developing television billings did not equal operating costs alone. Whether this situation applied at other networks was not officially known, but the supposition was that it was so with at least three and probably all of them.

At the end of 1949, network television had reached virtually the limits of its expansion—as far as facilities were concerned—until the glacial FCC relieves the freeze that has been in effect for more than a year.

Present Status

The vast majority of stations granted construction permits before the freeze are already on the air, and within a few weeks almost all will be. That will mark the end of television facilities expansion until the FCC reopens the door.

At the year's end the comparative figures for network affiliation were as follows [NOTE: Many stations have contracts with more than one network, which accounts for the fact that the total affiliates of the four chains far exceed the total of stations on the air]:

1949 1948
ABC 52 20
CBS 56 24
DuMont 53 5
NBC 55 24

Commander Mortimer W. Loewi, director of the DuMont Television Network, the only network exclusively devoted to television, issued the following year-end statement on the progress of his company (for comments of other network presidents on television see page 31):

"Television's continuing forward movement through 1950 depends upon two factors," Commander Loewi said. "First, and most important, is FCC action ending its freeze on license. Within a few weeks, all cities for which licenses have been issued will have television service, yet these cities number only 59. Groups in many communities in every region are eager to give their communities service but are forestalled by the freeze, which must be lifted before the industry can go ahead.

"Scarce ly less important is the need to devise ways and means to (Continued on Telecasting 17)

SARNOFF

PROSPECT of 20 million television receivers embracing approximately 75 million viewers will become a reality in five years—by the end of 1954—Brig. Gen. David Sarnoff, chairman of the board of RCA, reported in his annual yearend statement.

Gen. Sarnoff described 1949 as a "good" year for the radio-television industry and said 1950 holds equal promise. "Television shook off its adolescence and came into man's estate during the year," he said.

Tracing television's impact on the entertainment habits of Americans, Gen. Sarnoff noted a comparison between the 3,700,000 TV sets and 61 million radio sets currently in use and asserted that "eventually every radio home should be a television home."

No longer accepted as just a novelty but as a service of "untold potentiality" television gives promise of continuous improvement through new technical developments, Gen. Sarnoff said. Its strides as an advertising and marketing medium already are widely recognized, he added.

There are 98 TV stations on the air. Gen. Sarnoff pointed out, and "millions of people in areas still out of range ... eagerly await the arrival of TV." RCA Victor will manufacture its millionth TV set in February, he said, and will turn out sets in greater numbers as increased mass production becomes possible.

He cited as outstanding achievements of 1949 the expansion of television as a service to the public; development of the RCA all-electronic, high-definition color TV system; introduction of the RCA 45 rpm record system, and other developments.

With respect to color television, Gen. Sarnoff emphasized that much experimental work, further engineering development and exploration of the radio spectrum will be necessary before color TV attains the present status of black-and-white television. Field tests of the RCA system now are being conducted in Washington, he pointed out.

Single Tube Project

Further progress is being made in RCA Laboratories in development of a single tube for use in color receivers, he reported. Another development is RCA's new field-type camera which will be ready soon for field tests.

"Perfection of this single color picture tube will greatly simplify the television sets of the future," Gen. Sarnoff said, "because in an electronic system it will replace the three tubes now necessary to reproduce the three primary colors and will make conversion of a black-and-white receiver for reception of color programs a relatively simple matter."

Cites Record Development

Gen. Sarnoff described RCA's new 45-rpm record system, introduced this past year by RCA Victor, as "new and revolutionary" and said it has modernized the phonograph. Sales of the new records had attained at yearend a rate equivalent to 20 million a year, he noted.

Referring to the challenge to television and the 45-rpm system, Gen. Sarnoff declared that 1949's results confirm "commercially" public acceptance of "improvements and advances." He added:

"Now the motion pictures, the theatre and even radio itself are confronted with a new art created by science within their own fields. They must meet the challenging newcomer and advance with it or take their place in memory as old-fashioned things that constituted entertainment not so long ago."

Mr. Loewi Sees Further TV Strides in '50

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“Now the motion pictures, the theatre and even radio itself are confronted with a new art created by science within their own fields. They must meet the challenging newcomer and advance with it or take their place in memory as old-fashioned things that constituted entertainment not so long ago.”
TELEVISION broadcasters are unanimous in a man belief that 1956 will be a banner revenue year for the industry—as a whole and for their individual stations—according to a yearend TELECASTING survey of the nation's near-100 TV outfits.

While all agree that TV business is on the marked upturn, their unanimity ends there. While the surge of 1955 will enable stations to show a profit or at least break even, and how many will strike pay dirt for their prodigious investments is still anybody's guess.

The prime reason for this uncertainty: TV operational expense is almost sure to continue soaring next year, according to 64% of TV operators polled. They estimate cost increases ranging anywhere from 2% to 50%, with 10% most commonly quoted. Oddly enough, the percentage of TV broadcasters who think expenses will drop exceeds those who think costs will rise by two to one. Twenty-four percent foresee a 2% to 20% decrease, and 12% no change at all. Average increase was placed at roughly 10%.

More For AM
Significant also is the fact that many TV operators who operate AM affiliates look toward fat tined tills for their radio-only operations. Total of 43.5% envision revenue boosting anywhere from 5% to 10%; 30.5% prophecy maintenance of present business; and 26% look for decreased AM profits.

Those broadcasters who think TV will cut into their AM profit, or at least reflect its sales impact, predict losses from 5% to 20%—with an average drop of 10%.

TV's new business will derive mostly from such sponsor-types as food, department stores, automotive, appliances (including sets) and apparel. Forecasts are that TV will do more in this line than AM, that it will increase at somewhat more rapid rate.

Most of this new business will be reflected on the overall level, and to a lesser extent on the local and national fronts, they feel. Some TV broadcasters see more business in national, regional and local, with emphasis on spot advertising.

Vary on General Business
They vary in their beliefs on the general picture. All expect to see no change, 42.9% think business will increase, and 7.1% see a downward trend.

Television broadcasters on the eastern seaboard, including thickly TV-populated New York City and Philadelphia, went along with stations in other sections in the belief that business generally will remain unchanged during 1956. Like other telecasters, however, they foresee an increase in operational expenses ranging from 5% to 20% because of video's voracious appetite for expenditures.

Yet each operator is optimistic and feels his own business will be very good. Typical is the opinion of Donald A. Stewart, general manager, WDTV (TV) Pittsburgh, who looks forward to "better programming and greater set sales." He noted local business has been "exceptionally good" and that advertising has "exceeds in growth than praised with results obtained" in WDTV's first year of operation.

WJZ-TV New York expects an increase in video business in 1956 —locally and overall—but result added personnel will probably skycricket TV operating expenses roughly 50%, according to Murray B. Grabhorn, general manager.

Mr. Grabhorn points out that not only sales of automobiles but sales of food and other products will increase his traffic count.

Hard goods manufacturers, distributors and dealers should be the source of added revenue as well as WBBW-TV Boston, according to L. R. Rawlins, station's industrial relations manager. Simultaneously WBBW's AM business should account for a 6% revenue jump. In addition, WBBW TV-operational costs may come down as much as 10% in 1950, Mr. Rawlins feels.

Other eastern telecasters replying to the TELECASTING survey generally agree that television costs would rise from 5% to 7%. A slight majority think AM revenue will go up correspondingly. All agree, in one event, that television stations spell rosy opportunities. These telecasters include Donald W. Thornburgh, president, WCAU-AM-TV Philadelphia; Theodore C. Streibert, president, WOR-AM-TV New York; James Milne, general manager, WNBC-AM-TV New Haven, and A. D. Schrott, manager, WJAC-TV Johnstown, Pa. (For network-owned TV station prospects also see separate story.)

Midwest Divided
Northwest and Midwest outlets seem fairly evenly divided on the questions of revenue, operational expenses and general business conditions during the coming year. St. Louis' KMOX, president and general manager, KSTP-AM-FM-TV St. Paul-Minneapolis, believes there will be no changes in AM business for major stations and in TV operating expense in 1950 (see AM stations roundup). But, he says, KSTP-TV expects to make a satisfactory profit on television by the middle of 1950.

"Our television business has doubled each year and with the prospects we now have we expect to double it in 1950," Mr. Hubbard says. "We were in the black in August to the extent of $166,000.

Mr. Gillin (see CBS COLOR TESTS, page 54)
Mr. Gillin believes the outlook for WBKB (TV) Chicago, Balaban & Katz outlet, who predicts an "active" year for WBKB and favorable business prospects.

"The television picture shows considerable promise for the next bay encouraging year," according to Mr. Mitchel. "With 300,000 TV sets for inter-city transmission via coaxial cable.

Tests will be conducted during hours that will not interfere with regular schedules of cooperating stations, and will include both live and film presentations. Missions periods will generally alternate with black-and-white so that installation of standard receivers in homes will not be interrupted.

Equipment for live pick-up to be used in Washington will be that developed by CBS for Smith, Kline & French for surgical demonstrations. In New York, CBS will use color film and slide pick-up equipment, together with standard black-and-white film and live pick-up equipment, for comparison of interference behavior of the two types of video.

New York color broadcasts are scheduled from 9 a.m. to 1:45 p.m., Mon.-Sat. Washington schedule is for color transmissions Mon.-Sat., 12:45-1:45 p.m.; 10:45 a.m. to 12 midnight, Sat., and 9:45-11 p.m. Thursday. Philadelphia color telecasts, when they start, will be scheduled for 12:45-1:45 p.m., Mon.-Sat.

CBS COLOR TESTS
Set for Jan. 2 to Feb. 1

CBS LAST Thursday in a letter to the FCC announced its plans for color television tests, which will be conducted from Jan. 2 to Feb. 1 in New York and Washington, and subsequently in Philadelphia.

The operations, to include program broadcasting and home installation as well as technical tests, will involve pickup devices in New York and Washington, four broadcast transmitters, 450 miles of coaxial cable, and more than 50 color receivers, the network said.


The network plans to install 15 color sets in one or more public Washington locations, each of which CBS will furnish the FCC with data on public reaction to color video.

In New York, CBS plans to use members of the public as observers in tests to produce technical allocations data. Primary purpose of these tests is to provide such information as to the extent to which color television stations in different cities on adjacent channels or on the same channels may interfere with one another, and the effect of diathermy and other interference.

Seven viewers also will be offered for installation in the homes of FCC Commissioners for viewing under normal conditions.

To assist laboratories and manufacturers, CBS is making all the color broadcast signals available for technical tests. It also is providing color receivers for test purposes to the FCC laboratories in Laurel, Md. (already delivered), and to the Senate of Senate advisory committee on color television.

Color broadcast in New York will be on the standard video transmitters of WCBS-AM and WOR-TV. The Washington broadcast will be carried by WOIC (TV), using studio facilities of WTOP Washington, CBS radio affiliate.

AT&T and local telephone companies are providing circuits not only for local operations but also for interference behavior of the two types of video.
over
140,000
TV SETS
in Detroit!

AND over and over again . . .
they tune to WWJ-TV, Michigan's
first television station, now com-
pleting its third year of undisputed
pioneering, service and leadership.

No matter what you sell . . . if you
seek dominance in your own field
. . . you need WWJ-TV, which
dominates television in the nation's
fourth market.
WRTB (TV) DENIED

RAYTHEON MFG. Co.'s WRTB (TV) Waltham, Mass. was denied further extension of completion date by FCC last week in a final decision which found the firm had not been diligent in proceeding with construction of the proposed outlet.

In spite of an earlier initial decision recommending further extension on express condition WRTB be ready for commercial operation in 90 days [BROADCASTING, June 27], the Commission concluded that Raytheon was prevented from completing construction of such station by causes not under its control or by other matters sufficient to delay extension of its construction permit.

The ruling in effect renders moot the pending application of CBS to construct a station at Raitheon site at a cost of $242,000, as well as the competitive bid filed by Meredith Engineering Co., subsidiary of Meredith Pub. Co., publisher of Better Homes and Gardens, owner of WHEN (TV) Syracuse and TV applicant at Albany and Rochester.

Meredith also has pending a petition to waive effect of the Commission's repeal of the Arco rule, which allowed competitive bidding on station transfers. The petition holds FCC overlooked the Meredyth bid for WRTB, filed before the action appealing the Arco rule [BROADCASTING, July 4].

FCC explained that the original CP for WRTB was granted in May 1946 with January 1947 specified as completion deadline, but that two successive extensions were granted. The decision said Raytheon gave four reasons why it could not complete construction of the station within the time allowed: Difficulties in obtaining appropriate transmitter site; delays occasioned by failure to complete manufacture of its own equipment for construction of the station; inability to obtain capital to assist in financing construction; delay in construction of proposed station in order to await completion of microwave link between Boston and New York with which it was to be integrated.

The Commission said Raytheon for a time did not even make an effort to find a suitable site and rejected the explanation of financial disability to do so on ground an financial reason itself may not justify extension. FCC termed self-imposed the delay on equitiment construction since persons were diverted to other project.

The decision also concluded Raytheon was financially able to build the station and in 1946 and 1947 had abundant resources. It noted that in November 1948, 10 months after expiration of the second extension and several months after the CBS purchase contract, Raytheon "for the first time" determined it would proceed with construction as authorized in the permit regardless of whether the CP bid were approved or outside capital became available.

The decision likewise found itself in Raytheon's subordination of the completion of WRTB to installation of its propose New York-Boston microwave line observing that the record indicated firm chiefly planned to use the station for use in equipment experimentation with provision of a television broadcast service as a secondary consideration.

OPERATION of a General Electric master control console at new television station WKVT TV Utica, N. Y., is watched by (I to r): Paul L. Chamberlain, manager of sales for GE's commercial equipment division; Eddon Jones, assistant vice president, Utica First Bank & Trust Co.; Frank J. Maloney, president of the bank; Mr. J. Kellet, president of the Copper City Bcstg. C and owner of WKVT, and G. Harold Stark, executive vice president, First Bank & Trust Co. Operator Phillip Valvo is at the controls.

Final Decision Issue
Network Status
(Continued from Telecasting 3)
produce shows at a price stations, networks, sponsors can afford.

"This fall's experience—with its
unique alternatives for multiple
sponsors—the switch of some programs to
a bi-monthly basis certainly leaves no doubt that the idea of
investing in television at the point
Hollywood and radio have reached
after a quarter century's development
is economically dangerous—if not ruinous for this new medium.

"Users of the medium, as well as
its advertisers, will have to find a way to utilize its great potentials in
more ways than for entertainment alone . . ."

Throughout 1949, the DuMont Television Network has made
splendid strides across a wide front. While we serviced 20 stations
either directly or by Teletranscriptions during 1948, regular
television networking did not come into operation until the
AT&T opened its coaxial cable to the west on Jan. 11. Since that time
our affiliates have grown from three
independently-owned stations on contract to number 52 on contract
26 of them interconnected and
26 non-interconnected. More than
99% of this country's television set owners live within range of
DuMont affiliates' transmitters.

Programwise, we have strengthened
our position materially. We now
send 31 hours of nighttime programs every week to affiliates on the
coaxial cable and on Dec. 12 inaugurate two hours of after-
noon programming . . .

"Simultaneously, both to strengthen
our programs structure and to
reduce production costs, we have completed arrangements with
WGNS-TV (Chicago) to feed several
hours of programs to the network weekly.

During 1949, too, our Teletranscrip-
tion department has developed until today it is providing
7½ hours of programs and services
37 stations regularly.

"A year ago we served 40 adver-
tisers—none of them on a network basis. During 1949, 12
national accounts used our facilities on a network basis while 190 took
advantage of WABD to present
their messages to greater New
York's rich market. Several splen-
did—and lucrative—accounts are
slated to start telecasting with us soon after the first of the new year.

