more advertisers bought spot time on WOR during September 1949
to sell goods to 36,000,000 people in 18 states
than on any other New York station!

In fact, almost ½ (46%) of all spot advertisers in
New York during the month of September used:

WOR
that power-full station
at 1440 Broadway in New York

— these facts are based on the latest
Rorabaugh Report
COMING TO LOUISVILLE

Television IN THE WHAS Tradition

and therefore selling

THE ONLY RADIO STATION SERVING ALL OF THE RICH KENTUCKIANA MARKET
Our man Jamison is a character...

By this we don't mean that Mr. Jamison is the sort of fellow who panics the office by returning from lunch with a lamp shade on his head... (although, of course, he likes a good joke as well as the next man).

What we do mean is that Jamison is an invention of our imagination... based on our many years of successful experience as broadcasters' representatives. (We thought we'd better mention this, because we've received quite a few phone calls for Mr. Jamison since we started him off at the first of the year).

Jamison is really a composite of the qualities that make the services of Weed and Company so valuable. He serves both ways. He serves the men who provide radio and television facilities... he serves the men who advertise over them... and he does both superlatively well.

That makes him a symbol as well as a character, we figure. Anyway, we're mighty proud of Mr. Jamison and the qualities he represents. And we want to say so now, at the end of his first full year with Weed and Company.

This is a most appropriate time to say one other thing, too...

A VERY MERRY CHRISTMAS
to all our good friends among the broadcasters, advertisers and agency men of America.

Weed
radio and television
station representatives
and company

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

Upcoming

Jan 17-18: Georgia Assn. of Broadcasters, Hotel Dempsey, Atlanta.

(Other Upcomings on page 43)

Bulletins

N. W. AYER & SON withdrew from American Tobacco Co.'s Lucky Strike account Friday to avoid conflict with BBDO. New York. BBDO will handle television as well as radio for Lucky Strike. Agency buying Robert Montgomery for bi-weekly dramatic show starting in mid-January [Closed Circuit, Dec. 6].

DOUBLEDAY & CO., New York, purchases Sunday, 2:30-3 p.m. period on CBS starting Jan. 8 for two-quarter-hour programs, first to feature Galen Drake, commentator, second to be quiz series, details to be announced. Huber Hoge & Sons, New York, is agency.

MILES LABS, Elkport, Ind., to sponsor second 15 minutes of Ladies Fair on 410 MBS stations, starting Feb. 6, for Alka-Seltzer. Miles also to carry Edwin C. Hill on full ABC network starting Jan. 2. Both five-weekly, with Ladies Fair 2-2:30 p.m. and Mr. Hill 7-7:00 p.m. Agency, Wade Adv., Chicago.

MRS. ROOSEVELT SLATED FOR NBC SIMULCAST

SIMULCAST featuring Mrs. Eleanor Roosevelt to be aired by NBC and NBC-TV reported to be first program packaged by new firm of Roosevelt & Jones, New York.

Firm was incorporated in papers filed in Albany last week by Elliott Roosevelt, son of late President and before war holder of Texas radio interests, and Martin Jones Jr., New York TV and radio executive, and is currently seeking office space in New York. Mr. Jones, said by informed sources to be bankrolling venture, formerly produced Broadway Spot-light for NBC-TV, and recently sold Vanderbilt Theatre to ABC.

It was also learned that Elliott Ann Tucker, formerly of CBS talks department, is expected to join firm with Jan. 1 as assistant director. Mr. Roosevelt and Mr. Jones are directors.

Mr. Roosevelt could not be reached last week for comment, and Mr. Jones would make no official statement. It was understood, however, that announcement of program, expected to be a Sunday tea-time show, would come shortly from NBC.

Business Briefly

GILLETTE ALL-STAR GAME • Gillette Safety Razor Co., Boston, sponsoring 29th annual All-Star East-West football game on 450 stations, Sat., Dec. 31, following Blue-Grey contest also sponsored by Gillette on MBS Agency, Maxon Inc., New York.

CONGOLEUM BUYS • Congoleum Nair Co., Kearny, N. J. (floor coverings) in early February starts Garwayne at Large on NBC-TV, Sun., 10-10:30 p.m. Price said to be $5,000. Sustainer for several months out of Chicago, program produced by Ted Mills WNBQ(TV) Chicago, who will work with Ker Craig, radio-TV director of McCann-Erickson's Chicago office, agency on account.

