strange things and true from WOR's own scrapbook of oddities

ONE THING AT A TIME, PLEASE

A TRIBE called the Bedui, flourishing in the interiors of Java, had definitely fixed feelings—about the numeral one. They only allowed themselves one piece of work a day.

WOR regards this as singular laziness. For in one day WOR sells more for more people to more people than any other station in the United States.

YES, WE HAVE NO IMPORTED WITCHES TODAY

IN THE DAYS when witches were abroad, it was common fancy that same flighty ladies could journey to the East Indies in an egg-shell. Or if they were so inclined, negotiate a cross-country broom-stick hop for 300 miles.

Nice, we think. But WOR can fly farther and faster. We can rocket your message to the Dominion of Canada and from Maine through Georgia—and talk to the majority of 36,000,000 people in 430 counties in 18 states. That's why more spot advertising was bought on WOR during the month of September than on any other New York station.

CONSIDER THE ANTIQUE ALBATROSS

THE ALBATROSS was thought most wondrous for the distance it traveled. Rumor had it that it could be seen at a greater distance than any other bird. Therefore sailors looked upon it with special fondness.

As WOR travels to ¼ of the United States, it too is regarded with great affection by its many sponsors. And for good reason:

In one month 1 out of every 4 housewives listening to “Rambling with Gambling” bought the product he advertised.

Gentlemen, if you prefer facts to fables, sales increases to sallies into the great unknown

our address is:

WOR
that power-full station
at 1440 Broadway in New York
as a member of Society...

GUEST BOOK
June 1 through November 17, 1949

10,521 VISITORS "Coffee Call"
6,810 VISITORS "Ballard's Bazaar"
3,014 VISITORS "Circle Star Ranch"
1,407 VISITORS Other intermittent audience shows
5,753 VISITORS Studio tours

27,505 Visitors to the new WHAS studios since June 1, 1949

How Come? Filling the guest book is easy when a station's programming makes it an important member of society. Only people who listen and like what they hear will swarm into a station . . . as have our Kentuckiana friends in less than six months.

And don't forget, it's these people . . . and this programming . . . that give you sales results in Kentuckiana.

The Only Radio Station SERVING ALL OF THE RICH KENTUCKIANA MARKET
WNAC Boston
and its YANKEE NETWORK Stations (28)
from Bangor to Bridgeport have an
IDENTIFIABLE PROGRAM PLAN
designed for one minute announcements (live or transcribed)

***

The plan is built around these MGM programs:

"Good News from Hollywood"
with George Murphy
Tuesday, Thursday, Saturday 11:00 - 11:15 AM

"Hollywood U.S.A."
with Paula Stone
Monday thru Friday 4:00 - 4:15 PM

"At Home with Lionel Barrymore"
Monday, Wednesday, Friday 11:00 - 11:15 AM

"Maisie"
with Anne Sothern
Sunday 3:00 - 3:30 PM

"M.G.M. Theatre of the Air"
John Garfield — Deborah Kerr
Van Heflin — Charles Laughton
Sunday 9:30 - 10:30 PM

"Dr. Kildare"
Lew Ayres & Lionel Barrymore
Wednesday 8:00 - 8:30 PM

"Judge Hardy's Family"
with Mickey Rooney & Lewis Stone
Thursday 8:00 - 8:30 PM

"Crime Does Not Pay"
Tuesday 8:00 - 8:30 PM

Learn how you can get "sponsor identification" for your advertising
messages in programs (day and night) that get concentrated listening.
It's a simple, old fashioned radio advertising story designed to deliver
product sales for the advertiser.

Ask your Petry Man for the Plan
Or call Yankee at Boston, COmmonwealth 6-0800

***

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.
Represented Nationally by EDWARD PETRY & CO., INC.
Closed Circuit

FIRST QUICK scanning of 1949 time sales gives impression year’s business will pass $402 million 1948 figure despite network dip. Local business at least equal to 1948 with spot apparently increasing. Network decline, curiously, just matches TV national time sales. TV local sales hard to figure.

CHRYSLER CORP., Detroit, through Ruthrauff & Ryan, New York, preparing heavy spot announcement campaign starting Dec. 26, to introduce new 1950 Dodge car. Schedule will include over 500 stations. Contract runs five weeks.

SALE of WNEW New York by Arde Bulova for gross in excess of $2 million (striped net around $1,500,000) was formalized last week, but on terms varying from original plan [BROADCASTING, Nov. 21]. Bernice Judis and Ira Herbert will not acquire stock but have signed 10-year contracts as executive vice president and vice president in charge of sales, respectively, with options to purchase minority interest. William S. Cherry, owner of WPRO Providence, retains substantial majority and two WNEW Inc. stockholders are added: Harry Playford, St. Petersburg banker and important airline owner (16%), and Clem Eandrea, former UP and Field Enterprises executive (about 5%). Half-dozen other stockholders in new WNEW Inc. will hold substantially same interests.

LARGEST contract yet for FM national business closed for six-station labor-liberal network under Kaiser-Frazer sponsorship through Wm. H. Weintzraub, New York. Fifteen-minute five-day per week strip, amounts to more than $50,000 and was handled by Morris Novik, radio consultant. FM-ers, to carry program live or tape Wednesday and Jan. 1; WFDI New York, WVUN Chattanooga, KFMV Los Angeles, WDET Detroit, WCUO Cleveland, WCFM Washington, latter a co-op, and others either ILGWU or AAI-CIO. News commentary probable but not definite.

CARTER PRODUCTS Inc., New York (Carter Little Liver Pills), through Ted Bates, New York, adding spot announcements Saturdays and Sundays on stations already carrying five-weekly announcements. Schedule being prepared now on 450 stations to start this week.

WITH big AM outlets starting to shed FM affiliates as bad investment, feeling grows that proposed FCC rule requiring increased FM operating hours may result in hearing that could spell life or death for entire FM industry by bringing into limelight sources of its troubles.

LATEST proposal looking toward economy in FM operation confronting FCC is that for

Upcoming


Dec. 5: National Institute of Municipal Law Officers, Muehlebach Hotel, Kansas City.

Dec. 5-6: NAB Dist. 14, Utah Hotel, Salt Lake City.

Dec. 14-15: NAB Dist. 17, Benson, Portland, Ore. (Other Upcomings on page 26)

Bulletins

CBS announced late Friday Toni Co. renewed Give and Take, Saturday 1:30-2 p.m. though Foote, Cone & Belding. Metropolitan Life Insurance through Young & Rubicam also renewed Eric Sevareid and the News, Monday through Friday, 6-6:15 p.m.

GIANT ANIMALS, New York, (circus balloons) through Huber Hoge & Sons, New York, placing $80,000 radio campaign for pre-Christmas selling on about 100 stations, plus five quarter-hours weekly on MBS and four quarter-hours on ABC. Network shows are transcribed music programs.

NEW Arizona lineup, effective Jan. 1, announced by CBS Friday. KOOL Phoenix, KOPO Tucson and KCKY Coolidge, all Arizona, to join CBS Mountain Group replacing KOY Phoenix, KUTC Tucson and KSUN Bisbee. KOY ownership now has pending suit against CBS for specific performance of affiliation contract [BROADCASTING, Nov. 21].

MULLEN BUYS INTEREST IN TV FILM COMPANY

FRANK E. MULLEN, former NBC executive vice president, last Friday acquired substantial interest in Jerry Fairbanks Inc., TV film producer, and becomes chairman of board. Jerry Fairbanks continues president, and Russell Johnson, chief of film activities of NBC-TV New York, Jan. 1 joins firm as vice president.

Mr. Mullen, quarter-century radio veteran, will maintain his consulting office in New York as well as headquarters in Hollywood. He entered consulting practice last September when he resigned as president of G. A. Richards Stations (KMPC Hollywood, WJR Detroit, WGAR Cleveland).

Expansion of production facilities in Hollywood and New York planned. Firm will set up own distributing and station sales units. Mr. Mullen will direct company's business affairs with Mr. Fairbanks handling production and Mr. Johnson serving as board member and heading New York office.

JOINS McCANN-ERICSSON

ROBERT M. REUSCHELE, formerly with Headley-Reed Co., station representative, has joined McCann-Erickson, New York, as manager of radio-television timebuying.

Business Briefly

PILLSBURY ADDS • Pillsbury Mills, Minneapolis, Jan. 3 adds Cedric Adams communications 3:56-4 p.m. to across-board House Party on CBS 3:30-3:55 p.m., giving sponsor full half-hour five times weekly. Agency, Leo Burnett Co., Chicago.


KING SPOTS • King’s Tropical Inn French Dressing, Los Angeles, Friday launched spot campaign (15 to 30 weekly) on KLAC same city. Firm plans to add other western stations shortly and expand to other areas in next three months. Spots also carried on returning TVLos Angeles. Agency, Ross, Gardner & White Adv., Los Angeles.


TOBACCO ACCOUNT • U. S. Tobacco Co., New York (Dills Best, Model, Tweed, Old Briar) renews for 52 weeks on MBS Martin Kane, Private Eye, Sun., 4:30-5 p.m., Kudner Agency, New York, handles.

INTERIM PAYMENT PLAN FOR ASCAP TV MUSIC

TELEVISION industry’s per program committee and ASCAP announced Friday temporary TV music licenses would be extended from Dec. 10 deadline to period of committee’s negotiations with ASCAP also that committee would recommend independent TV stations make interim payments to ASCAP during negotiations, subject to adjustment at time stations sign either per program or blanket licenses.

Interim payments to be flat, monthly fees retroactive to Jan. 1, 1949, or date station went on air, and varying in amount according to station’s income bracket. ASCAP to send out per program and blanket forms simultaneously and stations have 30 days after receipt to make choice. Stations to be indemnified by ASCAP during temporary license period.

EDGAR BILL STRICKEN

EDGAR L. BILL, president of WMBD Peoria, Ill., suffered serious heart attack Thursday night at Palmer House, Chicago, shortly after returning from International Livestock Exposition. He was still under oxygen tent late Friday and Dr. E. F. Addenbrooke, hotel physician, said it would be dangerous to move him to hospital. Mr. Bill went to stock show in company with his wife and Mr. and Mrs. Merle V. Watson, of Peoria. Mr. Watson is associated with him in National Radio Personalities, Peoria enterprise.
The thought any client will appreciate most: select WFBR as the key Baltimore station on his 1950 radio schedule.

ABC BASIC NETWORK ★ 5000 WATTS ★ BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
He Pulls Lumber Sales Out of Thin Air

Says Mr. O. T. Griffin, President of the Griffin Lumber Co., to Station WWSC, both of Glens Falls, New York: "We are glad to send you our signed renewal contract for our sponsorship locally of the Fulton Lewis, Jr. program for another year. We have been thoroughly convinced by results in sales of items promoted through this program that this tie-in with Fulton Lewis, Jr. is a most valuable medium to get our messages across. . . . We know that we must have the local audience because definite tests on merchandise advertised on this program have shown increases in sales. . . . and we wouldn't trade the program for any other one on the air locally available."

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr. program offers local advertisers network prestige at local time cost, with pro-rated talent cost.

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

Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
The biggest program payoff in all radio is the mystery-drama... consistently delivering to advertisers more customers-per-dollar than any other classification.

Now available is one of the best... a proven performer, with an audience in the millions, winning high ratings against one of the most publicized long-run hits on the air.

It's The Adventures of Philip Marlowe... fast, tense, expertly written and played stories about the best-known detective-hero of them all. Even before radio, Philip Marlowe had already won an audience of millions in Raymond Chandler's best-selling novels and big-star, major motion pictures.

Don't overlook this show that has everything a wide-awake sponsor could want.

The strange case of the sleeping sponsor

A CBS Package Program
### SUNDAY

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### Notes

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Each new survey makes the story stronger: New York listens most to WCBS. Morning, afternoon, and evening—in both Pulse and Nielsen—WCBS leads by a wide margin. And in the last Nielsen, WCBS' total day share-of-audience is:

- 32% greater than network station B's
- 74% greater than network station C's
- 82% greater than network station D's
- 153% greater than independent E's

Such distinct listener preference directly reflects WCBS' better programs—network and local—from Jack Sterling (6:7:45 a.m.) through Starlight Salute (11:30 p.m.–midnight).

Plain to see your sales message belongs on the station the most people listen to most!
WMT plows fertile ground in Oasis (IOWA)

You gotta look fast when you pass Oasis. It's small... and it sort of blends into the rest of Iowa, which is all oasis anyway. But don't let anyone throw sand in your eyes about the importance of Oasis as a market for your goods. When the Oases of WMTland put their collective purchasing power together, the aggregate is fertile ground indeed.

There are 1,121,782 people within WMT's 2.5 mv line—well-heeled citizens whose standard of living is high, whose income is high—and whose affection for WMT stretches from day to night and back again. Tell your sales story to this loyal audience on Eastern Iowa's exclusive CBS outlet—WMT. Ask the Katz man for full details.

Adpeople

HOWARD GORMAN, formerly assistant manager of Swift & Co. dog food department, appointed associate advertising manager for Gaines Dog Foods, a General Foods Corp. subsidiary, Kankakee, III. He succeeds W. B. WHITE, who resigned to join Leo Burnett Advertising Agency, Chicago.

WASHINGTON'S
First Lady of Radio

Ruth Crane
whose popular program

"THE MODERN WOMAN"
11:30 a.m. to 12 noon—Monday thru Friday
... is heard by more people* than any other woman's participating program in the rich Washington area ... and judging by year after year renewals of such top accounts as Birdseye, Bon Ami, Colmano, My-T-Fine etc. etc.—it's the advertiser's favorite, too!

*American Research Bureau (Oct. 15-13, 1949)

WMAL
THE EVENING STAR STATIONS
WASHINGTON, D. C.

WMAL-TV
WMAL-FM

AGENCIES

MURRAY HURT, formerly vice president of Bauerlein Advertising Agency, New Orleans, joins executive staff of Walter Weiss Inc., New York. He previously was with Wendell P. Colton Co., Elmo Rogers Co., both New York, and was on Ford account for McCann-Erickson Inc.

JOSEPH FIELD, assistant publicity director for Compton Adv., New York, appointed publicity director of agency succeeding VIRGINIA TRAVERS, who leaves to become managing editor of Albo and D-A publishing companies.


MATTHEW CALDERWOOD, in J. Walter Thompson Co.'s New York office for past several years, transferred to its Detroit office to head traffic and production department there.

NORINE FREEMAN named director of radio and television planning at W. B. Doner Agency, Chicago. Working with her is ARTHUR PICKENS, formerly of Schwimmer & Scott, also Chicago.

PATRICIA M. RANDOLPH, assistant radio and TV director of Adrian Bauer Advertising Inc., Philadelphia, appointed director of radio and television.

SCOTT KEECR, former NBC Central Div. manager of radio recording, joins Henri, Hurst and McDonald, Chicago, as radio and television director.

DUANE JONES, president of New York agency bearing his name, spoke Nov. 29 at meeting of Washington, D. C., Advertising Club.

BASS-LUCKOFF AGENCY, Hollywood, changes name to Louis Bass Co., with Mr. Bass serving as manager. Firm remains at 439 S. La Cienega Blvd.

CHET BROUWER transferred from Chicago office of N. W. Ayer & Son to Hollywood office. He will handle publicity on CBS Carissa Archer show and act as agency representative on NBC Lassie Show.

WILLIAM ROSS FRY joins Brooks, Smith, French & Dorrance, Detroit, as a creative supervisor.

ROCHE-ECKOFF & Assoc., Hollywood, moves to new quarters at 8705 Sunset Blvd. Telephone: Granite 3192.

THESE New York advertising agency representatives took a leading part in planning nation-wide radio show tie-ins for this year's Red Feather campaign. [Broadcasting, Nov. 28]. Seated (l to r are: Frank Barton, Federal Advertising Agency; Anne Bright, J. Walter Thompson Co.; Philip Cohen, Sullivan, Stauffer, Colwell & Bayles. Standing, Henry Weber, Community Chests of America; Harold McClinton, N. W. Ayer & Son; Emma Mae Roberts, Community Chests of America; Tom Slater, Ruthrauff & Ryan.

BROADCASTING • Telecasting

Page 12 • December 3, 1949
Thirty thousand seven hundred people entered the recent Early Birds' Contest... people who make their homes in 1,080 cities and towns in North and Central Texas and Southern Oklahoma. You can't type them for they include doctors, lawyers, politicians, housewives and youngsters... every one who wakes up to radio in the growing Southwest.

They're loyal, too... have listened to this early morning variety show for six to nineteen years. If you'd like to know more about this contest with proof of sponsor identification on "The Early Birds," just paste the coupon, at left, on a penny postal, fill in your name and address, and mail it to

Station WFAA
1105 Santa Fe Building,
Dallas, Texas.

Gentlemen:

Please send me complete statistical data on "The Early Birds" contest.

NAME ____________________________
ADDRESS __________________________
CITY ___________________________ STATE _________

PREMIER STATION OF THE SOUTHWEST

820 KC • NBC • 570 KC • ABC
TEXAS QUALITY NETWORK
Radio Service of the DALLAS MORNING NEWS
Represented Nationally by Edward Petry and Company
Lauds 'Foreign Market'
EDITOR, BROADCASTING:
Please accept congratulations... on the fine article by Herman Brandschtein on the "Foreign Radio Market."

While radio, per se, is recognized as a mighty sales weapon, it is even more so in foreign markets due to the high rate of illiteracy in many foreign countries...

Brandschtein's article did a wonderful job within space limitations. We feel he might have mentioned South Africa. There is only one commercial radio station now serving this market of over 500,000 licensed radio homes. Lourenco Marques Radio carries advertising for many top-flight American manufacturers. . .

Another important market is Puerto Rico.

Arthur Gordon
Radio Sales Manager
Pan American Bstg. Co.
New York

Feather in WPWA's Cap
EDITOR, BROADCASTING:
Page 85 of your (Nov. 28) issue gives a lot of credit to Philadelphia AM and TV stations for their cooperation with the Red Feather Drives. In Chester, WPWA got in the swim with the Chester Times whose Skipper "Scoop" Al Hill also headed the drive.
The result was 107% of our quota two days before the drive ended. Sorry to say, Philadelphia fell short by quite a bit.

This is just another instance of a job well done by a local radio station (WPWA) while the big boys in Philadelphia are busy taking bows. Like all shadows, they can be seen but never felt.

Lou Poller
President
WPWA Chester, Pa.

[EDITOR'S NOTE: Hats off to WPWA and to all of the hundreds of other stations which cooperated in the Red Feather drives. As noted in the Nov. 28 story BROADCASTING rounded up typical examples which had been reported to us.]
TV stole what PM audience from what AM?

In Boston's first year of TV, the evening share of audience for "FM, TV and all others" zoomed from 3.3% in 1948 to 18.3% in 1949. Mostly this is TV, of course, and obviously had to come from AM station evening audiences —

But what stations?

Again the answer is supplied by Hooper's May-September 1949 figures with the comparable report of 1948. All network-affiliated stations individually lost from 2% to 5.8%. And the total, interestingly enough, approximates the gain for "FM, TV and others."

On the other hand, one Boston station held its evening audience — and even gained listeners against TV competition. This independent station — the Herald-Traveler station WHDH — demonstrated the power of news-sports-music programming to complement video fare in the home.

Now with TV in the picture, Boston's fastest growing station continues to be your surest, best buy in Boston radio.

Here's what TV did to Boston Evening Radio Listening…

Network-affiliated stations lost as high as 30% of their evening audiences, according to these Hooper figures, in Boston's first full year of TV. And independent WHDH is the only station that gained! In Boston, look to WHDH to protect your radio position.

<table>
<thead>
<tr>
<th>Share of Audience May through September</th>
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<tr>
<td>Evening Sunday through Saturday 6:00 p.m.—10:30 p.m.</td>
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<tr>
<td>Network Stations</td>
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<td>Homes Using Sets</td>
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<tr>
<td>1948</td>
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<td>1949</td>
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<tr>
<td>Audience change</td>
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Owned and operated by the Herald-Traveler

BOSTON • 50,000 WATTS

Represented Nationally by John Blair & Co.
Feature of the Week

JACK STERLING, the audacious young man who a year ago stepped into a big pair of shoes in early-morning radio when he succeeded to Arthur Godfrey's place on WCBS New York, fortight ago was celebrating his first anniversary on the station. WCBS took time from counting the abundant revenue from his show to give him its most fervent wishes for happy returns of the day.

When Mr. Godfrey quit his early stint on WCBS to concentrate on business at more reasonable hours. WCBS lost its biggest single meal ticket. By last week G. Richard Swift, general manager of the station, happily reported that WCBS now was netting more from Mr. Sterling's show than it had from Mr. Godfrey's.

At the time Mr. Sterling took over the job, the station dropped its rates on the 6:45 a.m. period from the $135 per one-minute announcement, charged during Mr. Godfrey's seven-year service, to $100 a minute. Within three months the Godfrey rates were restored.

Mr. Sterling's commercial volume is still not quite up to the remarkable Godfrey word. As of last week 106 announcements per week were sold on Mr. Sterling's Monday-Saturday program. Mr. Godfrey's weekly average was 120. Owing to lower program costs since Mr. Godfrey's departure, however, the net revenue derived by the station is higher.

In the course of his year's service, Mr. Sterling has produced a number of sales successes which the (Continued on page 74)

On All Accounts

IT WAS INEVITABLE that Harriet Brewer's kid brother would have looked to radio for a career. As a boy in short pants, Billy Brewer had watched Harriet perform in Northwestern U. musicals, and as a young man he was an avid student of broadcasting techniques by the time the famous Chicago contralto had moved into stardom on The Northerners, Hymns of All Churches, and the Chicago Theatre of the Air.

The future radio-television director of B. J. Potts-Calkins & Holden Agency, Kansas City, made his debut in the entertainment world when he produced "H. M. S. Pinafore" at Tabor Academy, a prep school for Dartmouth at Marion, Mass. When he by-pas-sed Dartmouth to enroll at the U. of Arizona, due to illness in the family, he not only continued his musical activities, he broke into the "real thing" at KVOA Tucson. He wrote copy, announced dance band remote (was a "fair-to-mediocre drummer and crooner" himself), and handled disc shows on KVOA for four years.

Bill Brewer grew up in Woodstock, Ill., on the outskirts of Chicago, and he returned to the Windy City in 1941 to enter network radio via the NBC page-boy route. But he wasn't a studio guide for long. NBC found him a valuable addition to its Transcription Production Dept., where he built and directed record shows on WMAQ and WENR. Within a year he had been promoted to night program traffic manager, responsible for general operations during the evening.

During the later years of World War II, Bill fought with the 34th division in Italy, and after the cessation of hostilities remained with the division as head of its Public Relations Section. He not only founded the division's radio station, but a daily newspaper as well. Under his direction, the station grew from a three-man, four-hour operation to 30 personnel and an 18-hour daily schedule with 40% live programming.

Returning to NBC Chicago in 1946, Bill was named assistant continuity editor. In addition to preparing copy for airing, he was responsible for maintaining company policy on all broadcasts. This work brought him in contact with clients and agencies, and by the fall of 1947 he had become an account executive in NBC's Chicago sales department. He has handled (Continued on page 74)

Hooper* Says:

WSJS STAYS ON TOP!

- Morning
- Afternoon
- Evening

-Hooper Station Listening Index
Winston-Salem, N. C.
December, 1948
*Erie's Leading Station is your best Buy—*

**A**
POWER—Erie's only high power station. 5000 watts day and night.

**B**
COVERAGE—Full regional coverage blankets the entire Erie retail market.

**C**
PROGRAMMING—Tops in local programming plus ABC Network gives listener preference—check our latest Hooper.

WIKK reaches a larger audience than any other media in Erie, the 74th market in the nation, and Erie County. Its full-time 5000 watt signal blankets all of this rich Northwestern Pennsylvania market, plus portions of Ohio and New York State. This means more listeners per dollar when you're on WIKK. The roster of advertisers who consistently use WIKK for full market coverage tells its own story. You, too, can increase distribution, establish brand preference—and build sales when your radio message is on Erie's only 5000 watt station.

Phone your Taylor Borroff Office now. Check the current availabilities and their ratings on WIKK first.

---

**Greatest Advertising Medium in This Market**

**TAYLOR BORROFF & CO., INC.**

- New York
- Chicago
- Atlanta
- Dallas
- Los Angeles
- Portland

ABC affiliate

---

December 5, 1949 • Page 17
Housing Problem Solved

This cat had too many kittens to care for in her regular home. So she found a big knot-hole up a tree and moved her family in—a neat solution to her problem.

There's a neat solution to any advertising problem in the rich market of Baltimore. You just buy W-I-T-H, the big independent with the big audience.

Costs so little! Does so much! Those are the two big facts in the W-I-T-H story. Because W-I-T-H delivers more home listeners-per-dollar than any other station in town. In addition to this biggest home audience, a recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in taverns, 67.3% were tuned to W-I-T-H!

Call in your Headley-Reed man today and get him to tell you all about W-I-T-H.
CUBAN CHANNEL RAID

U.S. Advisors Prefer No NARBA

THE FATE of NARBA and the threat of ether war "hung in the balance after the U.S. industry advisory delegation to the Montreal NARBA conference" voted 6-4 last Thursday to reject Cuban terms for ether peace.

The State Dept. is expected to decide after conferences with FCC early this week whether to accept the Cuban proposals for the sake of effecting a treaty or to reject them and abandon hopes for a treaty.

State Dept. inclinations traditionally favor ratification under international agreement, though this time a division of opinion loomed in view of the far-reaching Cuban demands, officially disclosed last Monday.

On Capitol Hill, Senate Majority Leader Scott W. Lucas (D-Ill.) served notice he will call for "an investigation with the purpose of preventing ratification" of any treaty incorporating Cuba's proposals.

Johnson Withholds Comment

Sen. E. C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, withheld public comment on the Cuban demands but implicitly opposed acceptance now by saying the Mexican and Cuban proposals should be considered together, not separately.

Mexico is not participating in the conference.

Cuba's proposals, the latest in what reportedly has been a series of demands advanced during the conference, include:

- Rights on three additional U.S. 1-A clear channels and power increases on three others.
- Establishment of Cuban Class 1 stations on 11 channels (7 regional, 4 clear).
- A total of 108 assignments on some 79 channels to serve an island of approximately 5 million population.
- Increased protection on many channels, with Cuban power boosts openly threatened against two stations unless they reduce radiation toward Cuba.
- A ban on further licensing on at least 590, 690, 860, 950 and 1010 kc throughout Florida and in southern Georgia, Alabama, Mississippi, and Louisiana.

Some 27 U.S. 1-B stations were reported facing "incomplete" protection if the Cuban plan were adopted.

Cuba would give up its 1-kw assignment at Oriente on WMAQ Chicago's 670 kc clear channel and apparently would also relinquish 1 kw day and 500 kw night at Santa Clara and 250 w at Artemisa on the 680 1-B frequency on which KNBC San Francisco is dominant.

Three Days of Study

The vote of the U.S. industry delegation recommending rejection of the proposal came after three days of careful study. The plan was presented at an extraordinary session of the U.S. group Monday morning following Washington representatives of FCC Comr. Rozel B. Hyde, delegation chairman, with FCC and the State Dept. preceding week (Broadcasting, Nov. 21). Stations affected by the proposal had been polled by telegram.

The vote:

Against treaty embodying Cuban plan—Representatives of NBC, CBS, NAB, Clear Channel Broadcasting Service, WBT Charlotte, and WPBC Greenville, S. C. For treaty—Representatives of ABC, Westinghouse Radio Stations, KPRC Houston (with reservations), and Ford Industry Co. (tentatively).

It was not a question of whether Cuba's demands were desirable or undesirable. Rather, to many it seemed basically a question of whether the U. S. might get a better treaty, at a later time, by foregoing one incorporating Cuba's current requests.

The CCBs vote opposing Cuba's terms was cast by Louis G. Callwell, Washington attorney, reportedly felt he must oppose any clear-channel breakdowns. Additionally, observers felt that if the plan were accepted and subsequent adjustments became necessary, then Cuba might grasp at other clear.

Casting NAB's vote, Government Relations Director Forney A. Rankin pointed out that 40 NAB member stations would be adversely affected by the Cuban allocation plan.

Among the other opponents, NBC stood to have its WNBC New York's clear channel broken down; CBS faced the same prospect for its WBBM Chicago; and WBT and WFBC would be among the chief victims of other Cuban proposals.

ABC, voting for a treaty even at the expense of meeting Cuba's bids, presumably felt almost any agreement is better than no agreement. ABC was the hardest hit in the 1946 Interim 'Agreement between the NARBA nations, which officially expired last March 29. Westinghouse evidently also felt even a bad treaty would be better than none.

KPRC Action

KPRC, which would have to install one or more additional towers if the Cuban plan were adopted, is understood to have voted in favor of a treaty only on condition that measures would be taken by both Cuba and itself to assure that the KPRC service area would not be curtailed.