“Our personnel and space re-
quirements provide an excellent
measurement of our recent develop-
ments. Before we instituted day-
time television on WABD, our pay-
roll numbered slightly more than
200 persons and our headquarters
required 17,000 square feet at 515
Madison Ave., Manhattan. As a
result of wider activities on more
fronts, today we employ 275 per-
sons and require 21,000 square feet
for our Manhattan headquarters.
Incidentally, during the year, we
opened WDTV, another owned and
operated station, which, serving the splendid Pittsburgh region, has
speedily gained the distinction of
being the only TV station in the
country operating in the black."
**Film Report**

**GRAY-HANCOCK Productions,** Hollywood, new firm for production of television films, has been organized by Jeanne Gray, radio commentator, and Ralph Hancock, author. Offices are at 583 N. Highland Ave., telephone Granite 2764. . . Arthur J. Ellis has joined Chicago staff of Sarr Inc. as director and film editor on TV and motion picture films. Mr. Ellis has been in motion picture production for 37 years. He has worked for Wilding Pictures, Jam Handy Organization and Chicago Film Labs. For past several years he has edited World Series baseball films.

At Depicto Films Inc., 254 W. 54th St., New York, John Hans, president, announces appointment of Murray Knowlton as associate producer and Jack Lane as assistant to president in charge of production. Mr. Knowlton, formerly with John Bransby Productions, will handle sales and production of television films and motion pictures. Mr. Lane was formerly with William J. Ganz Co. Mr. Hans says these appointments mark first step in Depicto's expansion program since moving to larger quarters.


**Academy Dinner**

ACADEMY of Television Arts & Sciences has definitely scheduled its annual television 'Emmy' award dinner for Jan. 27 at the Ambassador Hotel, Los Angeles. Dinner had previously been tentatively set for Jan. 24 [Telecasting, Dec. 19].

**EUROPEAN TV**

**French Air 819-Line Image; British Extend System**

TRANSMISSION of 819-line images, as compared to the 525-line image telecast in the United States, has been inaugurated in Paris by French television engineers according to a New York Herald Tribune dispatch. The image, represented as the world's clearest, is a result of research started at the end of the war.

Experiments eventually raised the number of lines in the image as high as 1,029. At that point, however, the engineers had developed a "beautiful" picture but one almost impossible to transmit and compromised on the 819-line image.

The Herald Tribune dispatch points out that the image went on the air because French television is still in its infancy, whereas U.S. television experts must consider the possibility of rendering thousands of sets obsolete in improving line technique in this country. The new French picture will be telecast one hour a day. At other times, the 456-line picture will be aired. Under French law, 456-line broadcasts must continue until 1958.

Great Britain, meanwhile, has extended its TV system with augmentation of its second transmitter, the first of four relays planned to give TV to nearly three quarters of the British Isles' population.

Some 180,000 television sets in the British Isles now home television sets, more than twice the number a year ago.

**COY REVIEWS COLOR**

**Addresses Washington AVC**

A REVIEW of developments to date in FCC's color television proceedings was presented by FCC Chairman Wayne Coy in an extemporaneous speech to the American Veterans Committee, Chapter 1, in Washington last Wednesday.

He reiterated the Commission's assertion, when it set up the hearings [Broadcasting, May 30], that if color is broadcast then each broadcaster may choose between monochrome and color, and that FCC expects the ultimate color system to be "compatible"—that is, capable of being received in monochrome on existing sets with no more than relatively minor modifications.
V. S. BECKER PRODUCTIONS
Producers of Television, radio package shows and spot commercials
Representing Talent of Distinction
562 FIFTH AVE., NEW YORK
LUXEMBERG 2-1040

OFFICIAL TELEVISION, INC.
SUBSIDIARY OF OFFICIAL FILMS, INC.
COMPLETE VIDEO
PROGRAM SERVICE
NEW SHOWS READY SOON.
CONTACT W. W. BLACK
25 WEST 45TH STREET,
NEW YORK 19, N. Y.
LU 2-1700

TELECASTING
OFFICIAL TELEVISION, INC.
"THE MAGIC LADY
AND BOKO"
13 PICTURES COMPLETED
A TEN MINUTE PACKAGED PROGRAM ESPECIALLY PRODUCED FOR TELEVISION. PTA ENDORSED
"One of the best children's programs to be presented on Television. Your children will be delighted."
School, Assn. For Better Radio & TV
IN PREPARATION
39 MAGIC LADY BOKO
California Studios
5255 CLINTON ST. - LOS ANGELES 4
New York City; Baltimore; Zack Baym John D. Aherns
13 E. 37th St. 2104 N. Charles St.

SARRA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO
HOLLYWOOD

TELEVISION PROGRAM DISTRIBUTORS
420 VICTOR BLDG. WASHINGTON, D. C.
STERLING 0790

GRAY — O'REILLY
COMMERCIAL spots
FOR TELEVISION
480 LEXINGTON AVE.
NEW YORK
PLAZA 8-1881

SHERMAN PLAN, INC.
Consultants to Advertising Agencies and Advertisers on films for television
PRODUCERS.
TV FILM PROGRAM DISTRIBUTORS
420 VICTOR BLDG. WASHINGTON, D. C.
STERLING 0790

TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS
-FROM SCRIPT TO FINISHED PRINT
OWNERS AND OPERATORS OF
WEST COAST SOUND STUDIOS
310 W. 87TH STREET, N. Y. C.

GRAY — O'REILLY
COMMERCIAL spots
FOR TELEVISION
480 LEXINGTON AVE.
NEW YORK
PLAZA 8-1881

TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO
HOLLYWOOD

TELECASTING - TELECASTING
FILM & PRODUCTION DIRECTORY
IS PRINTED THE LAST ISSUE OF EACH MONTH
GUARANTEED PAID CIRCULATION
EXCEEDS 15,000

TELECASTING • Page 19
Standard Bearer In Radio...

NOW LEADER IN T-V TOO!

WOW-TV is a complete television operation, first in its field—just as Radio Station WOW has been for 26 years.

Staffed by 40 full-time employees—with four years of intensive television training behind them—and by 70 more AM-TV workers, WOW-TV is operating 40 to 50 hours a week. It is a basic NBC affiliate, with a schedule of NBC and national spot kinescope, plus local commercial programming which is growing every day.

WOW-TV locally produced telecasts have included every big major event in the Omaha Area in the past two months. Among them: University of Nebraska Football games, direct from Lincoln over a WOW-TV-owned microwave relay system (sponsored by General Electric Dealers); the AK-SAR-BEN Rodeo; "Little World Series" baseball; professional football; wrestling; good dramatics; good variety; good musical shows; locally produced film news and special events.

On October 7 there were 6,000-plus TV sets in use in the WOW-TV service area (within 75 miles of Omaha). Sets in use are increasing at the rate of 400 a week.

WOW-TV has the MARKET, the FACILITIES and the KNOW-HOW to do any kind of television production, at low cost to the advertiser.

Let any John Blair man or WOW salesman tell you the complete WOW-TV story. It pays to buy on a rising market.

WOW-TV
OMAHA, NEBRASKA
CHANNEL SIX
RADIO STATION WOW, Inc.

John J. Gillin, Jr., Pres. & Gen'l. Mgr.,
Baltimore leads the nation again*

36.1% of Baltimore's Total Broadcast Audience (6 to 10:30 P.M.) Watches Television*

*Based on C. E. Hooper, Inc., "TV Station Audience Index" for September—October

WMAR-TV leads in Baltimore with 38.6% of average Sunday-thru-Saturday TV audience*

Now 112,517 TV sets in the Baltimore area. Baltimoreans bought 12,481 television receivers during November to boost total installations in this area to 112,517 as of December 1.

In Maryland, most people watch WMAR-TV

Represented by
THE KATZ AGENCY, INC.
NEW YORK - DETROIT - KANSAS CITY - SAN FRANCISCO
CHICAGO - ATLANTA - DALLAS - LOS ANGELES

Television Affiliate of the Columbia Broadcasting System
Reel Takes

JOSEPH THOMAS

A YOUNG "old man" in the electronic field and a veteran in the photography field, having started at 11, Joseph Thomas is well-grounded for his job as president of Telefilm Inc., Hollywood.

First drawn to radio while in high school, Joe built himself a crystal set. The mysteries of electronics intrigued him, and he absorbed as much as he could before graduating from Co. to manufacture his own sets. Later he expanded the firm to include three retail outlets in addition to manufacturing. For seven years his firm turned out an average of 2,500 sets a year, which were sold in addition to other brands via the owned retail outlets.

Getting out of the manufacturing field in 1932, he continued in retailing while turning much of his attention to sound film. He recognized that the ultimate field of 16mm was bound to find a home in television and commercial advertising, and devoted much of his time to it, particularly in the area of vacuum tubes.

Going to Los Angeles in 1937 for a look-see, Joe decided to stay and incorporated Telefilm Inc. a year later.

Today, his firm represents more than a producing firm. It is a complete facility operation for 16mm from sight through sound.

On the production side the firm has handled TV commercials for a roster of clients which includes Rancho Soupa, Sunkist, Catalina swim suits, Macmillan Petroleum, Cresta Bianca, Hoffman Radio Corp., Brown Shoe Co., Barker Bros. (department store). In addition Telefilm also has been producing for station syndication the Roving Camera series now in its second year of production.

In selecting the name of the firm, Joe Thomas admits that he thought that TV would be happening sooner but points out that it took a war to stop it. Having been in on the pioneering period of radio and the pioneering of 16mm sound practices and techniques, he now is reveling in the evolution of commercial TV.

His interest in photography first started at the age of 11 when he began to develop and print his own pictures. This remained a hobby while he waded into electronics and later fused with the advent of the sound picture and now has grown into sound pictures for television.

Since forming his own firm, Joe estimates that it has dealt in whole or part, with the production of more than 5,000 pictures. He also developed instantaneous film processes and won a legal battle over same with Warner Bros.


Show Window of the World

Reach South Florida's 750,000 permanent residents and the 2,000,000 visitors they entertain with your sales message over television in Miami—WTVJ

13,000 Television sets now in use in South Florida* SEE THE FREE & PETERS MAN TODAY

Test Sale Success

HOME Containers Corp., San Francisco (manufacturers of Press-2-Seal Freshers), has announced the sale of almost 40,000 units as result of a one-month test campaign on San Francisco's three television stations — KRON-TV, KGO-TV and KPIX (TV). Agency handling campaign is Guild, Bascom & Bonfigli, San Francisco.

Tie-in Sales

Government Starts Probe

FEDERAL inquiry into reported television tie-in sales, motivated by complaints of retail dealers, has been initiated by the Justice Dept.'s Philadelphia office. Complaints will be turned over to a federal grand jury in Philadelphia starting Feb. 14.

Justice Dept. is seeking to determine whether federal anti-trust laws have been violated, and has subpoenaed records of RCA Mfg. Co., of Camden, N. J., a number of distributors and six other unidentified manufacturers in other parts of the country.

William L. Maher, assistant chief, Middle Atlantic office of the Justice Dept., stressed that the action represented only "an inquiry" that was intended to ascertain whether any violations were involved. Subpenas were issued, he said, only to secure possibly valuable information.

RCA issued a statement from New York, saying "we know of no tie-in sales" and that investigation would show that the company's practices "fully comply with law." Sales of the new RCA 45-rpm and Columbia Records Inc. 33 1/3-rpm record players and record player attachments will be studied.

Meanwhile, spokesmen at Justice Dept. Washington headquarters confirmed the reports of the inquiry but said its Philadelphia branch will handle the investigation, since most of the complaints were of a local nature. In addition, the Washington office has turned over similar complaints.

The inquiry, conducted by George W. Jansen of the Philadelphia office, will review complaints that dealers allegedly are being required to buy unwanted record-players, records, etc., to sell valuable television sets, especially those with 12 1/4-inch and 16-inch screens.

Subpenas are being prepared for about 24 distributors and a number of retailers throughout the country, in addition to those served on the RCA Camden firm, other manufacturers and a Philadelphia distributor.

NBC-TV Stylists

Elect IATSE Local 798

INTERNATIONAL Alliance of Theatrical Stage Employees, Local 798, last week was unanimously chosen by NBC-TV make-up artists and hair stylists as their collective bargaining agent. Election was the first National Labor Relations Board polling covering the category. Negotiations for a contract covering these workers soon will be started by J. Scoppa, business agent for the recently-formed make-up artists and hair stylists local. Local 798 said it also was attempting to organize make-up men at all other television stations.
TOAST OF THE TOWN
sponsored by
Lincoln-Mercury, a
CBS Package Program
never ranked below
second place in 75
weeks on TV.

For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.
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<th>Time</th>
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<td>Kellogg Co.</td>
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<td>TBA</td>
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It's Obvious but it's worth expressing in numbers

HOME set ownership has increased each month in all seven TelePulse markets. The following shows ownership percentages by three month periods from January 1948 to October 1949.

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OWNERSHIP has at least doubled during 1949 in New York, Philadelphia, Chicago, Cincinnati and Boston, and increased 11/2 times between August and November in Washington and Los Angeles. At the present rate of increase, ownership should be over 40% by the end of 1950 in New York, Philadelphia and Chicago and over 30% in the other markets.

For information about televiewing in these seven markets

Ask The PULSE

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN
THE 54th ST. REVUE is the kind of fast, rollicking CBS Package Program geared to bring sponsors a big responsive audience.

Captivating songs, standout dancing and top-notch comedy bring pace and color that win Variety's nod on the back: "Excellent video..."
Respects

(Continued from page 88)

per under Bob Tincher’s guiding hand.

As general manager, Mr. Tincher has proven himself an affable and able administrator. He has established programs and services designed to serve the needs of advertisers and listeners alike.

Adopting the Rotary precept, “He profits most who serves best,” he has developed programs to best suit the needs of the predominantly agricultural and rural market area.

From WNAX the farmer receives soil conservation advice, methods of handling livestock, weather and markets, while outstanding reporting of the news and live talent programs are planned to present a schedule designed to appeal to rural and city dweller alike.

Large numbers of promotion and merchandising awards, as well as showmanship citations bear testimony to the fact that merchandising and promotion of the Big Aggie show and station claim and get plenty of Bob Tincher’s attention. He believes in “taking talent to town.”

Last season the station’s barn dance and open house, which had been a paid admissions in five states. More than 60,000 midwesterners danced to the WNAX Bohemian Band last year to the tune of $1 each. The Inquiring Farm Report travel’s “Big Aggie Land” all year round, recording grass roots programs from the farms and the farms, and making known the needs, problems, and progress of the states, Minnesota, Nebraska and Iowa.

Advantageous Location

Mr. Tincher opened auxiliary studios at Sioux City in September 1939. As one of the midwest’s outstanding sales centers, Sioux City offered an advantageous location for merchandising contacts and for complete coverage of farm, sports and metropolitan news. The WNAX sales staff, news, special events and sports departments are now located there.

In June 1941, Lieutenant Tincher, a member of the Cavalry Reserve, was called to active service for what was to have been one year’s duration. Pearl Harbor extended that year to four and a half, during which time Tincher served nearly two years overseas and rose to the rank of lieutenant colonel. He was awarded the Bronze Star and a citation for the Legion of Merit.

The past 11 years have seen the original WNAX staff of 13 grow to 83 employees. During the first year of Mr. Tincher’s management, the station showed a 300% increase in revenue. This year station income is 700% over that original level.

business was never better.