ADVERTISING DEPARTMENT REORGANIZED BY LEVER

LEVER BROS. advertising department reorganized Friday, James A. Barnett, vice pres in charge of advertising, announced Michael J. Roche continues as general advertising manager. David Ketner, who joined company in 1947, named brand advertising manager for Surf, Lifebuoy and Swan. Paul Laidley Jr. is assistant advertising manager for these brands.

George B. Smith, new member [Broadcasting, Dec. 5], made brand advertising manager for Rinso, Spry and Breeze. William Scull, assistant advertising manager for these products.

Howard Bloomquist, another new member named brand advertising manager of Lu: toilet soap and Silver Dust with Stephen Witham assistant.

George T. Duram appointed media director assisted by John P. Doyle and Richard Dube.

John R. Allen, newly appointed television manager, will make study of mechanics of consumer aspects of television. Study b made by rotating brands advertised on The Clock on NBC-TV, currently sponsored b Spry, Lux toilet soap and Pepsodent tooth paste.

INCREASED LISTENING TO NEWSCASTS CLAIMED

MORE people are listening to newscasts than during World War II, according to study by WOR New York of average ratings of such shows in New York over past eight years.

Based on Pulse ratings for October-November in 1948-49 period, WOR found: More people spend more time listening to more new programs on major New York stations now than during early part of war; average rating for all 16 minute newscasts currently tops average for comparable months in all war years; average news program is heard by more families now than in any November-November in past four years.
33¢ in Detroit

MONEY-WISE TIME BUYERS
ANALYSE COSTS

BROADCASTING * Telecasting

MONEY-WISE TIME BUYERS
ANALYSE COSTS

BEFORE YOU BUY THE DETROIT MARKET*

Bear down on costs...

WKMH GIVES YOU MORE LISTENERS PER DOLLAR IN METROPOLITAN DETROIT THAN ANY OTHER STATION

Plus...

A BONUS of Ann Arbor, Ypsilanti, Pontiac and Toledo!

Fred A. Knorr
President and Gen. Mgr.

National Representatives

December 19, 1949 * Page 5
WHO WILL GET THE LION'S SHARE IN 1950?

WE CAN TELL YOU Right Now!

- History shows that, in 1950 as in previous years, the "lion's share" of the whopping 288 million retail sales dollars spent in Flint will again go to WFDF advertisers.

How About It? Will Flint's favorite station be selling your products, too? Will you be getting your share of sales in this money-loaded market? Remember, latest U. S. Department of Commerce figures show the average effective buying income per Flint family is $5,764... a figure well worth the careful attention of sales-minded industry, especially since the median U. S. family income figure is reported at $3,120.

There's nothing mysterious about the fact that the majority of Flint's retail sales go to WFDF advertisers. Hooper surveys show WFDF has a larger audience than the other four local stations combined—in every time period... two to five times as many listeners as any other local station throughout the day.

Got a pen? The check up there is going to be a number of people. How many—and how much each of them will receive is the only question. Nobody but YOU can provide the answer!

910 Kilocycles

WFDF FLINT MICH.

REPRESENTED BY THE KATZ AGENCY

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

Page 6 • December 19, 1949
YOU MIGHT COAST A MILE IN
66 SECONDS*——

BUT . . .

YOU WON'T GET FAR
IN WESTERN MICHIGAN
WITHOUT WKZO-WJEFF!

Here's proof that WKZO, Kalamazoo, and
WJEFF, Grand Rapids, do the best radio job in
Western Michigan!

The Mar.-Apr. '49 Hoopers Show that both
WKZO and WJEFF get the highest ratings—Morning, Afternoon and Evening—of all stations in
their respective cities. For Total Rated Periods,
WKZO leads the other four principal Kalamazoo
stations with a 58.4% Share of Audience, and
WJEFF heads up a list of nine principal Grand
Rapids stations with a 26.8% rating.

WKZO-WJEFF deliver about 41% more listen-
ers, with a combination rate that gives advertisers
a 20% saving over the next-best two-station selec-
tion in Kalamazoo and Grand Rapids!

Outside urban limits, this strong CBS combina-
tion does an even more impressive job—delivers
a large and responsive rural audience throughout
Western Michigan.

By any measurement, WKZO-WJEFF are the best
radio buy in Western Michigan. Write for all the
facts, today!