The 6-4 vote was not considered indicative of overall industry opinion.

(Continued on page 80)

CUBA'S TERMS FOR ETHER PEACE

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(Continued on page 80)
Cuban Channel Raid

(Continued from page 19)

position to Cuba's proposals. Those voting were those on hand at the time, not the full group who have been attending the conference fairly steadily since it opened in early September.

It was pointed out, further, that among those voting to reject the demands NAB represents hundreds of stations, NBC and CBS presumably were taking the interests of their affiliates into account, and CCBS represents 18 stations.

While ABC like the two other networks would be thinking also of affiliates' interests, Fort Industry and Westinghouse by comparison represent relatively few stations.

Results of the industry advisory group's balloting were communicated to the State Dept. by Chairman Hyde and Fletcher Warren, Ambassador to Paraguay, who is political advisor to the delegation.

At the State Dept. the situation was canvassed Friday at a high-level conference called by Undersecretary James E. Webb. The final decision, authorities reported, would await consultation with FCC. It was expected these sessions would be delayed until this week since several commissioners, including Chairman Wayne Coy, were absent from Washington late last week.

Economic Factor

Disclosure of economic considerations, including a purported Cuban request for a $200 million loan from the U.S., was considered a big factor in swaying the industry advisory group against acceptance of any treaty embodying the Cuban proposals. The disclosure was made by William B. Lodge, CBS vice president in charge of general engineering.

One of the chief arguments against a Cuba-dictated treaty was this question: "If Cuba, what will Mexico and Canada demand next time?" Certainly, it was felt, they could justify substantially greater demands in the future.

Mexico's failure to participate in the current conference was a further deterrent. Even if the U.S. satisfied Cuba's requests she would still have to face Mexico's.

It was also emphasized that Cuba has not taken advantage of its present assignments and can hardly, had an economic standpoint, make full use of those now demanded. Additionally it was felt the demands do not accurately reflect Cuba's needs but actually represent the desires of Cuban broadcasters rather than the national interest.

Some of the Cubans who would benefit from accomplishment of the proposals, it was contended, were members of the Cuban delegation.

Senate Majority Leader Lucas signaled the Cuban demands in a telegram to Chairman Hyde, with copies to Secretary of State Dean Acheson and FCC Chairman Coy.

He said the proposals "are so damaging to stations in the Middle West, including my state of Illinois, as well as to stations throughout the U.S., that they "should not be considered." He made clear that "if the U.S. delegation accepts these proposals in an agreement, I will, as Senate Majority Leader, call for an investigation with the purpose of preventing ratification."

Any international treaty must be ratified by the Senate to become effective.

Cuba has given little idea of the degree of protection it will seek for the Cuban Class 1 stations it demands. Generally it would follow these lines with respect to future U.S. assignments on 550 and 950 kc, two of the regional channels staked out for use as Cuban Class 1 frequencies, and 660, 690 and 1010 kc, Canadian 1-A's.

1. No further assignments of new stations on these channels in the U.S. within the area south of latitude 31 degrees and east of longitude 93 degrees (all of Florida and parts of southern Georgia, Alabama, Mississippi and Louisiana including Pensacola, Mobile, New Orleans and Baton Rouge).

2. Boundary protection to Cuba on the channel involved, the exact degree of which has not been determined and may depend upon the general treaty protection requirements for Class 1 stations.

Cuba also wants the regional channels 550, 570, 630, 920, and 960 kc, plus 1010 kc, marked for Cuban Class 1 use with the same sort of protection insofar as future U.S. assignments are concerned. However, authorities said, this would not adversely affect existing assignments on these channels.

It also seemed likely that, to meet Cuba's idea of protection, an outstanding proposed grant to Brennan Broadcasting Co. for 690 kc at Jacksonville would have to be deleted. The operation of WNEL San Juan, P.R. on 860 kc also would probably need modification, perhaps by moving it to 860 kc.

Plan 50 kw Operations

On most of its Class 1 channels Cuba proposes 50 kw operations with directional antennas. An exception is 950 kc, which would be used at Havana with 10 kw, directionalized.

The U.S. 1-A clear channel Cuba seeks for a Cuban Class 1 station is KFI Los Angeles' 640 kc, to which Cuba now has Class 2, 25-kw rights.

The three additional U.S. 1-A's to which Cuba demands rights are 660 kc, used by WNBC New York; 760 kc, by WJR Detroit; and 780 kc, by WBBM Chicago. On each Cuba proposes to operate Class 2 stations with 10 kw directionalized, using 660 and 760 kc at Havana and 780 kc at Oriente.

In each of these cases Cuba would protect the U.S. dominant 1-A station in accordance with the old NARBA formula permitting certain Cuban use of designated U.S. 1-A's. In the case of 760 kc, however, Cuba anticipated "certain difficulty" in meeting the full protection requirements, but thought an understanding could be reached.

The three U.S. 1-A's on which Cuba seeks power boosts are 640 kc (KFI), which would be used for a Class 1 station at Santa Clara in lieu of the present Class 2, 25-kw assignment at Havana; 830 kc (WCCO Minneapolis), which would be used at Havana with 5 instead of the current 1-kw assignment; and 890 kc (WENR-WLS Chicago), which would be used at Havana with 5 kw instead of Camaguey with 1 kw.

Directionals To Be Used

All these proposed Cuban operations would employ directional antennas. The U.S. dominant and Class 2 stations on 640 kc would be accorded the protection to which they are entitled under the old NARBA, but the U.S. would make no future 640-kc assignments that would increase interference to CMQ Havana. WGBN (850 kc) and WENR-WLS (890 kc) would be protected as in the case of 660, 760, and 780 kc, though Cuba expects difficulty in giving full protection to WGBN.

The cases in which Cuba openly threatened to increase power unless additional protection is forthcoming involved KPRC Houston on 660 kc and WPBC Greenville, S.C. on 1330 kc. Each apparently would have to add at least one tower to reduce radiations toward Cuba to the demanded extent.

So would WSVG St. Petersburg, Fla. (620 kc), while WJBO Baton Rouge (1150 kc) would have to adjust or alter its present antenna. WTTG Washington (740 kc) might have to be moved to 730 kc.

WKAQ San Juan (620 kc) would have to reduce radiation toward Cuba to be in line with the steps that would be necessary had not been determined.

U.S. 1-B stations which would find themselves with "incomplete" protection under the Cuban proposals were listed as WCFL Chicago (1000 kc); WBZ Boston (1030 kc); KYW Philadelphia (1060 kc); KRLD Dallas, KXLY Hartford (1080 kc); WBAL Baltimore and KTHS Hot Springs (1090 kc); WBT Charlotte (1110 kc); WNEW New York and KWKH Shreveport (1120 kc); WRVA Richmond (1140 kc); KVOO Tulsa and WWVA Wheeling (1170 kc); WOBO Fort Wayne (1150 kc); WTOP Washington (1190 kc); WTMX Oklahoma City and WKWB Buffalo (1520 kc).

The NARBA conference has been in progress since mid-September. The NARBA Agreement of 1946 expired last March 29, but...
COLESON NAMED
Is Ad Council Representative

ROBERT C. COLESON, one-time manager of the Hollywood office of NAB, has been appointed Pacific Coast representative of The Advertising Council.

Mr. Coleson managed the NAB western office from 1946 to 1949, and recently has been the Council’s radio representative in Hollywood on a part-time basis. His new, full-time duties embrace all media. His duties for the Advertising Council will be in the Taft Bldg., Hollywood Blvd. and Vine St.

SPREAD of the Little Rock, Ark., $60 tax on radio salesmen to all persons engaged in the selling business, and even to every person who works for a living is conceivable under the city’s ordinance, according to the Ad Club of Little Rock in a challenge to the disputed tax.

U. S. Supreme Court action is awaited on a rehearing petition by KARK and KGPE Little Rock from a court ruling refusing to hear an appeal from the Arkansas Supreme Court, which had upheld the city’s tax [BROADCASTING, Nov. 14, 28].

The Little Rock Ad Club has adopted a strong resolution protesting the tax. Its parent organization, Advertising Federation of America, has taken the matter under consideration. The AFA centers around the feature of the tax law by which individual salesmen are taxed. The city ordinance also places a $300 tax on the generation of electromagnetic energy for broadcast purposes.

Petition to intervene in the Supreme Court proceeding as amicus curiae (friend of the court) was filed Nov. 22 by NAB.

Tax Termed Unfair

Phillip G. Back, head of the Little Rock agency bearing his name and president of the local Ad Club, said the $60 tax on station salesmen was studied by a club committee which drew up the resolution for club action.

“We in the advertising profession do not believe that we are entitled to any special tax burden and feel that the enforcement of that ordinance will work a hardship on all persons selling advertising services in Little Rock or any other place in the United States,” he said. “We feel, too, that the tax is unfair and unjust.

“There is no more reason why the City of Little Rock should tax a radio time salesman than they would impose a special tax on newspaper advertising salesmen or shoe salesmen who work in a department store, or gasoline salesmen who work in service stations, or beauty operators who work on commission or straight salary basis.

“This ordinance could have the effect of setting up a pattern that all salesmen will have to pay a special tax, salesmen to sell tickets at the movies, soda fountain employees and millions and millions of others who earn their living selling. And the tax of $50 a year can be just a ‘starter’ for each year it can be raised to $100 or $200 or perhaps $1,500 a year. There’s no limit once the tax is imposed.

“Because ‘special advertising salesman’s tax’ was instituted in Little Rock, and because statements have been made by certain tax officials who are spreading the word to other cities that, ‘Here’s a new source of tax money, boys,’ the Advertising Club of Little Rock has decided to take the lead in combating this unfair tax law.

“I have been directed by the club to enlist the aid of our parent organization, the Advertising Federation of America, and have today telegraphed a copy of the resolution to John Lyman Bogert, president of AFA.”

Text of the resolution as adopted by the club follows:

WHEREAS, the city of Little Rock has announced that it will levy a special tax of $50 per year against radio advertising solicitors, and

WHEREAS, the Advertising Club of Little Rock, Ark., feels that such a tax on advertising solicitors is really a tax on advertising, and

WHEREAS, advertising is merely a tool to increase sales, and not an end product in itself.

BE IT THEREFORE RESOLVED that the Advertising Club of Little Rock protests and is heartily opposed to any tax of any kind assessed against advertising solicitors who are employed by established radio stations, newspapers, magazines, advertising agencies or other businesses selling advertising, and that a copy of this resolution be delivered to our city officials and other interested parties.

MBS RENEWALS
Include Two Top Shows

MBS announced last Wednesday the $1,300,000 renewal for 55 weeks of Bill Henry and the News by Johns-Manville Corp. The program, heard from 8:55 to 9 p.m. Mon.-Fri. will continue over more than 400 Mutual stations. The contract, effective Jan. 2, was through J. Walter Thompson, New York.

The same day, MBS also announced renewal for 59 weeks effective Jan. 1 of Juneau Jury sponsored by General Foods in behalf of Gaines Dog Food. This program is heard Sundays, 3:30 to 4 p.m. Benton & Bowles is the agency.

THE Hollywood Ad Club celebrated “CBS Day” on Nov. 21 with key executives in the new administrative setup for the network’s West Coast operations attending. L to r are Morrie S. Jones, KNX Los Angeles and CBS Pacific Network general manager; Ed Wyne, CBS television star who was guest speaker; Howard S. Meighan, vice president and general executive and the network’s chief executive officer in Hollywood; Harry Ackerman, vice president and director of network programs, Hollywood; A. E. Jocelyn, director of CBS operations, Hollywood; and Kenneth Yourd, network program department manager.

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C. E. HOOPER, Inc, last week announced a new service, Sales Impact Ratings, designed to measure relative proportions of product use among listeners and non-listeners to any given commercial network radio program.

The measurement is intended to reveal the effectiveness of any program in encouraging the use of products advertised on it by listeners as compared to use of the same products by non-listeners of a nation-wide sample matched with listeners on a geographic, economic and community size basis.

The method is “out of the laboratory and has been applied to 80 network radio programs,” C. E. Hooper, president of the firm, said.

Technique of the measurement is first to distribute listener diaries to a cross-section sample of radio homes, selected in proportion to distribution of radio homes by geographic areas, community size and socio-economic levels.

After the first mailing a second questionnaire is sent to the same sample. It contains questions as to what products in several categories are used. The second questionnaire is designed to avoid association with the diary in the respondents’ minds. No reference to radio listening is made in it, and it is presented on a different letterhead with a different return address from the diary.

When the diaries and subsequent product—use questionnaires are returned, the responses to the diary are broken down into listeners and non-listeners and these two categories in turn adjusted so that each class will be proportionately distributed in respect to geographic area, community size and economic level.

Credit to Radio

An analysis of the responses to the product use questionnaire can then be made and applied to the two matched samples of listeners and non-listeners. “Other significant factors having been matched in the tow samples,” Mr. Hooper said, “any greater use of the product, as compared with non-listeners, can be attributed to the advertising effectiveness of that particular program.”

Sales impact ratings are currently available only on the 80 network radio programs which last winter were sold by AFA. The program is frequently purchased products and which had audiences of better than average size. It is the Hooper plan, however, to expand its report in the future.

"The method . . . will permit almost infinite expansion on sample, and thereby can provide effectiveness material on most sponsoring products and services, if demand for repetitive smaller audience programs warrants,” Mr. Hooper’s announcement said.

The method can be applied to network television, local radio and local television, he said.

In the announcement Mr. Hooper included a sample sales impact rating report on a daytime serial, broadcast five times a week, sponsored by an unidentified soap company for a household cleanser. The introduction to the sample report, written by John Lyman Bogert, Hooper vice president and technical (Continued on page 82)
Selling Stressed at RFD Conclave

Radio FARM Editors, bent with doubts about their future in the industry, learned there is a definite farm market, how to sell it and how to keep it sold—at their annual conference in Chicago Nov. 26 and 27. Analytical discussion, probing into problems of rural broadcasting, typified the two-day meeting of the National Assn. of Radio Farm Directors at the Stevens Hotel [Broadcasting, Nov. 28].

FARM DIRECTORS were concerned with the upcoming challenge of television, prevailing budget trims at stations, frequent switches of farm department personnel to other duties and cancellation of agricultural programs. CBS' elimination of its farm staff of three persons and its network show last June was termed by one of the speakers "as the greatest blow to our organization and its causes in years."

Individual speakers and panelists throughout Saturday and Sunday stressed that the farm editor's services will be continued if he (1) supplies data necessary by the farmer, in the home as well as on the farm, (2) proves that his programming is necessary, (3) works dependably, (4) knows field men representing agricultural firms and associations, and people in his home territory, and (5) serves both the advertiser and the listener.

Sponsors Aid

All agreed that the best farm shows are sponsored shows, for additional money supplied by a sponsor enlarges the scope of a farm director's public service activities.

At the opening luncheon Saturday, true D. Morse, president of WJR is host.

Offers Mobile Unit to NARFD

WJR Detroit's mobile studio was a more than usually busy place last week as the complete facilities were made available to the National Assn. of Radio Farm Directors meeting in Chicago simultaneously with the National 4H Congress and the International Live Stock Exposition.

During the week-long sessions, directors of different stations transcribed programs at the WJR mobile unit for re-broadcast over their own stations. The records and facilities were offered by WJR at no cost to the stations. Programs recorded varied from transcriptions of 4H Club and Live Stock Exposition news highlights to interviews with local winners of National 4H Club and livestock awards.

The WJR delegation to the sessions was led by General Manager Harry Wismer and included Farm Editor Marshall Wells, Promotion Manager and Producer Engineers Bert Vangeisen and Keith Kinney.

Radio FARM editors attending the sixth annual National Assn. of Radio Farm Directors conference in Chicago Nov. 26 and 27 visited the WJR Detroit mobile unit for free transportation services. Using the service are (1 to r) new NARFD president, Bill Givens of WGY Schenectady; Bill Wells, WJZ New York, vice president and retiring secretary-treasurer; Marshall Wells, JR, farm director, and Wallace Kadderly, KGW Portland, retiring president.

BRYSON RESIGNS

Mickelson Heads CBS Discussion Div.

SIG MICKelson, director of public affairs and production manager of WCCO Minneapolis, a CBS-owned station, last week was appointed to succeed Dr. Lyman Bryson as the network's director of the Division of Discussion.

Mr. Mickelson will report to his new job at New York headquarters Feb. 1.

Dr. Bryson resigned from the position as well as from his other post as CBS counselor on public affairs to "devote more of his attention to broadcasting, writing and teaching," said the announcement issued by Davidson Taylor, CBS vice president and director of public affairs.

Mr. Mickelson, widely known as a radio newsman, has just finished a term as president of the National Assn. of Radio News Directors. He has been with WCCO since 1945.

After graduating from Augustana College, Sioux Falls, S. D., in 1934, Mr. Mickelson was a reporter and editor on the Sioux Falls Argus Leader until 1937 when he undertook graduate work at the U. of Minnesota.

Later he was an instructor in journalism at Louisiana State U., the U. of Kansas and the U. of Minnesota. While still on the staff of the latter institution he joined WCCO in 1943 as consultant in establishing a news department. In June that year he became WCCO news director. In 1946 he became director of news and special events and in 1948 became director of public affairs and production manager.

Mr. Bryson, in addition to his administrative and consulting work at CBS, has been a professor of education at Teachers College, Columbia U. He also appears regularly on CBS discussion programs on both radio and television.
NAB CONVENTION OUT?

Dist. 16 Demands Revamping

The broadcast medium is suffering competitively due to the lack of proper research accompanied by interpretation of such data, he said. Referring to BMB, Mr. Dockwall declared that outside everything else stations and networks need coverage figures, and these are now being supplied by BMB. The second BMB study, he said, will be much more serviceable than the first, and will be widely utilized by the timebuyer. In addition to BMB, audience measurement figures are needed, especially by urban stations, he explained.

Besides providing these figures, Mr. Dockwall said, stations should undertake the job of educating their own sales staffs on how to use the station's research.

Too Complicated

Most research tools for radio are too complicated, he said, in contrast to ABC figures for publications. On the West Coast, where there are many buyers exposed to radio for the first time, stations should not talk to these buyers in technical terms, but present meaningful facts developed from research, he suggested, because these buyers are confused by technicalities of Nielsen and Hooper measurements but do understand specific audiences delivered.

"In contrast to the printed media, radio is spending entirely too much time supplying availabilities rather than selling the medium," Mr. Dockwall said. "Since the printed media do not have to quote availabilities, most of their efforts are devoted to talking about the advantages of using their space."

Pointing out that FM stations are providing worthwhile service to the public at a substantial financial loss, the district asked NAB to urge the FCC not to adopt the proposed rules covering hours of FM station operation.

At a TV session, William B. Ryan, KFAM-TV Los Angeles, estimated gross Los Angeles television revenue between $3 million and $4 million. He said studies show that only 50% of these advertisers are using TV at the expense of radio; 80% of the local accounts have never used radio. Of seven sponsored shows on KFI, he said, six had not used radio before. He suggested talent either must be able to begin to own stations or be built into a personality before a show can get an audience.

NAB President Justin Miller discussed NAB activities, including the Arkansas tax case. Maurice B. Mitchell, director of NAB's Broadcasting Advertising Bureau, conducted a clinic on increasing radio's share of the advertising dollar. Richard P. Doherty, director, NAB Employee-Employer Relations Dept., reviewed labor developments. Charles M. Haverlin, BMI president, discussed music copyright matters.

BROADCASTING • Telecasting

Dist. 16 Registration—Phoenix, Nov. 28-29

Geo. E. Agnew, KOOL Phoenix; Allen B. Alexander, First, Glendale; Archie E. Arney, NAB Washington; Calvin J. Smith, KFAC Los Angeles; Ray Paul R. Bartlett, KERO Bakersfield; Robert Blake, KCNA Tucson; James M. Biederman, WHOT Detroit; Anne Carter, WBBC Detroit; Albert Johnson, WOR New York; Donald S. Cline, WFMW Flint; Kellogg Conklin, WOAP Owosso; R. J. McAndrews, SCRA; George C. Morgan, World Broadcasting; John C. Morse, WKEZ San Diego; William W. Nikkel, KROC; E. C. Norris, WBFF Cleveland; Judge Justin Miller, NAB, Washington; Richard D. Phenix, Arizona Daily Star; Roy P. Reynolds, WHOM Miami; George M. Richter, KOOL Phoenix; Lewis A. Rohrer, WGBS Philadelphia; John H. Sanders, WABC New York; Sam Marcus, KNX Los Angeles; Peter Marshall, World Broadcasting; William C. McGavern, WKBW Buffalo; William R. Milholland, KSBK San Antonio; W. M. Smith, WABJ Jackson, Ohio; Bob Joseph, WJAC Johnstown, Pa.; David E. Sall, WJW Cleveland; Fred Scribner, KFAC Los Angeles; Bill Schaeffer, WHFB-AM Cleveland; William M. Scanlon, KPAC San Antonio; Herb Seeger, WNEW New York; Charles E. Skiles, WABC New York; Harold Smith, KFI Los Angeles; Rex Speck, KPHO Phoenix; Albert Johnson, KTOY.

Even Southern Californians had to admit the Arizona weather was fine at last week's NAB District 16 meeting at Phoenix. L to r: Wallace Boone, KNBH (TV) Hollywood; Paul Bartlett, KERO Bakersfield; John Merino, KFSD San Diego; Charlie Chief, KOX Phoenix; Richard Lewis, KSTAR Phoenix; William B. Ryan, KFI Los Angeles; Rex Speck, KPHO Phoenix; Albert Johnson, KTOY.

Broadcasting [BROADCASTING, Nov. 23, 1949, Page 23]
LEVER CHANGES
Adv. Posts Announced

BECAUSE of its move from Cambridge, Mass., to New York early in December, Lever Bros. has made four new appointments in the advertising department and created a new post of television manager. The positions were announced last week by James A. Barnett, vice president of the company in charge of advertising.

Howard E. Bloomquist, advertising manager of Toni Co., Chicago, will join Lever as advertising manager for a group of brands. Mr. Bloomquist was formerly assistant advertising manager for Pillsbury Mills, Minneapolis.

George B. Smith, former package goods account executive with Foote, Cone & Belding, New York, will be advertising manager for another group of Lever brands.

Paul Laidley Jr., now with Gardner Adv., New York, will join as assistant advertising manager. Mr. Laidley was formerly on the staff of Paris and Peart Adv. and with McCann-Erickson.

George T. Duram, formerly media director for Dancer-Fitzgerald-Sample Inc., has been appointed media director for Lever Brothers. Mr. Duram was formerly head of the radio buying department.

John Allen, former vice president in charge of television for Grant Adv., New York, has been named to fill the newly created Lever post of television manager. Previously Mr. Allen had conducted his own television consulting firm in New York and had been associated with the Marshalk-Fratt Adv. Agency before then.

The following advertising managers have left the firm with the move to New York: Joe A. Procter, manager for Spry and Silver Dust; Henry M. Stevens, manager for Breeze and Swan, and R. E. Bouquet, brand manager for Lux.

DOUBLEDAY BUYS
Time Around ABC Opera

DOUBLEDAY & Co., New York book publisher, following a successful test on only WJZ New York, Sat., Nov. 26, purchased on a 70-station hookup on ABC the quarter-hours immediately preceding and directly following last Saturday's ABC broadcast of the Metropolitan Opera. The special one-time purchase was on behalf of the book, *Milton Cross Opera Album*. Huber Hogue & Sons, New York, is the Doubleday agency.

Campbell Campaign

CAMPBELL SOUP Co. has launched an eight-week winter campaign featuring “Good Hot Soup” jingle on Dick Hymes Club 15 (7:30-45 Mon.-Fri.) and Edward R. Murrow With the News (7:45-8 Mon.-Fri.) over CBS and Walter O’Keefe’s Double or Nothing over NBC (2-2:15 Mon.-Fri.). Agency is Ward-Wheelock.

LANGLEY LEAVES BMB

CORTLANDT LANGLEY resigned last week as assistant to the president and director of subscriber television services for the RCA Broadcast Bureau. He will form his own television package program company.
AN "AGGRESSIVE" approach to present network-radio-station regulations, already under scrutiny by FCC, was predicted last week by Rep. Harry Sheppard (D-Calif.), looking toward action in the next session of the 81st Congress.

Rep. Sheppard, author of legislation (HR 2410) which would divest networks and manufacturers of station properties, said he would press for hearings by the House Interstate & Foreign Commerce Committee next year "because the functions of public service are not being lived up to under present chain broadcast regulations."

He promised a thorough exploration of network-station relationships, ranging from the issuance of license permits to the increase in commercial or sponsored broadcasts by network stations.

A similar bill, almost identical in its provisions, was introduced by Rep. Sheppard last year but no action was taken and the measure died in the 80th Congress [BROADCASTING, May 3, 1948].

At that time, he conceded the measure probably was too stringent and would invite compromise, but promised to re-introduce it, if elected last November. Since then, the bill has stirred repercussions, and has accumulated sufficient material to launch his push, he added. He re-introduced the measure last February.

The Sheppard bill, by divorcing station operation from network-manufacturer ownership, would decimate through roughly $150 million worth of properties on the market for sale.

Other Provisions

Other provisions would prohibit stations from carrying any two consecutive hours of network programming, limiting them to alternate hours, and forbid manufacturers to own networks. In addition, networks would be defined as two or more stations linked for simultaneous broadcast [BROADCASTING, Feb. 14].

FCC, which has long felt the need for investigating the network-affiliate setup, unchained since 1941, has already put 11 owned stations of CBS, NBC and ABC on temporary licenses pending review of network rules [BROADCASTING, Nov. 7]. No investigation is currently underway, according to FCC Chairman Wayne Coy.

Simultaneously last week, Rep. Sheppard denied published reports he would meet shortly with independent station operators to discuss network-station practices. He said he had not been approached by them, though he had received a "reasonably heavy" amount of mail protesting alleged "monopoly" by networks. He declined to identify them.

The independents reportedly were seeking Congressional intervention with the Dept. of Justice.

When queried, Dept. of Justice officials denied any study was under way.

Congressman Sheppard said a number of House Interstate Commerce members favor an exploration of radio matters, and that Commerce Chairman Robert Crosser (D-Ohio) had received a number of communications, many in connection with the McFarland FCC procedure bill, from affiliates dissatisfied with present network-station structure [BROADCASTING, Aug. 22].

Mr. BOW.

Mr. Bow

Common Complaints

Most common complaints center around time options, sales representation, etc.

Meanwhile, Sen. Edwin C. Johnson (D-Ohio) chairman of the Senate Interstate & Foreign Commerce Committee, declined comment on the Sheppard bill. He said he had received "careful scrutiny" of committee members, but added he didn't know the committee's position as a whole.

Some authorities think it significant, however, that neither Sen. Johnson, an avid anti-monopoly legislator, nor any other Senators introduced a companion piece to Rep. Sheppard's measure. The bill in its present form is so stringent as to militate against its chance for passage, they point out.

A House Judiciary monopoly subcommittee has indicated a desire to review broadcast operations, and has hinted it may invite industry spokesmen, probably from NAB, to testify in next session.
CLARENCE WESTOVER, national executive secretary of the National Ass'n of Broadcast Engineers and Technicians resigned effective Dec. 31, it was announced Wednesday by NABET President John R. McDonnell.

He will be succeeded by George Maher, NABET national representative in Chicago. Mr. Maher is expected to come to New York Dec. 9 and consult with Mr. Westover for a week on settling matters.

Mr. Maher then is expected to prepare to administer the office from Chicago.

Mr. McDonnell's announcement said the Westover resignation was accepted reluctantly. "His vigor and enthusiasm in union matters has been a great asset to NABET," said Mr. McDonnell, Mr. Westover resigned, said Mr. McDonnell, because of the pressure of personal problems.

LABOR LEAGUE

Plans Program Expansion

EXPANSION of its program service and development of special programs for the 1950 Congressional elections are planned by Labor's League for Political Education, political arm of the American Federation of Labor.

The league's radio campaign this year includes 55 quarter-hour interviews with league leaders in public life. They feature Al Hamilton, of the league's radio staff, as interviewer. Titled Special Report From Washington, the programs were carried by 50 stations when they started in April, reaching a peak of 189 stations in 43 states, District of Columbia, Alaska and Hawaii.

One of the league's special programs, a three-episode half-hour series titled Mr. Congressman Reports From Abroad, carried by MBS, was edited from 320 hours of recordings.

The labor press, comprising some 300 publications, features news stories and display promotions about the programs. Radio staff includes Paul Green, Terry Honda and Betty Arundel.

Johnson FCBA Speaker

SEN. EDWIN C. JOHNSON (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, will be feature speaker at the Federal Communications Bar Ass'n annual dinner in honor of FCC members to be held Jan. 12 at Washington's Hotel Mayflower, President Guilford Johnson announced last week. FCBA's usual business meeting and election of officers will precede the banquet.