Changes: The former Roxanna McNay of Des Moines—have four daughters, Carol, 15, Diane, 11, Virginia 10, and Judith 6. Family recitals are the family pastime and the family. Father plays the viola, mother plays the piano, one daughter plays

the cello and another second violin. At Christmas time it’s a Tincher family tradition to bundle up against the winter winds and go caroling together—dad’s bass blending with the alto and soprano of the band.

One of his community’s hardest workers, Bob Tincher is president of the Yankton Chamber of Commerce, past president of the Rotary Club, member of several other civic groups. Even with the heavy demands on his time and energies he engages in regular golf with his partners, Eustace Katz and C. E. Hooper are among those in the industry who have enjoyed the annual Tincher pheasant hunts.

On the talent side, Mr. Tincher sings a strong bass in quartets he has organized, and—“This I consider my greatest accomplishment”—he shoots a hard game of golf in the low eights.

Mr. Chapman

Mr. Warren

Mr. Phillips

Mr. Phillips
Kaltenborn favors 'Too Little' Regulation to 'Too Much'

THERE is genuine concern lest the regulators of radio exercise too much control over the medium, according to H. V. Kaltenborn in his address before the Harvard Law School Forum in Cambridge, Mass., on Dec. 16.

"In this country," Mr. Kaltenborn said, "the government does not run radio. For that most of us are grateful. So far, those who regulate radio have not been allowed to go too far. Some critics say that the FCC does not go far enough in regulating and controlling program content. But, I would always rather have a regulatory body doing too little than too much."

One reason why people are less worried about radio today, he said, is because television has become the new "whipping boy" and that the threat it offers to press, radio and the movies, is a key issue in most discussions on modern communications.

"The war did a lot to help radio grow up," Mr. Kaltenborn stated. He said radio did a patriotic job, a conscientious job—and sometimes a distinguished job. Paying tribute to the work of newsmen in this period, he said there is no doubt but that America's new position of world leadership is due in some part to the educational effects of those broadcasts that gave Americans a conscious participation in world affairs.

Mr. Kaltenborn concluded: "The things that are wrong with radio are direct reflections of certain defects in the American way of life. Too much material emphasis, too little time to do things well, too much concern with easy popularity and quick results. Yet, there are many more good things on the air than most people realize. Perhaps in time we will get more radio stations that strive to hold a quality audience. But even for the mass audience, the quality of both radio programs and radio advertising has greatly improved. After careful study of radio programs in Britain and on the Continent, I still believe that, with all its defects, our system of private ownership and private operation is the best in the world."

NEW type limiting amplifier permitting superior program reception has been installed by KSD St. Louis.

PROTECT YOURSELF, your STAFF, your CLIENTS from the daily hazard of LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Aiding from Editorializing, Speeches, Newscasts, Ad lib, Financial Comment, Mystery Plots, Goosy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk insurance.

USE CAUTION—LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION Insurance Exchange Bldg. — Kansas City, Mo.
Open Mike

(Continued from page 16)

in search of a clue and is greeted by the proprietor with the following remark: “No doubt you are here in response to my ad in the News about our antiques—a very expen-
sive ad, but worth it if it brings customers in to my store.” Who writes these, newspaper people?

Recently I heard a local station use a fill that went something like this: “The advertising that you read makes your job more secure.” Have you ever seen the printed media boost radio?

Have we a medium of our own or are we a hitch-hike medium? L. Herschel Graves General Manager WTAL Tallahassee, Fla. *

Re: ‘TV Heaven’

EDITOR, BROADCASTING:

RE: your “whispering campaign” story on the opening of Phillips’ “TV Heaven at 611” you might be interested in knowing that the I. T. Cohen Agency, through Sid Wolfe and Alvin Miller, commissioned us to “shoot” the store’s opening on film—with the film available for telecasting on Station WMAL-TV that even-
ing.

With the cooperation of Eastman Kodak laboratories here, we completed a film record of the opening, including shots of the store exterior (at night).... The entire film portion was three minutes, including an animation leader prepared by Teleprints, local animation studio. ...

The Philips film told a com-
plete story starting with the exter-
ior views, the ribbon-cutting cer-
emony, the interior shots etc. ...

The film was widely praised.

Al Sherman President Sherman Plan Inc. Washington, D. C.

[EDITOR’S NOTE: Feature box on Phillips’ station promotion was in BROADCASTING, Dec. 19].

‘Eye Catcher’

EDITOR, BROADCASTING:

In your Nov. 21 issue you carry a picture of four handsome officers of the Ohio Assn. of Broadcasters who are studying an “eye catcher” they have noticed in the Nov. 7 issue of your magazine. Because, of course, of the very concentrated appearance of these four gentle-
men, I am wondering if you could add to the caption by telling your readers what is on the page they seem to scrutinizing.

In case you do not have copies lying around of the Nov. 7 issue, I might explain the “eye catcher” apparently is the McClatchy Bee-
line ad which your makeup depart-
ment so nicely placed on the second cover. We would like to thank you for the lefthand compliment as well as the fine position.


[EDITOR’S NOTE: OPEN MIKE’S edi-
tor made a bee-line for the little types, to allow observant MR. PETERSON to add-caption that eye-catcher.]

NARFD Lauds Coverage

EDITOR, BROADCASTING:

On behalf of the National Assn. of Radio Farm Directors, I want to thank you for the fine coverage on the activities in the field of radio farm broadcasting and for your splendid cooperation during the past year.

Phil Alampi Secretary-Treasurer WJZ New York

WROV BIRTHDAY

Promotes Family Appeal

WINDUP of WROV Roanoke, Va., campaign to promote the station’s third anniversary Dec. 16 featured climatic awarding of $6,000 in prizes for contest tie-in winners and an “Anniversary Party” at the city’s largest auditorium, Frank E. Kocher, general manager, reports.

A 13-week telephone quiz with questions built around WROV pro-
grams and personalities “for every-
one in the family” touched off the promotion. Telephone winners com-
peted through written entry for a 1950 Packard four-door sedan. Calls were made hourly during the period and totaled 1,000 with 70 finalists competing for the prize. Heavy newspaper display in addi-
tion to spots and programs were used to promote both network (MBS) and local programs.

Some 30 major gifts were presented during the Anniversary Party at which Freddy Lee and his 14 piece orchestra furnished music and WROV’s hillbilly group, the “County Cavaliers,” provided specialties. Santa Claus appeared at the celebration and distributed candy to children in the audience. Proceeds of small admission charge were presented to city and county Christmas basket organizations.

45.0

“HOOPER”*

*(average 5 periods, Winter, 1948)

proves the best buy
in

DANVILLE, VA.

is

WBTM

5kw ABC 1kw

(d) (a)

Rep: HOLLINGBERRY

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stirred considerable unrest.

NABET, for example, lost its WOR membership to IBEW because WOR members felt NABET had not taken a strong enough stand in negotiations. WOR engineers felt that NABET's settlements at ABC and NBC (which incidentally did carry wage increases) were not good enough and had cut ground away from their own later bargaining.

It is significant of the temper of the times that WOR engineers felt the way they did about NABET at a time when NABET was as scrappy as any union in the radio field. A radio labor leader's lot was not a happy one in 1949. Although radio labor did not register any big-scale victories in 1949, it is not to be thought that radio employment was an uneconomic investment of labor's time, skill and will to work.

One network, which raised its payroll slightly during the year, was the year's end paying its employees an average of a little less than $100 a week. It was conceded that big payments to certain top executives and staff performers did much to raise the average, but the figure still remains significant.

Employment Rise

It also seemed likely that radio labor would equal or surpass in numbers last year's employment figures. Last year, the FCC reported for the week of Oct. 16, 1948, that seven networks and 1,613 full-time stations employed 37,451 employees (excluding top executives and their immediate assistants) and paid them $2,577,021 for the week. That figures to a little less than $86.75 average pay per week, high for any industry. When tabulations are made by the FCC for 1949, that figure is expected to be even higher.

Broadcasting learned that the three biggest employers—ABC, CBS and NBC—despite much celebrated economics and, in two cases, extensive firings, each had employment increases during the year. The three networks in the aggregate have 7,065 on the payroll now, as opposed to 6,625 last year, an increase of 440.

DuMont Television Network employment also showed a big spurt during the year, adding 74 employees to increase its total to 313 as compared with 238 in 1948.

Labor costs, however, have gone up tremendously due primarily to the need to hire new skills for television. For example, at ABC total payroll shot up 26% in 1949.

Men like Howard L. Hausman at CBS, Ernest de la Ossa of NBC, and Frederick Lynch Jr. at ABC, who handle labor relations for their respective networks, can be expected to have a busy year ahead.

CBS has 85 contracts with 15 international unions and many of them will have to be renegotiated in 1950. NBC has 52 pacts with 12 major unions and 25 of these agreements will come up for renewal during the coming year. ABC deals with 11 big unions and has 40 contracts with them, of which seven important ones will expire in 1950.

From the unions' standpoint, these highlights can be forecast upon:

- American Federation of Musicians—1950 may see the first agreement with the television industry on the use of music on video films. AFM President James C. Petroillo has made proposals to the industry that would end the AFM ban on music in TV films. The industry is in process of framing counterproposals.
- American Federation of Radio Artists—AFRA's contracts with the major networks expire during the year. While that renegotiation will be a major effort, it is expected that the unions will continue to press for the extension of its areas of organization. Between its 1948 and 1949 conventions, it has organized 26 new stations.
- RWG Contracts

Radio Writers Guild—Staff network contracts come up for renegotiation in September. RWG also is awaiting NLRB certification for freelance writers employed by sponsors, agencies and independent producers; if such certification comes in, an agreement already negotiated, will come into force, retroactive to Nov. 4, 1948.

International Brotherhood of Electrical Workers—Its major radio negotiations for the year will be in May with CBS. It has many important negotiations coming up with independents. Wage increases will be sought.

Radio and Television Directors Guild—Network negotiations are already under way. Several important independent station contracts expire during the year.

National Assn. of Broadcast Engineers and Technicians—In May, NABET's pacts with ABC and NBC expire. NABET also is currently in talks with IBEW and IATSE over television jurisdiction. Additionally, NABET, an independent union, is seriously considering joining either an AFL or CIO group; along these lines, it has an Affiliation Committee studying proposals to join Communications Workers of America (CIO), or one of the two AFL unions, IBEW and IATSE. NABET will this year decide on a proposal plan.

International Alliance of Theatrical Stage Employees—This giant of the moving picture industry has been slowly moving into television. There is considerable interest in believing that it will move in faster in 1950. Its president, Richard F. Ryan, has told his key men: "I want to urge you, if any television stations open up in your jurisdiction, to get right to work." IATSE currently is in a jurisdictional dispute with NABET over lighting engineers at NBC and ABC, with an NLRB decision expected to be followed.

Radio Guild, United Office and Professional Workers, CIO—This organization's biggest contract is for CBS white collar workers in New York. This currently will have to prove before the NLRB that it still represents a majority of such workers. If recertified, bargaining would follow.

Television has burst on radio labor with an explosive force that has caused many unions to adopt a "me first" attitude, either defensively or aggressively. The result has been inevitable jurisdictional disputes, sometimes complete inaction and bad feeling bordering on warfare.

Live Question

This has been the case especially in the field of talent. The "live" actors' unions of the Associated Actors and Artists of America spent most of the entire year trying to form Television Authority, one big union for all video performers.

TVL finally was voted into being in November, and the loud objections of the Screen Actors Guild and Screen Extras Guild, also members of the 4A's, who refused to acknowledge TVLA, could have any authority over video films. Although TVL was formed with the understanding that the film jurisdictional problems would be mediated, there is disagreement over a big fundamental—what exact area is to be mediated.

It was also hoped that if the screen guilds would not join TVLA, they would become partners with it in administering TVA jurisdiction. This has not happened. Meanwhile, the screen guilds already have begun to negotiate for their members with film companies producing video pictures. TVA has not yet started bargaining.

The performance of the jurisdiction tangle is one that 1950 may see straightened out. As the year ended, however, it looked as if there would be considerable strife before peace could be made.

Similarly, television writers got into a jurisdictional tangle. Au-

(Continued from page 77)
SPONSORS on the regional and local levels are needed in plans for next spring's National Radio Script Contest of the Assn. for Education by Radio, Sherman P. Lawton, contest director, said last week. The contest, by offering prizes to college writers, attempts to stimulate good radio writing at the college level and help the industry discover promising authors.

National sponsors—such as Audio Devices Inc., World Book Encyclopedia and the School Broadcast Council—already have indicated interest in continuing their support for the contest's third year, Mr. Lawton said. Promotion of the contest and publicity advanced by educational organizations, educational, radio and writers' publications, are directed toward several hundred schools, according to the association.

The sponsorships will determine the type of classifications in the contest as Mr. National Radio Script Contest Last year's contest found the National Safety Council offering prizes for scripts on the subject of safety and the Chicago's School Broadcast Council sponsoring the Harold W. Kent Award for the best scripts on American history.

Manufacturers of radio and TV receivers are encouraged by the association to serve as national sponsors, while stations are advising to enter the plans as regional sponsors, Mr. Lawton said. Inquiries may be made to National Script Contest Office, U. of Oklahoma, Norman, Okla.

'Town Meeting' Project

NEW series of "Town Meeting" clinics for radio servicemen has been set in motion with the entire set manufacturing industry invited with distributors to join the project, formerly confined to Radio Mfrs. Assn. A.T. Alexander, Motorola Inc., was named chairman of the new committee to work out voluntary program.

 SCRIPT AWARDS
AER Plans 1950 Contest

GIVING its all in an effort to cover sports events of interest to its listeners, KKKK Everett, Wash. Station recently broadcast two football games at the same time when a state of important junior college play-off was changed to coincide with airing of local high school game. Program director and chief engineer monitored both games and managed to air most exciting parts of both, with Dram director bringing listeners up to date on each game as it fazed in. KKKK broadcast another junior college shut in Pasadena, Calif., a distance of 981 miles.

Distant Coverage

USING a plane, film crew of WOW-TV Omaha, Neb., covered recent Swift Packing Plant explosion in Sioux City, Iowa. Disaster was aired at 7 p.m. the same night on film taken by WOW crew that day. Films were flown to New York for use on NBC Camel TV Newscast less than 30 hours after the blast. Crew, which was headed by Harold Storm, simultaneously covered explosion for WOW-AM news which aired reports at noon on Wednesday. Eyewitness coverage by station reporter at 5:30 p.m. AM crew also originated Alka-Seltzer News of the World network show Wednesday evening. Catastrophe occurred 100 miles from Omaha.

Awarding Aired

WHEN Col. Charles A. Lindbergh received second annual Award of Aero Club of Washington, WMAL Washington was on the spot for ABC. Award was made at dinner of club Dec. 17 by Louis Leverone of Chicago, president of National Aeronautical Assn.

Football Airings

COVERAGE of college and high school football games as far distant as with program, has been feature of KSIG Crowley, La.'s service during grid season. Station was able to air games 400 miles away by use of two complete broadcast crews and airline services.

Mental Hygiene Series

HALF-HOUR series dramatizing problems of mental health has been started on KFMY (FM) Hollywood in cooperation with Norwalk State Hospi-
tal. Written and performed by patients at the hospital, programs are attempting to show how psychiatry and medicine cope with mental problems.

Safety Drive

NBC's Father Knows Best has been chosen by Inter-industries Highway Safety Committee, Washington, D. C., as program on which it will concentrate a better and safer driving campaign among teen-agers. 20-sec. broadcast of show will be devoted to campaign, with subsequent shows throughout year carrying various promotional tie-ins with the drive. Benton & Bowles Inc. is agency on program sponsored by General Foods (Maxwell House Coffee).