*In 1946 the Republic Miners ran four one-mile heats at Lake Placid in 4:20.3, or an average of 1:5.1.
To our many friends in radio, and to all who may chance to read this, our sincere and warm good wishes for a joyous holiday season.

THE PETRY LIST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSB</td>
<td>Atlanta</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAL</td>
<td>Baltimore</td>
<td>NBC</td>
</tr>
<tr>
<td>WNAC</td>
<td>Boston</td>
<td>MBS</td>
</tr>
<tr>
<td>WICC</td>
<td>Bridgeport</td>
<td>MBS</td>
</tr>
<tr>
<td>WBEN</td>
<td>Buffalo</td>
<td>NBC</td>
</tr>
<tr>
<td>WGAN</td>
<td>Cleveland</td>
<td>CBS</td>
</tr>
<tr>
<td>WFAA</td>
<td>Dallas</td>
<td>NBC</td>
</tr>
<tr>
<td>WFAA</td>
<td>Ft. Worth</td>
<td>ABC</td>
</tr>
<tr>
<td>WJR</td>
<td>Detroit</td>
<td>CBS</td>
</tr>
<tr>
<td>KARM</td>
<td>Fresno</td>
<td>ABC</td>
</tr>
<tr>
<td>KPRC</td>
<td>Houston</td>
<td>NBC</td>
</tr>
<tr>
<td>WDAF</td>
<td>Kansas City</td>
<td>NBC</td>
</tr>
<tr>
<td>KFOR</td>
<td>Lincoln</td>
<td>ABC</td>
</tr>
<tr>
<td>KARK</td>
<td>Little Rock</td>
<td>NBC</td>
</tr>
<tr>
<td>KFI</td>
<td>Los Angeles</td>
<td>NBC</td>
</tr>
<tr>
<td>WHAS</td>
<td>Louisville</td>
<td>CBS</td>
</tr>
<tr>
<td>WTMJ</td>
<td>Milwaukee</td>
<td>NBC</td>
</tr>
<tr>
<td>KSTP</td>
<td>Mpls-St. Paul</td>
<td>NBC</td>
</tr>
<tr>
<td>WSM</td>
<td>Nashville</td>
<td>NBC</td>
</tr>
<tr>
<td>WSMB</td>
<td>New Orleans</td>
<td>NBC</td>
</tr>
<tr>
<td>WTAR</td>
<td>Norfolk</td>
<td>NBC</td>
</tr>
<tr>
<td>KOIL</td>
<td>Omaha</td>
<td>ABC</td>
</tr>
<tr>
<td>WIP</td>
<td>Philadelphia</td>
<td>MBS</td>
</tr>
<tr>
<td>KGW</td>
<td>Portland, Ore.</td>
<td>NBC</td>
</tr>
<tr>
<td>WEAN</td>
<td>Providence</td>
<td>MBS</td>
</tr>
<tr>
<td>WRNL</td>
<td>Richmond</td>
<td>ABC</td>
</tr>
<tr>
<td>WOAI</td>
<td>San Antonio</td>
<td>NBC</td>
</tr>
<tr>
<td>KOMO</td>
<td>Seattle</td>
<td>NBC</td>
</tr>
<tr>
<td>KTBS</td>
<td>Shreveport</td>
<td>NBC</td>
</tr>
<tr>
<td>KGA</td>
<td>Spokane</td>
<td>ABC</td>
</tr>
<tr>
<td>WMAS</td>
<td>Springfield</td>
<td>CBS</td>
</tr>
<tr>
<td>WAGE</td>
<td>Syracuse</td>
<td>ABC</td>
</tr>
<tr>
<td>KVOO</td>
<td>Tulsa</td>
<td>NBC</td>
</tr>
<tr>
<td>WSAU</td>
<td>Wausau, Wisc.</td>
<td>NBC</td>
</tr>
<tr>
<td>WWVA</td>
<td>Wheeling</td>
<td>CBS</td>
</tr>
<tr>
<td>KFH</td>
<td>Wichita</td>
<td>CBS</td>
</tr>
</tbody>
</table>

THE YANKEE AND TEXAS QUALITY NETWORKS
Watch the New WDSU
No Other New Orleans Station Offers Such Complete and Exclusive Coverage of Sports

Mel Leavitt, former network sports-caster, is the bulwark of WDSU's great eye-witness coverage of the major sporting events—boxing, football, racing, wrestling, basketball, et al. Sorry you couldn't secure sponsorship of these sales producing programs—they were sold 100% solid. Kick-off of WDSU's sports coverage for 1950 will be the telecast and the broadcast of the Sugar Bowl Grid Classic on January 2, before 85,000 fans in Tulane stadium. Sorry, already sold to Gillette—but there are more great sport features to come in 1950.