KOY-KTUC Suit

CBS Has Week To Answer

CBS HAS one more week in which to answer a suit filed Nov. 17 in Chicago's Federal District Court by KOY Phoenix and KTUC Tucson as represented by the Salt Valley River Broadcasting Co. [Broadcasting, Nov. 21]. Chicago law firm of Damon, Hayes, White and Hoban, is seeking specific performance of an affiliation contract for its client. It is reported that CBS plans to switch its affiliation to KOOL Phoenix and KOFO Tucson Jan. 1.

It is alleged by the plaintiff that CBS officials gave assurances that the network affiliation would not be canceled or terminated. Answer will either admit or deny, and is required by law to be filed within 20 days after suit is admitted to court. If admitted, the judge will decide if the plaintiff is entitled to relief. If denied, Salt Valley Broadcasting will attempt to prove its charges.

Upcoming

Dec. 5-6: CBC Board of Governors, Chicago.


Dec. 9-10: Southwestern Institute of Radio Engineers second meeting, Baker Hotel, Dallas.


Jan. 17-18: Georgia Ass'n. of Broad- casters, Hotel DeSoto, Macon.


Feb. 4: Radio Correspondents Ass'n annual dinner, Statler Hotel, Wash- ington.

NAB ELECTIONS

Forms to be used by NAB member stations in nominating and electing board members were mailed Thursday by C. E. Arney Jr., V-NAB, treasurer. Elections will be held early next year and will be completed by March 17 [Broadcasting, Nov. 21].

The forms mailed last week allow each member station to designate its voting representative and mail it its repre- sentative eligible for nomination and election to the board. District elections may be held by mail ballot or at board district meetings, at the choosing of the district director.

NAB members have voted overwhelmingly to amend the NAB by- laws so the board may fix dates without regard to the calendar year [Closed Circuit, Nov. 28]. The NAB's fiscal year, formerly on a calendar basis, has been changed to April 1-March 31. The new amendment includes a "hardship" clause, which was applied by the board to TV stations affiliated with aural stations already members of the NAB. These TV stations pay only $10 a month dues compared to $125 a month for stations not so affiliated. Only 17 member votes were cast against the new by-law.

DALTON LEAVES ECA

Returns to WHAS Position

NEIL DALTON, director of information for ECA, is returning to Louisville, Ky., to resume his position as public relations director of WHAS and the associated newspaper properties, the Courier-Journal and Louisville Times.

He had served with ECA on leave of absence from his Louisville post since last January.

Robert R. Mullen, newspaper and advertising executive for the past 20 years, will succeed Mr. Dalton, Paul Hoffman, ECA Administrator, announced last Wednesday. Mr. Mullen is on leave from John Orr Young & Assoc., New York public relations consultants. He has served as consultant to Mr. Hoff- man the past two months. He also has been associated with the Christian Science Monitor as an executive, and with Life magazine as editorial writer.

'Town Meeting' Cut

WEEKLY ABC series, America's Town Meeting of the Air, has been cut from one hour to 30 minutes, effective Jan. 3, date of the renewal of the contract between the network and the Town Hall Inc., New York. No provision has been made for telecasting the Tuesday, 9-9:30 p.m. program, it was learned. The show, which has run 31 weeks instead of four, retaining the question-and-answer period.

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NABET's annual dinner held Thursday at the French Lick Springs Hotel, French Lick, Ind., was announced by the hotel. The banquet will be held March 17 and will feature speakers from Illinois and Ohio.

Mrs. Frank Daniel, wife of the New York Newspaper Guild, was named to the board of governors of the Women's Auxiliary to Broadcasting, Television and Recording of America.
new TRANSMITTER
Latest and finest transmitting equipment including 4 new towers in directional array assure top broadcast transmission.

new FULL TIME POWER
Gives clearer, more powerful signal; finer, more perfect reception of simultaneous AM and FM broadcasts.

new MODERN STUDIOS
And business offices in the Express Publishing Company Building include every facility and convenience.

new CBS PROGRAMS
Night and day the greatest radio entertainers in the world in an endless parade of network programs.

new NEWS SERVICES
Complete radio news service now coordinated with special news bureaus, wire services and reporting staffs of two great newspapers.

new SPECIAL FEATURES
New public service features, new local programming, broader and improved special events coverage.

F R E E & P E T E R S, I N C. National Representatives
FCC's ROLE

FCC's ROLE as a champion of “freedom on the air” was detailed—and defended—by Chairman Wayne Coy last Thursday night in an address at Amherst (Mass.) College.

He called attention to the Commission's Blue Book on programming, its Chain Broadcasting Regulations, the newspaper ownership investigation and the present “newspaper policy” on applications, multiple-ownership rules, the WHRC-Columbus decision on broadcasters' editorial interests, the new 'Mayflower decision giving licenses to the right to editorialize, the Port Huron decision banning censorship of political broadcasts, and the currently suspended anti-giveaway rules.

"I would of course be the first to agree that some of the Commission's actions restrict the licensee's freedom," he said, explaining:

They restrict his freedom to be unfair ... to use his publicly owned frequency for his own private gain ... to use a scarce frequency on the public domain that belongs to all the people to dol out time to his pets or use it for himself and his own interests and to withhold it from those groups with whom he happens to differ.

They abridge his freedom to participate in the community's viewpoint as an open forum for all to discuss the interests of the community instead of as a private chateau to do with as he will. They abridge his freedom to evade his responsibilities as a trustee.

"For my part, I conceive it my duty to serve every effort to curtail the freedom of radio stations to be unfair or to use their licenses solely for their own private benefit rather than for the public interest.

Mr. Coy reiterated, without amplification, FCC's frequent assertion that another network investigation is needed—not only to determine how the regulations are working with respect to standard broadcasting, but also to examine some of the problems concerning the relationship of the networks to talent bureaus and recording companies and also to examine carefully the effect of the regulations in the FM and television fields."

"He conceded FCC's Port Huron decision creates a 'real dilemma' for broadcasters in states having laws which forbid stations responsible for libelous remarks in a political speech. But he reiterated FCC's view that the federal government has 'preempted' this field and that therefore the state laws will not stand up.

He found support for this theory in the recent Pennsylvania TV censorship decision, in which U.S. District Judge William H. Kirkpatrick upheld telecasters' suit against the State Board of Censors. [Broadcasting, Oct. 31, 1949] Judge Kirkpatrick, he noted, held that the federal government has occupied the field of regulation in radio, including censorship.

Referring to the specific provisions of the law on political broadcasts, the FCC chief noted that "in the heated presidential campaign of 1948 the complaints reaching the FCC numbered less than six. And, so far as I know, all of them were adjusted during the progress of the campaign."

Chairman Coy said that "despite deviations and depletions as such

Vigilance Is Indispensable

I have discussed, the total performance of American broadcasting has resulted in the presentation of a breadth and diversification of discomforts that have established it as a people's forum of high utility to the functioning of our democracy."

"He conceded that government's licensing power in radio "carries with it the possibility of abuse," but said "neither the radio industry nor the Commission as presently constituted show any disposition whatsoever to permit such abuse to arise."

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Look into Lang-Worth...

for the ONE Program Service that's always ONE step ahead of the rest!

While the presses roll on The NEW Lang-Worth Transcription, Lang-Worth still offers MORE for every member of your staff!

FOR THE PROGRAM DIRECTOR... In Program Scripts for this month of December alone: 35 Special Christmas Shows! 10 Special New Year's Shows! Including a full-hour Documentary "Production" Program—"50 YEARS IN REVIEW—A Cavalcade of America’s Music Through Half-A-Century of History!"

And all year 'round: Individual Network Calibre Program Series covering every category of listener-interest.

In Talent: A constant flow of new Name talent, to sweeten up the old standbys. Added in the last 4 months of '49:...RED NICHOLS AND HIS FIVE PENNIES—HENRY BUSSE AND HIS FAMOUS SHUFFLE-RHYTHM BAND—RAY ANTHONY, HISTRUMPET AND HIS ORCHESTRA! Coming up for the New Year: The famous Victor Recording Artist, RUSS CASE AND HIS ORCHESTRA.

FOR THE SALESMEN... Selling aids, publicity, pictures, mats, promotional material, etc., in addition to a breakdown list of sponsors currently using Lang-Worth programs in markets throughout the U. S. and Canada.

FOR THE PRODUCER-DIRECTOR... The widest and most versatile library of distinctive program themes, special production aids, spoken intros and signatures, mood music, bridges, backgrounds—in addition to the exclusive Lang-Worth "Synkrodisk".

FOR THE ENGINEERS... The most revolutionary development in sound reproduction—The NEW Lang-Worth 8-inch Transcription—offering 15 additional points of superiority. If you haven’t heard it yet—send for your audition sample.

FOR THE DISC-JOCKEY... Information that puts the answers right at your finger-tips. Popularity dates on tunes, copyright, source (movie or musical play), vocal entrances, tempo, rhythm, timing—all on label copy as well as in "Talendex". All instrumental selections on separate discs from vocals.

FOR THE LIBRARIAN... The easiest, most comprehensive system of cataloguing and filing ever devised. Simple numbering, the compact "Talendex" and "4000". And a sturdy, unbreakable 8-inch transcription that weighs ONLY 2 OUNCES!

AND FOR YOU, THE MAN WHO PAYS THE BILLS... Lang-Worth more than pays for itself!

 Tested Hoopers, endorsed sponsorship of programs and talent, prove that the monthly charge for your Lang-Worth Program Service is just a drop in the bucket compared to what it brings to your bank.

For the one really progressive, visionary Program Service....

LOOK INTO...

LANG-WORTH
FEATURE PROGRAMS, INC.
113 WEST 57TH STREET, NEW YORK 19, N.Y.

“A Quality Service—Complete and Compact"
search paper on the measurement of audience impact.

Roy Battles of WJZ New York and Phil Alampi of WJZ New York, retiring secretary-treasurer, was elected vice president. His former post was taken over by Chris Mack of WNAX Yankton, S. D. Retiring vice president is Gordon Louden of the Agricultural Extension Service at Louisiana State U.

Mr. Battles moderated a panel on “Selling Farm Programs,” pointing out “(1) if the farm department is in the black, you are on much firmer ground in the station, (2) sponsored programs are usually much better than sustainer, (3) TV’s spectacular growth, and doubling of AM stations in four years, add up to possible financial problems in the station, (4) now is the time to attract desirable sponsors, before the heat is on financially, (5) the economic pulse of the nation is good, but what would a recession mean to your department? (6) is your show good enough to attract listeners and sponsors?”

Sells Farm Audiences

“We buy stations that have a good farm audience and a good farm editor,” said Leo Olsen, advertising manager of the DeKalb, Ill., Agricultural Assn. This is “difficult to do,” he added, because “there is only one good farm listening survey.” Because big stations often do not key shows to farmers and offer air serials instead of farm shows at noon, “we use small stations for better and beamed coverage,” he said.

“There’s still novelty in radio, although I’ve been in it 25 years,” Joseph G. Bungarner, account executive at E. H. Brown agency, Chicago, told the group. He finds sponsors are more critical of radio than black-and-white advertising, that distribution must fit the coverage pattern if radio is to be used, that mechanical items are hard to sell on AM but that “there’s nothing better than radio to build up prestige and service a trade name.”

Farm shows are sold easily in Iowa and at WMT Cedar Rapids because “we have a good farm director and good facilities,” in the opinion of WMT’s sales manager, Lew Van Nostrand. His rules for developing a serviceable, commercial farm program: Know the area served and the people in it, give specific service, work closely with the sales department.

Serve Audience First

Lowell Watts of KLZ Denver believes in serving the audience first and then the sponsor. “People must believe you and be with you, and entertainment is supplementary to factual information and guidance,” he said.

Charles Worcester, farm director of a discussion group on “Servicing the Farm Program and Keeping it Sold.” Appearing with him were Charles R. N. Karr, sales promotion manager of Allis-Chalmers’ Tractor Div., Milwaukee; Ross Wallace of Wallace Advertising Agency, Des Moines; Don Sullivan, commercial manager of WNAX Yankton, S. D.; and John C. Drake, sales promotion and publicity director at WLS Chicago.

The battle starts after the program starts,” according to Mr. Sullivan. His recommendations: Guard against misunderstandings with the agency and the client; salesmen shoue go into the field with the farm men; tie in work with the promotion and merchandising departments, and promote “sponsor conservation.”

Ross Wallace said the most important agency factor is buying the correct time slot. Publicizing the show is secondary, he believes.

Living with the client is more important than getting the contract, in the opinion of Mr. Karr of Allis-Chalmers. “Make the honeymoon last by building and holding a solid farm audience, by promoting network and recorded shows as strongly as local origination, and by letting sponsors know just what you are doing by forwarding them lists of plugs you’ve given. Get acquainted with the sponsor’s ‘family,’ his local sales representatives,” he added.

Promotion Ideas

Outlining the ideal relationship between a farm director and the promotion manager of any station, Mr. Drake of WLS said servicing varies little between big and small stations. “Farm people are just people.” The best promotion is a cooperative enterprise, with promotion of all farm accounts with large, institutional campaigns, he said. Primary purposes are to keep the show sold to the listener and to the sponsor, and “both are of equal value.” Mr. Drake suggested distribution of a farm service bulletin to agencies, advertisers and potential clients with explanations of exactly what the farm department does. Most important, promotion men should know farm people just as farm directors do, he concluded.

The program for the sixth annual meeting was planned by Paul Vissers, director of agriculture at NBC Chicago. At the concluding session, Sam Schneider of KVVO Tulsa directed summation and general discussion.

Buchanan Named

TENNESSEE Valley Chemical Corp. has appointed Buchanan & Co., New York, Chicago, Los Angeles and San Francisco, to handle the advertising for two new products, Tef plastic starch and Tev wick deodorizer. Radio will be used.
To step up your sales in the rich, responsive Philadelphia market-area... use sure-pulling, hard-working KYW! KYW is the station that's always on the job! On the job with its new, more powerful antenna system to give you extra coverage. On the job with new, stimulating program formats to bring you extra listeners. On the job with audience checks that show an ever heavier response! At any time of day or night, your sales message will get action on KYW! To tighten your grip on the nation's third market, call KYW or Free & Peters.
Hooper (Continued from page 21) director, outlined the method used. 

"In January-February 1949, 3,114 families, distributed geographically in proportion to population, reported on the diary the radio programs to which they listened during seven consecutive days. "

"Among the programs broadcast was a daytime serial, broadcast five times weekly and transmitted over about four-fifths of the stations available on its network. This program was sponsored by a soap manufacturing company, and the same individual product of this company had been advertised on this program since June, 1949, a period of about five and one-half years prior to the time the listening reports were made. "

"During the months of February-March 1949, 2,361 families who had reported their radio program listening also returned questionnaires giving the family usage of various product brands, of which household soaps and Cold Cleansers was one. The survey of product 'use' was so conducted as to be associated in no way with 'listening' survey in the respondents' minds."

2,361 Replies

"This study is an analysis of the 2,361 replies to determine the effect of listening to the surveyed program on the family usage of the soap product."

"If the total group of respondents could be divided into two groups (program listeners and non-listeners) both of which were represented in random samples of the same population in respect to all factors which influence product usage except the specific program listening, then the differences in usage between the listeners and non-listeners above a normal level of statistical probability would truly represent the association between listening and usage. In this association, listening is the independent variable and usage is the dependent variable."

"The first step, therefore, was to divide the 2,361 reports into two groups—listeners (348) and non-listeners (2,013)—in order to determine the degree of difference in these two samples in regard to their representativeness, as identical cross-sections of the same population—an essential requirement of this analysis. The two groups were tabulated in respect to location of family by geographic divisions and the community size by income levels, size of family, and number of radio sets. All of these data were known regarding the individual family respondents."

Overlap Indicated

"When the above tabulation was made, it was apparent that the two samples were not representative of the same population, but were in fact cross-sections of two distinct but overlapping populations, and the differences in product usage level between these populations might be due in part or in whole to factors other than that of program listening which was to be measured."

"It was necessary, therefore, to modify the two sample groups by eliminating the excess families in certain classifications so that the two groups would have approximately equal proportions in each subdivision and hence would be equally representative of the same population in respect to all factors influencing the usage of the product. In this modification, product usage was, of course, ignored."

"Because the non-listener group was the larger, deductions were made in this group to bring the geographic area by community size and geographic area by income levels to an identical match with the listener group. By eliminating 1,097 families from the original non-listener group and 21 families from the original listener group, an identical match was obtained, comprising 327 listeners and 916 non-listeners."

"By matching the two samples with respect to community size within each geographic area, the requirement that both samples be representative of the same population (except as to the specific program listening) was met. Factors other than the radio program which influenced family usage such as product distribution, price resistance, space advertising, local promotions, etc., therefore were equally represented in the two matched samples, and the effectiveness of listening to the program was isolated."

Sample Comparison

"Having matched the samples, the proportion of product users among listeners and non-listeners was established in the total as well as the subdivisions of the samples."

"Mr. Hooper admitted the technique of measuring program effectiveness in matched samples was in itself not new. Frank Stanton, now CBS president, described an application of it in 1946, when he was CBS director of research, in the Journal of Applied Psychology."

"The new Hooper service represents a development of the technique investigated by Mr. Stanton and its adaptation to commercial use."

"Results of the sales impact rating of the daytime serial used as a sample in Mr. Hooper's announcement showed that among listeners to the program there was considerably more use of the product advertised—the cleanser—than among a matched sample of non-listeners. The report showed 41.6% of the listeners used the cleanser, while only 30.2% of the non-listeners did."

"Mr. Hooper refused to divulge the rates to be charged for the new service. He pointed out, however, it was an independent service not included with other Hooper services."

"He believes its strongest appeal will be to advertisers. Present plans contemplate two sales impact ratings annually—Jan.-Feb. and July-Aug. per year, although greater frequency may be attained in the future, Mr. Hooper said."

Sarnoff Citation

To Receive UN Presentation

BRIG. GEN. DAVID SARNOFF, RCA chairman of the board, will receive a United Nations citation for his "advocacy of concepts of freedom to listen and freedom to look" at a commemoration of the first anniversary of the adoption of the Universal Declaration of Human Rights.

The ceremony will precede an NBC television discussion on freedom of information from Carnegie Hall, New York, Dec. 10, 5:15-5:45 p.m. The program will be rebroadcast on NBC's radio network Sunday, Dec. 11, 1-1:30 p.m., as "U. of Chicago Round Table Program."

Benjamin Cohen, UN Assistant Secretary-General in Charge of Public Information, will present the citation to Gen. Sarnoff.

Goodyear Renew

ABC SERIES The Greatest Story Ever Told (Sunday 5:30-6 p.m.), dramatizations of Biblical stories, has been renewed effective Jan. 1, for the fourth successive year by Goodyear Tire & Rubber Co., Akron. The program has received numerous awards for general excellence, most recent of which was the first prize in the radio category awards by Freedom Foundations Inc., and honorable mention from the National Council of English Teachers. Kudner Agency, New York, is the agency for the contract, which covers 72 ABC stations.
Non-stop
Limited

The other day, Norman Ross brought in the 4000th consecutive broadcast of the "400 Hour" with the usual relaxed skill which has always marked this Chicago institution on WMAQ. Length of time on the air alone — now almost 13 years for the same sponsor, the Chicago and North Western Railway — would be enough to make the show an institution. But there's more to it than that.

"Uncle Normie's" 55 minutes starting at 7, six mornings each week, sends commuters down to the Loop whistling only the finest classical and semi-classical tunes. For that's the music Ross spins (although he refers to their composers as Dick Wagner, Jack Brahms, or Pete Tchaikovsky). Interspersed is pleasant chatter about time, weather, public service — and effective selling plus good will for the C&NW. It's an unusual show — for an unusual sponsor: one to be congratulated on finding the ideal way to reach millions of potential passengers. And having found that way, to use it year after year with such telling effect.

That 4000th successive broadcast by the same sponsor was a notable event. Notable too in America's No. 2 market is the loyal, responsive audience of WMAQ, the station that's been a C&NW stop for almost 13 years.
THE LATEST WCKY STORY

THE WCKY JAMBOREE DOES IT AGAIN!

FOR HADACOL, A PRODUCT USING OVER 200 STATIONS, WCKY PRODUCED THE GREATEST RESPONSE IN THE HISTORY OF THE LE BLANC CORP.

Mr. Charles Topmiller, Manager
Radio Station WCKY
Cincinnati, Ohio

Dear Mr. Topmiller:

You will be very glad to know about the amazing response we recently had on an offer broadcast over WCKY. On one announcement at 11:30 at night on "Hillbilly Jamboree", The LeBlanc Corporation received over 3,200 replies from 42 states.

Never in the history of our Company have we ever had such a sensational response to any single announcement.

Our congratulations and heartfelt thanks!

Yours very truly,

THE LE BLANC CORPORATION

Dudley J. LeBlanc
President

WCKY — ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY’S-ly
THE LATEST WCKY STORY

HADACOL IS ONE OF A SCORE OF SUCCESS STORIES. HERE ARE WHAT OTHER ADVERTISERS ARE DOING ON THE JAMBOREE:

THE BLADE MAN CO. ............................................. SELL 48,961 PACKAGES
OF 100 RAZOR BLADES

THE L & M CO. .................................................. SELL 15,223 SETS OF PLASTIC
TABLECLOTHS AND APRONS

THE TOY MAN, INC. ........................................... SELL 20,652 CHRISTMAS TOY
SETS WITHIN TWO MONTHS

ART INSTRUCTION, INC. ...................................... PULLED 5,989 INQUIRIES
ON ITS ART COURSE

YOU CAN SELL YOUR PRODUCT TO A LARGE PROVEN BUYING
AUDIENCE ON WCKY—AN AUDIENCE BUILT WITH INDEPENDENT
UNDUPPLICATED PROGRAMMING.

Call collect Tom Welstead
53 E 51st St.
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688
or
C. H. "Top" Topmiller
Cincinnati
Cherry 6565
TWX: CI 281

FIFTY THOUSAND WATTS OF SELLING POWER
AM Alive or NARBA Dead

ANY day now there will be action in Montreal on NARBA. The issue is whether the most powerful nation on earth shall submit to the preposterous demands of Cuba, no bigger than a midget's hand.

Cuba, after feinting, blustering and graciously all over the Montreal landscape, asks for 108 assignments. It seeks protection from our regional stations, entailing a junior reallocation, would 2% of a TV station's ratings, and the chance to break down three additional 1-A clear and would acquire rights on virtually all our 1-B's. For an island population of $5$ million it wants facilities adequate to serve practically everything in our hemisphere south of Florida.

If our delegation capitulates, the responsibility must be laid at the doorstep of our State Dept. (probably with the consent of the FCC), which unceremoniously invokes the "hemispheric solidarity" wheeze. And that would be only the beginning. What about Mexico, which without explanation, so far has abstained from participation? And will Canada stand by?

It isn't so much how individual stations may be affected, though that's disastrous enough. Rather, it's the principle of the U.S. being caught in the continental pinchers and being pushed around virtually at will.

If there is no treaty (and that would happen), the State Dept. of KGA convinced that there would be no chance of Senate ratification), then the alternative presumably would be an "ether war." Such an eventuality, of course, is undesirable, but to American business and the average citizen. It is not to be preferred over complete subjugation and the inevitable clamor from others for corresponding treatment.

In any event, there's an ether war on now. Cuba is occupying about every facility it has demanded. The difference is we are not fighting back with our own watts. Our State Dept., of course, might have made the necessary restraints, but we feel national pride and self-preservation would prevail through an outraged Congressional reaction. Those members of Congress already apprised of the Cuban standoff have had the same reaction: Let's have "jungle warfare" if they want it.

Why should our State Dept. shrink when mention is made of economic reprisals? Are broad casters not entitled to a say? Are not listeners in America, where radio was born, nurtured and developed, entitled to service as good as that accorded our Cuban cousins? They have 150 million of us; 5 million of them, and you could put all of Cuba in the vast pocket of Texas.

But there's more than one way of skinning the radio cat. Call the status quo a "cold radio war." Practically all of the good Cuban transmitters are U.S. made. Others are haywire. How much more power can they emit even with overloaded transmitters? Can they foot the additional bills? They can cover Cuba's pint-sized area with a few watts, but they can't get any more rate out of wasted watts.

Cuba has little or no reserve equipment. Tuning and transmitter control. Our manufacturers certainly wouldn't be disposed to sell them replacements simply to blast away at their good U.S. customers. That isn't prudent business. If need be, let them fire away and burn out.

The U.S. delegation, headed by FCC Comr. Hyde, has had a thankless job from the start. Chairman Hyde has made it clear that he did not intend to stand by and see U.S. radio liquidated. He, however, is subject to State Dept. veto.

But, whatever the diplomatic stresses or the political strains, let's have U.S. radio alive, and NARBA dead.

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Our Respects To—

Rev. Francis Edmund Corkery, S.J.

Among the presidents of the nation's leading stations, there are few Doctors of Philosophy, still fewer university presidents—and members of the clergy are rare indeed. Yet the Very Reverend Francis E. Corkery, S.J., A.B., M.A., Ph.D., STL, who in September became president of KGA Spokane, is all of these, and a first-class administrator in addition.

Father Corkery, whose priestly robes do not hide a careful, vigorous personality, disclaims knowledge of radio operations, and his life's experience in the service of religion and education would seem to indicate at most a limited contact with station management. Still, as he talked about plans for the future before he became head of KGA, his conversation showed real familiarity with the problems involved even to such details as the desirability of a low spot on the dial.

The president of KGA, ABC's affiliate in the Inland Empire of eastern Washington State, has entered the area of radio by virtue of his position as president of Gonzaga U., one of the largest Jesuit institutions of higher learning in the Pacific Northwest. Formerly owned by Louis Wassmer, long-time Northwest broadcaster and a member of the university's board of regents, KGA was sold to Gonzaga last spring for $425,000 [Broadcasting, June 20]. Mr. Wassmer continues with the station in an advisory capacity, although serving without salary.

Father Corkery's philosophy of the role of radio indicates a rare combination of realistic practicality and lofty vision regarding the medium's value.

"A well and properly informed public," he believes, "is the only true safeguard of the dignity and freedom of man. Radio, being one of the major means of communication and education, has a tremendous responsibility of properly informing the mind in the basic underlying principles upon which the whole concept of human freedom and dignity rests. This responsibility in radio is the greater because it reaches every segment of society and reaches into every home in the land. Its message is heard by persons of every age and of every condition in life."

(Continued on page 41)
CONFLUENCE

Two powerful currents meet at WOV...

Confidence of Metropolitan New York's 2,100,000 Italian Americans in the one station... WOV... which daily enters their homes—hold their trust, respect and affection and

Influence of WOV over their thoughts, their habits and their buying decisions results in

Sales power of compelling strength as these two currents flow together at WOV. Long years of familiarity and friendly association have built up the unity of interest between audience and station which is the foundation of WOV's influence in New York's rich Italian market.

That is why more advertisers use WOV, the dominant sales medium in this, the largest Italian market in the world.

* Act of flowing together... the meeting or junction of two or more streams...

—Webster's New International Dictionary

Originators of Audited Audiences WOV NEW YORK

December 5, 1949 • Page 37
GRANGE BACKS CLEARS
Urges FCC Action

DEMAND that all existing clear channels be retained was made Nov. 26 by the National Grange at its annual meeting in Sacramento, Calif. The California State Grange a week earlier had taken a similar stand [BROADCASTING, Nov. 28].

The national body demanded that the FCC give clear-channel stations permission to operate at sufficient power to provide adequate service to all rural areas and insisted the State Dept. resist any attempt by other North American nations to set up stations on frequencies now assigned U. S. clears.

New England Group

FORMATION of the New England Broadcasting System, made up of 21 stations in the six New England states, was announced last Tuesday by Kettel-Carter, Boston, station representative.


NEBS will function on a single rate card, order, and billing basis; the 21 stations sold as a single unit, or a portion of the group may to any advertiser. Potential listening audience of the group, according to K-C, is 5 million of New England's total population.

Kettel-Carter said NEBS' slogan is "Buy the Boston station of your choice—NEBS delivers the rest of New England." Stations comprising the newly formed broadcasting group are:


HARRY M. GOLDBERG
Dies In Plane Crash

HARRY M. GOLDBERG, 47, production manager at Rathrauff & Byun, New York, was killed last Tuesday in the Dallas crash of an American Airlines DC-6, en route from New York to Mexico City. Mr. Goldberg joined R&R in 1917, at the age of 15, as a mailroom boy, and worked his way up through the production department. He was considered to be one of the top production men in the city.

His wife, Sophie, 42, also was killed in the crash. They are survived by two children, Doris, 20, and Howard, 18, a U. of Pennsylvania freshman.