Dual Recipients

BOTH orphan children and Baltimore's football Colts pro team will benefit from two-hour variety show to be telecast from Maryland College Auditorium Jan. 14 over WMAR-TV Baltimore. Station's listeners are requested to buy tickets for at Col's exhibition game to be held next August. By doing so, contributors gain admission to WMAR-TV tele-
cast for orphans of the area, and help their professional football team. Air time for variety show purchased by National Brewing Co. of Baltimore.

WQXR SURVEY

Studies Audience Makeup

A CONTINUING study of the WQXR New York audience from a qualitative standpoint has been undertaken by the station and The Pulse Inc., New York radio audience research organization. First findings will be shown to advertisers and agencies on request. According to the survey, WQXR listeners number twice as many families with incomes over $7,500 yearly as non-WQXR listeners. Also, more than three times as many heads of families among WQXR listeners are college graduates than in the non-WQXR group.

Purpose of the survey, first of a monthly series, is to establish audience characteristics on a comparative basis. Samples were taken among known WQXR listeners and proven non-listeners to the station, and identical questions were asked. Questions covered revealed age and sex of family members, family size, education and occupations of head of family, and total family income.

Cleveland Poll

ARTHUR GODFREY, CBS star, won the Cleveland Plain Dealer radio poll for the area for having the most popular program, personality and variety show. The poll, held for 20 years, is said to be the nation's oldest continuous census of fan opinion.
**WKJF PROGRAMMING**

**Transit Use Successful REORGANIZATION at WKJF (FM) Pittsburgh, is virtually complete and the station is now concentrating basically on Transit Radio, according to Charles E. Dewey Jr., general manager. Mr. Dewey said the new programming is enjoying considerable success and the almost uninterrupted use of music has increased the WKJF home audience tremendously.

In addition to Mr. Dewey, the present WKJF staff includes the following: C. F. Kreitzer, commercial manager; Clarence Rulong, chief engineer; Roger Kelly, program director; A. A. Bogren, transit installation supervisor; Frank Dometrovich, Eldon Ice, Nick Fannelli, engineers; Tom Lavelle and Ralph Weithorn, announcers; Mary Conley, production manager. WKJF operates on 93.7 mc with power of 20 kw.

**KOIN Beat**

KOIN Portland reports it scooped the nation on Dec. 15 with first word that Ruth Aaron had been found. The 16-year-old girl of Kelso, Wash., had been lost for four days. KOIN's beat came about in an unusual way following Production Director Bill Mears' arrangement of a routine telephoto call from Portland to the search area via amateur short wave radio. While ham operators talked for the transcription to be used on KOIN's Feature Story that evening, news of the girl's discovery was excitedly given. News editor Dale Denny immediately gave listeners the bulletin, minutes before the news services flashed the word over their wires. On-the-spot account was released to the community and re-broadcast at 6 p.m. as the highlight of Feature Story.

**WLS Chicago and Sears, Roebuck & Co. have cooperating a dance promotion, plugging new Sears square dance wallpaper pattern and station's National Dance Dare. Between Dec. 15 and New Year's, Sears is building display windows and newspaper advertisements around the country in an effort to make square dance "New Year's Eve." Each window has blow-ups of National Barn Dance stars, Bob Atcher, Lola Sell and Scotty, Delph Hewitt and Capt. Stubby and the Buckaneers. Station, in turn, mentions windows and new wallpaper. WLS is planning "world's biggest square dance" for broadcast New Year's Eve. John Drake, station promotion manager, and J. L. Rounds, national retail sales manager for Sears, said this initial tie-up is expected to lead to a bigger one in March.

'Best Bet'

WXXY, Detroit ABC outlet, has produced and distributed brochure titled "Your Best Bet—Both Ends of the Alphabet—WXXY-ABC," written for use of advertising agencies and time-buyers. In addition to data and specifications about WXXY and WXXY-TV, brochure gives complete picture of Detroit market. Also included are series of testimonials from advertisers and agencies on promotion and merchandising help given WXYX.

**WDET-FM Brochure**

SIX-PAGE brochure emphasizing the station's coverage of the union member market of the city has been produced and distributed to advertisers in the Detroit area by WDET-FM Detroit. In addition to statistics on buying power of WDET listeners, there is graphic demonstration of promotions put on by station to aid advertisers. On the back page is a copy of rate card, plus stamped postcard for advertiser to mail for information.

**KSJO Luncheon**

SOME 40 representatives of leading radio-active agencies in San Francisco Bay Area were guests at promotional luncheon given fortnight ago at San Francisco Bohemian Club by KSJO San Jose. Theme of KSJO presentation was: "Join the success parade and cash in on the rich coverage of San Jose's leading stations—KSJO-AM and FM."

**Market Statistics**

BULLETIN sent to trade by WFAS-AM-FM White Plains, N. Y., concerns Westchester County, N. Y., "wealthiest county in the country." Bulletin is devoted to reprint of state tax statistics with graphs showing large percentage of personal taxes for which population is liable. Bulletin is headed, "Westchester . . . The Quality market of the Nation ..." and concludes, "Westchester Listens to WFAS, WFAS-FM 'The Quality Music Stations'."

**Station's Folder**

RED, yellow and black folder sent to tie by WSAM Saginaw, Mich., features pictures of station and its facilities. Inside of folder shows station's coverage area, pointing out its triple market feature. Data on three counties covered by WSAM as supplied Broadcasting Marketbook is given. Back of promotion piece is covered by narration illustrating industries located in WSAM's coverage area.

**Historical Brochure**

BEAUTIFULLY finished booklet has been mailed to trade by CQQC Saskatoon, complete with colored and black and white pictures, booklet relates story of founding and development of CQQC. Highlights in station's history are recounted, and its pledge to continue its public service is affirmed in booklet.

**Football Popularity**

LEADING backfield player and line- man for complete high school teams of Saginaw, Michigan, was awarded the "Champion Trophy" for Saginaw, presented by WXYZ for excellence in school sports. Award was presented by WXYZ-AM and WXYZ-TV, indicating cooperation between station and WSAM.

**PEASON ACTION**

**Court Grants Amended Filing**

DREW PEARSON, ABC commentator and newspaper columnist, in his libel action against Westbrook FTA and Associated Press and Consolidated Hearst Publications Inc., Dec. 14 was granted leave by New York Supreme Court Justice Thomas A. Aurelio to file amended complaints. Pearson claimed damages from $500,000 to $1,200,000. [Broadcasting, Dec. 5.] Two days before, an affidavit filed on Mr. Pegler's behalf, charged that Mr. Pearson's original counsel, Greenbaum, Wolf and Ernst "had no stomach" to try the action and that neither have his new lawyers, Poletti, Diamond, Roosevelt and Mackay. Mr. Pearson's suit grew out of columns by Mr. Pegler critical of the late James V. Forrestal.

**DISCUSSION program; Let's Talk It Over, consisting of talks between PTA members and students being aired over WINX Washington. Show was on WGAY Silver Spring, Md., for past two years.**

**PROMOTION**

**THE Fred A. Palmer Co.**

Columbus, Ohio

**Radio Consultants on Management and Operation**

(20 years experience)

- **SALES CAMPAIGNS**
- **SALES TRAINING**
- **SALES PROMOTION**

Post Office—Box 108, Worthington, Ohio
Telephone—Worthington 2-7346

**BROADCASTING • Telecasting**

**LOBBYING UNIT**

**Issues 'Progress Report'**

FIRST "progress report" on its investigation of pressure groups and tactics was issued last Monday by the House Select Lobbying Activities Committee.

Rep. Frank Buchanan (D-Pa.), chairman of the seven-man group and author of legislation (H Res 298) to authorize the special probe, announced that his investigators have begun digging into the records of "acknowledged lobbying organizations," which he did not identify. Committee has reached no decision as to whether groups or federal agencies will be subject to "intensive" Congressional inquiry and public hearings.

Members of Congress and other individuals have been asked by Rep. Buchanan to provide "leads" on possible violations of the Lobbying Act, and suggestions for detailed investigations. The information will be assembled into a catalog for the guidance of the committee, he said.

Questionnaires sent to Congress and others outline ten points, three of which deal with lobbying practices of government officials and agencies. Objective is to seek information on lobbying abuses and specific agency lobby looking toward possible violation of the Criminal Code.

An additional questionnaire is being prepared for distribution among 700 local and lobbying organizations registered under the Lobbying Act. Their recommendations will be solicited.
SWIFT BLAST
Causes Radio News Fever

SWIFT & Co. plant explosion that killed 18 persons and injured 160 Dec. 14 sent Sioux City radio newsmen into feverish activity. Within a few minutes after the blast, Bill Slattery, of the WNAX news staff, and Don Soliday, KCOM reporter, were on the scene.

Mr. Slattery's telephonic report was broadcast at 12:55 p.m., about one hour following the explosion, over Art Smith's Noonday News program. In addition, reports by Bob Buchanan were requested and fed to 10 stations as far away as Boston. Mr. Slattery then recorded special reports at the scene for Morgan Beaty, NBC commentator; Taylor Grant, ABC news analyst, and a special description for WOW-TV Omaha. By 6 p.m., WNAX says, three broadcasts were emanating from the studio.

Workers who had escaped from the explosion unscathed were interviewed by Mr. Soliday and Shel Singer of KCOM. For the remainder of the day, KCOM says, the station placed its facilities at the disposal of Red Cross units, the police and fire departments and disaster crews. Station announced names of victims and pickups from city's four hospitals named news and conditions of the injured. KICD Spencer, which monitored KCOM's coverage, alerted the Spencer Flying Club to fly blood donors to Sioux City. Plea for donors voiced by all area stations drew immediate response.

WJBC Power Plant

NEW power plant at WJBC (AM-FM) Bloomington, Ill., was put into operation Dec. 7 marked by an evening program celebration emceed by Jim Ameche, radio star. The Daily Pantagraph, which owns the station, publicized the event with a nine-page spread. Special emphasis was placed on additional range expected from the new-type AM and FM transmitters, 400 foot tower and other modern equipment. WJBC, an ABC 560 w outlet, highlights sports in news.

CAMERON G. PIERCE, KECA-TV Hollywood engineering operations supervisor, appointed member of Video Techniques Committee of Institute of Radio Engineers.

BRUCE WHITWELL joins EAST Astoria, Ore., as chief engineer.

SCIENTIFIC Instrument Section of RCA Engineering Products Dept. announces highly regulated d-c power supply, designed for any application requiring voltage between 10 and 80 kilovolts with maximum current requirement of two milliamperes. It makes ideal accelerating supply for cathode-ray tubes in experimental equipment or as permanent set-up for the testing of these tubes, firm said.

TOM SUMMER, formerly ABC and KECA-TV Hollywood mail room clerk, transfers to KECA-TV engineering operations department.

ELECTRONIC PARTS DIV., Allen B. DuMont Labs, East Paterson, N. J., announces production of new four-section inpuuter incorporating latest Mallory-Ware spiral-type inductuner. Inpuuter doubles gain over previous DuMont inpuuters and has greatly improved selectivity.

BROADCAST SECTION of RCA Engineering Products Dept. announces new light-weight triopd (TD-11) for mounting microwave relay receivers or transmitters, or field or studio TV cameras.

Labor

(Continued from page 74)

Authors League permitted creation of a Television Writers Guild. Radio Writers Guild, also a member of Authors League, opposed TWG and so did Screen Writers Guild, the latter wanting to retain jurisdiction over TV films.

The result was a compromise leading to formation of the Authors League's National Television Committee, which, made up of representatives of the various Authors League guilds, will for the time being have video jurisdiction. TWG, meanwhile, has become a "group" instead of a union in the Authors League set-up. Despite the confusion, the coming year doubtless will see the start of bargaining for television writers.

Labor Pains Ahead

From all the foregoing, a total picture emerges. That picture shows that broadcasting labor is fairly well paid and is increasing in numbers. It shows, however, that there are considerable elements of unrest, with television, despite its future promise, currently being a divisive force and an argument for the need to hold down salaries. It shows that although broadcasting employment is not unhealthy, it is apt to have considerable labor pains in 1950.

Labor: The Latest in Hi-Technique

When you've spent a lot of money for a flat system but still find your discs giving you this:

DON'T GIVE UP!

Switch to Presto Discs

On Presto discs high frequencies stay up where they belong. They never roll off!
DUTCH UNCLE

400th KFH Business Talk

SERIES of talks called Dutch Uncle Talk marked its 400th broadcast by Ralph S. Hinman, Wichita's Chamber of Commerce business protective bureau member, over KFH-AM-FM Wichita, Kan., late in November.

In recognition of his better business, anti-racket talks, Mr. Hinman received a landfall of telegrams and letters lauding him on his anniversary broadcast Nov. 20, station reports. Many of the messages came from Better Business Bureaus throughout the country wishing Mr. Hinman continuing success on KFH and hearty congratulations.

Mr. Hinman, who pointed out to his listeners that "rackets are the same wherever you find them," designs his talks to weed out rackets and racketeers from legitimate business and businessmen. His programs also explain false claims in advertising and attempt to build confidence in the legitimate businessmen. The program, heard each Sunday at 10:15 p.m., is sponsored by the local business protective bureau.

Mr. Hinman (1) reads anniversary messages to Frank V. Webb, KFH general manager.

Expensive Chatter

IN ORDER to cut down on chatter between musical selections, announcers on CHUM Toronto, Ont., are fined $1 for talking more than 60 seconds on disc shows. Special time clock sounds off with Bronx cheer if limit is not observed and announcer pays up. Money collected, and there has been quite a bit, is donated by the station to the building fund of the Hospital for Sick Children.

CAL TINNEY, story-teller, lecturer and newscaster, joins KRMG Tulsa, Okla., effective today. He formerly did ABC's Relax with Cal Tinney and NBC's If Had the Chance.

JENS GOTTARDT, new to radio, appointed residence librarian of CRSP Cornwall, Ont.

TOM SARNOFF, graduate of Stanford U. Graduate School of Business, and son of Brig. Gen. David Sarnoff, chairman of board of RCA, joins KECA-TV Hollywood as assistant to Philip Booth, program director. He will serve as liaison between programming and sales departments of station.

BERNARD LYTH, formerly of 2SM Sydney, Australia, and GORDON ROBERTS, previously with 2ZR Dunedin, New Zealand, join announcing staff of Lourenco Marques Radio, Johannesburg, South Africa.

NORMAN GRANT replaces BEN WAMPLER, resigned, as program director on television program staff at NBC's Central Div., and WNBJ (TV) Yorke.

PHIL WALKER, formerly with KTMX Santa Barbara, Calif., joins KNBC San Francisco as announcer.

LEIGH STUBBS, formerly of CKEY Toronto, along with CHUM Toronto, as program director, succeeding LARRY MANN. Miss Stubb's started with CKOC Hamilton, newly selected, and also has been with CHML Hamilton, Canadian Broadcasting Corp., Toronto, and CJAD Montreal.

BERNIE SHERLOCK, formerly of WGIV Connellsville, Pa., joins announcing staff of WARD Johnstown, Pa.

ETHEL MACK, formerly with KOWL Santa Monica, Calif., joins KCBS San Francisco as writer on June Todd Show.

DICK THOMAS, former staff announcer and music director at WLEA Hornell, N. Y., joins WQVQ Geneva, N. Y., as announcer and jockey. He previously was with WBCA Corona, N. Y., and Pedlar & Ryan, New York.

JOHN CLAAR, KTVV (TV) Los Angeles director, goes on four-week leave of absence today (Dec. 26) to direct Century Theatre's production of "The Fabulous Invalid." He is founder and director of Century Theatre Group.

MIKE HOPKINS and AL COLLINS, announcers with CHUM Too, have joined production management staff of CKDO Oshawa.

JOSEPH SPERRY, professional musician and former radio sound technician at NBC Chicago, appointed assistant director of WNBJ (TV) program staff. He recently won an RCA scholarship to Tanglewood (N. J.) Music Festival.

HERB FONTAINE, program director at WCOU-AM-FM Lewiston, Me., cited by National Research Bureau Inc. for his Housewife's Quiz show, aired 9:30-10 a.m. daily.

ROBERT LEE JOHNSON, EFI-TV Los Angeles canasta and bridge expert, appointed Pacific Coast Commissioner of National Canasta Laws Commission.

J. B. CLARK, announcer at WBT Charlotte, N. C., for several years and before that program director for WRL Raleigh, WDNC Durham and WAYS Charlotte, all North Carolina, appointed assistant to GRADY COLE, commentator for WBT.

STEVE ALLEN, Columbia Pacific Network disc m.c., is the father of a boy, David.

SAUL HAFERT, ABC-Hollywood newsreader, is the father of a boy, James.

POLISH SHOWS

Programs Hit

ACCUSATIONS of Communist propaganda were fired at foreign-language broadcasts aired on three stations in a report released Dec. 14 by a Senate Judiciary subcommittee probing activities of a Polish shipping line.

Investigation centered around Gdynia-American Line Inc, a wholly-owned enterprise of the Polish Government, and its sponsored broadcasts on WHBI Newark, N. J., WEDC Chicago and the now-defunct WNYB Kenmore, according to Sen. Herbert R. O'Conor (D-Md.), acting chairman of the immigration and naturalization subcommittee.

Meanwhile Sen. O'Conor has called upon FCC and J. Howard McGrath, Justice Dept., to initiate a probe of the company's propaganda activities. He said he is convinced the line used broadcast facilities in "far beyond the scope of legitimate business." Neither agency had filed a reply, spokesman said Wednesday.

Basis of Report

The report made clear that the program "was instigated at the demands of the Polish consular and diplomatic representatives in this country" rather than officials of the ship line.

The weekly radio program was first broadcast over WNYB Kenmore and later extended to the Newark and Chicago outlets. (WNYB was changed to WXRA Kenmore in March 1948.)

Apprised of the fact that the Senate subcommittee had cited WEDC for carrying alleged Polish Communist propaganda, Frank J. Koonce, manager, declared: "We definitely don't carry Polish Communist propaganda. We wouldn't jeopardize our station license for a couple of bucks. Too much is at stake. We're in the automobile business too, you know."

WEDC is owned and operated by Emil Denemich, Chicago Cadillac dealer. "The station carries Polish programs from 9 to 9:30 a.m., Monday through Saturday, from 10 to 11 p.m. Saturday, and from 7 to 8 p.m. Sunday."

WHBI decided to cancel the program effective yesterday (Dec. 25), primarily because it was the only foreign language show on the station.
FOREIGN-LANGUAGE

**FCC's COTTONO HITS FINDINGS**

FCC's GENERAL COUNSEL fortnight ago entered formal objections to a hearing examiner's criticism of the objectives of foreign-language programs and their role in a balanced program service at whose program proposals the examiner's criticisms were directed—Joseph Solimene, one of six contentionists for the 950 kc, 5 kw, day-time assignment vacated by the deletion of WORL Boston.

The initial decision was that of Examiner Hugh B. Hutchison, who held in connection with Applicant Solimene's foreign-language programs that "in general, such programs may tend to destroy all incentive to learn English" [BROADCASTING, Nov. 7]. Examiner Hutchison favored a grant to Pilgrim Broadcasting Co., one of the rival applicants.

General Counsel Benedict P. Cottle's exceptions, filed Dec. 15, were not directed at Examiner Hutchison's preference for Pilgrim or at his findings that (1) Mr. Solimene proposed to devote a disproportionate amount of time to Italian-language broadcasts and that, (2) assuming a need for foreign-language programs, Mr. Solimene proposed to allot inadequate time to such broadcasts.

The General Counsel's exceptions were directed instead at the decision's suggestion "that foreign-language programs may not serve a useful purpose and are not a proper part of a balanced program proposal."

The General Counsel also thought Examiner Hutchison's 70-page decision too long. He said the "voluminous findings" seem to contain "much unnecessary detail," and observed that "decisions of this length lay a very heavy burden on the parties and on the Commission and its staff."

Norman E. Jorgensen, Washington counsel for Mr. Solimene, went much further in his criticism of the examiner's decision.

He went into detail in his contentions that foreign-language programming serves a useful purpose in the public interest, asserting: Obviously, the hearing examiner has forgotten that we live in "one world"; a distinctly chauvinistic approach to radio broadcasting in the U.S. does not help us lead down the world community of nations.

What is more, the examiner has failed to apply one minor objective of proposed programming and manifested such as all reasonable proportion to the setting in the overall purposes for the variety of broadcasting needs, foreign language and otherwise, in the Boston area. . . . Our nation-wide community and the growth of a different sort of consciousness are lacking in the United States states stems from the foreign and many-sided origin of its population. . . .

Mr. Solimene's brief maintained that the examiner failed to apply all FCC policies equally upon all the applicants.

It also questioned the propriety of an arrangement whereby Frederick W. Roche and Richard Maguire, counsel for the successful applicant, would acquire a combined 20% interest in the company if its application is given final approval.

Beacon Broadcasting Co., another unsuccessful applicant, on the examiner's decision, also took exception to Examiner Hutchison's conclusions, contending its own application should have been preferred.

Filed by Arthur Schroeder, Washington attorney, Beacon's brief argued that the initial decision overemphasized some factors to give preference to Pilgrim while de-emphasizing the same considerations as related to Beacon.

Beacon contended the decision failed to give proper recognition to the extent to which its ownership would take part in the management of its proposed station, and that not enough weight was given to the radio experience represented in its ownership as against that of Pilgrim.

Pilgrim is owned by 22 stockholders, headed by Messrs. Roche and Maguire with Arthur Haley, WBMS Boston time salesman, as station manager and 40% stockholder. Other applicants aside from Mr. Solimene and Beacon, were Boston Radio Co., Continental Television Corp., and Bunker Hill Broadcasting Co.

The 950 kc day-time frequency became vacant when WORL went off the air last May, following a futile court fight to upset FCC's refusal to renew the WORL license on grounds of concealed ownership.

Date for oral argument on the examiner's initial decision has not been set.

WNOE STAFFER

**Sorority Cites Mary Jewell**

Mary Jewell, who conducts the program of that name on WNOE New Orleans, was one of 10 candidates nominated for the "First Lady of the Year" by the New Orleans Council of Beta Sigma Phi last month.

Known in private life as Mrs. Rodney Tupps, Mary Jewell has for two years conducted her show 11:30-11:45 a.m. Monday-Friday over WNOE. The program has a higher Hooper rating than any other women's program in New Orleans, according to WNOE officials.

In private life, Mrs. Tupps serves as chairman of volunteer services for the New Orleans Chapter, American Red Cross. One of her Red Cross duties is supervision of services in assisting displaced persons arriving in America. She also serves on the executive committee of the Louisiana Tuberculosis Assn. and the National Foundation for Infantile Paralysis. She holds a five-year silver pin for service with the latter.

**THE NEW LANG-WORTH TRANSCRIPTION**

**In Sound Reproduction**

**LANG-WORTH FEATURE PROGRAMS**, Inc.

113 W. 57th STREET
NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

**WIBW**

**The Voice of Kansas in TOPEKA**

December 26, 1949 • Page 79
December 16 Applications...

ACCEPTED FOR FILING

License to cover CP AM station: 240kW, KALAL, Alaska, WPCF, Panama City, Fla.

License to cover CP AM station: 5kW, KAMQ, Amarillo, Tex. (License to cover CP AM station to change hours of operation, power etc.)

Modification of CP

WPKY, Princeton, Ky. (Mod. CP, expanded AM station to cover area from WPDY, Atlanta, Ga., to change hours of operation, power etc.)

AM-1340 kc

Arrested theft of 15,000 copies of Hearon, Md. CP, new AM station 1500 kc 250 w UNM

AM decided to request AM station.

WTKR Durham, N. C. (SSA on 720 kc 1 kw-D 200 w-N for period ending no later than Nov. 1, 1962 AM-1340 kc)

December 19 Applications...

ACCEPTED FOR FILING

Modifications of CP

WTIM Taylorville, Ill., Mod. CP new AM station for extension of completion date.

License Renewal

Applications for license renewal

Commercial Radio Monitoring Co.

PONTIAG DAVENPORT, I A.

SRA-130 kc

29th Street, St. Louis, Mo.

BUSINESS DIRECTORY

Custom-Built Equipment

U. S. RECORD CO.

1214 Vermont Ave., Wash. S. C.

Stirling 3056

Commercial Radio Monitoring Co.

successor to

COMMERCIAL RADIO EQUIP. CO.

Monitoring Division

PRECISION FREQUENCY MEASUREMENTS

Engineer: On Duty All Night Every Night

PHONE LOGAN 8221

PORTER BLDG.

Kansas City, Mo.

Negro Radio Promotion

and Counseling Services

Engaging in theing of Resources

Mediated Brokers Administration

Carter & Eubanks & Co

6 E. Lake St., Chicago 1 (State & Lake)

Phone: Franklin 2-4344

* VACANCY

YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers - students, owners, managers, chief engineers and technicians.

Commercial AM, FM, television and facsimile facilities. Use coupon below...

YOUR SERVICE

can be brought regularly to the attention of the 15,500 (paid) subscribers of BROADCASTING-TELECASTING, by simply indicating the number of insertions desired and mailing this coupon to:

BROADCASTING - TELECASTING

NAT'L PRESS BLDG. - WASHINGTON, D. C.

Please reserve space in your Service Directory for:

□ 1 time

□ 2 times

□ 5 times

□ 10 times

□ 25 times

□ 50 times

□ 100 times

□ Other

Company

Address

Individual

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FCC Actions

(Continued from page 80)

Decisions Cont.: KVOL Lafayette, La.—Dismissed petition to dismiss without prejudice pursuant to section 1.365(c) of the Commission's rules and regulations its application.


FCC General Counsel—Granted petition for extension of time until Jan. 4, 1949, to file objections to initial decision re Docket 857, Kenneth McCrea, San Pedernales, Tex.

By Examiner Fannrey Litvin KVOL Lafayette, La.—Granted leave to amend application so as to request frequency 1350 kc, 1 kw un., DA-N in lieu of 1400 kc, 5 kw w/n un., as shown on different antenna and site, and to make changes in technical application, as amended, is removed from hearing docket.


By Examiner J. Fred Johnson Jr. Whitter Broadcast Assoc., Whittier, Calif.—Continued hearing on applications of Keystone Bestg. Corp., et al., for reorganization of action granting CP.

By Examiner Basili P. Cooper George R. Winston, Cito, Tex.—Granted continued consolidated proceeding. Hearing continued indefinitely.

December 20 Applications... ACCEPTED FOR FILING

AM—1310 kc
KTVL Missoula, Mont.—To change from 1498 kc 250 w un. to 1310 kc 1 kw w/d and change studio and trans. locations.

Smithfield Bestg. Co., Smithfield, N. C.—CP for new AM station on 919 kc, 1 kw w/d and 2 kw w/n.

KABC Los Angeles, Calif.—License to cover CP for new AM station.

KJRJ, Ramsey, Minn.—License to cover CP for new FM station.

License Renewal

Applications for renewal of license new AM stations: KLMR Lamar, Col.; WKNR Newton, Iowa; KFBC Fantasia, Clinton, Iowa; KSEE Pittsburgh, Pa.; WDMJ Marquette, Mich.; KZAM Vernal, Utah.

Applications for renewal of license new FM stations: KSRX Los Alamos, N. M.—To change to new AM station.

WJIZ, Hammond, Ind.—License to cover CP for new FM station.

February 21 Applications... ACCEPTED FOR FILING

AM—1490 kc
KELU Eureka, Calif.—License to cover CP for new AM station.

KWHF Lynn, Mass.—License to cover CP for new FM station.

March 1 Applications... TENDERED FOR FILING

AM—1350 kc
KGDL Forest Falls, Minn.—CP to change from 1330 kc to 250 w un. to 1350 kc 1 kw un. DA-N.

AM—1400 kc
KNEU Pwegens, Utah—CP to change frequency from 1450 to 1440 kc.

APPLICATIONS RETURNED

KENE Belen, N. M.—Returned Dec. 16. Mod. CP to change studio location.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by E. B. Marks

MARTA


BROADCAST MUSIC INC. 380 FIFTH AVENUE NEW YORK 19, N. Y.

KWRC-FM Muscatine, Iowa; WKBN-FM Youngstown, Ohio.

December 21 Decisions...

BY COMMISSION EN BANC

RENEWAL GRANTED

KTRB Modesto, Calif.—Granted license renewal for permitting Nov. 1, 1952.

Hearing Designated

KXLF Spokane, Wash.—Designated for hearing March 3 in Washington, application for renewal of license to cover CP for new AM station.

KFRD Rosenberg, Tex.—Designated for hearing March 9 in Washington, application to increase hours of operation from 250 w D to 250 w N.

Modifications of CP

KTEO Mankato, Minn.—Granted mod. CP to make changes in DA and change trans. location. Specific studio location and change type of trans., eng. cond.

License to Cover

WKBO Keystone Bestg. Corp.,

Harrisonburg, Va.—Petition for license to cover CP for new AM station with application.

WKDL Middletown, Conn.—Designated for hearing March 5 in Washington, application for hearing and make petitions party to proceeding. Commission further ordered aforesaid action to be continued until June 29, 1950, granting application of station.

License to Cover

WCOR Lebanon, Tenn.—Granted application for license to cover CP for new FM station.

Extension Denied

KDMI Denver, Colo.—Denied application for extension of continuous hearing for new FM station.

December 21 Applications...

APPLICATIONS DISMISSED


KSBF Needles, Calif.—Withheld CP for new FM station in lieu of specified time.

RADIO TIMES

December 21 Decisions...

BY COMMISSION EN BANC

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THE Diary method is the only one which will measure radio listening and TV viewing around the clock for all members of the population, with the results subject to breakdown by sex, age, income, education and other characteristics, and do it at a cost which an advertiser or broadcaster will pay. James Seiler, president, American Research Bureau, said Dec. 15.

Speaking at a radio luncheon of American Marketing Assn. in New York, Mr. Seiler described the random sample diary technique developed by his organization to measure radio and video audiences. In radio, individuals are used so that full details are available on out-of-home as well as domestic listening so that the results may be projected to the total audience. The TV diaries are kept for the full family unit, however, as most viewing is still a group activity and few homes have more than one TV set. Diary columns covering breakdown of audience by age groups also include guests as well as family members.

Accurate Results

If the diaries are installed by a good, well-organized agency, Mr. Seiler said, their reports are "amazingly accurate," Mr. Seiler said. He reported that coincidental phone checks throughout the week of a diary study show almost complete agreement. His company uses the "area sampling" technique, with a different sample of 1,000 diaries for each study. The TV studies, which were started in August, are made during the first week of each month in four cities—Washington, Baltimore, New York and Philadelphia. The ARB radio surveys, which were started in October, as well as those of Washington and are made only once a quarter, but the company plans to expand them to other cities and to step up their frequency to once a month. Eventually, Mr. Seiler said, he hopes to produce monthly diaries covering both radio and TV listening-viewing for the area east of Chicago.

Rates vary from city to city, he said. The New York TV report costs stations $158,000 each and the ABC rate will be raised to $165 in January. Radio reports vary according to the size of the station, ranging in Washington from $95,000 to $96,000.