One of the crash survivors was Dr. Luis de la Rosa of Mexico City. Senor de la Rosa is director of the Chamber of Broadcasters of Mexico and one of the organizers of the Inter-American Assn. of Broadcasters. He was en route from New York to Mexico City.

Thomas H. Murray

THOMAS HENRY MURRAY, 48, administrative assistant to William J. Norfleet, chief accountant in charge of FCC's Bureau of Accounting, died Nov. 27. He had been with the FCC for 24 years, the last seven in the Washington office. When he operated when he suffered a blood clot, it was reported. He is survived by his wife and two children.
December 1, 1949

To the PRESS and RADIO:

Subject: COMPETITION -- THE AMERICAN WAY

Our railroads live in a world of competition, and have done so for more than a century. They are in competition not only with one another but also with other forms of commercial transportation -- by highway, by air and by water. They know what it is to meet competition, and they must keep on meeting it.

First of all, there is competition in service. Each form of transportation can do certain things and each offers advantages. However, only the railroads are true common carriers, because they are the only form of transportation which can and does handle anything movable, in any quantity, for anyone, anywhere, and in any season of the year.

There is also competition in rates charged for transportation service. These rates must be low enough to move the traffic and at the same time high enough to meet and to cover the cost of doing business.

The public wants and is entitled to the most adequate, the most dependable, and the most economical transportation service, all costs considered. The only way that sort of service can be provided is to have competition among carriers on an even basis, with each form of transportation standing on its own feet and paying its own way without government aid or subsidy.

Sincerely yours,

William T. Faricy
Commercial

CHET YOUNG resigns from sales staff of WOR New York to join WINS New York as an account executive. Before joining WOR he was in radio department of Associated Press.

WARREN STOUT named commercial manager of KSBK Pittsburgh, Kan. He has been with station as salesman for more than a year, and before that was salesman with WMIB Joplin, Mo.

JACK BRUMBECK, formerly with CBS in San Francisco, joins ABC, in San Francisco, as West Coast sales representative. He replaces FRANK SCHMIDT, resigned.

CARLO P. ZEZZA, formerly project engineer with Gibbs and Hill, New York, and JOHN W. DOSCHE, formerly space salesman with Hearst Newspapers, joins WNYC New York as account executives.

CLARK-WANDLESS-MANN Inc., New York, appointed exclusive U. S. representative for WAPA San Juan, P. R.

LOUIS LEPHORON, formerly manager of CKCO Ottawa, and CKSB St. Boniface, joins Joseph Hershey McGillivra, New York, as special French-Canadian station representative.

INDEPENDENT METROPOLITAN SALES appointed national representative for KWHE Omaha, effective immediately.

ERIC ROSS, formerly of KSWI Council Bluffs, Iowa, joins sales department of KXON Omaha.

WESTERN RADIO SALES of Hollywood appointed West Coast representative for KLAS Las Vegas, Nev. Donald Cooke Inc. remains East Coast representative for station.

HARVEY CARY, program director at WKRK Cincinnati since 1947, appointed to local sales force, handling both regional and national accounts for WKRK. He was previously announcer with WBAB Chicago, and network production manager for Midwest Division of CBS. He is succeeded as program director by PAUL SHUMATE (see Production).

KETTLE-CARTER, Boston, appointed regional representative of WBAM (FM) New Bedford, Mass. Station is represented nationally by Joseph Hershey McGillivra Inc.

JAMES E. FOX, account executive of WRCA, Brooklyn, is the father of a boy, Dennis Leslie, born Nov. 5.

CHARLES E. BURGE, salesman at KXOK St. Louis, is the father of a boy, John Charles.

NEW 10 kw station, CBE, will be operated early next year by Canadian Broadcasting Corp. at Windsor, Ont. CBE will serve Canadian programs to Windsor-Detroit area, and will air U. S. originating commercial network shows due to proximity of Detroit stations.

TRANSIT RADIO
Faces New Battle in D. C.

ATTORNEYS for Washington, D. C.'s Transit Radio and Capital Transit Co. were preparing a brief last week refuting renewed charges that music-equipped buses and streetcars violate the First and Fifth Amendments of the Constitution, and endanger the "public safety, comfort and convenience."

The brief, to be filed today (Mon.) by the Public Utilities Commission, District of Columbia, will answer a new appeal submitted to PUC by two Washington attorneys, Franklin Pollak and Guy Martin. Mr. Pollak, a Justice Dept. attorney, testified before PUC during its October hearings [Broadcasting, Oct. 31].

The new appeal seeks a ban on present radio receivers in transit vehicles and prohibition of further installations as contemplated by Capital Transit Co. and WWD-CPM, capital Transit franchise-operator. Possibility of a rehearing, should PUC place emphasis on the revenue issue before making its decision, also was suggested by Messrs. Pollak and Martin. CTC officials contend that the radio advertising helps defray transit costs.

TR and CTC officials are expected to contend that neither the First nor Fifth Amendments are involved, since each entails legislation by government, and to point out that PUC already has heard evidence tending to disprove that comfort and safety are endangered [Broadcasting, Nov. 7].

The Pollak-Martin brief charges that the two amendments—dealing with free speech ("freedom to listen") and deprivation of property and liberty without due process of law—are violated by the broadcasts.

LEVY AGENCY

Glets Three New Accounts

LEVY ADVERTISING Agency, Newark, has recently acquired three new radio-television accounts, Hyman R. Levy, president, announced last week.

The upholstery division of Gimbel's Department Store, New York, has appointed the agency to handle its national radio and television activities. Radio spots have been scheduled on WPEN Philadelphia, WJW New York, WFIL New York, and WFDR (FM) New York, the latter on a test basis as it is the company's first use of FM. After the first of the year, Mr. Levy expects to use TV film demonstrator shows as well as video spots in various cities.

Kitchen Sales Corp., Newark, maker of Cooleroller, aluminum rolling pin with built-in refrigeration, has named the agency for national radio and television advertising. The firm, formerly handled by Huber Hoge & Sons, New York, currently is using WATT Newark, and after successful testing of WATV (TV) Newark, has scheduled five 15-minute film demonstration programs (Mon.-Fri.) on that station. The direct-sales type of films subsequently will be scheduled in other cities.

Frank Silver is account executive on the Gimbel account, with Mr. Levy handling both American Limoges and Kitchen Sales accounts. David Howard is the agency's radio and TV director.

LATIN BROADCASTER. Cemexa Seraf Martineses, founder of Radio Programas de Mexico, largest radio network south of the Rio Grande, is host to Percy Hudson, president of Rotary International. Mexico City Rotarians honored Mr. Hudson and his wife during a brief visit in Mexico recently. Senor Martineses is president of the Mexico City Rotary Club.

RADIO STRENGTH
Campeau Cites AM Power

ABILITY of AM radio to withstand TV competition was voiced strongly last week by J. E. (Ted) Campeau, president of CKLW, Detroit-Windsor, Mutual's 50 kw outlet in that area. He said from the standpoint of his own station's sales figures, AM radio is far from being "on the way out," as CKLW's business is operating 28% ahead of a year ago with local and national commitments pointing to a banner year in 1950.

"Of course," Mr. Campeau said, "TV will continue to grow in acceptance by both viewer and sponsor, however, as TV grows, so will the high-powered AM stations in major markets continue to record extremely satisfactory sales records."

He cited an upturn in the sale of AM sets in the Detroit area and the increase in his station's news department, concluding that advertisers and listeners are accepting AM broadcasting "as the mass-appeal medium for a long time to come."
Respects  
(Continued from page 36)

At the same time, since KGA continues to be operated as a commercial, there have been no major changes in the program schedule or emphasis. Harvey Wixson continues as station manager, and the officials of Gonzaga have retained the services of the entire staff.

"We feel fortunate in having the wealth of experience of those who have been with KGA over the years," Father Corkery said. "Their knowledge will be an invaluable asset. Basic station policy will be determined in consultation with the University."

As the station's operation under university auspices develops, Father Corkery expects that increased use will be made of the expert knowledge available from members of the faculty, in such varied fields as international relations, political science, political economy and education. In addition, visiting artists and lecturers who may come to Spokane under university auspices will be afforded an opportunity to broadcast over KGA when possible.

KGA's Primary Purpose

Gonzaga has for some time offered courses in radio writing, journalism and broadcasting techniques, and these may be expanded, Father Corkery indicated, with KGA serving as an observation laboratory for the students. Primary objective of the station will continue as in the past, however, major emphasis being on the development of a varied program schedule which will attract both listeners and advertisers. For KGA is not to be an "educational station" in the sense that many college-operated facilities are; rather, the university regards the station as primarily a financial investment.

While Father Corkery has had no previous experience directly in radio management, he does have an extensive background in administrative and business affairs. Prior to his presidency of Gonzaga U., a post he assumed on April 12, 1945, he was for nine years president of Seattle College (now Seattle U.) where, during his term of office, the student enrollment leaped from 200 to 1,500. Gonzaga has experienced similar growth in recent years, and a peak registration of 2,000 was reached last fall.

Father Corkery also has distinguished himself as a prominent civic figure in the Northwest by taking the lead in activities outside the realm of education. During the war years, he served as a member of the Regional War Labor Board from its inception. The 50th General Military Hospital, sponsored by Seattle College, counts Father Corkery as its original godfather. The hospital, staffed with 60 physicians and surgeons, scientists and technical experts, and 115 nurses, saw active duty in the European Theatre during the Second World War.

The son of the late Mr. and Mrs. T. J. Corkery, Francis Edmund Corkery was born Jan. 17, 1903, in Springfield, Ill., and was brought to Spokane at the age of three months. He attended Webster Grade School, Gonzaga High School and Gonzaga U., all in Spokane, and later taught for four years at the university of which he is now president.

He entered the Society of Jesus in 1920, immediately following his graduation from high school. In addition to further education at St. Louis U. and at Alma College in Santa Clara, Calif., he received his Ph.D. from Gregorian U. in Rome. His novitiate (first phase of training after entering the order of the Society of Jesus) was served at Los Gatos, Calif., and he was ordained at St. Mary's in Kansas.

When Father Corkery took the presidency of Seattle College in 1936, he was the youngest college president in the United States. He is now also a member of the board of directors of the National Foundation for Infantile Paralysis, the American Arbitration Assn. and the Asn. of American Colleges. He is a member of the college association's Commission on Academic Freedom and Tenure, and is chairman of the Labor and Industries Committee for the Spokane Chamber of Commerce.

Major Expansions Made

Under Father Corkery's presidency, Gonzaga U. had taken several major steps in its expansion program prior to the acquisition of KGA. First big step was construction of the $500,000 engineering building, recently completed. Next came the announcement, in the fall of 1945, that after more than 60 years of an all-male student body, the university would open its doors to coeds. More recently, plans were announced for construction of the Crosby Memorial Library, financed by a gift from Bing Crosby, Gonzaga alumnus and personal friend of Father Corkery.

In the opinion of university officials, however, the purchase of KGA is perhaps the greatest step thus far taken in Gonzaga's expansion program. The station, which went on the air Jan. 8, 1926, with 10 kw, was part of the early "Northwest Triangle" network, developed by Mr. Waamer to link Spokane with Seattle and with Portland, Ore. Today, KGA operates fulltime with 50 kw on 1510 kc, although an application is pending before FCC to change the frequency to 1030 kc.

An alert, forceful man with graying temples and expressive eyebrows, Father Corkery is aware of the potentialities of radio. He has established his presidential office at the KGA studios, so that he may be constantly in touch with station developments. And he recognizes that the advent of television will pose new problems for radio management, although he does not join the prophets of gloom who say radio will be dead in a few years.

"I fully believe," Father Corkery said, "that despite the advent of television, radio will continue to play a very important role in the field of communication. When radio first entered prominence into the field of communication, there were those who sang the death knell of newspapers, magazines and particularly phonograph records. These were all supposed to have been outmoded by the advent of this new, great medium of communication. But today, the circulation of newspapers, magazines and particularly phonograph records has increased apace and reached a maximum never dreamed of in the early days of radio."

Father Corkery has little time for personal hobbies. His chief concern has always been with education—and now, with the added duties of heading KGA, he sees added opportunities in education.

Arch Kepler

ARCH KEPNER, 34, continuity editor of WQXR New York, died on Nov. 27 at New York's Mt. Sinai Hospital. He had been ill for two months with cancer. Mr. Kepler joined WQXR in 1937.
CHARLES ADAMS, Detroit theatrical and TV producer, onetime account executive for Ruthrauff & Ryan, appointed executive producer of West Hooker Telefeatures Inc., New York. He will headquarter at his own Detroit office, which merges with Hooker organization, and will head all video productions for firm.

ALEX MUMFORD, of Roberts & Carr Productions, New York package producer, granted two-month leave of absence from firm to be radio director of March of Dimes for Greater Manhattan.

BERT F. RUDOLPH, formerly with Telsamir Production, Monterey, Calif., recording and TV film firm, named president and business manager of Calmont Radio and Television Co., newly formed corporation with offices at 226 Pajaro St., Salinas.

STANDARD RADIO Transcription Services Inc., Hollywood, is distributing as Christmas gift to all subscribing stations a half-hour dramatic fantasy, Pokey, The Christmas Elf. Program can be used as sustainer or sold locally by individual stations.

CHARLES MICHELSON Inc., New York, announces sale of A Date With Music series to KTTV Springfield, Mo., and WWBP Miami, Fla., on five-per-week basis under sponsorship of Blackstone Washing Machines. Another series, The Sealed Book, half-hour mystery, sold to WCPO Cincinnati.


Equipment WILLARD H. SAHLOFF, formerly merchandise manager and vice president of Montgomery Ward Co., and more recently president of National Enameling and Stamping Co., appointed manager of General Electric Co. Receiver Div., Syracuse, N. Y.

AEROVOX Corp., New Bedford, Mass., purchases entire outstanding stock of Electrical Reactance Co., Franklinville, N. Y. Plants will be operated as wholly-owned subsidiary under continuing management of CHARLES E. KRAMPF, president. Mr. Krampf also becomes a director of Aerovox.

ADMIRAL Corp., Chicago, appoints four new vice presidents. Executives and their new positions are: RICHARD F. DOOLEY, vice president in charge of retail estates; FRANCE KAZIA, vice president in charge of purchasing; CY S. ROSSATE, vice president in charge of production, and MARSHALL D. TWEED, vice president in charge of engineering.

DAVID RANDOLPH, music consultant for Lafayette Radio, New York power radio equipment firm, has created High-Fidelity Music Guide, explanation in layman's language of high-fidelity sound reproduction, its advantages, and how it can be obtained. Copies of 12-page guide may be had by writing to company at 100 Sixth Ave., New York 13, N. Y.

HENRY TAYLOR Cited in FTC Order

FEDERAL TRADE Commission has issued a "cease and desist" order to prohibit Henry J. Taylor, ABC commentator, and Package Advertising Co., from "coercing and inducing" other manufacturers into certain license agreements involving unpatented waxed paper bands.

Mr. Taylor's firm makes and sells printed waxed paper inserts used by bakers for advertising media. According to FTC, he has reportedly licensed other manufacturers on a royalty basis, and collected about $1,300,000 from 1931 to 1945. The company used the trade mark Ad-Seal-It.

The ABC commentator said, however, that patents and licensing agreements had terminated this past March, and that his firm had issued the licenses without charge. The licensees paid a uniform royalty on all sales realized, he said.

The commission said it found that "none of the licensees have ever used the methods" covered by Mr. Taylor's two patents—one dealing with the method of applying the bands to the wrappers, the other covering the packaging resulting from use of the method patent.

FTC concluded that the result of the practices tended to "create a monopoly...in the interstate sale and distribution of unpatented printed waxed paper bands."

WHO Buys WE Units

WHO Des Moines has contracted with Westinghouse Electric Corp. for two new 60 kw FM and AM transmitters, according to Ralph Evans, WHO executive vice president. The AM transmitter is model 80-HG-2. The FM transmitter, model FM-50, uses the "symmetrical" power amplifier. Both transmitters use selenium rectifiers in the high-voltage d-c power supplies.

KVOO SHINES In Promoting Shoe Polish

CHANCE United Press sports item jelled into a natural promotion for KVOO Tulsa and Griffin shoe polish at the annual gridiron classic between Oklahoma A&M and the U. of Tulsa Nov. 5.

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John Henry, KVOO sports director, who is sponsored three nights a week on Sports Call by Griffin, read the dispatch and wired Otis Wile, Aggie publicist, that he would furnish all the Griffin ABC shoe polish that Mr. Parker would need for the game. He also plugged the promotion on the air preceding Griffin spots. At the game, M. L. O'Brien, Griffin representative, contributed a case of the polish to Mr. Parker for his "athletic contribution" and distributed 86 cans to visiting newsmen.

WHO Buys WE Units

WHO Des Moines has contracted with Westinghouse Electric Corp. for two new 60 kw FM and AM transmitters, according to Ralph Evans, WHO executive vice president. The AM transmitter is model 80-HG-2. The FM transmitter, model FM-50, uses the "symmetrical" power amplifier. Both transmitters use selenium rectifiers in the high-voltage d-c power supplies.

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Sheldon Peterson, the KLZ Denver news and special events director, was refused the right to broadcast the highlights of a recent Denver city council meeting, has been defended by the Southern California Radio News Club.

In a letter to Mr. Peterson, Al Gordon, president of the California organization, stated: "The refusal to permit you and other radio newsmen to record portions of a city council hearing, is of course, unjust and discriminatory. On behalf of the Radio News Club of Southern California, I want to assure you of our support of your position in the matter."

Attracts National Attention

Mr. Peterson stirred national-wide comment fortnight ago when the Denver city council turned down his request to broadcast a hearing involving charges which had been brought against a Denver councilman accused of taking a $500 "gift" in connection with a liquor license. At the same time, the council denied broadcast rights both to KLZ and KMYR Denver. In his petition, Mr. Peterson had stated that every effort would be made to be impartial and to give both sides of the discussion.

"In view of the action taken by your city council this morning," he told his KLZ audience, "we can draw but one conclusion. The majority of the city council does not want you to hear the proceedings of the trial exactly as they occur and in the actual voice of the participants."

Mr. Peterson, who has been KLZ news and special events director since 1947, was elected last month to the board of directors of the National Ass'n of Radio News Directors.

Howard Named

Heads Munitions Board

Hubert E. Howard, chairman of the Personnel Policy Board, Dept. of Defense, has been appointed chairman of the Munitions Board, charged with the responsibility for procurement of electronic equipment for the military in the overall mobilization program. A native of Fairfield, Iowa, Mr. Howard was named to head the Policy Board by Defense Secretary Louis Johnson last September.

The Munitions Board has been working on standardization of equipment specifications and stockpiling of strategic and critical materials. Currently it is drawing up a requirement program for electronic equipment to be submitted to a manufacturers' industry advisory group comprising members of the National Ass'n of Radio News Directors.

ROBERT SCHAKNE, former International News Service and FM reporter in New York, named acting news director at WMOR (FM) Chicago.

Arthur Lodge appointed to handle film operations for NBC's video news and special events department, succeeding Paulalley, resigned.

STUART STRAND, news editor for WHO Daytime Show, appointed consultant to Sound Motion Pictures Division of Air Forces at Wright-Paterson Field, Dayton.

DICK CUTTING, formerly of CBS Western Division news and special events, joins staff of KITO San Bernardino, Calif., where he is in charge of special events and news departments.

Dr. Harold Fisher, commentator on KMOG San Francisco, has left for New Delhi to participate in Conference on Indian-American Relations. He will then continue around the world. San Francisco educators and journalists will substitute during his two-month absence from stations.

Jack Brickhouse, sports manager of WGN Inc. and sportscaster for WGN-AM-TV Chicago, is one of nine Bradley University football players elected to school's sport Hall of Fame.

Leonard O'Connor, who conducts News on the Spot daily on WMAS Chicago, is father of a boy, William, born Nov. 17.}

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Week-End with International and 4-H a Busy One

When the week-end of November 26-27 hit WLS, it found the staff meeting itself coming back, as activity piled on activity to complete a co-op operation with the great International Live Stock Exposition, the 4-H Club National Congress, and other events.

The station turned over 5½ hours direct from the International Live Stock Show, Chicago's biggest annual event and live stock's "grand finale." Special programs came from the 4-H Club Congress, 4-Hers were guests on half a dozen WLS programs, and 900 4-H Club Members came to the WLS National Barn Dance on Saturday night. WLS talent was provided for the annual meeting of Agricultural Editors and for a banquet given by Wilson and Company and Wheat Brothers during the Live Stock Exposition. And so for a few days, the WLS staff ate and slept "in the saddle"-

All that listeners who have come to depend on WLS for thorough coverage of all important events would again find the 890 spot the best on the dial for service and entertainment.

WLS

Chicago 7

Represented by John Blair & Company

December 5, 1949
Paul Shumate, formerly producer for KMOX St. Louis, joined WRCF Cincinnati, with a change in the management. Shumate, a former assistant to Harvey Cary, who has joined station's sales force. Mr. Shumate has been active in radio since 1934.

Don Thurston and Jerry Johnson join staff of WTVN St. Johns-bury, Va., as combination men. Mr. Johnson was formerly with WOR, New York.

Claurence E. (Bud) Day Jr. joins WDJ Detroit as associate producer. He was sports writer with Brooks, Smith, French & Dorrance, Detroit.

Stephen Wood, formerly continuity editor for program manager at WMOT (FM) Chicago.

Henry Allin appointed program director of WLN Lexington, Ky. He served as chief announcer and production manager of station for past three years. Henry is a former assistant director to WCAU-TV Philadelphia, joins WOR-TV New York, as assistant sports camera director. He was program director, WOR-MERGETD.

William Tusher today (Dec. 5) starts quarter-hour weekly commentary program, William Tusher in Hollywood, on ABC Pacific stations.

Henry Allin appointed program director of WLN Lexington, Ky. He served as chief announcer and production manager of station for past three years.

Bill Hellman, formerly with KSAN San Francisco, joins announcing staff of KSFQ, San Francisco.

Bill Venell, announcer at WHO-AM Des Moines, Iowa, elected director of Des Moines Junior Chamber of Commerce.

Gertrude Berg, star of CBS and CBS-TV program 'The Goldbergs', will be honored Dec. 13, by National Association of Cinema Lodge of B'nai Brith, for her "ceaseless efforts in promoting interfaith understanding."

George C. Biggar, WLS Chicago program executive, elected to board of directors of Chicago (loop) Kiwanis Club. He served as agriculture chairman for past year.

Bill Hellman, Jr., formerly with KSAN San Francisco, joins announcing staff of KSFQ, San Francisco.

Gloria Grant, movie editor of KMGM (FM) Los Angeles, signed to do syndicated column for five Los Angeles area newspapers.

Martha Deane, woman's commentator at WOR New York, elected to board of governors of Fashion Group International. She is only radio representative on board.

Mr. Ward

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Production
WATL CASE

Labor Board Approves Tact With Unions

GENERAL approval of WATL Atlanta's conduct in bargaining negotiations with AFRA and IBEW and specific indictments of certain union tactics highlighted findings of an intermediate report filed by NLRB last week.

The recommendations, filed by Hamilton Gardner, NLRB trial examiner, were based on findings that WATL, licensed to Atlanta Broadcasting Co., had consistently bargained "in good faith," contrary to union allegations, and that the station had engaged in unfair labor practices to the extent only of tending to "restrain" certain employees in the exercise of certain rights.

Chief findings of NLRB's preliminary report were that AFRA "struck" the station without notice last Jan. 1; that since the contract expired Dec. 30, 1948, WATL was not bound to bargain collectively with AFRA per se; and that AFRA, in effect, abrogated the entire agreement by striking without notice. Announcers were involved in the dispute.

With respect to IBEW, representing the station's technicians and engineers, NLRB found that refusal of technicians to cross AFRA picket lines led to a "work stoppage," and clearly abrogated the contract Dec. 30, 1948. WATL had "no further obligation" to bargain collectively with IBEW, the intermediate report held. The original contract was signed in 1944.

The WATL-AFRA-IBEW case last August prompted the artists' union to petition FCC for revocation of WATL's AM-FM licenses, contending the station had violated labor relations laws and FCC regulations.

The station, owned by J. W. Woodruff Sr., told FCC that AFRA had (1) indulged in secondary boycotts, (2) struck without notice, and (3) was pressing the Commission to settle Mr. Woodruff's differences with both AFRA and IBEW. On the other hand, WATL contended, Mr. Woodruff had not "flagrantly disregarded" either labor laws or FCC rules, and had conformed to provisions of NLRB's early order. WATL said it had operated in the public interest since 1936 [Broadcasting, Aug. 29].

Furthermore, WATL advised the Commission, the station had complied with citations on its technical setup as studied by an FCC investigator earlier this year. AFRA had charged that the station violated FCC technical regulations.

NLRB's intermediate report, released last Thursday, noted that the board had never authorized an election at WATL among announcers, technicians and engineers, but held that both union locals had written contracts designating them as representatives.

The examiner's report pointed out that AFRA, in striking, had "violated an important and vital part of the contract ... it is elementary that non-observation or breaking of an essential part of a contract has the effect of abrogating the entire document." The contract terminated Dec. 30, 1948, and WATL "had no further duty to bargain collectively with AFRA," Mr. Gardner added.

The findings continued: "The very fact that (WATL) was willing to negotiate with AFRA after the strike evinces an attitude of fairness, consideration and good faith. Under the contract it was under no further obligation to do so. ... (WATL) did not delay or prolong the negotiations ... " Increases of $10 per week per announcer were fixed by negotiation but turned down by certain AFRA members.

Dismissal Recommended

Mr. Gardner recommended dismissal of the complaint alleging WATL's refusal to bargain collectively "and in good faith."

With respect to IBEW, the findings noted that while the techni- cians did not strike, "they refused to cross the AFRA picket lines" and there definitely had been a "stoppage of operations," thus violating the 1944 contract. Hence, the station was not obligated under the contract after Dec. 30, 1948, when it was abrogated entirely, to bargain collectively with IBEW, they noted. Thus, AFRA and IBEW were reprimanded for secondary boycotts.

Differences with IBEW evolved around a six-day week, rejected by the engineers union. Again, WATL showed a willingness to negotiate and bargain collectively, the finding showed. Dismissal of that portion of the complaint was also urged by Mr. Gardner.

Charges originally were filed by AFRA's Atlanta Local on March 24, and by IBEW Local 1150 on March 22. NLRB filed its complaint on March 25.

WATL's answer denied that AFRA and IBEW were authorized representatives of the announcers and technicians, and specific unfair labor practices alleged by both unions. Hearings were held in Atlanta May 3 to May 25.
Radio and television editors have been sent cakes by Yolen, Ross & Salzman Inc., New York, publicity representative for Ronson Art Metal Works. Accompanying cakes were notes encouraging editors to eat them while watching simulcasts of Ronson's Twenty Questions on WOR-TV New York and NBC-TV network. Show debuted on television last Saturday.

Daily Radio Column

Features section show stars, sponsors, behind-the-scene happenings and listeners are in column, "Mack from K-PAC which runs daily in the Arizona, Tex., newspaper. "Mack" is Mack Newberry, promotion manager of KPAC Port Arthur. Articles strive for "human interest" appeal that KPAC and MBS programs feature. Equal attention is given to network and local programs... All spot program promotion is given column.

Northwest Newshawk

LATEST promotion piece from KSTP-Minneapolis-St. Paul is bulletin, part of which is made up of reprint from trade magazine. Piece begins: "Bill Ingram's "News News" is KSTP's hottest availability—"News News" with Bill Ingram, ranked up an 8.1 Hooperating, July 7 through Sept. 30. Since April 1946 this quarter-hour period on KSTP has maintained a healthy 9.5 average and the only complete information about show is given.

Spotpy, the Panter

SERIES of promotion pieces from WQW Washington center around Spotpy, panther who attacked minn scarf in station's studios during program recent. Letter from station, bearing Spotpy's signature—red print of panther paw—tells of publicity in newspapers, radio, TV, newscasts and photographs resulting from... just... 20 seconds on WQW, the smart Washington independent station. Recommended listening included special sports, dramatic, educational, musical and religious events broadcast by 24 FM stations in area. Points cited in favor of FM—"favorite regular network programs free from static and interference, even in the worst of the many network shows which would AM stations don't bring in some areas, but FM stations do; local sports broadcasts and other events not carried by AM stations, and beautiful sound and tone quality normal and fidelity not possible on AM."

Miss Glovevet Competition

Brainchild of Alix Blake, morning man, WENT Greenville, N.C., and manager Harry Weiner of Smalley's Johnstown Theatre has grown to astounding proportions in one year. Competition for Miss Glovevet, conducted by Mr. Blake, selects most representative teen-age girl model from manufacturing cities of Gloversville and Johnstown, N. Y. Competition starts on morning reading: Wake With Blake, and this year many local merchants participated by awarding prizes to winners.