K&F EXPANDS

San Francisco Staff Enlarged

KENYON & ECKHARDT'S San Francisco service office will be expanded to a fully staffed agency after the first of the year, it was announced Monday.

The expansion follows acquisition of the Lincoln-Mercley Dealers Advertising Assn. account (advertising organization of dealers in the Western states).

William B. Lewis, senior vice president of Kenyon & Eckhardt, and David Stewart, vice president in charge of finance, will be in San Francisco for opening of the new enlarged offices. John Wiley, present head of the service office, will continue as manager of the agency.

Offices will remain in the Russ Bldg, but space will be increased fourfold to accommodate the expanded staff and activities.

Thanks for Transit

You can take it from tired Christmas shoppers, at least those in Baltimore, that music in city buses is appreciated. All Baltimore, Transit Radio outlets, and Baltimore Transit Co. received 175 letters and post cards the week before Christmas from shoppers, expressing thanks for the special music. One letter said: "I wish to express to your company my thanks for the real joy you gave me when I heard 'Good Tidings of Joy,' '0 Little Town of Bethlehem' and other lovely hymns beautifully sung in a crowded transit company bus. Can you imagine the benefits of human brotherhood you are furthering?"
WHY BUY A NEWSPAPER

PEOPLE in the radio industry are not prone to a feeling of amazement when a publisher acquires a radio interest. But the reaction is reversed when a broadcaster makes the turnabout and purchases a newspaper. The usual question pops: "Why?"

A Baltimore broadcaster, Thomas G. Tinsley Jr., owner of WITH-AM-FM Baltimore and WLEX-AM-FM Richmond, is one man who can answer that question authoritatively. With the acquisition of the Home News in the Maryland metropolis, he is one of the very few to become an accredited publisher after being a broadcaster.

Fundamental in his thinking, Mr. Tinsley has informed Broadcasting, is his belief that there is a "close affinity" between the radio business and the newspaper business. The print feature or the radio feature; sports recaps or sports news; newstand or newscast; the printed word or the spoken announcement, all have their similarities right down to the drama of the printing press run or the rustle of copy before the microphone.

Integrated Operation

"Both (newspaper and radio) provide the public with news, sports and entertainment. And both exist off the revenue from advertising," Mr. Tinsley observes. He points out that "everybody is aware that newspapers throughout the country have acquired radio stations and made them an integral part of their business enterprise."

It is at this stage of commercial philosophy coupled with the desire to serve the public, Mr. Tinsley says, that WITH calculated its opportunity. "We saw no reason why it would not be equally profitable for a radio station to acquire a newspaper." That chance became when Home News was offered for sale as a tempting venture for an energetic entrepreneur.

Mr. Tinsley says he and his associates at WITH were convinced of the direction they would take because they saw "an opportunity to provide the community with a much needed and popular newspaper, and at the same time get into broadcasting which offered prospects of a fair return to us."

According to Mr. Tinsley, the principle of "providing advertisers with more listeners from a food account" will be incorporated into the operations of the Home News in the printed medium version of providing "advertisers with greater home circulation per dollar than any other newspaper in Baltimore." With this in mind, he told Broadcasting, the Home News dubbed "quite naturally into our overall activities."

Unlimited Possibilities

The integration of both operations opens up a wide vista for promoting and expanding their appeal to advertisers. WITH, on one hand, can aid in fostering interest in Home News, by helping to build its circulation and readership, while the newspaper can promote extensively the strength of the outlet's drawing power on Baltimore's listening audience. A third possibility in this doublecharged promotion would be the selling of the two media in combination.

Mr. Tinsley has made good steady growth for the publication of new papers. In April, the Detroit Free Press bought the Detroit News. Shortly after, the Denver Post bought the Denver Times.

Here's Tinsley's Answer

KGB WINS AWARDS

Real Estate Show Cited

KGB San Diego's program, Your Real Estate Counselor, a weekly series sponsored jointly by the San Diego Realty Board and the Southern Title & Trust Co., has captured two national awards in the American Title Assn. contest. Of the two second places awarded to the Mutual-Don Lee outlet, one was for the development of radio advertising, the other for the use of other media in this development.

Written and produced by Jack Hausmann, newsman and commentator, who appears as the Real Estate Counselor, the program stresses home ownership and civic welfare and features an interview with a prominent local citizen on subjects of community interest.

WSNY Sales Pitch

SIGN POST for local station account battles is indicated by WSNY Schenectady on its approach of a new year. Station, effective Jan. 1, will have lined up over 50 national spots per week plus 48 local car dealer spots. WSNY says these billings, representing 15 different car makes, total over $1,000 per week for the local and independent 250 watts. "Important point," Winslow P. Leighton, WSNY president, explains, "is that the major part is long-term deals, something rather than temporary manufacturer announcement campaigns. This is a basis for local stations all over the country to give successful competition to TV inroads..."

LOCAI RATES FOR NATIONAL ACCOUNT

Albany Outlet Asks Others To Join in Package Rates

System of package rates involving as much as 50% concession from published rates to serve as a stimulus to a food account is proposed. The letter addressed to a number of stations by Union Broadcasting System Corp. (WOKO) Albany, N. Y. The letter is signed by Jim Healey, pres. of the station.

Text of the letter follows: "We have very good prospects of getting an order for 13 weeks of spots advertising from a food account. Heretofore, they have used only network and the big powerhouse stations. We have been working on them more than a year, trying to sell them the idea of 'local station prestige' in spot campaigns."

Unfortunately, as you know, whenever we try to completely blanket large areas of New England, New York, New Jersey and Pennsylvania with a concerted, saturation spot campaign, the cost has been prohibitive."

"That's why so comparatively little spot business comes directly to stations."

Frequency of Spots

"This account will use two spots a day, five days a week, on your station and at least 30 others, if the proposed cost is not greater than the price of 10 powered stations."

"Many of us, including our own WOko in Albany, have made a full 50% concession from our published rates, in order to get this business."

"It isn't only this order, you know. There'll be from 15 to 20 other wide-area merchandisers and distributors who will be using your station and others in the Great North East, if we can make this thing work out economically."

"Please rush to me the very best of the market potential in two cities with the operation of a local station in each. The "whys" to his third venture fit the general pattern dollar-wise.

for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM
1390 KC 105.1 MC

WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

December 26, 1949  •  Page 83

WBAL means business in Baltimore
PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One week's insertion required per issue. Include photo and complete data. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C. BP/33

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

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Situations Wanted (Cont’d)

Mr. FM station manager; going into operation in August. Must have a minimum of 25 years' experience in radio, 10 years the last five years as general manager. Also experience as chief engineer of FM station, thoroughly experienced in all phases of FM operations. Box 5516, BROADCASTING.

Manager—Chief engineer available on contract basis. Over 10 years experience with all types of radio stations. Perfectly versed in FM operation. Box 5424, BROADCASTING.

General manager, commercial manager, technical manager—experienced in major market. Excellent references. Box 5517, BROADCASTING.

Engineer—First class amateur, 20 years experience, well versed in radio, TV, and remote operation. Box 5518, BROADCASTING.

Engineer, first phone. Two years college, solid technical background. Must have license and experience in all phases of radio. Box 5519, BROADCASTING.

Engineer—Chief, 3 years experience in all phases of radio, TV, and remote operation. Box 5520, BROADCASTING.

Situations Wanted (Cont’d)

Engineer, installation, operation or chief. Nine years experience in FM operation and installation 2560, 1000 watts. Also experience in complete installation of entire FM station. Box 5424, BROADCASTING.

Salesmen—Situations Wanted (Cont’d)

Wanted—First class announcer, single, M.S. sales background. Excellent voice. Will work with or without commission. Immediate reply. Mr. FM Station, Hawthorne Bldg., Los Angeles 3811.

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Situations Wanted (Cont’d)

1st phone, broadcast experience audio and transmitter, married, have car, willing to travel. Please write to Box 538D, BROADCASTING.

Engineer, 3½ years studio and transmitter; 5 and 15 kw AM experience. Have class A ham, excellent references. Some console experience. Have two weeks notice. Will work full time. Please write to Box 539D, BROADCASTING.

Engineer, experienced; some transmitting experience, control, remotes. Would like opportunity with large station. Please write to Box 540D, BROADCASTING.

Chief engineer, 20 years experience, first class license, 40 years of age, AM and FM construction experience. Would like to tie up with company with TV plans in the near future. Knows how to sell. Please write to Box 541D, BROADCASTING.

For Sale

For Sale (Cont’d)

Equipment, etc.

$18,500 cash plus $10,000 credit and $3000 per month. Former successful management will permit acquiring control fulltime west coast operation including $1,000,000 in excellent market from profit, under your management. Box 543D, BROADCASTING.

Republic California regional network affilia- tion. One of two top Pacific Coast markets. Term. Owner re-quiring professional management. Full details and sufficient regarding ability to purchase immediately. Only. Please write to Box 545D, BROADCASTING.

For sale: 3 kW FM transmitter, model 192-A with modulator 109-A; also complete set spare parts and tubes. Now set up for 102.5 MHz, but will operate any FM frequency. Perfect condition. Contact Charles L. Jeffers, WOAI, San Antonio, Texas.

Southern California Regional network affiliation. Nearly new model. Every detail. Please write to Box 547D, BROADCASTING.

For sale: Model 125A 25 kw transmitter; complete with console equipment; 2 crystals for 1600 kw complete with complete transmitter. One composite antenna coupling unit matching 1/2 ohm line at 1400 kw including Johnson current transformer for central remote control. Mounted in heavy aluminum cabinet. Also one 10 kw band FM antenna less mast. The above equipment will be sold complete at Radio Station Oklahoma City, Oklahoma. Bids will be accepted until the evening of February 10th. West Coast connection will be made. Reserve the right to reject any bids.

For sale—Type 26-C Collins limiting amplifier, good condition, first out of service. WHLN, Harlan, Kentucky.

1 Andrew type 30 tuning unit, complete with feet or less. Includes static detector, static drain choke, A.C. outlet and heater plus Andrew type 30 heating choke mounted in same cabinet. Original cost $300. Used 1 year, prime condition. Will be sold to high- est bidder. KAGH, Pasadena, Calif.

For sale—$10 solid drawn copper radial wire bright brand new on five reels. 125 pounds @ $1 per pound. Please write to Box 549D, BROADCASTING.

For Sale

Production-Programming, others

Copy that sells! Male, 38, Trained continu- esty writer. Box 550D, BROADCASTING.

A Xmas present for you—programmer, producer, sound engineer, singing disc jockey. Xmas package available for opportunity. Experience, references, A.B. Degree, disc, reliable, ambitious, working, available. Last year. Box 552D, BROADCASTING.

Challenging job wanted by writer-produ- cer-director. Twenty years experience on radio, television. Television, Winner several national radio awards. Original programs. No experience required. Please write to Box 553D, BROADCASTING.

Experienced program director desires immediate change to larger, more interesting, reliable, continuous, hardworking experience at independent and network stations. Have complete copy and sold but prefer concentration on programing with limited facilities. Excellent knowledge. National Quality voice. Versatile—so equally good job reporter, newsgirl, classical music, commercials, etc. Top references all employees. Box, details on request. Box 555D, BROADCASTING.

Radio news pays off—NARND Report. News editor can build news programs or perk up lagging department. 10 years radio, newspapers, public rela- tions. Heavy on sports, References. Background all furnished. Box 557D, BROADCASTING.

Television

Production-Programming, others

Box 541D, BROADCASTING, wants a move to TV. Writer, producer, sales, singer, local programming engineer, color, greater pay. Dependable. Young, G1 training possibility right now. Box 559D, BROADCASTING.

For Sale

Station

250 watt, single station market. 10,000. MOV. Atlantic. Price reasonable, payable in install- ments, two years on the air. $3500.00 cash. No broker. Box 561D, BROADCASTING.

For Sale

Expansion program calls for immediate sale present Federal 3 kw FM transmitter, model 192-A with modulator 109-A; also complete set spare parts and tubes. Now set up for 102.5 MHz, but will operate any FM frequency. Perfect condition. Contact Charles L. Jeffers, WOAI, San Antonio, Texas.

For sale: Present 500 watt transmitting plant available approximately January 15, 1950 on an "as is" basis. All equipment has given 8 years of trouble free operation.

Western Electric model 451-A 100 watt transmitter complete with tubes, 10 kw crystal and model D-1008 antenna couple.

Western Electric model 125-A limiting amplifier, 10 kw band FM. Complete.

Western Electric model 125-B monitor amplifiers.

All Western Electric, 71 inch racks (2).

Alliance 160 foot guyed, base insulator.

WHHH, 2nd National Bank Building, Warren, Ohio.

 PATCH CORDS

8 foot rubber covered, two conductor, timed with Western Electric Type 241A plug at each end. Price $4.50 each.

Western Electric 241A plugs. Price $2.00 each.

Western Electric 247D plugs with 600 ohm load. Price $2.50 each.

MASPETH TELEPHONE & RADIO CORPORATION

142 Ashland Place

Brooklyn 1, New York

for sale

WANTED—100 foot AM transmitter, 120 kw, FM frequency and modulation monitor. Both boxed. Box 571D, BROADCASTING.

WANTED-All studio and transmitter equipment. Complete for 10 kw FM station. Rush all details and pictures to Box 399 D, E. Erie St., Chicago 11, Ill.

Wanted to buy—Recent model 1000 watt AM transmitter Write 50 Challicow, B.C., Canada.

For Sale

WANTED—Brand new nine channel latest model Raytheon console. This equip- ment is installed and has an operating cost of $200.00 per month. Box 429D, BROADCASTING.

WANTED—All studio and transmitter equipment. Complete for 100 kw AM station. Please write to Box 399 D, E. Erie St., Chicago 11, Ill.

For Sale

CIGAR BOWL TRIP

WORLD AIDS Wofford Band

THE Wofford College Band had the pleasure of not accompanying the school's grid team to the Cigar Bowl in Tampa on Jan. 2, but thanks to WBAR, Spartanburg, S. C., all 44 members will make the trip.

When the bowl plans were announced, no provision was made for sending the Wofford Band. Then, Wofford President and Director of Athletics, John W. Wofford and Wofford Athletic Director, Charles L. Jeffers, were told that the station would raise the funds necessary for the trip if the band would play in front of the WOFFORD studios for one night.

An imaginary bus—Tampa bound—was hauled out. WBAR listeners were told that it cost $1 a mile to move the band. No listener could move the bus more than 25 miles. After each contribution was read, the bus's imaginary location was given and after each 25 miles traveled, the band obliged with a number. Within 45 minutes the $700 bus fare was raised. Al Willis, WBAR program director, and Charles Newcomb, sports di- rector, handled the program. WBAR will broadcast the Cigar Bowl game from Tampa.

For Sale

WANTED—Beginners, 250 watt AM transmitter, complete with console equipment. Complete for $500.00. Box 527D, BROADCASTING.

Are you looking for well trained men to operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have thorough, technical training in our nation's finest Technical Radi- Electronics training labora- tories.

These men are high grade . . . with F.C.C. Licenses and are well qualified to operate stations in television and Radio Broadcast equip- ment. Our graduates are employed by many of the best known TV and Radio Electronic concerns throughout the nation. Write, phone or wire.

DeFOREST'S TRAINING, INC.

5733 N. Ashland Ave., Chicago 14, Ill.
Phone Lincoln 9-7266

CIGAR BOWL TRIP

WORLD AIDS Wofford Band

THE Wofford College Band had the pleasure of not accompanying the school's grid team to the Cigar Bowl in Tampa on Jan. 2, but thanks to WBAR, Spartanburg, S. C., all 44 members will make the trip.

When the bowl plans were announced, no provision was made for sending the Wofford Band. Then, Wofford President and Director of Athletics, John W. Wofford and Wofford Athletic Director, Charles L. Jeffers, were told that the station would raise the funds necessary for the trip if the band would play in front of the WOFFORD studios for one night.

An imaginary bus—Tampa bound—was hauled out. WBAR listeners were told that it cost $1 a mile to move the band. No listener could move the bus more than 25 miles. After each contribution was read, the bus's imaginary location was given and after each 25 miles traveled, the band obliged with a number. Within 45 minutes the $700 bus fare was raised. Al Willis, WBAR program director, and Charles Newcomb, sports di- rector, handled the program. WBAR will broadcast the Cigar Bowl game from Tampa.
New $1 Million Home For LBS and KLIF

A $1 MILLION 10-story home for the Liberty Broadcasting System and its key station, KLIF Dallas, will be built in downtown Dallas, Barton R. McLendon, chairman of the board, has announced.

A modernistic structure, with facades presenting an appearance of almost solid glass, the McLendon Bldg., as it will be called, will be surmounted by a 500-foot tower. Studios and executive offices of KLIF and LBS will occupy two floors, and the other seven upper stories will be leased as office space, with plans to attract tenants in radio, advertising, entertainment and allied fields. Street floor will be for shops.

McLendon Is Head

President of LBS and KLIF is Gordon McLendon, 28-year-old son of B. R. McLendon and originator of the network as a vehicle for his own baseball coverage—using telegraphic reports as a basis for a dramatized Dallas-based broadcast of big league games.

Now expanded to serve more than 100 stations stretching from Oregon to Florida and with varied programming, LBS is in process of developing a regional-office setup for national operations.

Ground will be broken for the McLendon Bldg. next spring at an 80-by-100-foot site on the southwest corner of Pearl and Jackson Sts. Occupancy will probably begin in early 1962. The building will be sound-proofed and all-weather air-conditioned.

"The Liberty Broadcasting System, which is now the fifth largest network in the nation, has made enormous strides during the two years of its existence," said B. R. McLendon.

"We feel it has a definite and important place in the future history of American radio."

The new KLIF studios, which will be on the second floor of the building, will include two auditoriums, seating 300 persons each, suitable for audience-participation shows. Executive offices of station and network will be on the third floor. The elevator lobby will feature tall panels of solid glass brick.

Antenna Flight Aid

FACILITIES of the new vertical antenna of KNBC San Francisco are now available as an emergency air navigational aid 24 hours a day. John Elwood, KNBC general manager, has notified all military air units and commercial airlines in the Western states and Pacific area that the KNBC carrier can be put on the air any time on short notice. While the antenna normally will not operate between the hours of 1 and 6 a.m., Mr. Elwood said, the transmitter is staffed 24-hours a day.

Congress

(Continued from page 29)

which he indicated may be injected into the inquiry on the McParland FCC procedural bill now before the House Interstate & Foreign Commerce group.

Public Necessity Important

"The operation of FCC in the grant of licenses is predicated on the public necessity," Rep. Sheppard asserted. "Public necessity and service should be the criteria. Let's face it—if FCC wants to grant licenses on a purely commercial basis, let it spell that out. If it wants to set aside certain public service requirements, let it indicate what requirements in black and white. Up to now, public service hasn't been put on a comparable basis with commercial programs. That may be all right. But let the Commission say as much.

"If my information is correct, once an independent station enters into a contract, it is bound to carry types of programs specified by the network—usually the type with high Hoopla. The station then is unable to clear time for public service programs, even those of an emergency nature."

Specifically Congressman Sheppard would like to see FCC set aside two public service categories—those of extreme local emergency and those of secondary importance. As an example of the former he cited instances on the West Coast where stations (unidentified) were unable, he said, to clear time to broadcast crop frost warnings at the time they were issued because of network commitments. Hundreds of thousands of dollars of crops were at stake, he said.

Sheppard Concludes

"Don't get me wrong," Rep. Sheppard concluded, "I'm not out to break up chain broadcasting as such. I concede my bill has little chance for passage as it stands. But anything we do accomplish will be something—and an improvement. Radio and TV are an integral part of the American economy."

William M. Boyle Jr., chairman of the Democratic National Committee, feels the further development of television and its effect on regular sound broadcasting offer the "most important" present and future problems facing the industry and FCC. He termed the Commission's tasks as "almost insurmountable."

In one of his first official utterances from both media since he took office, Mr. Boyle told BROADCASTING:

"Radio, and now television, must realize at all times their obligations and responsibilities to the people. They are the intimate media. Their virtue lies in the fact that they reach the people directly by going straight into their living rooms and this fact heightens their responsibilities. A single example of irresponsible programming can affect the whole industry.

Radio's Responsibility

"The power and influence of radio and television as media for the communication of ideas means that the industry must be continually alert to measure up to the responsibility of maintaining the respect and confidence which the industry as a whole has won from the listening public."

"Radio and television are media which belong to the people, and the FCC continually faces the almost insurmountable tasks of granting licenses, allocating frequencies and determining through hearings the stages of development necessary and practical for the welfare of the public and the industry."

"I have faith that both radio and television will continue to realize and live up to their responsibilities to the people."

Johnson's Views

Sen. Edwin C. Johnson (D-Col.), head of the powerful Senate Interstate & Foreign Commerce Committee and caustic critic of FCC this past year, declined specific comment on the outlook for communications in 1960. In a year-end statement (see page 29) he cautioned that 'in radio, and in communications generally, those who make the wheels go around must never forget that competition and public service are the twin guideposts which will keep the industry great and free.'

Sen. Johnson's recommendations, however, are well known. Specifically, he wants FCC to (1) adopt a broad general standard for color TV, on which the Commission has begun but (2) provides for allocation and use of UHF channels, allocating VHF to certain cities and UHF to others, but not both to any one city, and (3) then lift the present freeze on VHF licensing.
GREEN LIGHT FOR ADDITIONAL RADIO INSTALLATION IN WASHINGTON, D.C.

In dismissing its five-month-old investigation of music-equipped vehicles in the nation's capital, the commission ruled that the broadcast stations are "not inconsistent with public convenience, comfort and safety." Specifically, PUC concluded that musically-sooted rides are not "an obstacle to safety of operation"; that public comfort and convenience are not "impaired"; and that, "in fact, through the creation of better will among passengers, it tends to improve the conditions under which the public ride."

In dismissing its investigation, the commission rejected "right[s] . . . aspects," PUC declared that it would be an "obstruction to the safety of operation"; that public comfort and convenience are not "impaired"; and that, "in fact, through the creation of better better will among passengers, it tends to improve the conditions under which the public ride." In dismissing its investigation, the commission declared that it would be an "obstruction to the safety of operation"; that public comfort and convenience are not "impaired"; and that, "in fact, through the creation of better will among passengers, it tends to improve the conditions under which the public ride."
on audiences reached, presented in a manner more applicable to advertisers' problems, and secured through a system which lends itself to advertiser validation, are the only way I know of to prove the value of any medium and thereby get an equitable share of the total national advertising investment.

The radio industry, up to a point, has lived up to this responsibility through its support of the Broadcast Measurement Bureau, Mr. West asserts. "At ANA we know, because we have discussed it in detail with hundreds of members who use radio, that the type of information developed by BMB is what advertisers want." Mr. West, who sees radio as a growing industry and television with almost unlimited promise as a selling force, feels neither can be bought intelligently without uniform validated information on what it actually is capable of doing as an advertising medium.

Borton Statement
Elen G. Borton, president, Advertising Federation of America, says "1949 was both a disappointing and encouraging year in advertising."

Disappointing, says Mr. Borton, because with a buyers' market and a more sharply competitive selling situation, management saw fit to invest very little if any more than in 1948. With production only slightly off, with disposable personal income higher than ever before in the history of the industry, for not production the prime national problem, sales could have been available to do the needed job, he said.

"Encouraging," he continues, "because advertising has done a more efficient job than ever before. Agencies, media and advertisers have thrown off the sellers' market attitude of the past eight years and buckled down to real work." There has been wider, more effective use of research, more thought and planning and promotion campaigns more effort in advertiser-media-agency cooperation, a closer tie-in with sales promotion and sales effort.

Mr. Borton looks to a better 1950. More money will be spent; demand has caught up with production in almost all lines; selling will be more consistent and will need the help of advertising even more, he says. "Advertising people will work harder and more efficiently."

President Paul S. Willis of Grocery Manufacturers of America Inc. has this to say on the all important subject of groceryies: "The growing interest of the American people in good eating and good living during 1949 enabled grocery manufacturers to maintain sales volume at, or close to, pre-peak war levels." Total food store sales for 1949 were about $30.2 billion as compared with $30.5 billion in 1948. The small drop is due to lower prices Mr. Willis says, rather than to decreased tonnage. Including food consumed on the farm and in public eating places the 1949 total ran to about $34 billion, slightly below the 1948 figure.

Aggressive Selling
Aggressive advertising and sales promotion campaigns staged by the grocery manufacturers helped to maintain and stimulate public interest. Mr. Willis says, "The outlook for the year 1950 and incidently, the second half of the 20th century, the outlook for business is certainly on the hopeful side. Grocery manufacturers are optimistic as to the future and feel that there are real opportunities for increasing their sales volume and their influence to the public. There is nothing in the picture to indicate any serious increase in unemployment or lowering of wages. Nor is there much reason to believe any major change in the prices of retail food products during the year, he says.

Paul Geddes, executive vice president of Radio Manufacturers Assn., declared: "A sharp upturn in radio sales early last fall demonstrated that our national advertising service maintains its wide public appeal. Television, of course, held the spotlight during 1949 due to the remarkable rise in industry production and sales of TV sets."

Mr. Geddes says: "More than 10 million radio sets, including auto receivers and portable sets, were produced in 1949, with about 2,750,000 TV sets. Together, the dollar volume of manufacturers' sales of radio and television receivers reached a new high of more than $800 million as compared with about $750 million in 1948."

"After a slack spring and summer, radio set sales suddenly revived after Labor Day and many set manufacturers were able to fill all orders for auto receivers. Sales of TV sets, as well as television sets, were distributed on an allocation basis during the last quarter of the year."

"Of significance to radio broadcasters is the growing proportion of television receivers equipped with radio reception facilities, either FM or AM. We believe that about 20% of all TV sets produced were also capable of tuning in radio stations. If these are added to the count of radio sets produced, the total will be close to 11 million."

"The outlook for 1950 is for continued high sales and probably another record in dollar volume."

Industry estimates are for the production of 3,500,000 television receivers and 10 million or more radio sets. The radio-television industry is now geared to provide as many receivers—radio or TV—as the market demands.

William Guld, manager of CJC Lethbridge, chairman of the board of Canadian Assn. of Broadcasters, in his year end review of business said:

"Use of national radio in Canada next year will show a rather sharp increase, judging by my contacts with station men and agency executives throughout Canada in the past two months. So far, national radio advertising has kept pace in 1949 with 1948, but the picture is increasing sharply. In western Canada, for example, farm implement dealers are looking into radio and looking for programs. They have not been radio time users for many years."

Definite Trend
"There is also a definite trend among big national advertisers to use tested local programs in lieu of transcribed shows. A number of radio's biggest time users are making inquiries throughout Canada for such programs for the early part of 1950. My findings throughout Canada show there is no cutting back at all, rather an increase in the use of radio time is expected locally, regionally and nationally in 1950 in Canada." Justin Miller, president, NAB, says: "Because the coming year, 1950, seems likely to be a year devoted in large part to better sales, better programming, and the continuing effort to reduce operating expenses, it may be interesting to point out that we, at the NAB, have already begun to anticipate these efforts."

"We are just now catching our collective breath after the most intensive series of district meetings in the history of the NAB, and a series which certainly has been the most popular among the members of this association."

"In these 17 meetings, they have heard a number of hard-hitting sales sessions, hard-headed sessions on the control of costs, and sessions on audience measurement. The broadcasters have gone away from these meetings with new ideas on how to increase income and hold down expenses. Never before in the history of their NAB have they been so vehement in their praises of these meetings."

"This is a vital portent for 1950. It makes possible a sound prediction: That 1950 is going to be a good year for broadcasting. When the NAB Research Dept. gets around to tabulating the income figures for 1950, we think that the totals—which have never ceased to rise since radio's beginning—are going to be larger than ever before."

"There are the tangible matters, past and future. There are equally important intangibles to be considered in 1950. If we were forced to choose one of them, it might well be NABRA that we watched closely, first of all."

NARBA Conference
"The NARBA conference is to convene again in April, and the United States and Cuba are to discuss their special problems in the meantime. Failure to solve these problems can mean, for many United States broadcasters, a chaos that might well nullify every sale and programming effort they could make, for they are working diligently at this problem. We have every hope that the effort will be successful in 1950."

"But this immediate problem, we will have to maintain our customary, out-spoken vigilance in the field of radio's freedoms. No broadcaster who has counted our successes of 1949 and the years before can doubt that we will continue to move toward understanding in that field."

CLARKE E. BROWN has been named by John Blair & Co. as manager of its new Dallas office. Appointment announced last week in Chicago by John Blair, president of the radio and television station representation firm, becomes effective Jan. 1. Blair company maintains offices in five other cities.

CBS-KOY Case
Network Asks Case Dismissal
CBS Wednesday filed a motion with the federal district court, Chicago, for dismissal of the case brought by Salt River Valley Broadcasting Co. on behalf of KOY Phoenix and KTUC Tucson Nov 17.

Complaint of Salt River charges CBS with termination of an affiliation contract without due notice (see Broadcasting, Nov 21). CBS is expected to file a brief supporting its motion for dismissal within a week with Federal Judge William J. Campbell.
Representatives
(Continued from page 49)
will contribute to the increase in volume, they think. 1950 will be an excellent year for broadcasters. According to Clark N. Barnes, West Coast manager of Burn-Smith Co., Los Angeles. He says, radio, particularly AM should increase because of the in- lation to other competitive adver-ising media . . . due to two sources: Steadily increasing results for the accounts using AM, plus the fact that more and more station owners and managers are be- coming more promotion and mer- chandising minded." Specifically, Mr. Barnes expects a 10% increase in AM revenue while operational costs will go up 5% and general business throughout the country will remain the same. The local picture will remain constant also, he says, with added AM volume coming from a bigger advertising picture nationally.

Food advertisers in TV will be responsible for a great increase in the volume of the medium, according to Wilbur Eickelberg, resident partner of AM Broadcasting Co., Los Angeles. This increase will be noted, both locally and nationally, in AM also, for which Mr. Eickelberg predicts a 20% jump. He expects general business to go up as much as 25%.

Grant Sees Increase
Gene Grant, owner of Gene Grant Co., Los Angeles, expects general business to remain the same throughout 1956, but not so for radio and TV. The former, he predicts, will be larger in the na- tional and overall advertising pic- ture, jumping 10% over 1949. Tele- vision will increase its importance as a source of advertising revenue by 50%, as Mr. Grant sees it. "Business has become more com- petitive," he says, and "as a result advertisers buy sound radio and TV air time and promotion deals the way they buy automobiles and food dealers are expected to increase their radio and TV budgets.

Chester J. Doyle, Los Angeles manager of the Branham Co., feels AM will lose a small margin compared to this year—some 15%: TV will go up 50%, and FM down 50%. General business probably will remain constant, he says, with most of the new advertising revenue coming in promotion and food dealers, television. Regionally, the picture will not be altered too much, says Mr. Doyle, who says, "Los Angeles will show no appreciable change as a source of network, national spot, or na- tional TV business. Regionally, however, advertising may exceed 1949, at least in TV."