Toys for Joy

Assisting the San Jose, Calif., Fire Dept. and local Exchange Club, in its collection of used toys for underprivileged children for Christmas, KEEK San Jose is conducting a "Toys for Joy" campaign. Station broadcasts daily remotely from the City Plaza giving reports of toy collection, and special nightly hour program on which are played musical requests of those who pledge toys.

Cooperation Helps

Large card sent to trade by KCKN-AM-FM Kansas City shows weight-lifters labeled Network Station struggling with dumbbells marked "Billion Dollar Market." Caption underneath reads, "One Alone Can't Do The Job..." Back of card shows two lifters, "Network Station" aided by "KCKN" holding dumbbells above their heads. Station's statistics and coverage area are analyzed and readers are urged, "For KGW in Greater Kansas City, hire KCKN!"

Big Ideas

Folder made from reprints of two-page ad in Broadcasting, Nov. 14, and distributed by Columbia Pacific Network shows part of man's face and is entitled, "What's the big idea?"

Promotion

Inside of folder tells Columbia Pacific Network's big idea for "big listening." Bulletin announces sale of Jeff Logan, mystery show attractively placed in Wednesday evening line up. Back of red, black and white promotion piece shows grade with sales curve mounting up.

Popular Newman

Hand-delivered fan mail is one aspect of rising popularity of Jack Chase, day news editor of WOPC Boston. Promotional letter sent to trade by station's representatives in Watertown, Mass., seventh-grade English-Speech teacher walked into studio with letters for Mr. Chase and told him that he had been cited as an example of good speech in class. When students were being taught art of letter-writing, they petitioned teacher to allow them to write Mr. Chase. Newman (re)collected student's interest by visiting school, passing out autographed pictures to pupils and delivering short talk on "Magic and Romance of Radio News." Follow-through with other schools in area is being planned by Mr. Chase and WOPC.

WPFN Scores Knock-Out

Picture of boxes delivering K.O. punch to his opponent on latest mail-piece of WPEN Philadelphia enables station to impart this message: "WPEN, Philadelphia's sports station, lands heavy Hooper haymaker... By adding boxing to nation's already greatest sports schedule!!! Undisputed leader in the football and basketball fields—both collegiate and professional—WPEN Philadelphia now in boxing field through signature exclusive rights to the town's hottest attraction. WPEN's Robinson continues to be the best buy for advertisers desiring to sell the Philadelphia market!"

Personnel

Beverly Bush, recent graduate of U. of Omaha, joins publicity and promotion staff of KBNB Omaha.

CFCAM-FM Kitchener, Ont., is installing FM radios in buses on trial basis in Kitchener-Waterloo area. To date there are no FM transit radio operations in Canada.

Anti-TB Role

Earns Citation for Radio

Radio contributions of time and talent to the nation-wide fight against tuberculosis have been cited by Dr. James E. Perkins, managing director of the National Tuberculosis Assn., in writing up the part played by radio to the 43rd annual Christmas Seal Sale.

Dr. Perkins emphasized the work offered by network stations, sponsors of network and local programs, advertising agencies, stars, announcers and commentators. "Radio has been a vital factor in the health education programs of the voluntary tuberculosis associations, as well as in the success of the annual Christmas Seal Sale [Nov. 21 to Dec. 25]," Dr. Perkins said.

Independents

McGrath Outlines Advantages

The contention that independent AM stations have kept their nighttime audiences intact, while AM network stations with TV duplication have suffered losses to the newer medium, is pointed forth in a letter sent to timebuyers by William B. McGrath, managing director of WDHQ Boston.

Entitled, "What Happens to AM Listening When TV Arrives?", Mr. McGrath's letter states that in a Hooper survey of five Boston stations, four of them network affiliates, the only one showing an increase in audience was WDHQ, an independent. The others showed a total audience loss of 14.6% during the period, he says.

The McGrath letter points out that it is easier for an Arthur Godfrey AM fan to become an Arthur Godfrey TV fan—so the affiliate loses one more evening listener when Godfrey's nighttime show becomes visible. Likewise if you enjoy The Amateur Hour on AM and the TV show probably like it most on TV. On the whole," Mr. McGrath says, "independent station programming, unlike affiliated schedules, is non-duplicated... AM audiance remains intact. In fact, it cannot pick its own pocket."
**Cuban Channel Raid**  
(Continued from page 20)  
most of the signatory nations have represented themselves as abiding by its provisions pending negotiation of a new agreement. Signatory countries in addition to the U.S., Cuba, Mexico and Canada are Haiti, Dominican Republic, and the Bahamas.

Participants in the industry advisory delegation during consideration of the Cuban proposals included NBC Executive Vice President Charles R. Denny, former FCC chairman, and Gustav B. Margraf, NBC vice president and general attorney; CBS Vice President Lodge; Mr. Rankin and Engineering Director Neal McNaughten of NAB; Charles Rankin, president and general manager of WBT; Mr. Caldwell for CCBS; C. M. Janisky, Washington radio engineering consultant, for WPBC Greenville, S. C.; Andrew Haley, Washington attorney for ABC; T.A.M. Craven, Washington engineering consultant, for Fort Industry Co.; Ralph N. Harmon, engineering manager of Westinghouse Radio Stations; Frank W. Wozen- kraft and Frank H. McIntosh, Washington attorney and consulting engineer, respectively, for KPQC.

**Cuba's Terms**  
(Continued from page 19)  

tures in event radiation on these channels exceeds a specified strength.

780 kc (WBBM Chicago)—No assignment now. Cuba requests Class 2 at Orlando, 10 kw DA, with protection as in the case of 660 kc, above.

830 kc (WCCO Minneapolis)—Interim Agreement gave Cuba a Class 2 assignment at Havana, 1 kw, DA. Cuba proposes to raise this to 5 kw, DA. Protection same as in 660 kc, above.

890 kc (WERN-WLS Chicago)—Interim Agreement gave Cuba Class 2 station at Camaguey, 1 kw, DA. Cuba proposes to change this to Havana, 5 kw, DA. See 780 kc, above, for conditions.

**CUBAN PROPOSALS ON 1-B AND FOREIGN 1-A CHANNELS**

680 kc (KNBC San Francisco is U.S. 1-B)—Cuba apparently would give up present assignments of 1 kw day and 500 w night at Santa Clara and 250 fulltime at Artemisa, to which U.S. has formal objection outstanding. No Cuban proposals for this channel shown.

690 kc (Canadian 1-A under NARBA)—Cuban Interim Agreement Assignment: Havana, 25 kw, DA. NARBA assignment as of 3-29-49: Havana, 10 kw. Cuba proposes Class 1 station at Havana, 50 kw, DA. Exact protection as to accorded Cuban Class 1 assignment is as yet undecided. The protection contemplated from U.S. stations is along the following lines: (a) Certain adjustments in the operation of new Jacksonville, Fla., assignment on 690 kc and of WNEL San Juan, P.R., on 860 kc; (b) No further assignments of new stations in the U.S. within the area south of latitude 31 degrees and east of longitude 93 degrees; (c) Boundary protection to Cuba may not be exact degree of which is yet to be determined and may depend upon the general treaty rules for Class 1 protection. It was said that to afford the degree of protection desired by Cuba, the proposed Jacksonville grant (issued July 12 to Brennan Broadcasting Co.) would probably have to be deleted.

730 kc (Mexican 1-A)—Cuban Interim Agreement assignment: Havana, 10 kw, DA. Assignment as of 3-29-49: Holguin, Oriente, 5 kw; Cuba proposes 10 kw, DA, at Havana, and 250 w at Oriente. See 740 kc, below.

740 kc (Canadian 1-A)—Existing Cuban assignment: Havana, 10 kw, DA. Cuba proposes 10 kw, DA, at Camaguey and 1 kw at Pinar del Rio. It was reported that Cuba desires additional protection from WIBS Sauture, P.R. (110 mw/m maximum radiation) and 30 mw/m 10 kw skywave at border from future U.S. assignments. Cuba would increase limit to WIBS to approximately 10 mw/m. Tentative solution, it was said, is to change WIBS frequency to 730 kc.

800 kc (Mexican 1-A)—Cuban Interim Agreement assignment: Oriente, 250 w; NARBA assignment 3-29-49: Santiago de Cuba, 250 w, and Pinar del Rio, 250 w.

810 kc (KGO San Francisco and WGY Schenectady are U.S. 1-B's)—Cuba uses 1 kw day and 250 w night at Santa Clara, L.V., proposes to change this to Oriente, 5 kw, DA. Cuban use of DA plus the change of location to Oriente, reportedly would remove basis of outstanding objection to previous assignment at Santa Clara.

860 kc (KOA Denver is U.S. 1-B)—Cuban Interim Agreement assignment: Santiago de Cuba, 2 kw, Oriente, 2 kw. Cuba proposes: Oriente, 2 kw. See comment on 860 kc, below.

900 kc (Canadian 1-A)—Under Interim Agreement, Cuba uses 860 kc at Havana with 15 kw, DA. Cuban proposal is to boost this to Class 1, 50 kw, DA, at Havana. See 900 kc for contemplated protection of Cuban Class 1 assignments. It was said that to afford the degree of protection desired by Cuba, WNEL San Juan would decrease the interference at the eastern tip of Cuba to less than 125 uv/m. Cuba would increase limit to WNEL to 9 mw/m. Tentative solution is to change WNEL frequency to 850 kc.

990 to 1500 kc

990 kc (Canadian 1-A)—Cuban assignment as of 3-29-49: Guan- tanamo, 250 w. Cuba proposes 250 w at Mantanzas and 5 kw at Oriente.

990 to 1500 kc

990 kc (Canadian 1-A)—Cuban assignment as of 3-29-49: Sancti Spiritus, 1 kw day and 250 mw night. Cuba proposes 1 kw day and 250 mw night at Las Villas, and 250 w at Pinar del Rio.

1000 kc (WCFI Chicago and KOMO Seattle are U.S. 1-B's)—Cuban assignments as of 3-29-49: Santiago de Cuba with 1 kw; Camaguey with 1 kw, which U.S. has formally protested. Cuba proposes to use instead at Mantanzas with 250 w, Camaguey with 250 w, and Oriente with 1 kw or with 10 kw DA. Etc. Result, it was said, would be incomplete protection to WCFI.

1010 kc (Canadian 1-A and Cuban 1-B)—Cuban assignment as of 3-29-49: Havana, 10 kw, DA-1. Cuba proposes to make this Class 1 and use it with 50 kw, DA. It was reported that KLBA Little Rock will not be subject to interference in excess of that which would be permitted from another Class 2 station under regular Class 2 protection rules. See 690 kc for contemplated protection of Cuban Class 1 assignments.

1050 kc (WBZ Boston is U.S. 1-B)—Cuban assignment as of 3-29-49: San Cristobal, 250 w, day. Cuban proposal: Pinar del Rio with 250 w day; Las Villas with 250 w, Oriente with 250 w. Protection to WBZ, it was said, would be incomplete.

1050 kc (Mexican 1-A)—Cuban

(Continued on page 18)
Cuba's Terms
(Continued from page 47)
assignment as of 3-29-49: Holguin, Oriente, with 250 w. Cuba proposes to move to Havana and increase to 10 kw. DA.
1060 kc (KYW Philadelphia is U.S. 1-B)—Cuban assignments are as of 3-29-49: Camaguey with 250 w, DA, and Havana with 10 kw, DA. (U.S. has formerly protected Havana assignment). Cuba proposes to use instead at Las Villas and Oriente with 250 w. Protection to KYW would not be complete, it was thought.
1070 kc (KNX Los Angeles is U.S. 1-B)—Cuba has no assignments under NARBA but proposes to use at Pinar del Rio with 5 kw, DA, and Camaguey with 250 w. 1080 kc (KRLD Dallas and WTIC Hartford are U.S. 1-B's)—Cuba has no assignments under NARBA but proposes to use at Havana with 250 w. This, it was felt, would result in incomplete protection to KRLD and WTIC.
1090 kc (KTHS Hot Springs and WBAI Baltimore are U.S. 1-B's) —Cuban assignments as of 3-29-49: U.S. with 250 w, for 1 kw using DA. Cuba proposes to use at Havana and Camaguey with 250 w. Predicted result: Incomplete protection to WBAI and KTHS.
1110 kc (WBT Charlotte and KFAB Omaha are U.S. 1-B's)—Cuba has no assignments under NARBA but proposes to use at Havana and Camaguey with 250 w. Incomplete protection to WBT was forecast.
1130 kc (KKWH Shreveport and WWB New York are U.S. 1-B's) —Cuban assignments as of 3-29-49: Guantamano with 250 w. Cuba proposes to move to Las Villas and use with 1 kw. Expected result: Incomplete protection to WNEW and WWK.
1140 kc (WRVA Richmond is U.S. 1-B)—Cuba has no assignments under NARBA, but proposes to use with 250 w at Oriente. Incomplete protection to WRVA anticipated.
1890 kc (KVOO Tulsa and WWWA Wheeling are U.S. 1-B's)—Cuban assignments as of 3-29-49: Artemisa with 250 w, DA at night. Cuba proposes to move with Villas with 250 w and Oriente with 1 kw. Protection to KVOO and WWWA; it was predicted, would be incomplete.
1190 kc (WJBO St. Louis and KEX Portland are U.S. 1-B's)—Cuban assignments as of 3-29-49: Havana with 250 w, or with 5 kw using DA. Cuba proposes to use at Havana and Camaguey with 250 w. Predicted result: Incomplete protection to WJBO.
1500 to 1510 kc
1500 kc (KSTP St. Paul and WTOP Washington are U.S. 1-B's)—Cuba has no NARBA assignments but proposes to use at Cambridge with 250 w. Incomplete protection to WTOP forecast.
1520 kc (KOMA Oklahoma City and WKEW Buffalo are U.S. 1-B's)—Cuba has no NARBA assignments but proposes to use at Havana and Oriente with 250 w. Forecast: Incomplete protection to KOMA and WKEW.
1550 kc (U.S. 1-B but with no 1 B assignments)—Cuba has no NARBA assignments but proposes to use at Cambridge with 600 w. 1560 kc (Cuban 1-B)—Cuban assignments as of 3-29-49: Havana with 5 kw, which temporarily is not operating, and Calbarien with 5 kw. Cuba proposes to use at Havana with 5 kw and Oriente with 250 w. U.S. would be permitted Class 1 assignments in eastern and western U.S., which would require modification of Cuban proposal for the station in Havana.
1580 kc (Canadian 1-A)—Cuban assignment as of 3-29-49: Nuevitas and Havana with 250 w. Cuba proposes to move to Camaguey with 500 w.
REGIONAL STATIONS AFFECTED BY CUBAN PROPOSALS
580 kc (WDBO Orlando, Fla.)—No Cuban assignment as of 3-29-49. Cuba proposes to use at Camaguey with 500 w. It was said this would result in RSS increase to U.S. station from 2.37 m/ to 3.2 m/.
590 kc (WMEB Uniontown, Pa.; WYD Austin, Tex.; WKU Kalamazoo, Mich.; WOW Omaha; WEEI Boston; WAGA Atlanta)—Now used by CMCY Havana with 25 kw. Cuba proposes to move it. U.S. has objection outstanding. Cuba proposes to make this a Cuban Class 1 station and boost power to 50 kw, DA-1. U.S. stations would receive same protection provided for in Interim Agreement, except: (a) WEEI limitation not to exceed 1.5 m/; (b) WAGA limitation not to exceed 4 m/.
620 kc (WSUN St. Petersburg, Fla.; KPRC Houston)—Cuba has no assignments but proposes 1 kw at Camaguey. This would increase WSUN RSS from 2.13 m/ to 3.1 m/. WSUN probably would have to add another tower. Steps required of WKAQ have not been determined.
630 kc (KPRC Houston)—CMFY Havana is assigned Class 2-B with 5 kw day and 1 kw night. Cuba proposes to make it Cuban Class 1 station and increase to 1 kw. It was also said, Cuba would be granted substantial reduction of radiation towards it from KPRC, which would require modification of the KPRC antenna system by addition of at least one tower. Cuba would reduce its limitation to KPRC proportionately and not increase power. The net effect of these changes, it was said, would be a substantial reduction in radiation not only towards KPRC but also other U.S. stations on the channel, particularly WGOV Van Nuys, CA, and WLOF Orlando, FL. In the absence of a reduction in the limitation from KPRC to Cuba, the Cuban station would increase power in 10 kw, resulting in an increased limitation to KPRC from 1.7 m/ to approximately 5.5 m/.

WJBO and WBFC
1150 kc (WJBO Baton Rouge)—CMJK Camaguey assigned with 600 w. Cuba proposes to move to Havana and boost to 10 kw, DA. Cuba proposes reduction of limitation from U.S. by about one-half. This would be accomplished through some adjustment or alteration of the present WJBO antenna.
1350 kc (WBFC Greenville, S. C.)—CMCB Havana assigned with 1 kw. Cuba's proposal would continue use of same facilities, but seeks additional protection by reduction of radiation from WBFC to 250 m/. It is now approximately 500 m/. This power change would apparently involve modification of the WBFC antenna by addition of another tower. Radiation towards WBFC from Havana would not exceed 175 m/. Cuba proposes that if reduction in WBFC radiation cannot be accomplished Cuba would increase the power of its station to 5 kw.

The asterisk indicates regional channels on which Cuba proposes Cuban Class 1 assignments. Cuban proposals provide for a total of 11 Cuban Class 1 assignments for "national coverage" for Cuba. The exact protection to be accorded them is as yet undetermined. The nature of protection contemplated for the proposed Cuban Class 1 assignment on 640 kc and on other clear channels has been indicated above.

Protection contemplated for Cuban Class 1 assignments from any future assignments on the regional channels marked with an asterisk is along the following lines:

(a) No further assignments of new stations on these channels in the U.S. within the area south of latitude 31 degrees and east of longitude 93 degrees.
(b) Boundary protection to Cuba on the channel involved, the exact degree to be determined and may depend upon the general treaty and other arrangement requirements for Class 1 stations.

In addition to assignments on regional channels marked with an asterisk (590 kc and 950 kc) Cuban assignments on the following regional channels would also be regarded as Cuban Class 1 stations entitled to the protection from new U.S. assignments indicated in this note: 550, 570, 630, 920, 980, 1010 kc. This would not adversely affect existing U.S. assignments on these channels.

CHANNELS NOT AFFECTED BY CUBAN PROPOSALS
The Cuban proposals did not include change affecting the following channels:
U.S.-1 A Channels (dominant stations in parentheses) — 650 kc (WSM Nashville); 670 kc (WMAQ Chicago); 700 kc (WNLW Cincinnati); 760 kc (WGN Chicago); 760 kc (WSB Atlanta); 770 kc (WJZ New York); 820 kc (WBAP-WFAA Ft. Worth-Dallas); 840 kc (WHAS Louisville); 920 kc (WWL New Orleans); 880 kc (WCBS New York); 1020 kc (KDKA Pittsburgh); 1040 kc (WHO Des Moines); 1100 kc (WTAM Cleve-
WAR BROADCASTS

Begin On WNEW New York

A 13-WEEK series, a Radio History of the War, composed of many of the most memorable war-time documentary, dramatic and eyewitness broadcasts, was to begin yesterday (Sunday) on WNEW New York.

The series, written and produced by Ted Cott, WNEW vice president and program director, will employ historic recordings obtained from such sources as BBC, the U. S. Office of Education, the U. S. Library of Congress, the Army, Navy, Marine Corps, Air Force, French Broadcasting System, and various U. S. stations. Capt. Harry Butcher, war-time naval aide to Gen. Dwight D. Eisenhower, and now owner of KIST Santa Barbara, acted as consultant. The program is to be heard Sunday, 5:30 p.m.

PROPOSED CUBAN STATION ASSIGNMENTS

550 kc-Havana: Class I, DA.
560 kc-Oriente: 0.25 kw.
570 kc-Las Villas: Class I, DA.
580 kc-Camaguey: 0.50 kw.
590 kc-Havana: Class I, DA.
600 kc-Pinar del Rio: 1 kw; Oriente: 2.5 kw.
620 kc-Camaguey: 1 kw.
630 kc-Havana: Class I, DA.
640 kc-Las Villas: Class I, DA.
660 kc-Havana: DA.
690 kc-Havana: Class I, DA.
730 kc-Havana: 10 kw, DA; Oriente: 0.25 kw.
740 kc-Pinar del Rio: 1 kw; Camaguey: 10 kw, DA.
760 kc-Havana: 10 kw, DA.
780 kc-Oriente: 10 kw, DA.
790 kc-Havana: 10 kw, DA.
800 kc-Las Villas: 1 kw.
810 kc-Oriente: 5 kw, DA.
830 kc-Havana: 5 kw, DA.
850 kc-Oriente: 2 kw, DA.
880 kc-Havana: Class I, DA.
900 kc-Havana: 5 kw, DA.
900 kc-Matanzas: 0.25 kw; Oriente: 5 kw.
910 kc-Las Villas: 5 kw or 10 kw, DA.
920 kc-Havana: Class I, DA.
930 kc-Matanzas: 0.50 kw; Oriente: 1 kw.
950 kc-Havana: 10 kw, DA; Class I.
960 kc-Matanzas: 0.50 kw; Camaguey: 1 kw.
970 kc-Oriente: 2.5 kw.
980 kc-Havana: 10 kw, DA; Class I.
990 kc-Pinar del Rio: 0.25 kw; Las Villas: 1 kw-D, 0.25 kw-N.
1000 kc-Matanzas: 0.25 kw; Camaguey: 0.25 kw; Oriente: 1 kw, or 10 kw DA.
1010 kc-Havana: Class I, DA.
1030 kc-Pinar del Rio: 0.25 kw; Las Villas: 0.25 kw; Oriente: 0.25 kw.
1050 kc-Havana: 10 kw, DA.
1060 kc-Las Villas: 0.25 kw; Oriente: 0.25 kw.
1070 kc-Pinar del Rio: 5 kw, DA; Camaguey: 0.25 kw.
1080 kc-Havana: 0.25 kw.
1090 kc-Las Villas: 0.25 kw.
1100 kc-Havana: 0.25 kw; Camaguey: 0.25 kw.
1120 kc-Pinar del Rio: 0.25 kw; Las Villas: 0.25 kw.
1130 kc-Oriente: 1 kw.
1140 kc-Las Villas: 1 kw.
1150 kc-Havana: 10 kw, DA.
1170 kc-Las Villas: Class I, DA.
1190 kc-Havana: 0.25 kw; Camaguey: 0.25 kw.
1200 kc-Oriente: 1 kw.
1230 kc-Havana: 0.25 kw; Camaguey: 0.25 kw.
1240 kc-Pinar del Rio: 0.25 kw; Las Villas: 0.25 kw.
1260 kc-Oriente: 1 kw.
1290 kc-Havana: 5 kw.
1300 kc-Pinar del Rio: 0.25 kw; Camaguey: 0.25 kw.
1320 kc-Oriente: 1 kw.
1330 kc-Havana: 1 kw.
1340 kc-Matanzas: 0.25 kw; Camaguey: 0.25 kw.
1350 kc-Las Villas: 1 kw; Oriente: 0.25 kw.
1360 kc-Oriente: 0.25 kw.
1370 kc-Camaguey: 0.25 kw.
1390 kc-Havana: 0.5 kw; Oriente: 0.5 kw.
1400 kc-Matanzas: 0.25 kw; Camaguey: 0.25 kw.
1410 kc-Las Villas: 1 kw.
1420 kc-Havana: 1 kw.
1450 kc-Oriente: 0.25 kw.
1440 kc-Camaguey: 0.5 kw.
1450 kc-Las Villas: 0.25 kw.
1460 kc-Havana: 0.5 kw; Oriente: 0.5 kw.
1470 kc-Camaguey: 0.25 kw.
1480 kc-Las Villas: 0.5 kw.
1490 kc-Havana: 0.25 kw; Oriente: 0.25 kw.
1500 kc-Camaguey: 0.25 kw.
1530 kc-Camaguey: 0.25 kw; Havana: 0.25 kw.
1550 kc-Camaguey: 0.5 kw.
1560 kc-Havana: 5 kw; Oriente: 0.25 kw.
1580 kc-Camaguey: 0.5kw.
1590 kc-Oriente: 0.25 kw.

MORE THAN quarter-million packages were sent overseas by Thanksgiving day as Christmas presents for war children as result of MBS appeals over I Love A Mystery and Bob Pools Show. Appeal will continue until Christmas.
ADVERTISING REVENUE

Radio Fares Well, More for TV, S&P Predicts

MORE advertising revenue for television, less for magazines and radio, with advertising going into 1950 at about the present level, would give 1949 which will give 1948 a slight advantage. It is predicted by Standard & Poor's in its annual analysis of the print and publishing industry.

Noting that the declining trend of magazine advertising is continuing, S&P reported that "radio time sales have made a good showing in recent months, considering the rapid growth of television. Gross billings of the four leading networks receded on the half of 1948; after deducting discounts, the net in billings probably was somewhat greater.

Despite this comparatively good showing, competition for accounts and costs of developing television have caused a further decline in operating results.

Earnings of companies engaged in both endeavors are likely to remain depressed over the near-term, despite efforts to economize. The long-term outlook is more promising; any loss of revenues from radio broadcasting should be fully offset by gains in television receipts, while costs should come down gradually."

CBS is the only broadcasting company included in the 18 firms individually covered by the report, which noted that while the CBS gross for the first nine months of 1949 was up 4% from the previous year, the net was down 33%. Report on CBS continued:

Despite a seasonal high during the summer months, new radio shows should permit favorable radio time sales comparisons over the near-term. Revenues from television should improve this year, but net probably will be small at best until fall. Prospects for the record subsidiary are none too promising. Lower over-all revenues are in prospect, and earnings for 1949 are expected to fall to around $2 a combined class A and B share. Dividends of 3% quarterly may continue, but the rate cannot be considered secure. While the longer-term outlook for television is uncertain, near-term problems make the class A and B stock relatively unattractive.

FM ASN. MEET

Will Mull NAB Merger Bid

MEETING of the FM Assn. board will be held May 26 in Washington to consider the invitation extended by NAB to merge with the industrywide association. NAB's board voted at its mid-No- vember meeting to invite FMA to merge, accepting the recommendation of a joint NAB-FMA liaison committee [BROADCASTING, Nov. 21].

Should the FMA board approve the merger invitation it will refer the proposal to the membership for action. If accepted by a majority of the members the merger will be effected. The FM board will take care of liquidation details in case of acceptance.

WNAR Morristown, Pa., broadcast ceremonies accompanying Freedom Foundations awards from Valley Forge, Pa., as public service to southeastern Pa.

Jergens Renews

SUNDAY EVENING Hollywood commentary of Louella Parsons, The Jergens-Woodbury Journal, has been renewed over 288 ABC stations by the Andrew Jergens Co., Cincinnati. Program, aired 9:15-9:30 p.m., has been renewed for 24 weeks effective Jan. 1, through Robert W. Orr Assoc., New York.

DO YOU WANT TO MAKE YOUR ADVERTISING CAMPAIGN IN CINCINNATI A SUCCESS?

[See Centerspread This Issue]

ON THE AIR EVERYWHERE 24 HOURS A DAY

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER
When station WTTV went on the air (it was the second in the state) Bloomington, Indiana (population 20,000) became the smallest city in the country with its own Television station. Not included in the population figure is the Indiana University enrollment, a bonus of 13,000.

It was the culmination of two years of diligent pioneering in a new field. With the exception of two projectors, all equipment—including transmitters—was built by the staff of WTTV engineers. And, at only a fraction of the cost of other TV operations!

And, what kind of programs do they put out? For the most part, they're LIVE talent. They frown on the canned stuff at WTTV. They draw from the talent—and there's lots of it—at Indiana University in Bloomington. They use hometown folks on the air frequently, for here in Bloomington, everybody knows everybody else.

They like to see their friends, relatives and associates on the air. WTTV programs are intimate, "folksy" and somewhat like a small town newspaper, as compared to a metropolitan daily.

WTTV goes in heavily for sports, and this season is televising all of the home basketball games of Bloomington's two high schools. Many sports, musical and dramatic programs come directly from the I.U. campus. Newscasts and some commercials are done LIVE, while other presentations—using local talent—have included everything from Canasta lessons to Cartoon lessons.

And, it's going over BIG! All of Bloomington is proud of its TV station, for when WTTV went on the air, there were only 83 stations in the nation.

Station WTTV is a sister station of WTTS—which in less than a year on the air—has become the leading AM station in the area.