Tracey Moore, owner of Tracy Moore & Assoc., Los Angeles, hopes for a prosperous new year on the basis of cost cutting in all the operations and an upswing in Pacific Coast radio and TV intake. New or ex- panding sponsors will be food, household items and station dealers, as Mr. Moore sees it. Voicing his confidence in 1950, he says: "All of us who sell harder and try to sell more intelligently will feel the year coming up a good one."

Mr. Moore

Jack Gale, manager of the Holly- wood branch of Paul H. Raymer Co., feels that the Pacific Coast area is coming into its own. "The rapidly increasing population of the area has resulted in better business for all firms selling prod- ucts in this area . . . Television is making rapid strides forward but not at the expense of well estab- lished AM stations which are contin- uing to maintain a high volume of billing," Mr. Gale says an up- swing in the AM picture and business as a whole. New revenue will come into broadcasters' hands from food, drug, electrical appli-ances, automobile dealers and beer and wine distributors, he predicts.

Benton Paschall of Western Radi o Sales, Hollywood, feels that "longer term radio contracts due to better stabilization of businesses, generally, and proven ability of radio's power to produce sales re- sults will be evident in 1950. There will be more contracts for longer periods of time in 1950 because radio 'came through', the first real test year for radio since the war. Overall revenue from radio will be up next year, according to Mr. Paschall, noting a 10% increase in AM, a 25% increase in TV and a slacken- ing off of FM by 10%. Operating expenses will be down 5%, he pre- dicts, and general business will upsurge by 10%. Sponsors adding to their budgets will be mostly in the drug, food, cosmetic manufac- turing or new products divisions.

Spokesmen for the midwest rep- resentative firms centered in Chi- cago shrewdly estimated the increase expressed on a national scale. George P. Hol- lingbery, head of the firm of the same name, feels that prospects for AM radio are excellent for the first six months of 1950. Money contribut- ing to- wards the up- surge in TV op- reacted by Mr. Hollingbery will come from food, drug and automobile advertisers, who will seldom decrease their AM appropriations.

Tom Peterson, Chicago manager of Taylor-Boroff, feels that the use of spots by food manufacturers in the last two or three months of this year point to a good year for AM in 1950. He has observed what may be a trend in the use of radio by automotive and seed manufacturers in the Midwest.

From Chicago comes the state- ment that Transline in AM is expect- ing a big year in 1950, according to Carlin S. French, western sales manager.

"Based on the volume of AM business being placed this fall and winter," John Blair, president of John Blair & Co., and vice presi- dent of Blair TV Inc., says: "I am confident that national spot busi- ness for the first six months of 1950 will at least equal the first six months of 1949." He feels that local accounts will profit from the concentration by large advertisers in selected areas, and is hopeful about the future of TV in Chicago and its environs.

In Detroit, William W. Bryan, manager of the Free & Peters Inc. office, there also feels that auto- mobile sponsors will be key figures in a year of increased revenue for broadcasters. However, he expects FM to undergo no change, but for both AM and television to swing up- ward. The level of general busi- ness throughout the country will go up approximately, predicts Mr. Bryan. Bright side for na- tional spot business, he suggests is in the "fact that large automo- bile producers, who are discovering that our medium delivers floor traffic . . ."

An outlook "as bright as the Texas sun" is expected for 1950 by station representatives in Dallas. Clyde Melville, manager of the Dallas office of Taylor-Boroff & Co., says "signs are pointing to a new stability of h i n k i , m e n suring the ad- vertising dollars. This will reflect itself in a healthier, better estab- lishment of FM picture in 1950 as compared with 1949, a year in which the stability was not apparent. It looks like an overall better year for the radio business." A general increase in all business is expected by Mr. Melville.

Buell Herman of the Dallas branch of Edward Petry & Co. looks for a big year in national spot radio and a booming FM picture. He predicts the latter will increase 500%. General business and radio overhead will stay about the same. New money will move into the broadcasting industry from food and beverage dealers, he says. "Many advertisers who switched to other media when the newspaper shortage was over found they could not effectively reach the rural and small town audiences without radio and are reverting back to the cov- erage of the country," Mr. Herman says.

"Radio advertising is definite- ly up the upgrade in this market [the Southwest]," according to Frank Brimm, southwest manager of the Katz Agency, Dallas. He con- tinues: "New advertisers are feel- ing their way along in radio and many of the spot advertisers are increasing their budgets for the new year." His firm hopes for large national accounts during 1950, with a 50% increase in TV and a 10% rise in AM.

Brimm feels, will decrease by 15%; national business in general will increase 10%.

Eichorn's cheerful outlook of his fellow-Texans in Dallas is Joe Evans, manager of the Ft. Worth branch of Free & Peters Inc. Mr. Evans expects a 10%-15% increase in AM station business, or a rise of 40% in TV business. He thinks the general business picture will remain about the same.

WMCA-FM TO QUIT
Epilogue to Famous N. Y. Case
OFFICIALS of WMCA-FM New York, one of the principals in the famed New York FM case of 1947- 48, announced last week the station's sale and the operation Dec. 30 for economy reasons.

Thus one of the five most heat- edly contested FM channels in the U. S. two years ago becomes avail- able again.

"Operating FM at WMCA is like having a champagne taste with a beer pocketbook," said Norman Bogger, general manager. "One of the major problem is reduction of costs, and even the staunchest supporters of FM radio admit that profitable FM broadcasting is far in the dis- tant future. Since WMCA is un- willing to maintain this expense for such an indefinite period, we are discontinuing FM."

Operating costs of WMCA-FM, which went on the air last Dec. 25, are estimated conservatively at $25,000 a year.

Reverting to a new status, the FM operation is part of a continuing effort by WMCA management to cut operat- ing costs. It does not affect the AM operation.

WMCA won its FM grant in a protracted contest involving 17 ap- plicants for five channels. The contest went through an FCC hear- ing and three decisions before it was finally ended in the spring of 1948 [BROADCASTING, April 12, 1948]. WMCA was one of the win- ners in the second contest—pro- posed, final, and revised final. WMCA-FM will go off the air at 5 a.m. next Friday. The station has been operating on 92.3 MHz with duplicated programming of WMCA from 3 to 9 p.m. daily.

Mr. Boggs said no decision had been made regarding disposition of the physical equipment transmit- ter, etc. It reportedly has been offered for sale for several months.

Nathan Strauss, president of WMCA Inc., was quoted as saying he had tried to sell the station away" but had not found anyone desiring of competing with AM and television.
AT&T ORDERED TO BROADEN TV INTERCONNECTIONS

FCC ORDERED AT&T Friday to amend its policy effective March 1 to permit interconnection of its network television facilities with those of private broadcasters.

Upholding broadcasters who argued telephone company's interconnection ban is impeding TV development, Commission in lengthy report made final last September's proposed finding that ban is "unjust, unreasonable and unlawful" [BROADCASTING, Sept. 12].

FCC also called hearing to start Jan. 25 on whether it should require interconnection of AT&T intensity TV facilities with those of Western Union, currently consisting of reversible radio relay between New York and Philadelphia. Question of through routes and joint rates to be explored in hearing.

Under FCC's ruling, interconnection with privately owned facilities will be required until Commission rules that common carriers have enough channels available to meet telecasters' demands.

This applies, FCC said, to furnishing of AT&T intensity TV facilities to subscribers who:

"(1) desires to have such channels and facilities interconnected with broadcasters' intensity video transmission channels and facilities by radio relay, authorized by this Commission pursuant to its announced policy of permitting such intensity operations by TV broadcasters until such time as common carriers have adequate intensity video channels available to meet the demands of the broadcasters for such channels;

"(2) desire to use such intensity channels and facilities in connection with TV broadcasters' private mobile radio pickup equipment authorized by the Commission; and

"(3) desire to utilize such intensity video channels in connection with intensity video transmission networks partially constituted by direct pickup and relay of the TV broadcast signal of a TV broadcast station." Western Union also was ordered to file new tariffs by March 1 specifically permitting interconnection of its facilities.

FCC's report was based on exhaustive hearings held in fall and winter of 1948 as part of general FCC investigation of AT&T and Western Union network television rates. Hearing on rates themselves is yet to come. Leading fight against interconnection ban were Allen B. DuMont Labs., Philco Corp., and Television Broadcasters Assn.

WHAT-WTEL DELAY

EFFECTIVE date for abolishment of sharetime arrangement between WHAT and WTEL Philadelphia set aside by FCC Friday pending disposition of petitions for rehearing filed by WTEL and WEUE Reading, Pa. WHAT and WTEL share time on 1340 kc, latter with 250 w and former with 100 w. FCC ruled Sept. 28, effective in 90 days, that WHAT would use 1560 kc fulltime, with 250 w while WTEL would move to 860 kc with 250 w daytime [BROADCASTING, Oct. 3]. WEUE assigned 1 kw day on 850 kc.

KRSC SEATTLE ACQUIRED BY SHELDON SACKETT

SHELDON F. SACKETT, West Coast broadcaster and publisher, has acquired KRSC Seattle for $112,000, subject to FCC consent. P. K. Leberman and associates, present owners, retain cash on hand and accounts receivable. Sales offices of KRSC-TV and KRSC-FM to KING Seattle in $375,000 transaction [BROADCASTING, May 16].

Mr. Sackett is president of KROW Oakland; KOOS Coos Bay, Ore.; and KVAN Vancouver, Wash. He formerly owned Seattle Daily Star for short period before it ceased publication in 1947.

Fred F. Chitty, KVAN and KOOS general manager, reported to direct KRSC, which operates on 1100 kc with 1 kw. Transmission handled through Blackburn-Hamilton Co., media brokers.

WWDC SALE ON FILE

FORMAL application for $125,000 sale of WWDC-AM-FM Washington to Peoples Broadcasting Corp., operator of WRFD Worthington in Ohio, filed with FCC Friday [BROADCASTING, Dec. 12, 19]. Capital Broadcasting, WWDC owner, earlier received Commission approval for $300,000 purchase of regional WOL-AM-FM Washington from Cowles interests conditioned upon sale of WWDC properties. Capital Broadcasting, owned chiefly by Joseph Katz, Baltimore agency executive, will retain WWDC-FM frequency under WOL call as Washington's Transit Radio service in conjunction with Capitol Transit Inc. Peoples Broadcasting is wholly-owned subsidiary of Farm Bureau Mutual Automobile Insurance Co. WWDC assigned 250 w fulltime on 1450 kc.

RYAN CAMPAIGN

RYAN CANDY Co., New York, through Blaker Advertising Agency, also New York, is introducing on Jan. 1 Hopalang candy bar, to retail for five cents. Bar will be promoted in spot radio and TV campaign, in general market areas from New England and New York to Washington, and as far west as Pittsburgh. Tie-in campaign using William Boyd's pictures planned, with copy aimed at both adult and juvenile audience. Vitamin content of candy will be stressed in appeal to mothers. Harold L. Tuers is account executive.

NBC USING BLACK SCREEN

NBC-TV new using black screen developed by Trans-Lux Corp. in conjunction with network's new rear-screen projection process, O. E. Hanson, NBC engineering vice president, announced Friday. Known as Tele Process screen, new device said to absorb reflected light which causes loss of detail on usual white screen, providing better pictorial values.

JOEL E. BROWN

JOEL E. BROWN, 73, president of Don Lee Motors Corp., Los Angeles, and father of Willet H. Brown, president of Don Lee Broadcasting System, died Dec. 22 from a heart ailment. Funeral services were held Dec. 24 with interment at Inglewood Park Memorial Park.

Surviving besides his son are his wife and two daughters.

Closed Circuit (Continued from page 4)

election in January and some members feel it desirable to have old board meet with new members to indoctrinate them. Plan to come up at February meeting.

YOUNG & RUBICAM, N. Y., looking over availabilities for spot announcements campaign for Packard Motor cars.

IF AND WHEN hearings are called by Senate Interstate Commerce Committee on McFarland Bill (S-1973) for reorganization of FCC and far-reaching changes in regulatory procedures, it's expected that some of first witnesses to be called will be Comr. Robert F. Jones, who in general has supported McFarland reorganization and opposed FCC plans for functional realignment [Closed Circuit, Dec. 12].

GENERAL FOODS, New York, through agency, Young & Rubicam, preparing spot announcement campaign for La France blueing.

FITCH SHAMPOO, Des Moines through agency, Harry B. Cohen, New York, under-preparing spot campaign to start mid-January in approximately 40 markets.

NEGOTIATIONS for sale of Generoso Pope's WHOM Jersey City due to culminate this week. Under his contract for $512,500 purchase of Crosby-owned WINS New York, he must name buyer of WHOM by Dec. 30.

JENKINS JOINS AGENCY

JOSEPH A. JENKINS, manager of WNBK (TV) Cleveland, has resigned to become assistant to William Schroeder, radio and television director of Ketchum, MacLeod & Grove Advertising Agency, Pittsburgh. He will supervise the agency's television activity. Mr. Jenkins joined WNBK as program manager Feb. 15 and was advanced to manager May 1. Charles C. Bevis Jr., former WNBK manager, was made director of NBC owned-and-operated TV station and Philip Worcester was named program director of WNBK in that executive move. Mr. Jenkins will leave here Oct. 31 for new post.

MEETING SET

JOINT government-industry committee to obtain intensity measurements of line radiating devices and systems, established as six working groups at FCC meeting last August, to meet at Commission March 21 for report on studies. Deadline extended from Jan. 17.

TV HITS TRANSIT

TELEVISION cited as factor in reducing trolley and bus ridership in Milwaukee during hearing before Wisconsin Public Service Commission. Transportation Co., Milwaukee, applying for right to increase fares. Compan, official said TV keeps many people home a night. Total ridership in Milwaukee sets as of Dec 1 placed at 60,546.

TIBBETT ELECTED

GENE TIBBETT, general manager of WLOX Biloxi, Miss., elected president of Mississippi Gulf Coast Advertising Assn. Formerly manager of WMOX Meridian and WELO Tupelo, Mr. Tibbet is also district commander of the American Legion and vice president of Biloxi Rotary Club. Association covers Mississippi Gulf Coast and south Mississippi.
TWICE as much in the 9th largest TV market!

In four months, the number of television receivers in use in the area served by WLW-Television . . . microwave-linked stations WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus . . . has nearly doubled!

The WLW-Television area embraces 3 1/2 million people—935,000 families—80,250 TV set owners.* It is the 9TH LARGEST TV MARKET IN THE NATION . . . the 4TH LARGEST TV MARKET IN THE MIDWEST.

Further, the cost-per-potential-viewer on WLW-Television is as low as 36c per thousand . . . the 3RD LOWEST IN THE MIDWEST.

This phenomenal rate of growth in TV set ownership means that by selecting WLW-Television today, you will soon be buying the lowest cost television, per potential viewer, in the Midwest . . . in one of the Midwest's largest TV markets . . . with rate protection for six months.

For further information, contact any one of the WLW-Television sales offices in New York, Chicago, Hollywood, Cincinnati, Dayton or Columbus.

*As of November 1, 1949

WLW-TELEVISION
WLW-T   WLW-D   WLW-C
CINCINNATI  DAYTON  COLUMBUS

Television Service of The Nation's Station • Crosley Broadcasting Corporation
With television you see far beyond the horizon. Radio brings sounds from around the world. Electron microscopes peer deep into the world of the infinitesimal.

These, and other "leaves" on our new tree of knowledge, are rooted in creative research — as carried out at RCA Laboratories in Princeton, N. J. Here, research scientists seek new scientific principles, improve on old ones, or put them to new uses.

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