LET OUR NATIONAL REPS. GIVE YOU THE COMPLETE STORY

Owned and Operated by Sarkes and Mary Tarzian

Represented Nationally by
WILLIAM G. RAMBEAU CO.
360 N. Michigan Avenue, Chicago

National Representatives
BARNARD & THOMPSON, INC.
299 Madison Avenue, New York
Gives “Clear Sweep”
television coverage of the
San Francisco Bay Area

KRON TV
SAN FRANCISCO CHRONICLE • NBC AFFILIATE
SELL MORE ON CHANNEL 4

KRON-TV provides unparalleled “Clear Sweep”
coverage of the San Francisco Bay Area market. The
KRON-TV transmitter location—atop San Bruno
Mountain, bordering the San Francisco-San Mateo
County line—is generally considered the finest for
telecasting in this area. And the specially-designed
KRON-TV antenna is San Francisco’s highest...
mounted on a tower which is 1,485 feet above sea level.

KRON-TV presents top NBC network television
programs, assuring strong audience tune-in.
Local programming will include some day-time
television. CHECK KRON-TV FIRST FOR
TELEVISION ADVERTISING IN THE SAN
FRANCISCO BAY AREA MARKET!

• Represented nationally by FREE & PETERS, INC... New York, Chicago,
Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the
San Francisco Chronicle Building, 5th and Mission Streets, San Francisco

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December 5, 1949

BROADCASTING • Page 52
AT&T RELAY POLICY

ORAL ARGUMENT was held before FCC last Monday on the Commission's proposed report to require American Telephone and Telegraph Co. to interconnect its Bell System intercity television facilities with those of private broadcasters [BROADCASTING, Sept. 12, Oct. 24]. AT&T's policy has been against such interconnection.

Attorneys for AT&T, Western Union, Philco, DuMont and Television Broadcasters Assn. took much of the floor in their detailed argument of the case, pending for more than a year. The interconnection issue is but one phase of the Commission's overall investigation of AT&T and Western Union network television rates [BROADCASTING, Oct. 4, 11, Nov. 8, Dec. 6, 1948]. Action on rates was deferred by FCC pending settlement of the interconnection dispute.

Common Carrier Issue

In its proposed report, FCC reiterated its view that common carriers alone should handle all intercity TV relaying when they have established adequate facilities, but the Commission emphasized it did not foresee such adequate facilities for an appreciable interval of time. FCC therefore concluded that so long as it authorizes private broadcasters to operate intercity relays the Commission does not consider common carrier facilities adequate.

Hence the Commission proposed to require interconnection with these "temporary" private facilities, and would so require even after common carrier facilities were available, until such time as the private broadcaster could reasonably amortize its investment. FCC's report held that refusal by AT&T to interconnect with facilities authorized by the Commission would constitute an effective veto over FCC determination of what is in the public interest.

John T. Quisenberry, AT&T

IN THIS TELECASTING...

Oral Argument Heard on AT&T Relay Policy

National Broadcasting Group To Study Effect of TV in Stopping Promote Santa's Welcome

R. Antenaplex Installed in N.Y. Apartments

KPHO-TV Goes on Air

DECEMBER 5, 1949

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National Press Bldg.
Washington 4, D. C.

AT&T RELAY POLICY

In his argument supported FCC's conclusion that all intercity relaying should be handled by common carrier, but opposed any interconnection during the transitional period. He cited that past experience has proven interconnection to be impractical and unsatisfactory, and that many courts have upheld the principle of no interconnection.

He explained that the cost of a national TV network will be tremendous and that AT&T is the only one that will provide such a service. As a result, Mr. Quisenberry said, to permit interconnection would reduce this facility to a standby service as far as private broadcasters are concerned. Private broadcasters, who would not have the restrictions or obligations of AT&T, thus could "skim the cream" and resort to Bell facilities only when it had too, he explained.

The AT&T counsel explained its proposal to allow interconnection only when Bell facilities are insufficient or lacking in certain situations, provided proper notice is given and AT&T, after specified periods of time, determines it will not provide the service. Under certain circumstances AT&T would have a full year to decide whether or not to furnish facilities. If it could not and the customer then build his own, he would be assured of such use in interconnection for three years, the AT&T counsel explained.

Mr. Quisenberry urged FCC to deal through common carrier regulations rather than licensing procedure for microwave radio relays since their use is common carrier. He pointed out that regulation through licensing procedure would become very burdensome and does not provide for common carrier participation which would be necessary if interconnection issues were involved in each case.

Wendt contends

William Wendt, Western Union counsel, contended that the proposed report decided only half the interconnection issue.

He indicated the restriction still would be imposed on the customer who wanted to interconnect Western Union facilities and, for the commission's report, AT&T to interconnect with private broadcasters and not with other common carriers places the private broadcaster in a better position than Western Union, discriminates against Western Union and eliminates the only firm which could effectively compete with AT&T, Mr. Wendt said.

DuMont's counsel, William A. Roberts, charged that AT&T's interconnection policy is one of several methods employed to establish a preferred national service for itself. He held that the telephone company has assumed it would control all intercity relaying and desires such exclusive monopoly. The DuMont counsel held this would not be desirable for either television or the country.

Mr. Roberts challenged the quantitative and qualitative adequacy of AT&T's intercity TV facilities program, contending that 27 mc coaxial service isn't even sufficient when installed. He held that Philco's radio relays are superior and yet Philco is refused interconnection.

In addition to hitting AT&T's cost estimates, Mr. Roberts also held that the phone company's suggested modifications of its proposed tariff regulations would still tend to make impractical any use of private facilities.

Henry B. Weaver, Philco counsel, explained that because of Philco's achievements AT&T is converting to 85% radio relay. He said AT&T doesn't realize that broadcasters are its customers and not competitors.

In supporting Western Union's position, however, Mr. Weaver thought that more than one common carrier would be a healthy competitive situation. He also felt private links should be allowed permanently.

Thad H. Brown Jr., counsel for TBA, held that AT&T's claim for the reasonableness of its tariff policy is not supported in the record. He said that the policy would create a Bell System monopoly, artificially restrict the development of TV, result in absurd application and waste as proven in the past and place TV standards in the hands of the phone company rather than FCC. He also cited inadequate AT&T facilities and the system of tentative planning.

WKTW (TV) UTICA Affiliates With ABC-TV

WKTW (TV) Utica, now under construction with the only permit in its city, has affiliated with ABC-TV effective Dec. 1. The station is owned by the Copper City Broadcasting Corp., and will operate as a metropolitan class station on Channel 13. Michael C. Fusco is manager.

ABC-TV now totals 46 stations, five of which are owned and operated by the network, and 40 of which are on the air.

TELECASTING • Page 3
HISTORY OF WNBT'S OPERATION TYPIFIES STORY OF TV'S GROWTH

By BRUCE ROBERTSON

On July 1, 1941, NBC's television station in New York dropped its 11-year-old experimental call of W2XBS to become WNBT, the country's first commercially licensed television station.

The same day, the WNBT program schedule opened with a visual Bulova time signal, first-paid-for advertising ever to be telecast (previously some commercial video material had been aired, but on an experimental basis, without any time charges). Before the day was over, three other advertisers also made use of WNBT's facilities: Lever Brothers, Procter & Gamble Co. and Sun Oil Co., the last presenting the first sponsored simulcast in TV history by putting a camera into a news studio to pick up Lowell Thomas doing his regular evening news commentary broadcast.

By the end of 1941, Alfred H. Morton, then NBC vice president in charge of television, proudly reported in his year-end statement that WNBT had four regular commercial accounts—Bulova watches, Adam hats, Gold Mark hosiery and Botany of fers. Other advertisers who had used the station during its first six months of commercial operation were Frank H. Lee Hat Co., Missouri Pacific Railroad, Bloomingdale's and Abraham & Straus (New York store department), L. Bamberger & Co. (Newark department store), RCA and the Hat Style Council. The outlook for more spon- sored programs was "excellent," Mr. Morton stated.

**SUBSEQUENT** history has proved Mr. Morton an able prophet. WNBT's schedule for the last week of November included 6 sponsored local programs, 30 commercial network programs and 3% advertisers presenting a total of 93 announcements, station breaks or participation spots. An analysis of WNBT programs for the month of October (see adjoining table) shows that of a total of 215 hours and 54 minutes of broadcast time, the sponsored portion amounted to 123 hours and 21 minutes, or 57.1%.

This program breakdown shows that changes other than advertiser took place at WNBT between July 1941 and October 1949. The October table reveals children's programs getting 20.9% of the station's total air time, more than any other program category. Sports programs ranked second, with 17.4% of total time; dramatic programs were third with 17.1%; no other program class got as much as 10%.

WNBT's program schedule for the week of June 30-July 5, 1941, shows a total of 19 hours and 15 minutes of air time of which 15 hours was devoted to sports pick-ups—Monday night boxing bouts, Tuesday afternoon baseball and the Eastern clay court tennis championship matches each afternoon Wednesday through Saturday. The remaining 41/2 hours comprised Mr. Thomas's newscast, a half-hour video version of radio's Truth or Consequences, excerpts from "Bottlenecks of 1941," a camp show of the Fort Monmouth Signal Corps Training Center, a lecture (subject unspecified), a spelling bee, a group of USO Drive speakers, a feature film and a movie short.

The changes in program structure, the increase in total program time (48 1/4 hours during the last week of November 1949, about 2 1/2 times as much as in the first week of July 1941), have been accompanied by an increase in the number of TV homes in the WNBT service area from about 4,500 in 1941 to some 75,000 this November, an increase of 19.34%.

Along with this tremendous growth in circulation have come some increases in WNBT's time and facility charges. Its first rate card—also the first in video history—listed a base evening hour rate of $120, plus $150 for use of the main studio, $75 for either the small studio or a film studio. There also was a $75 minimum charge for remote pick-ups.

WNBT's current rate card, No. 6, gives the base evening hour rate as $1,500, with minimum fees of $200 for a live studio, $125 for a film studio and remote "quotations on request."

In 1941 WNBT sponsors could buy evening "service spots (news, weather, time, etc.)" for $8 each. Today time for a one-minute announcement costs $200 on weekday evenings, $250 on Saturday or Sunday evening, and 20-second station breaks are $250 in the prime evening hours of any day.

* * *

JUST as WNBT's commercial development since 1941 epitomizes the complete field of American TV broadcasting, so does the station's (Continued on Telecasting 8)
KRLD-TV DEBUT
Notre Dame-SMU Opener
KRLD-TV, Dallas' second television station and third for the Fort Worth-Dallas area, began scheduled operations Saturday, Dec. 3, with a telecast of the Notre Dame-Southern Methodist University football game in the Cotton Bowl.

Mr. Rembert
KRLD managing director, announced.

Yesterday (Sunday), Fred Waring and his Pennsylvanians saluted KRLD-TV, which is the CBS outlet for Dallas and Fort Worth in the television field, as the station has been on AM and FM.

Television originated from the new KRLD Radio-Television Bldg. in Herald Square in downtown Dallas.

Station, which test patterned two weeks prior to the debut, features a six-ray antenna said to be the first built by General Electric in the U.S., the station reports. It will give KRLD-TV, on Channel 4, a potential output of 28 kw. Programs, including film and live shows, will be aired seven days a week with 21 hours 21 minutes scheduled for its first week of operation.

In addition to Mr. Rembert, officials include Jim W. Crocker, assistant manager; W. A. Roberts, commercial manager; Roy George, program director, and Roy M. Flynn, technical supervisor.

Wynn for Camels
Speidel Drops Its Plans

R. J. REYNOLDS Tobacco Co., (Camels), Winston-Salem, will sponsor the Ed Wynn Show, half hour, once a week on CBS-TV beginning in January. The program is said to cost $12,000 weekly for talent.

The show, currently sponsored by Speidel Corp., New York (watch bands), will be cancelled by that company early in January. The cancellation was due to a disagreement over the program format between the network and the agency, Cecil & Ray, representing Speidel. Speidel had been slated to sponsor the program every other week [Broadcasting, Nov. 28] starting in January, but the advertiser wanted the program extended to a full hour with Ed Wynn augmented by other Hollywood talent. CBS however, insisted that the format of the program remain the same and that it continue to be a half-hour show.

The program is telecast Thursday, 9:30-10 p.m., but the same time has not been definitely signed up by Camels. William Esty Co., New York, is the agency for Camels.

"VEEP" AND "BRIE"

WHEN Vice President Alben W. Barkley and the former Mrs. Carleton S. Hadley were married last month, an estimated 10 percent million people literally accompanied them through the ceremony. NBC-TV telecast the church activities to a 27-station network [Broadcasting, Nov. 21].

Camera was grinding at 11:45 p.m. outside of St. John's Methodist Episcopal Church in St. Louis giving a pictorial review of the social set's highlight of the season. The network received the pickup, handled by NBC's affiliate, KSD-TV St. Louis, of the church activity and wedding luncheon until 1 p.m. George M. Burbach Jr., KSD-TV manager, supervised the telecast.

While the newlyweds were inside the church NBC showed a film roundup of highlights in the couple's career and then shifted its scene to the home of Mrs. Thomas Sayman, reception hostess, who was interviewed by a KSD-TV commentator.

AT 12:15, the cameras focused on the Barkleys and the wedding party leaving the church. The couple stopped before entering the car and received congratulations from Frank Kuchen, chief NBC narrator of the activities. Later, the Barkleys' arrival at the Sayman house was recorded. Mr. Eschen, assisted by David Barkley, the Veep's son, introduced various relatives in the Barkley-Hadley families until 1 p.m., sign-off time.

Behind this undertaking, first of its kind, a total of 35 staff members were on hand to record the event. They included announcers, technicians, cameramen and technical directors. NBC also recorded the activities for its TV newscast and film was shown eight hours after the ceremony on the Camel News Caravan (7:45 p.m.) after it was flown to Chicago.

"CRUSADE" SPONSORS

FIRST Two Contracts Made

FIRST local sales of the ABC-TV film series Crusade in Europe, were announced last week by the network.

Detroit Edison Co., starting early in January, has signed with WTVI-TV Detroit, to present the entire 26-week series of telecasts. Account was placed through Campbell-Ewald Co.

Stromberg-Carlson, placing directly, will sponsor the film on WHAM-TV Rochester, starting the second week in January.

Each ABC-TV affiliated station will receive a special print of the General Eisenhower series, edited for cooperative sponsorship to provide for inclusion of copy from the local advertiser.

"SANTA'S HELLO"

WENR-TV, 'News' Promote

WENR-TV CHICAGO and the Chicago Daily News collaborated Nov. 19 to stage one of the most "tremendous" pre-Christmas celebrations on record.

"I have witnessed many a Christmas opening in New York, but never have I seen anything so tremendous as today's opening of the Chicago Christmas season," said ABC Vice President John Norton after viewing the arrival by boat of Santa Claus, followed by his triumphal parade down the city's famous State St.

Randall Cooper, executive secretary of the State Street Council, added:

"This was the closest to V-E Day that we've had. The crowd took over the street and nothing else moved. It was a capacity crowd. I don't know where we would have put any more people."

Many hours of preparation by the combined promotion staffs of WENR-TV and the Daily News preceded St. Nick's visit to Chicago aboard the "S, Santa Claus." Here's WENR-TV's story:

Oct. 31—Carried teasers announcements that an "S-Day" was scheduled for Chicago Nov. 19.

Nov. 2—"S-Day" was identified as "Santa Claus Day."

Nov. 3—Contest was started on WENR-TV's Larry on Location show (Monday through Friday, 5:15 to 6:45 p.m.) when children from 6 to 12 years of age were asked to submit their own drawings of Santa. It was stipulated that no child should enter the contest who could not ride down the Chicago River in the "S Santa Claus."

Nov. 12—Contest closed with the selection by WENR-TV and Daily News promotion men of six boys and girls, who would join Santa's crew as his boat entered the Chicago River from Lake Michigan. They would ride with him to the Daily News plaza, nearly a half-mile down the stream.

Nov. 16—Contest winners were announced on the Larry on Location program. (More than 2,000 entries had been received.)

Nov. 19—Contest winners and the cast of WENR-TV's Super Circus joined Santa at 9 a.m. along with sports personalities and radio's Bob Hope. The boat docked at WTVI-TV Detroit plaza at 10 a.m. where thousands awaited it.

Chicago traffic experts estimated that more than a million persons lined the banks of the river, jammed the plaza, and later bounded State St. during the demonstration. WENR-TV carried more than 90 S-Day announcements in the period from Oct. 31 to Nov. 19.

The proceedings were filmed and condensed into a 30-minute series which WENR-TV telecast the night of S-Day and on the following Sunday.

BOB HOPE (center) shivers from cold aboard S Santa Claus as performers on WENR-TV's Super Circus register amusement. L to r: Claude Kirchner, ringmaster of Super Circus; Mary Hartline, director of the circus band; Mr. Hope; Cliff Soubier and Phil Patton, circus clowns, "Cliffy" and "Scampy."

Page 55 • Broadcasting
IF RESULTS of a recent Roper survey can be projected, future Americans will be a race of sedentary mutes, bug-eyed, flap-eared, and almost invariably hunched before their television sets at moments when their antecedents would have been gadding around or perhaps indulging in the archaic practice of sleep.

Elmo Roper, head of his own research firm, reported results of the nation-wide survey in a script prepared for his regular CBS broadcast Sunday, Dec. 4. The Roper researchers investigated leisure-time habits of those who did and did not own television sets.

What we have found is this," Mr. Roper said. "The introduction into our lives of television on a large scale is reshaping leisure-time America. The recreational habits of those bitten by the television bug bear little resemblance to those who have not yet been exposed. The non-owners of television are what America used to be like. The owners are in all probability very much like what we are all going to be."

As compared with people who do not yet own television sets, television owners listen less to the radio, read less, go out less, and engage in less conversation. Television owners stay at home more than those without sets, but although this phenomenon may be conducive to an improvement in family life, it may be partly offset by the fact that although the television family is at home, it doesn't take its attention from the television screen long enough to do much talking.

Reading Decreases

Among non-television owners, the Roper survey learned, 33% usually sit down to read a newspaper, book or magazine after supper. Among television owners, only 18% can tear their eyes from the screens long enough to read anything.

Mr. Roper, a pollster who like others has been careful to qualify his conclusions since the recent presidential election, quickly added: "It isn't that reading disappears from the television home, it simply isn't done as much."

About 16% of non-owners of television usually entertain guests or go visiting in the evening. Only 4% of the television owners entertain or have guests in for home-entertainment like playing cards or just talking.

Among non-television owners, 50% usually spend their evenings in a cozy family circle, just chatting. Only 6% of those owning television engage in family conversation after the dinner dishes are cleared away.

"Now this last point," said Mr. Roper, "is a fairly serious thing. It certainly alters the traditional membership of a family. Father might be home more often, but apparently he spends less time talking to mother and the children when they are watching television."

Mr. Roper said that there are some set owners that do not usually turn the television on to bed in the evening—which frankly is a bit puzzling, since television shows do not usually run very late into the evening."

One thing that television set owners do that most of the rest of America doesn't do is look at their television sets. "Some 75% of television owners told us that almost any evening you're likely to drop in to see them, they will probably be looking at their video screen," Mr. Roper said.

"Among television owners, looking at television is far and away and easily the most important and time consuming of their hobbies. More television owners look at their sets than do all the rest of the things everybody else does in the evening combined."

Two-thirds of the television owners say they see a television program every day, Mr. Roper reported. On the average they spend two hours per day watching the machine. More than one-third of the television owners view television an average of more than three hours per day.

Women Watch More

Women spend more time watching television than do men; young people, married or single, and lower-income people more than those in higher brackets, Mr. Roper reported.

The fact that women look more at television than do men is slightly paradoxical in view of another Roper finding. "We found in our survey that in 74% of the cases, men were directly responsible for buying the television set," Mr. Roper said. "They were the ones who wanted it. The women in the family and the children were the chief exponents of buying television in only a minority of cases. Remember, once the set is in the house, it's the women who listen to it more than the men. It looks like television is home to stay."

Milton Berle Leads in November Pulse

STILL holding the lead in the television rating competition, Milton Berle continued to head the field in November. Mr. Berle and his 'Fanny Star Theatre' topped the list in five of the six cities covered by the Pulse Inc. for the month.

In Los Angeles, the show was pipped out by 0.1 point for top honors by the U. of Southern California-Stanford football game, one of the top interest games on the West Coast this season.

Of the multi-week shows Howdy Doody led in New York and Philadelphia, and was second in Washington and Chicago. Kukla Fran & Ollie, which led in the latter two cities, also was in the Top 10 for the four other cities covered by the Pulse Inc.

For the test week of Nov. 1-7 (Continued on Telecasting 18)
We’ve Got
LIGHTNING IN THE BOTTLE
IN HOLLYWOOD
Everybody’s Watching

KLAC-TV
LUCKY CHANNEL 13
DAYTIME PROGRAMMING

Here’s the biggest news that’s hit television!

Look at These Ratings at the Beginning of the Second Week of

AL JARVIS MAKE BELIEVE BALLROOM
The first television program that dares to be different

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<th>PULSE RATING SHOW</th>
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<td>Highest two-hour average tune-in</td>
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<td>KLAC-TV highest two-hour share of audience</td>
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<td>12.9%</td>
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<td>76.5%</td>
<td>77.6%</td>
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<tr>
<td>80.8%</td>
<td>84.6%</td>
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Everybody’s Climbing Aboard the KLAC-TV Bandwagon!

Everybody’s listening to

KLAC
570 On Your Dial
DAYTIME PROGRAMMING

Take a look at these batting averages!

<table>
<thead>
<tr>
<th>HOOPER RATING SHARE OF AFTERNOON AUDIENCE</th>
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<tbody>
<tr>
<td>KLAC</td>
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<tr>
<td>10.1</td>
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<tr>
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<td>&quot;  B 11.8</td>
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<td>&quot;  C 23.4</td>
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<td>&quot;  D 13.0</td>
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<td>(Latest available HOOPER figures as of August and September)</td>
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YOUR BEST BUY IN TELEVISION AND RADIO

KLAC and KLAC-TV
Telefile (continued from Telecasting 4)

The history typifies the story of the growth of electronic television. For the first years after its inception (July 30, 1930), W2XBS served primarily as a field testing laboratory for RCA's video developments. From its studio atop the world's loftiest skyscraper, New York's Empire State Bldg., W2XBS sent out picture signals in the 5 lines from 1932 to 343 in 1936, 141 in 1937 and 528 in 1941. In 1937 RCA-NBC began making the first TV remote pickups with its famous mobile vans.

By the end of 1937 video transmission techniques were sufficiently perfected to insure reasonably regular delivery of reasonably good pictures to sets in the homes of NBC's engineering team throughout the New York metropolitan area. Now, for the first time, NBC program people began to concern themselves seriously with the possible use of their television station was going to transmit. Outstanding among their 1938 experiments was the telecast from Niagara of scenes from that year's Broadway hit, "Susan and God," starring Gertrude Lawrence.

On April 30, 1939 W2XBS telecast the opening ceremonies of the New York World's Fair, during which President Roosevelt became the first Chief Executive to be seen by television. This date also marks the inauguration of regular NBC-TV program service for the New York public.

Other NBC video firsts in 1939 included the first baseball telecast—Columbia-Princeton, May 17; first major league telecast—Brooklyn-Cincinnati, Aug. 26; first college football game telecast—Fordham-Wayneburg, Sept. 30.

In June 1940, NBC scored a double victory in Philadelphia for its New York viewers—first political convention video coverage and first use of coaxial cable to transmit TV programs. 1940 also was the first year in which election returns were telecast.

Within six months of the beginning of WNBTV's commercial operation the country was at war and for the next two years the station's most notable programs were its training courses for air raid wardens and fire guards. As the war progressed, WNBTV's programming was cut to a token four hours a week, almost entirely film. Then in October 1942, John F. Hoy, who served as Mr. Morton's assistant as NBC's TV vice president, arranged for WNBTV to pick up a number of the sports and special events from CBS-owned GCN. These telecasts were primarily for the benefit of wounded service men who watched them on sets donated by the manufacturers and installed in the service hospitals by NBC.

In 1944, boxing and wrestling were added to WNBTV's six-hour schedule, which proved to be almost as popular with New York's civilized viewers as with the service men. On Sept. 24, 1944, Gillette Safety Razor Co. began sponsoring boxing matches one or two evenings weekly, first on WNBTV alone, and later, since Nov. 8, 1946, on the NBC-TV Network. Gillette thus stands as television's oldest continuous program sponsor.

Both major political parties held their 1944 conventions in Chicago, beyond the reach of TV network connections at that time. WNBTV covered them by films which were flown to New York and aired as soon as possible. WNBTV also resumed studio programming during 1944, increasing its total program time to more than 500 hours for the year, more than double 1943's total.

In 1945, the end of the war, celebrated by WNBTV with 14-hour continuous telecasts on both V-E and V-J Days, permitted further expansion of the station's program activities which again more than doubled the previous year's record. In addition to twice-weekly boxing telecasts, the station's sports schedule included baseball, tennis, football—both college and professional—basketball and hockey, all on a fairly regular schedule.

WNBTV's coverage of the Army-Navy game, another in its list of TV firsts. Outstanding among studio programs was a series of full-length plays, including such top hits as "Winterstreet," "You Can't Take It With You" and "The Front Page." By the end of 1946 WNBTV was serving as key station for an embryonic East Coast TV network which also included WPTZ (TV) Philadelphia, WRGB (TV) Schenectady a n-d—occasionally—WTG (TV) Washington. Its 14 sponsors included such leading national advertisers as Standard Brands, Bristol-Myers, RCA, U. S. Rubber, Standard Oil of New Jersey, Firestone Tire & Rubber Co., Bulova Watch Co., Elgin National Watch Co., Botany Worsted Mills and, of course, Gillette.

In addition to its regular light telecasts Gillette in 1946 sponsored the first telecast of a world championship heavyweight match, the Louis-Conn fight on June 16, as well as NBC's Army-Navy game video pickup for Nov. 30.

The last three years have seen the growth of the NBC-TV Network to include 49 stations and have proportionately added to WNBTV's responsibilities as the network's key station in New York, where the majority of video programs originate.

Baseball serves as a good example of the effects of WNBTV's network duties on its local operations. In 1947 WNBTV covered all home games of the New York Giants, both day and night, on a sustaining basis. In 1948 it again planned for such coverage and sold sponsorship of the Giants telecasts to Liggett & Myers Tobacco Co. The additional assurance of network advertisers was such that WNBTV soon found it necessary to farm out the night games to another station, WPIX (TV) New York. This past year, WNBTV eschewed baseball altogether, except for the pooled World Series, and WPIX telecast the complete Giants home schedule for Chesterfields.

A year ago WNBTV's operations were integrated with those of NBC's New York radio stations, WNBC and WNBC-FM, under the direction of Thomas B. McPadden, general manager. This semi-autonomous set-up gives WNBTV's programming, broadcasting and sales managers a measure of independence from the rest of the NBC network. As a result, WNBTV's program planning has become more important, as has the station's ability to serve its audience in the New York metropolitan market.

Program planners at the studio of NBC's New York television outlet—WNBTV (TV)—discuss future schedules in this huddle. L. to r: John C. Warren, sales manager; Thomas B. McPadden, manager; John H. Reber, program manager, and Reid R. Davis, network television operations supervisor.

The year 1949 had a number of firsts. First in NBC's schedule of women's sports telecasts was WNBD's coverage of the 1949 Women's College World's Championship, telecast on May 17. Also during the year were such new programs as "NBC's Army-Navy game" and "The VIP Show," a live daily series alternating on both NBC and WPIX.

In addition to these, NBC's New York radio stations, WNBC and WNBC-FM, have continued their strong coverage of news, sports, and entertainment events. The NBC network has expanded its programming to include new series such as "The Art Linkletter Show," "The Jack Paar Show," "The Alan Young Show," and "The Ed Sullivan Show," among others.

The year 1949 was marked by the growth of NBC's television operations, both in New York and throughout the United States. The network has continued to expand its coverage of news events, as well as its programming of entertainment and sports events. NBC's television division has also continued to grow, with the addition of new stations and an increased number of programs.

The network has continued to invest in new technology, including color television and stereophonic sound. The network has also expanded its coverage of news events, with the addition of new stations in key markets.

NBC's television division has continued to grow, with the addition of new stations and an increased number of programs. The network has also expanded its coverage of news events, with the addition of new stations in key markets.
INTERSTATE BAKERIES, Los Angeles (Butternut Bread) enters TV for the first time Dec. 10 when it sponsors the hour-long Hopalong Cassidy feature film on five stations—WLAV-TV Grand Rapids; WDAF-TV Kansas City, Mo.; WENR-TV Chicago; WLWT (TV), Cincinnati and WOW-TV Omaha. Agency is R. J. Potts, Calkins & Holden, Kansas City, Mo.

**LEGISLATE BY TELEVISION**

Wiley Urges Soloncast Plan in Defense Report

GOVERNMENT civil defense plans should make provision for members of Congress to legislate by television from key centers throughout the country, Sen. Alexander Wiley (R-Wis.) has advised President Truman.

In a 1200 word statement urging all-out dispersal of government units, private industry and population groups, Sen. Wiley urged a three-point program: (1) Appointment of a Council of Decentralization to initiate dispersal of key military and other facilities; (2) Authorization of funds to provide for decentralization; and (3) Re-doubling of efforts by agencies and officers on the city and state levels.

"Congress should consider legislation by television from 30 or 40 scattered points in the nation, where legislatures grouped around TV sets could cast their votes," Sen. Wiley suggested. "It should consider the question of a mobile capital, if necessary, on railroad trains where legislators and key government officers could continue to direct the affairs of the nation." Presumably 30 or 40 centers now enjoying or contemplating TV reception and equipped with transmitting equipment are envisaged under the Wiley plan. With respect to a "mobile capital," video already has been tested on the Baltimore & Ohio railroad and found potentially feasible, it was pointed out.

Sen. Wiley criticized defense officials who cite National Security Resources Board plans covering any emergency. Some of them have been disclosed by NSRB (Broadcasting, Nov. 21). He declared they were "useless because they weren't being applied in action" at the outset of World War II.

**'CISCO' FILMS**

Ziv Signs Krasne

JOHN SINNER, president of Ziv Television Programs, New York, has signed Philip N. Krasne, Hollywood film producer, for production of 52 Cisco Kid video films yearly for the next ten years.

The films, to cost Ziv $15,000 each, will be shot in 16 mm Kodachrome, in preparation for color video, and will be offered first to sponsors of Cisco Kid radio programs, rights to which are controlled by Frederic W. Ziv Co., Cincinnati.

**InterCity Color Exhibit**

INTERCITY microwave relay will be employed for color television demonstrations to American Medical Assn. meeting in Washington Dec. 6-9, with pick-ups from operating rooms of Johns Hopkins Hospital in Baltimore relayed via towers at Jessup and Cheverly, Md. One of a series of medical colorcasts sponsored by Smith, Klein & French, Philadelphia pharmaceutical house, it will be the first to go intercity, said SKF. CBS color TV system is to be used.

**WORLD-WIDE VIDEO**

Jolliffe Predicts Future

WORLD-WIDE television networks, self-powered, portable video sets, and remote observation via TV of dangerous industrial operations, were foreseen by Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs., who last Tuesday addressed the commencement exercises of RCA Institutes.

Ceremony was held in NBC's studio in Radio City, and diplomas were awarded to 198 students, the Institutes' largest graduating class to date. Fields in which TV could operate as observer, Dr. Jolliffe pointed out, were those of explosive mixing, and mining, where TV "eyes" could substitute for dangerous exposure of men to the operations.

**WGN-TV IS TOPS IN CHICAGO**

WGN-TV leads all other Chicago stations in Technical Equipment with more mobile units (2), more studios devoted exclusively to television (4), more cameras (14) and associated equipment, plus a complete projection room to handle both 35 mm and 16 mm films and slides, and the most modern transmitter in the area—all for your service when you advertise on WGN-TV.

**...IN LOCAL PROGRAMMING**

WGN-TV originates more local programming than any other Chicago station... has more local time sold ... and also originates many programs each week—studio and remote — for the Dumont network. WGN-TV is the only Chicago station with its own newsreel department for full news-in-action coverage.

**...IN SPORTS COVERAGE**

Channel 9 in Chicago is the station to turn to for sports—no need to hunt. WGN-TV telecasts more special and regular events and has more sponsored sport shows than any other station.

**...for the TOP value for your Chicago television dollar, contact Chicago's TOP television station**

WGN-TV

CHANNEL 9 - CHICAGO
Cincinnati

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<thead>
<tr>
<th>Program</th>
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<tr>
<td>Firestone Theatre</td>
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<td>Network Chevrolet</td>
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<tr>
<td>Godfrey &amp; His Friends</td>
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<td>Cavalcade of Stars</td>
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<td>Lose Him*</td>
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<td>Stop the Music</td>
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New York

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Philadelphia

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<td>Bob Howard</td>
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KSD-TV profit

Averages $1,500 Weekly

KSD-TV, St. Louis, Post-Dispatch television station, has been averaging $1,500 weekly profit since late September, David Pasternak, promotion director, said Wednesday in Chicago.

Addressing the Chicago Television Council, he disclosed that for the past nine weeks KSD-TV has been taking in an average of $8,000 weekly and paying out $6,600, including $1,100 depreciation on equipment, $540 rent to the Post-Dispatch, and salaries to 30 exclusively KSD-TV employees.

Nineteen of the latter are technicians.

Mr. Pasternak pointed out, however, that no administrative expenses are being charged against the station, but anticipated they will be expense items after the first of the year.

KSD-TV has spent $350,000 for equipment and sustained $400,000 in operating losses since it took the air in February 1947, he added.

All of the station’s promotion budget is going toward helping dealers sell more TV sets, he said, with the result that the St. Louis viewing area now has more than 80,000 installations. He told how KSD-TV stimulates interest in public televising in dealers’ showrooms by sending bulletins to dealers of special events.

Day Programming

James’ Show First on DuMont

DENNIS JAMES’ WACD (TV)

New York daytime show "Okay Mother" is to be the first daytime video show to go network, starting Dec. 12, according to Tom Gallery, DuMont Network director of sales.

Program’s sponsor, Sterling Products Inc., New York, through Dancer-Fitzgerald-Sample, New York, has signed a 52-week contract placing the show on four DuMont TV Network stations—WABD, WFIL-TV Philadelphia, WAAM (TV) Baltimore, and WTTV (TV) Washington. Show will be aired 1-1-30 p.m. Mon.-Fri.

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2533 S. Ashland Ave., Chicago 14, Ill.
Phone Lincoln 9-2700
**KPHO-TV OPENS**

**Affiliated With 4 Networks**

KPHO-TV Phoenix, Ariz., affiliated with the four TV networks—ABC, CBS, DuMont and NBC—was scheduled to go on the air yesterday (Dec. 4). The video outlet and its sister AM station, KPHO, moved last week into a new $200,000 building adjacent to the Westward Ho Hotel on First Ave.

Reports of good test signal reception have been received from Tucson and Wickenburg, both on a direct line of sight although 110 miles away and 1,600 feet higher than Phoenix. There are 3,000 sets in the Phoenix-Tucson area, according to KPHO-TV officials.

KPHO-AM-TV are owned by Phoenix Television Inc., of which Rex Schep is president. Other officers are John Mills, owner of the Westward Ho Hotel, vice president, and J. N. Harber, Phoenix businessman, secretary-treasurer.

KPHO-TV operates on Channel 5, with 8.7 kw visual, 17.6 kw audio, and is DuMont equipped. Both stations are represented by Taylor-Boroff & Co.

**DAYTIME SCHEDULE**

**WKY-TV Women's Shows**

WKY-TV Oklahoma City has begun daytime programming of live shows, featuring telecasts every Thursday afternoon. Expanded program is directed primarily at women viewers.

Afternoon schedule, running an hour and 45 minutes, includes a sewing demonstration, a cooking instruction class and a magazine-type format show titled The Girls and featuring such topics as beauty aids, gardening, home decorations, table settings, fashions and party planning. A quarter-hour segment highlighting activities of Oklahoma's Parent-Teacher associations rounds out the Thursday women's features.

**TELEVISION IN FLORIDA**

**WTVJ channel 4 MIAMI**

Announces with Pleasure the appointment of

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AS OUR NATIONAL REPRESENTATIVES

**NOW!**

12,000 Television Sets in use in South Florida*

17 N.W. 3rd St., Miami, Fla.

December 5, 1949
When the picture producers of York's 723 medium, Mr. Offor.<in 200 FABLE Nation and complete For and achievements on every coast, has finished," Mr. Corraling his performance for to plunge into of the medium, he was able to.

With this the first star and achievements than four were, has decided to by-pass the Superior Court and go directly to the Pennsylvania Supreme Court (Nov. 21) with the appeal by Philadelphia taproom and restaurant owners that a $120 amusement fee per week imposed between 1946 and 1948 on establishments showing TV programs should be declared void. The PRLDA is making the fight for the tavern operators.

In the days when it was a "disgrace" for a stage star to be identified with the "lowly screen medium," Mr. Spanuth persuaded Nat Goodwin, star of the Broadway company of "Oliver Twist," to "preserve his performance for posterity." Correlating the cast of the Dillingham production in New York's old Crystal Studios, Mr. Spanuth was one of the first film producers to shoot more than a thousand feet on one job.

"We just kept on shooting until the play was finished," he relates. "When the picture ran to 5,000 feet, the exhibitors turned it down.

Mr. Spanuth

For a brief time he was manager of General Film Co. in Chicago, but soon went on his own again to make "Spanuth's Original Vod-A-Vil Movies." Originally produced on 32mm so that small theaters unable to afford live acts could supply public demand for this form of entertainment, the library of some 50 of varying "Vod-A-Vils" that performers now is being prepared for re-issue on 16mm for television. Burton Holmes Laboratory, Chicago, which made the original prints for Mr. Spanuth, is helping remake them. A negative cutter named Hattie Gehrite, who worked on the films 30 years ago, is assisting in the work.

Shortly after he had finished production on his "Vod-A-Vil Movies," Mr. Spanuth became associated with Bell & Howell and organized its Film Advisory, one of the first 16mm rental libraries. He remained with B&H nearly 10 years, leaving to join Bertram Willoughby's Ideal Pictures. After 8½ years with this firm, he organized, with G. L. Reason, Film Studios of Chicago, with headquarters in Chicago's Field Bldg.

In addition to his accomplishments in film production, he has had wide experience in the theater exhibition field and in film distribution. He has owned and operated Chicago's Ziegfeld, Peerless, Rosewood, Ravenswood, and Morse Street theaters, for a time had his own film exchange, organized the Celebrated Players Film Exchange, and was manager of the Jones, Linick and Schaefer Central Film Exchange.

Born in Hamburg, Hans August Spanuth was named for his father, August Spanuth, German mint-office and close friend of Kaiser Wilhelm. He recalled the story that when attending concerts, the Kaiser would watch for his father to applaud, then follow suit. Young Hans was brought to this country at the age of six months when his father became editor of the New York Sintatszeitung. As a young man, he attended Columbia U.

Mr. Spanuth doubts that "the vast motion picture industry, with all its invested capital, will permit a new entertainment like television to put it out of business." He predicts that in the not too distant future the major picture producers will present special television features," he says. "You will see first run special TV features, other than those shown in regular theatres, but equally as good if not better because of the close-up feature of television production."

Mr. Spanuth believes that the picture producers are waiting until their theatre business drops off to such an extent that when they do decide to go all-out for TV, it won't matter what the theatre owner thinks. Their losses, he says, will be overcome by receipts from individual "box-office coin boxes." In installed in millions of TV homes through arrangement with the telephone company.
BELIEVING that sign-off should receive same program attention given rest of broadcast schedule, XOA Sacramento, Calif., recently changed from traditional "Star Spangled Banner" to use of different hymn each evening. Hymns used are choral, primarily those of Phil Spitalny All-Girls Chorus, well known songs. Station portion of sign-off precedes hymn, FCC-required portion follows. Change has been so favorably received that station reports fan mail concerning it.

Unique Quiz

"WORLD'S toughest quiz show" is caption applied to portion of Bunch, noontime show on KDQA Pittsburgh. Writer-M.C. Ed King has question sealed in envelope and he is only one who knows what question is. Each day he asks his studio-and-listening audience if they can tell him the answer. Even station executives and employees are eligible to answer question— if they can. Telephone, letter, and telegram responses to stunt have been received, station reports.

Santa Claus Parade

BUFFALO, N. Y., parade honoring Santa Claus was given full coverage by WKBW that city, recently. Tape recording booth was set up in store behind checkout counter, and description of parade as it passed was warded. Seven-foot replica of WKBW microphone was placed in convertible which skirted parade and returned to recording booth several times with commentary on happenings along the line of march. Mike Kearian, station disc jockey, handled commentary from booth while Roger Baker, news commentator, reported from car.

Santa on Shortwave

FIVE-aweek pre-Christmas telecast over WLWD (TV) Dayton, Ohio, is titled Calling Santa Claus—and that's just what happens. Children are listening to station for program chat with Santa via shortwave and at the same time, see him in his workshop via television. At-home viewers also see children calling Santa. Children must have tickets and be accompanied by adult in order to gain admission to show.

'The Game of Christmas',

IN SETTING of court room of king's palace, quizmaster-king, outfitted in royal garb and assisted by staff of pages and courtiers, conducts King's Court on WATV (TV) Newark, N. J. Quiz show also features novel idea in TV promotion whereby participating sponsors receive mention of their products in Kings Super Market newspaper ads, handbills and store displays. Show is designed to merchandise and sell food items stocked by 20 Kings Markets throughout North Jersey, and is directed and produced by George Green with settings by Tom Naegele and Zal Venet.

Bridge Opening Aired

DEDICATION of new million-dollar viaduct in Massillon, Ohio, was reported by Al Frances, news and special events director of WHBC Canton. An hour was spent describing festivities in which 95-year-old Jacob C. Coxe, who led famous "Coxey's Army" march on Washington, participated as Massillon's "elder citizen." Broadcast was sponsored by Reliance Div. of Estes Mfg. Co., Massillon. Ten thousand persons witnessed opening, station reports.

Telecast of Shrine Events

ONE-HOUR telecast of non-secret rites of Fall Ceremonial Ancient and Accepted Nobles of Mystic Shrine was made by KDYL-TV Salt Lake City. Special permission was granted station to set up its cameras in El Khah Temple in Salt Lake City. Included in program was concert by Shrine Band, selections by chorale group of Shrine and marching evolutions of Shrine patrol. Film showing activities of Intermountain Shriners Crippled Children's hospital concluded show which won high praise from Shriners, Masonic officials and public, station reports.

Full Football Schedule

NEAR end of season, KFQ Wenatchee, Wash., carried four football games in one day. Pick of fifth contest which was fed across state to KVOS Bellingham, KFQ's sister station. Notre Dame-Michigan State contest led off list at 10:45 a.m., followed by two local high school tiffs, and Junior college contests.

TV Cartoons

SERIES of television broadcasts featuring Francis Dahl, nationally-known cartoonist, and sponsored by Boston & Maine Railroad, has been started on WBZ-TV Boston. During weekly Wednesday night series, Mr. Dahl cartoon people and events on railroad, as he sees them. New TV show is known as Cartoons by Dahl.

Anniversary Celebrated

SIXTIETH anniversary of Washington Board of Trade was honored last week in two broadcasts carried by WMAL Washington. First was hour-long program in which Board of Trade members and their families were feted, and play depicting aid given business men by Board of Trade was aired. Second show was made up of series of vignettes depicting civic good accomplished by board. It was carried on ABC through This Is Our Town series, jointly sponsored by network and U. S. Chamber of Commerce.

School Talent

SCHOOLS of East Hampton (L. I.) Township were visited Thursday (Dec. 1) by Tony Allen, disc jockey on WEHR Westbury, L. I. During all-day visiting was special dinner for Mr. Allen and eight talented teenagers who will accompany Mr. Allen to East Hampton to put on an all-bill show in East Hampton High School auditorium. Show was re-broadcast from Rhode Island this week. Visit was sponsored by East Hampton Chamber of Commerce and East Hampton Lions Club.

Police Featured

IN EFFORT to bring people of Richmoncl, Va., up to date on work of large police department, WTVR (TV) that city currently is producing weekly half-hour primrose All Citizens. Show takes up work of separate parts of the organization each week, introducing men in charge to briefly explain the problems and how they are handled in individual cases. Films showing what prospective "rookie" goes through in training will be shown.

TV Students

DRAMA department of U. of Texas, Austin, has been supplied with recordings of weekly series, Television and You, for classroom use by WOAI-TV San Antonio. Program deals with history of TV, its impact on national industry and national background, ways of insuring good reception, TV standards, types of sets and programming to be expected on WOAI-TV. Series began over WOAI-TV Sept. 11, and continues each Sunday until regular programming begins Dec. 11.

Cole-Moran Trade

FORERunner of upcoming television show from New York on behalf of National Sclerosis Society was recent trade between Grady Cole, commentator of WBT Charlotte, N. C., and noted press agent Jim Moran. Mr. Moran received a 500-pound bale of North Carolina-grown cotton in exchange for one of Senator Clyde R. Hoey's neckties during Mr. Moran's recent visit to Charlotte on behalf of NSS campaign.

December 5, 1949 • Page 67
ACTIONS OF THE FCC

NOVEMBER 25 TO DECEMBER 2

CP-construction permit
DA-directional antenna
ERP-estimated radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
vis.-visual
un-limited hours
STA-stationary temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

November 25 Applications

ACCEPTED FOR FILING

AM-1460 kc
Chumate Bestg., Co., Chanute, Kan.
—CP new AM station 1460 kc 285 w D
AMENDED to change name of applicant to Harry E. Walker, Phil Crenshaw, George A. Rountree and James T. Jackson 9/28 as Chumate Bestg. Co., change power to 1 kw.

License Renewal

License renewal applications were filed by following AM stations: WJOI Florence, Ala.; WSGC Winterville, Ala.; KBSB Springfield, Ark.; WLEX Royal Oak, Mich.; WBBJ Bluff, Mo.; WTVY Steubenville, Ohio; WBCB Cleveland, Tenn.

License CE for CP

WNRB-TV Binghamton, N. Y.—License to cover new CP TV station.

WGBH-TV Chatham, Va.—License to cover new CP FM station.

Modification of CP

WJJJ-TV Detroit—Mod. CP new TV station for extension of completion date 12/31/50.

WTVJ Newark, N. J.—Same to 9/30/50.

WAXZ Parma, Ohio—Same to 6/4-46.

KRMG Tulsa, Okla.—Mod. CP new AM station for extension of completion date.

KQDM-FM Stockton, Calif.—Mod. CP new FM station for extension of completion date.

KMVA-FM Martinsville, Va.—Same.

KWWX Shreveport, La.—Mod. CP new FM station to change ERP to 12.3 kw. ant. height to 380 ft. above average terrain.

KWAK-FM Bay Beere, N. Y.—Mod. CP new FM station to change ERP to 10 kw. ant. height to 165 ft. above average terrain.

November 28 Decisions

BY COMMISSION EN BANC

Oral Argument Set


Modification of CP

WWSW-Memphis—Granted mod. CP change date. Also denied informal request for extension to continue operation of WWSW on 1480 kc 250 w untl. 60 days after WWSW has commenced program tests on its new frequency of 780 kc.

November 28 Applications

ACCEPTED FOR FILING

SSA-730 kc

WPIK Alexandria, Va.—SSA to operate on 730 kc with 1 kw D and 256 w N for period of 30 days from date to extend expiration date to Nov. 1, 1950.

License Renewal

WSXY Decatur, Ill.—License renewal.

WFLM Memphis, Tenn.—Mod. CP new FM station for extension of completion date.

WTMJ-TV Milwaukee.—Same.

KQDM-FM Dandridge, R. I.—Same.

KWED-FM Odgenburg, N. Y.—Same.

WRENO-RF Buffalo, N. Y.—Mod. CP new FM station changing frequency 105.4 to 105.2 kc, ant. height to 133 ft above average terrain, change site.

November 29 Decisions

BY THE SECRETARY

KFDA, KLM, & AM Amarillo, Tex.—Granted request for voluntary relinquishment of license control. Licensor corporation: passive control. Outstanding capital stock is owned 50% by J. Lindsay Hunt (father) and Gilmore N. Nunn (son). J. Lindsay Nunn propose to transfer, 125 shares to his son, and outstanding capital stock will then be owned 5% by transferee and 87/2% transferred.

KPGM-FM TV Philadelphia.—Granted voluntary transfer of control of station to Philly-CAD, Inc., by transfer of all common voting stock from Courtier-Cooperation Co. No monetary consideration.

KFDB-FM Abilene, Tex.—Granted in. volutionary transfer of control of station to non-licensee corporation. Licensor corporation, through transfer of 100 shares from stock to F. Huffman Sr., deceased, to Louise Huffman, executors.

—Granted license covering new CP new exp. TV station KXEU.

WABA Alhambra, Ill.—Granted license covering change in frequency of call letters to WABA, N. Y.; Granted license covering new FM station.

WLBH Mattoon, Ill.—Granted license covering new FM Ant. on side of AM tower.

WNLJ Kansas City, Mo.—Granted license covering new CP FM station.

WQOD New York.—Granted license covering new FM Ant. standard station 1460 kc 250 w untl.

WGNB Chicago.—Granted license covering changes in existing FM station; new frequency 106.9 mc., 350 w, 165 ft.

WEMF Cleveland, Ind.—Granted CP install new station.

WCLY Cleveland, Mo.—Granted CP change trans. location.

KRLB Canton, Ohio.—Granted CP install new trans. and vertical ant.

Clear Channel, Los Angeles, Calif.—Granted CP install new trans. and vertical ant.

WRF-RF Birmingham, Ala.—Granted CP install new trans. and vertical ant.

KFPM-FM Alexandria City, Ala.—Granted CP installation on station KFPM-FM.

KELO Coatesville, Pa.—Granted mod. CP change type trans. and move trans. location.

KENE Belen, N. M.—Granted authorization to move main studio and warehouse to new build.; Sec. 3(a) for period of 30 days from date of filing; Granted CP. Trans. location and station on application for mod. CP. Following were granted mod. CPs for extension of completion date.

WCON-TV Nashua, N. H.—Same.


KFBR Sacramento, Calif.—Granted license for extension of completion date.

KSTT Davenport, Iowa—Granted voluntary petition for leave of KSTT Bestg., Co. licensee corporation, to file a petition of dissolution of the station and to remove all equipment from the premises of the station. License is presently owned 235% or 35% of which it is not known if such person or persons will increase his holding to 250% or 50%.

KFRM Beaumont, Tex.—Granted CP extension of completion date.

WFBM-TV Indianapolis—Granted petition for leave to move.

WLWC Cincinnati—Granted mod. CP for extension of completion date.

KZTV Corpus Christi, Tex.—Same.

KQV San Antonio, Tex.—Same.

KMPS-Tulsa, Okla.—Same.

WBFN-TV New Orleans, La.—Same.

WIPR Santa Cruz, Calif.—Same.

KMRN-Nashville, Tenn.—Same.

WPGC Washington, D. C.—Same.

Bamberger Bestg., Serv., Inc., North River, N. Y.—Granted CPs licenses for new remote pickups KCA-4922.

Donald Lewis Hathaway, Casper, Wyo.—Granted CPs request for extension of time.

KCLX Colfax, Wash.—Same.

Send applications for CP for approval of trans., and trans. location.

KFNW Atmore, Ala.—Granted CP for approval of trans., and trans. location.

KAFM Atmore, Ala.—Granted CP for approval of trans., and trans. location.

WVO New York.—Granted extension of time from Dec. 1 to Jan. 1 to carry out transfer of control from N. J. Leight to Rochester, N. Y., without filing.

ACTION ON MOTIONS

(By Concurrent)

WEUM San Juan, P. R.—Granted petition for renewal of application for mod. CP.

NOVEMBER 25 TO DECEMBER 2

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NOth 6600

LEE E. BAKER
Consulting Radio Engineer
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SPRINGFIELD, MISSOURI

December 5, 1949 • Page 69
Situations Wanted (Cont'd)

Manager, young, aggressive, strong on sales. Record of successful management of large sales force. Box 296D, BROADCASTING.

Manager—salesman with record of outstanding sales and sales control. References good. Box 300D, BROADCASTING.

Manager—General manager, commercial manager or both. Experienced licensed combination man with emphasis on good sales. Box 301D, BROADCASTING.

Manager—Topflight salesman with proven record. Job immediately available. Box 302D, BROADCASTING.

Manager—Good all-round manager with good sales and service background. Box 303D, BROADCASTING.

Manager—Salesman or commercial manager, I have been in the industry for 20 years, and have had a background in both sales and management. Box 304D, BROADCASTING.

Manager—Publisher's rep, 10 years experience. Box 305D, BROADCASTING.

Manager—Topflight manager. 20 years experience in radio and television. Box 306D, BROADCASTING.

Manager—Topflight manager in advertising and public relations. Box 307D, BROADCASTING.

Manager—30 years experience in all aspects of management. Box 308D, BROADCASTING.

Manager—Topflight manager. 20 years experience in radio and television. Box 309D, BROADCASTING.

Manager—Topflight manager with 15 years experience in all phases of management. Box 310D, BROADCASTING.

Manager—Topflight manager with 20 years experience in all phases of management. Box 311D, BROADCASTING.

Manager—Topflight manager with 15 years experience in all phases of management. Box 312D, BROADCASTING.

Manager—Topflight manager with 15 years experience in all phases of management. Box 313D, BROADCASTING.

Manager—Topflight manager with 15 years experience in all phases of management. Box 314D, BROADCASTING.

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Manager—Topflight manager with 15 years experience in all phases of management. Box 353D, BROADCASTING.

Manager—Topflight manager with 15 years experience in all phases of management. Box 354D, BROADCASTING.


**Situation Wanted:**

Presently employed as chief. Seven years in radio. Have built two 1 kw one which was a 5 kw. Increased power of 1 kw FM to 10 kw. Graduate CRE, 207 Plus St., Atlantic, Iowa.


Engineer—First phone, desires position with radio station. Will consider any location. New York or call Sam Seiden, 111 Center St., Sioux City, Iowa. Phone 30771.

Production—Programming, others

Program director-newsreader, 10 years experience in all phases of programing and announcing with major market network stations, my references will be more than back me up. Box 386D, BROADCASTING.

Promotion manager. Five years solid experience in highly competitive markets. Familiar with excellent shows, outstanding references. Wide experience in all other phases of station operation including sales and programing. Box 291D, BROADCASTING.

Program director, experienced. Now employed desired in the job elsewhere. All letters answered. Box 293D, BROADCASTING.

News editor-program director, 8 years experience all phases, competent, reliable, etc. Will consider news or e.t. Box 278D, BROADCASTING.

Programming, production, administration plus plenty air ability makes 278D, News BROADCASTING.

Experience or call Sam Seldon, phone 21.

**Situation Wanted:**

Television

Technical

TV engineer, graduate American Television Institute of Technology, B.S.T.E. First class phone. Naval electronics experience. Excellent references. Desire position in TV broadcasting. Box 383D, BROADCASTING.

Technical director for progressive station. Currently employed in metropolitan TV operation. Experienced with camera, lighting, switching, film and remote TV. Experienced with major league baseball, football, hockey, opera contests, etc. Box 297C, BROADCASTING.

Production—Programming, others

Hollywood-New York experience all phase production of television. Films. Valuable asset to agency producing television commercials. College graduate. References. ages, etc. will be released. Box 294D, BROADCASTING.

TV production or TV studio engineer. 3 years Navy radio. 2 years TV. Over all design. 2 years TV station. 18 years theater, all phases. 25 years on Broadway. Writer director. Rm. 207K, 1105 Larkin St., San Francisco 5, Calif.

Wanted, job for one program director and one announce, both employed. Box 334D, BROADCASTING.

Program director, experienced independent and with excellent record, top references, wants good opportunity. Programs increase sales, listening audience, network quality voice, can do all jobs in above. Box 295D, BROADCASTING.

Newman—Three years commercial radio experience. Thoroughly experienced, reporting, news writing, editing, announcing. Excellent references, political area, 25, married, college graduate. Current position as news editor. Box 355D, BROADCASTING.

Young woman desires job as woman's program director, ideal in San Diego. Qualified to produce women's participation and shows. Seven years broadcasting experience. Qualified for employment, graduate. Box 345D, BROADCASTING.

News Editor experienced in writing local and wire copy. High ranking Missouri University Journalism graduate. Reporter, on daily newspaper. Was secretary five years. Studied radio speaking. Box 355D, BROADCASTING.

Production—Programming, others

For Sale

Stations

For sale, New York city area AM station, 10,000 watts, no broker. Box 300, BROADCASTING.

Successful 250 watt network station small north midwestern town. Net earnings in excess of $30,000 per year. Reasonable terms. Accounts in excess of $76,000. Price $19,500. Box 292D, BROADCASTING.

Radio station—Long established station in prosperous Pacific Coast metro area. Excellent set up with equipment, etc. Owner retiring because of health. $25,000. Complete station only. Box 383D, BROADCASTING.

Western New York area AM station for sale. Good market, Moderate down payment reasonable terms. Selling because of other commitments. Box 386D, BROADCASTING.

**Situation Wanted:**

Copywriter-announcer who can turn out volume copy that sells. Married, no children, education and states preferred. Let me send you sample of my work. Box 390D, BROADCASTING.

Combination continuity writer-director women's activities. Want some air time. Desires position in TV. Box 355D, BROADCASTING.

Ambitions young journalist, experienced reporting, editing, good appearance, etc. Will consider TV or television news post. College honor graduate, prefers current, etc. Box 395D, BROADCASTING.

Want an accurate, conscientious, fast copywriter. College graduate, young lady experienced in handling accounts and traffic. Box 388D, BROADCASTING.

**Situation Wanted:**

Equiptment

Five (5) portable Twin-trax (Amplifier Corporation of America) tape recorders, as demonstrators. Cost $305.00. Box 398D, BROADCASTING.

One Collins 122-3 four-channel remote amplifier, used very little. Demo condition. Cost $425.00; will sell for $350.00. Box 341D, BROADCASTING.

Four E. F. Johnson lighting filters #722-9-2. Immediate delivery, cost $125.00; will sell for $100.00 each. Box 324D, BROADCASTING.

Two (2) VL-ID: two (2) UL-1D Radio Music reproducer heads, new at 25% off broadcasters net. Box 343D, BROADCASTING.

Bargain in UTC transmitters: over 25 standard types high quality broadcast transmitters at 60% off list. Box 344D, BROADCASTING. For sale, RCA 1 kw transmitter. Fair condition. Very reasonable. A. James Ebel, Box 391D, BROADCASTING.

**Situation Wanted:**

Announcers

South and southwest managers, attention! Available on notice after Jan. 1. Want one of nation's top folk. Western DJ's. 2000 pieces commercial material per week, 12 years exp. 25-35. $500.00, 500 watts. Best refs. Live talent men and women. Sobers, lovable, all around. Handle them all. Box 352D, BROADCASTING.

Production—Programming, others

For Sale

What will $80.00 a Week Buy?

1. TWELVE YEARS of diversified Radio experience—Farm and Program writing showing extraordinary ability to turn one spot in your trade area.

2. DOCUMENTED sales record on the air

3. PROVEN audience builder

4. STYLEFUL time salesman

5. OUTSTANDING background in promotion

Available as pf, farm director, announcer or any of above. Write Box 386D, BROADCASTING.

A PROFIT PLUS COMBINATION

HERE ARE TWO MEN WITH 25 YEARS OF SOLID, STABLE RADIO EXPERIENCE READY TO PUT YOUR STATION IN THE NUMBER ONE SPOT IN YOUR TRADE AREA. A COMPLETE BACKGROUND IN INCLUDE SALES PROMOTION, PROGRAM, PRODUCTION AND FARM EXPERIENCE WRITE FOR DETAIL. TELL US TO EXACTLY WHAT YOU WANT US TO DO. A COMPLETE DESIGN TO FULL STATION OPERATION. UNLIMITED BROADCASTS. BOX 367D, BROADCASTING.

For Sale

Equipment

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 Mg, but will operate any FM frequency. Perfect condition. Contact Charles L. Jeffers, WOAI, San Antonio, Texas.

WANTED: SALES ENGINEERS

A progressive leading manufacturer of broadcast transmitting equipment is continually expanding its operations. Two additional openings will be available for men who are aggressive, sales-minded individuals. One area includes the Mid-Atlantic States and one the Central Mid-Western States. A thorough knowledge of technical broadcasting and broadcasting as a business, and an understanding of various broadcasting station equipment and broadcasting station layouts are necessary. A good personality and a desire to work hard and receive good income are important considerations. In your reply state age, education, complete employment record, marital status, earnings record and section of country in which you would prefer working. These are permanent positions for the men who qualify and produce. Reply to Box 386D, BROADCASTING.
**PROSPECT**

**BROADCASTING**

**52 WEEKS A YEAR**

with **BROADCASTING TELECASTING**. What better gift than that of business knowledge, of thought-provoking feature articles and lens-sharp reporting of all radio—AM, FM, TV—Monday every week. Profitable to give, BROADCASTING's practical and sensibly priced, too.

Wind up your Holiday gift-giving quickly and inexpensively by listing your clients, staff members, prospective advertisers, radio friends on attached handy-order form at right. Each gift announced with a full color Christmas card, hand-signed with your name. Subscriptions will start with December 26 issue.

Remember, when you give **BROADCASTING TELECASTING** you give the finest in radio for 52 weeks, plus the big 3½ lb. 1950 Yearbook.

at Special Christmas rates . . . 1 for $7 4 for $25 8 for $45

**Note:** Your own subscription may be renewed as part of this order. Simply list it first, as addressed, and we'll extend the subscription for one year from its present expiration. Special prices apply to both new and renewal subscriptions.

**PLEASE SEND**

**BROADCASTING TELECASTING**

as MY GIFT TO-

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**Special Christmas rates**

1 for $7 4 for $25 8 for $45

**IMPORTANT—Mail today to:**

**BROADCASTING TELECASTING**

NATIONAL PRESS BLDG., WASHINGTON 4, D.C.

$ __________ enclosed  Bill me later

Signed

Firm

Address

Please send Broadcasting an 1950-Yearbook as my gift to—
BROADCASTING service. "14 or New York. Offer. Line, 400 complete with ft. self- in final. In For Chief Engineer, For Sale: One self-supporting tower with portion -on-3-10 regional station, state -B: one electric, 10 kw GE transmitter. Make offer. (Might sell -O- Indiana. Wanted -3, -3-3 months ago. Return to Scalloped on an "I" is Bill Denton, KWSW Pullman, Wash., sportscaster who predicted on his nightly program over the 5 kw State College of Washington station that the Washington State Cougars would lose to their traditional rivals, U. of Idaho Van- dals. Returning home with a 35-13 victory, five members of the Cougars squad invaded KWSC's studios and added Mr. Denton's hair to their trophies. The "I" is for Idaho, or as Mr. Denton said: "In this racket a guy can use on 'I' in the back of his head."

ALLIED RADIO

FTC Rules on Tube Ads

ALLIED RADIO Corp., of Chicago, has been directed by Federal Trade Commission to cease misrepresenting the number of "fully functioning" tubes in radio sets sold by it. Challenged advertisements were used prior to July 4, according to FTC.

The order specifically requires the corporation to cease and desist from representations that its radio sets contain a number of tubes "when one or more of the tubes referred to are tubes or other de- vices which do not perform the recognized and customary func- tions of radio receiving sets in the detection, amplification and recep- tion of radio signals." The com- mission found that one of the tubes was advertised as a "rectifier" which did not perform the above- mentioned functions. Auditors contained in the complaint against Allied were not sustained by the record, FTC added.

KWWL Ex-Staffer Sues

AL LAVAL, former staff member of KWWL, Waterloo, Iowa, has named Ralph J. McElroy, KWWL general manager, as defendant in a back overtime pay action suit filed Nov. 19 in Waterloo District Court. Mr. Laval asks approxi- mately $800 in back overtime pay plus an equal amount in damages, interest, costs of the action and attorney’s fees. Suit covers period from Nov. 1, 1947, until July 16, 1949.

KSMA Santa Maria, Calif., joins Southern California Broadcasters Assn. as 45th member.

Gates has it

IF IT IS FORA BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS

TELEPHONE • 522

WASHINGTON, D. C.

TEL. METROPOLITAN 0522

NEWS EXCHANGE

Set by Missouri AP Group

MEMBERS of the Missouri Assn. of Associated Press Broadcasters have voted to exchange news between them and protect AP by collect telephone calls. Meeting to discuss mutual problems, the radio men agreed that their greatest challenge lay in protecting the cooperative on news from their areas. They agreed to call collect on stories of interest to other state members, and to call the St. Louis or Kansas City AP bureaus for the association’s protection.

Re-elected president at the meet- ing was Bruce Barrington, KXOK St. Louis news director; Jim Mon- roe, KCMO Kansas City, was re- elected vice chairman.

Guest speaker was Merrill Chil- cote, managing editor of the St. Joseph News-Press and chairman of the Missouri AP newspaper members continuing study commit- tee.

Motorola Trains

MOTOROLA Inc, Chicago, radio, TV, communications equipment, has spent $85,000 so far in a comprehensive sales training program for more than 8,000 retailers across the nation. Program was developed by Walter H. Stellner, vice presi- dent in charge of merchandising, and Ellis L. Redden, director of advertising, sales promotion and training.

EFIRST YIPEL DIALERS per DOLLAR

put KROD to work for you

• CBS OUTLET
• 600 ON YOUR DIAL
• 5000 WATTS
• SOUTHWEST NETWORK

As a time buyer, you are interested in the best "buy" for the money in the rich El Paso market. That's KROD—CBS regional outlet, Key Station of the Southwest Net- work, far-west link of the Lone Star Chain.

RODERICK

BROADCASTING CORP.

Dorrance D. Roderick
President

Val Lawrence
Vice-Pres. & Gen. Mgr.

Represented Nationally by Taylor-Boroff & Company, Inc.

KROD Your Southwestern

Your Salesman

EL PASO • TEXAS

December 5, 1949 • Page 73
They Love Us in Alberta

Opening the huge stack of mail every morning at KDYL is always a pleasure, but even our office girl was thrilled by a recent letter from Brocket, way up in Alberta, Canada, ordering a product advertised on "The Old Corral."

A thoughtful postscript said, "The Old Corral is the finest program there is. We listen to it every morning."

What more do we need to say?

KDYL

Salt Lake City, Utah

National Representative: John Blair & Co.

KTFI PROMOTION
Ruled Conflict With P.O. Laws

PROMOTION stunt of the treasure-hunt type as proposed by KTFI Twin Falls, Ida., has been held in conflict with postal regulation by Roy C. Franke, acting solicitor of the Post Office Dept., on the ground that the element of chance is present and that time and effort spent in wind-shopping constitutes "consideration."

KTFI proposed to have merchants display gifts in windows a week before the treasure hunt day, according to Florence M. Gardner, manager. Street addresses and phone numbers would have been picked to match the total number of gifts displayed by each merchant.

It was planned to have a portion of a house or phone number placed in a window beside each gift on treasure hunt day. Window shoppers would have gone into stores upon finding a portion of their home or phone number, receiving the gift if such was the case.

The post office opinion said, "The winning of a prize in this plan depends upon chance. The element of consideration is also present, in the substantial expenditure of time and effort involved in visiting the various stores in order to obtain whether one has been selected to receive a prize. The plan is obviously a conflict with postal laws and regulations, 1948, and all matter relating thereto is non-negotiable."

On All Accounts

(Continued from page 16)

On behalf of Montana's Historical Library, Gov. John Bonner (1) accepts treatment of the 1949 state legislative sessions and a copy of the Legislative Highlight booklet from Paul Hatton, manager of KXLJ Helena. Since its inception, KXLJ has broadcast the biennial sessions and also has issued the legislative booklet. KXLJ fed all broadcasts to the Z Network, giving statewide coverage.

WWSW CHANGES
Now on 970 kc With 5 kw

SUPPORTED by an extensive publicity campaign, WWSW, Pittsburgh independent, increased its power from 250 w to 5 kw on Nov. 27. Pete Schloss, general manager, reports. City's Mayor David L. Lawrence pressed the button putting the station's new, modern transmitter on the air at the new frequency of 970 kc.

Mr. Schloss reported the new equipment, designed by Glenn D. Gillett & Assoc., consulting engineers, will broaden the sports and music station's coverage to more than 2 million listeners. Change-over took place during a quarter time break in the Pittsburgh Steelers-Philadelphia Eagles professional football broadcast when listeners were told to switch from the old frequency of 1490 kc to the new 970 kc. Local campaign promoting WWSW's change utilized outdoor posters, transit ads, window displays, book cover graphics, labeled pennies, and other advertising media. WWSW, founded in 1922, is affiliated with the Pittsburgh Post Gazette.

IPANA ADS
FTC Order Omits Agencies

AN ORDER calling on Bristol-Myers Co., New York, to cease misrepresenting its Ipana Tooth Paste in radio commercials and other media advertising was issued last Tuesday by Federal Trade Commission.

Simultaneously, the commission dismissed a complaint against Pedlar & Ryan Inc. and Young & Rubicam Inc., two New York agencies which handled the Bristol-Myers advertisements in question.

Representations banned in the FTC order include claims of therapeutic value for Ipana in mouth treatment; lack of harmful swelling in food diets; use of the product by and recommendations of U. S. dentists to their patients, and, in particular, use of the word "massage."

In dismissing the complaint against the two agencies, FTC held that "in exercise of sound discretion" Pedlar & Ryan and Young & Rubicam "at all times acted under the direction and control of Bristol-Myers, their employer, with whom rested the final authority for such advertising."

The cease-and-desist order would serve to eliminate these practices at their origin, the commission added. Findings did not specify stations or programs used.

Feature
(Continued from page 16)

station is pleased to report. Six announcements on his show pulled 8,906 requests for a sample of Sight Savers, a cleaning tissue for eyeglasses.

Cowbell Publications used 12 big-power stations in various markets to promote their new magazine, Quick, by offering free samples. Forty percent of all requests pulled by the 12 stations came from listeners to Mr. Sterling, WCBS reports.

Last summer McKesson & Robbins had Mr. Sterling offer free samples of Tartan sun-tan lotion on his show. After three mentions of the offer, 7,900 listeners wrote in. WCBS hopes that Mr. Sterling's anniversary will be only the first of many.

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by Johnstone-Monte

CROCODILE TEARS

On Records: Eddy Howard—Mer. 5325; Tex Williams—Cap. 57-40253; Doris Day—Col. 38638; June Carter—Vic. 21-0142; Red Perkins—King; Evelyn Knight-Hoagy Carmichael—Dec. 24821.

On Transcriptions: Eddy Howard—World; Lawrence Welk—Standard.

Page 74 • December 5, 1949
License Renewal


APPLICATION RETURNED

Lincoln County Bets, Inc, Liberty, Mont.—RETURNED Nov. 3 application for new AM station 1250 kc 250 w untl.

November 30 Decisions

License Renewal

License renewals were granted for stations on record Aug. 1, 1950, WDLF Elkins, W. Va., WBM, Mason Ga.; WYOS, Liberty, Pa., VKCQ and Aux., Chambersville, Va.; KYUM Yuma, Ariz.; WYWN and Aux., Van, Okla., R. I.; WBAI Wilkes-Barre, Pa.

License Extension

License of following stations were extended on record because of completion of certain work. WYXJ Los Angeles, Calif.; WMEX Boston; WGAB (and aux) Washington, D. C.; WJL Chicago, Ill.; WLW Cincinnati, O.; KBG San Diego; KJH (and aux) Los Angeles, Calif.; KFRC (and aux) San Francisco; WBAI Baltimore, KXKL Reno., Nev.; WDEL Wilmington, Del.; WPDQ Jacksonville, Fla.; WCHS Charleston, W. Va.; WWJ Detroit, Mich.; KFDM Houston, Tex.; WNIT Fort Myers, Fla.; KOB Albuquerque, N. Mex.; WMPO Auburn, Ill.; WJVA South Boston, Mass.

License Renewal

WAZF Boise, Idaho, Miss.—Granted renewal of license of period ending Mar. 1, 1956, WAZF Boise.

WAKK Elk City, Okla.—Granted renewal of license for period ending Aug. 1, 1950.

KAGR Asheville, N. C.—Same.

License Renewal

WAFB Atlanta, Ga.—License to cover CP increased power to 3 kw.

FCC Actions

(Continued from page 68)

Decisions Cont.: FCC General Counsel—Granted petition for extension of time to file proposed rules and regulations and certificate of law in proceeding on applications of Cross Bay Bost, Co., Inc., New York, N. Y., and Anthony Salesman, Santa Monica Calif. all time extended to 12-8-49. (By Examiner Fannye Litvin)

WHIB Providence, R. I.—Granted petition for notice of completion of hearings to cover WPRI at Providence, R. I., and WPAT at Pawtucket, R. I., to stay proceedings.

Bcw. 7p.

WZQB San Diego, Calif.—Preliminary hearing set

On request of Comr. of Hearings, Aug. 21, 1950, for appearance on behalf of petitioner, D. Scott.
The Texas Rangers
"AMERICA'S FINEST WESTERN ACT!"

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. The trip started in Pennsylvania and ended in Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcription, used on scores of stations from coast to coast, have achieved vacation ratings as high as 27.4.

Advertisers and stations — ask about our new sales plan!

WORLD’S FOREMOST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

We'll be glad to quote on your requirements.

Broadcasting • Telecasting

The WORLD'S FOREMOST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

We'll be glad to quote on your requirements.

Broadcasting • Telecasting

The WORLD'S FOREMOST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

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We'll be glad to quote on your requirements.

Broadcasting • Telecasting

The WORLD'S FOREMOST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

We'll be glad to quote on your requirements.
STORM warnings centered around CBS-TV Hollywood last week as International Brotherhood of Electrical Workers sought what it termed "outrage" action on working and wage conditions of stage employees. CIT studios had a "total stop." In a letter to Ned Marr, network West Coast attorney, Roy Tindall, business manager, Local 45, IBEW, stated that "no acceptable terms" had been made between the network and the union since the latter had become negotiating agent for the ten stage men involved June 3, 1949 (men earn 75 cents an hour and have no regulation of working hours).

Mr. Tindall concluded by saying that situation is one that must be corrected at this time "even if it requires drastic measures."

Union seeks a wage that will at least equal that of similar sized television stations, and receive $55.00 weekly. It further demands regular conditions—eight hour day, five day week with three week vacations, enjoyed by network engineers.

The crumpled top portion of KHQ's tower

KHQ Spokane again is operating at full power on a quarter-wave antenna after high velocity winds snapped the 826-foot tower almost in half. The accident happened Sunday, Nov. 27, at the height of the storm. The nearby municipal air field recorded a wind velocity of 85 miles per hour for 100 feet in the air about the time the top of the tower crashed to the ground.

Although the antenna snapped at practically the exact halfway mark, the structure was left with the quarter-wave length type antenna used by the majority of broadcast stations.

LIBERTIES GROUP

Urges FCC Action on Richards

THE FCC was urged last week by the American Civil Liberties Union to speed a hearing date on pending charges of new bias made more than a year ago against G. A. Richards, owner of KMPC Los Angeles. In March 1948, the Radio News Journal of Hollywood alleged Mr. Richards slanted news against the late President Roosevelt, his family and minority groups.

A letter, signed by Dr. John Haynes Holmes, ACLU board of directors chairman, and Thomas Carasakon, ACLU Radio Committee chairman, was delivered to Wy AAM chairman Wayne Coy. It asserted the continued postponement of public hearings would shake public confidence in the Commission as the "guardian of the public interest."

The ACLU also asked the FCC to consider the transfer by Mr. Richards of his radio properties, now pending before the Commission, only after it disposes of the charges made against him. Also under consideration are license renewal applications of KMPC, WWR Cleveland and WJRT Detroit, all Richards stations, and an application to transfer control to three trustees. A motion for deletion of these issues has been filed by Mr. Richards’ counsel, the ACLU pointed out.

The crumpled top portion of KHQ’s tower

NORTHWEST WINDS

KHQ Tower Snapped; KOMO Silenced Briefly

Richard Dunning, president of KHQ, said studies will be made to determine whether a new tower will be necessary or if a new top can be added. He said the tower is fully covered by insurance. It was erected in 1936 by Louis Wasmer, owner of KHQ at that time.

Cost of replacing or replacing the tower has not been determined, Mr. Dunning said.

The wind storm also forced KOMO Seattle off the air for 13 minutes on Nov. 26. Daytime outlet, KBRC Mt. Vernon, was given special permission by the FCC to continue Sunday night throughout the Skagit Valley flood emergency.

Thomas A. Williams

THOMAS A. WILLIAMS, the "Old Dirt Dobber" of the CBS Garden program, died last Tuesday morning in a Nashville hospital following a heart attack. Mr. Willi-ams first took the air over WLC Nashville in 1932. Since that date, his broadcasts grew into a weekly coast-to-coast CBS feature on nearly 250 stations. Mr. Williams is survived by his wife, Edna; daughter, Peggy Jean; three sisters; and a brother.

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FCC ASKED TO PROBE NETWORK, RMA FM ROLES
RESPONSIBILITY of networks, set manufacturers and FCC itself for FM's "lack of success" should be brought into open by FCC, according to petition filed with Commission by Frank U. Fletcher, attorney, secretary and co-owner of WTTV, Arlingon, Va., across Potomac River from Washington. Mr. Fletcher is member of NAB board of directors representing FM.

WABF petitioned FCC Friday to call hearing on proposed rule requiring additional FM operating hours and full duplication of AM schedules.

Networks and set makers are giving their non-AM attention and promotion to TV, WARL-FM changes, with FM to be saddled with higher operating costs and no increase in revenue, under proposed rule. Petition said: "The FCC's non-AM activity is a threat ofswering the Commission's total success in its present effort to provide national commerce in audio and visual communications.

FCC should hold hearing at which all facts could be brought out, WARL-FM contends, including desirability of amending network rules in regard to furnishing of service to non-associated FM stations in same markets as AM network affiliates.

WARL-FM contends FCC's proposed rule was issued at insistence of FM Assn. which is said to represent less than half of FM stations and which is due to be absorbed by NAB.

NABET LOSES NBC CASE
NABET LOST to NBC Friday afternoon arbitration award which upheld network's right to take TV feed of WOR-TV New York's Twenty Questions, sponsored by Ronson, although engineers originating show in WOR studios not NABET members. Union claimed origination violated its NBC contract, providing members had right to originate all NBC-TV remotes. Had NABET won, NBC-TV would have had to make substitute Saturday in 8-8:30 p.m. time bracket occupied by show.

TUBE OUTPUT SOARS
PRODUCTION of receiving tubes increased sharply in autumn, according to Radio Mfrs. Assn. October's output of 24,583,631 tubes nearly 6 million over same month in 1948 and 3 million over September of this year. Of October tube output, 18,920,740 were for new sets, 4,400,168 for replacements, 773,452 for export and 259,283 for government agencies. Due to longer lead-time, 10-month tube production of 151,034,194 tubes was below figure for 10 months of 1948 when total was 164,331,340 tubes.

KKWV PASADENA SOLD
SALE of KKWV Pasadena, Calif., for $675,000 to John H. Poole, owner KSMA and KSMB (Los Angeles), has all, except for application filed at FCC Friday. Sellers, Marshall S. Neil, Paul Buhl, E. T. Foley and Edwin Earl, fortieth age received FCC consent to purchase KAGH and KARS (FM) Pasadena from Andrew G. Haley, Washington radio attorney, for $90,000 on condition they dispose of KKKW, 1 kw daytimer on 1430 kc [Broadcasting, Nov. 21].

TWO PETITIONS FILED FOR THEATRE TV
TWO NEW petitions for hearing to allocate frequencies for theatre television service filed with FCC Friday. One submitted by American Theatres Corp., operator of 47 motion picture houses in New England, particularly Boston area; others filed by Neighborhood Theatre Inc., which operates 45 in Virginia. American Theatres Corp., headed by President Samuel Pinancki of Theatre Owners of America, is theatre TV pioneer in New England through its Pilgrim Theatre in Boston, ATC said it "would plan vastly to expand its efforts if the Commission authorized adequate facilities for such a service."

Like similar requests by other theatre groups in past weeks, petitions hailed theatre TV as opportunity for broader public service, extension of television service, and expansion of program fare, and as means of mass training and education in event of national or local emergency. They were filed by Marcus Cohn and Bernard Koteen of Washington law firm of Cohn & Marks.

PROGRESS IN NEGOTIATIONS WITH DESIGNERS CLAIMED
ALTHOUGH strike of 72 television set and costume designers at ABC, CBS, DuMont and NBC networks and at WPIX (TV) New York continued into twelfth day today (Dec. 5), union and management were reporting progress in efforts to settle. Negotiations, broken off Nov. 23, resumed Thursday and further meeting is scheduled today.

Parties came together when Rudy Karnolt, business manager of union, Local 829, United Scenic Artists, AFL, asked Martin Lacey Jr., president of AFL Central Trades of New York, to intervene. Mr. Lacey appointed his son, Martin Lacey Jr., to act as mediator in effort to bring two sides together. Latter arranged meeting Thursday. Union originally seeking parity in wages with designers in other lines, understood willing to settle for less.

NBC RECEIVES CITATION
EDUCATION WRITERS ASSN. awarded NBC citation "for outstanding interpretation of education to public." Floyd Taylor, director of American Press Institute, Columbia U., was chairman of award committee.

CARLINGS COMMENTARY
CARLINGS Inc., Cleveland (ale), sponsoring Bjorn Bjornson, commentator, on WTOP Washington, CBS outlet, six-five minute periods weekly. Mr. Bjornson had been with NBC since 1941. Agency, Leo Burnett, Chicago.

Dumont DAYTIME SERIES
Dumont TV Network will cable The Shoppers Matinee, two-hour daytime, to inland affiliates starting Dec. 12. Show fashioned so inland stations can sell spots locally. Program to be aired 2-4 p.m.

WILL HONOR STANTON
FRANK STANTON, CBS president, to be initiated Dec. 9 into Alpha Delta Sigma, national honorary marketing fraternity, at New York Advertising Club.

MERGER OF TV GROUPS INTO NATIONAL BODY SEEN
MERGER of Independent Television Producers Assn., New York, and Television Producers Assn., Hollywood, into national body foreseen as mid-December reality Friday by Irvin Paul Sulds, newly-elected president of eastern group, and Mal Boyd, president of West Coast organization.

Mr. Boyd on Friday mailed proposal of merger to Hollywood board, while ITPA New York board had already approved. Two officers meanwhile starting coordinated drive for approval of merger, with Mr. Boyd to meet regularly with Mr. Sulds and ITPA board in New York, and to handle Coast producers problems by correspondence.

CLOSED CIRCUIT
(Continued from page 4)
remote control operation of FM transmitter by AM stations to cut technical overhead Several stations hold if authorization is not forthcoming, alternative will be to turn in FM permits. More than 300 FM permits or tentative authorizations have been turned in since 1940.

ALL FOUR networks submitting mystery shows to Helbros Watch Co., New York through Derald Inc., New York. Decision expected early this week. Helbros has been sponsoring Quick as a Flash on MBS for past three years.

LIGGETT & MYERS (Chesterfields) through Newell-Emmott Co., New York, negotiating for full sponsorship of Cubs' games on WINL Chicago and Midwest Baseball Network (composed of 36 stations). Games sponsored past five years by Old Gold Cigarettes and Walgreen Drug Co.

SIGNS that swift pickup in output of receiving sets is not mere flurry are seen by manufacturers in high-level production of tubes parts. Set makers predict pace will continue into the future, when post-holiday doldrums normally appear.

DANCER - FITZGERALD - SAMPLE, New York, recommending spot announcement campaign as well as network show for 1950 advertising plans to Fallstaff Brewing Corp., St. Louis.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), through BBDO, New York, all but completed negotiations for hour-long dramatic television show, starring Robert Montgomery, to be presented every other week, beginning in January. Network probably will be NBC-TV.

CANDY manufacturer currently negotiating with Martin Stone Assoc. for sponsorship of television show, Americana, featuring Ben Grauer. Show formerly sponsored by Firestone Tire & Rubber Co.


WLS Chicago board of directors understood to have approved expenditure of $25,000 for single station promotion next year, national square dance contest similar to that conducted successfully in Chicago last summer. Sum does not include internal station costs, which will be charged off to overall operation expense.
The KMBC-KFRM Team fulfills a vital daily need in thousands of rural homes in Missouri, Kansas and surrounding states.

The Team maintains a full-time Farm Service department, under the direction of Phil Evans, nationally known expert. Innumerable experiments and developmental projects conducted on the thousand-acre KMBC-KFRM Service Farms, are passed on to rural listeners.

Evans is ably assisted by Ken Parsons, well known agronomist. Together, these two experts, with their up-to-the minute daily reports, keep rural listeners informed on latest developments in this important business of farming and agriculture.

Third member of this trio is Bob Riley, full-time marketcaster, who spends his entire working day at the Stockyards. He presents the market news several times each day direct from the Kansas City Livestock Exchange.

Other program features are presented by The Team specifically for the farm audience. As a result, The KMBC-KFRM Team is a welcome guest in the homes of those who live in the great Kansas City Trade territory.

The Team has the largest and finest group of artists ever developed by any Midwestern radio station. Pictured here is Hiram Higby, master of ceremonies and entertainment star, heard on the nationally famous Brush Creek Follies, Dinnerbell and Western Roundup...just a few of the top-notch entertainment programs that are a daily feature of The KMBC-KFRM Team.

The KMBC-KFRM Team Serves 3,659,828* People

* 1940 Census

The KMBC-KFRM Team is a welcome guest in the homes of those who live in the great Kansas City Trade territory.
Advertising men who know their onions know there's nothing like the warm and friendly salesmanship of home-grown talent to solve their sales problems in local areas.

As in the case of one of the nation's largest tobacco companies. Thanks to a Radio Sales Account Executive, they bought WBT's big local star, Grady Cole, and built their entire promotion campaign around him in the Carolinas. Now? Sales are driving ahead of the pack... and this big cigarette advertiser has found that using local live talent gives his coast-to-coast campaign extra momentum.

Illustrates why national spot advertisers now sponsor more than 750 local live talent broadcasts each week on the radio stations represented by Radio Sales...in 13 of your most important markets.