Ask Your JOHN BLAIR Man!

AM TV FM
WDSU
5000 WATTS
Affiliated with the Item New Orleans

Edgar B. Stern, Jr.
Partner

Robert D. Sweezy
General Manager

Louis Read
Commercial Manager

Renault Automobile, largest manufacturer of automobiles in Europe, appoints Smith, Smalley & Testor Inc., New York, to handle its advertising in United States effective Jan. 1, 1950. Philip Kerby is account executive. Spot radio will be used.

Greenman-Sherrill Furniture Corp., New York, appoints Victor A. Bennett Co., New York, to handle advertising effective immediately.

Tri-State Dist. Inc., eastern New York state distributor for Admiral TV sets and electrical equipment, contemplating sponsorship of half-hour evening musical program on WRGB (TV) Schenectady, concurrent with new Admiral line of TV sets and refrigerators in January 1950.

Reddi-Wip Maryland Inc., processor of Reddi-Wip dessert topping in Maryland and Delaware, appoints Ruthrauff & Ryan, New York, to handle its advertising. Radio and television will be used.

Niagara Equipment Co. (home reducing units), appoints Jewell Advertising Agency, Oakland, to handle advertising. Radio will be used.

Personal Products Corp. (Yes cleansing tissues) sponsors ABC Telephone Quiz, 4:45 p.m. in New York on WJZ-TV and on Jan. 9 on WFLD-TV Philadelphla, fom-weekly. Plan also calls for coverage of program in Detroit and Chicago beginning early next year. N. W. Ayer & Son, New York and Philadelphia, is agency.

Columbia Breweries Inc., Tacoma, Wash. (Alt Heidelberg beer), has started its three-year, three-city contract for sponsorship of professional hockey game of Pacific Coast League on KGWJ Portland, KMO Tacoma and KING Seattle Agency: H. J. Ryan & Son, Seattle.


Dalco Appliance Co., Northern California Philco distributor, launches in tense campaign plugging Philco television receivers with heavy spot schedule on San Francisco Bay area radio stations. Rossell, Harris & Wood, San Francisco, is agency.

Argus Inc., Ann Arbor, Mich. (manufacturers of cameras and optical equipment), appoints Fletcher, D. Richards Inc., New York, as its agency.

Ford Dealers of Alaska, through J. Walter Thompson Co., purchasing transcribed announcements for 1950 Fords on all six Alaska Broadcasting System stations, to start immediately upon arrival of cars in Alaska showrooms.

Vision-Craft Co., Newark, N. J. (television accessories), names H. W. Hauptman Co., New York, to handle its advertising. Television will be used.


Fanny Farmer Candy Shops Inc., New York, entering video for first time, signs for participations on Dec. 1, 16, and 23 during 8:15-8:20 p.m. segment of Holiday Hints on WJZ-TV New York. J. Walter Thompson is agency.

Network Accounts


General Mills Inc., Minneapolis, on behalf of Wheaties, and Wilsol Sporting Goods Co., Chicago, jointly sponsored national professional football championship game between Philadelphia Eagles and Los Angeles Rams yesterday (Dec. 18) over full ABC network. Sponsorship was for fifth successive year by both companies. Agencies are Knox-Heevens Advertisers Inc., Minneapolis, for General Mills, and Ewell & Thurber Assoc., Chicago, for Wilson.

Broadcasting • Telediast
WMT GIFT CERTIFICATE

TO: Our Advertisers

For this Christmas ... and the New Year ... our sincere expression of good wishes for continuing prosperity! May you enjoy the bountiful "crops" that our Eastern Iowa audience enjoys ... may your products achieve the solid reception that our exclusive Eastern Iowa CBS programming enjoys ... may you "get across" as well as our 600 kc, 5,000 watt signal gets across.

WMT
CEDAR RAPIDS
5000 Watts  600 K.C.  Day & Night
BASIC COLUMBIA NETWORK

Represented by the Katz Agency
S and C Got on the Bandwagon

Nearly a generation of Peoria area grade school youngsters have started the day to the rousing music, the exciting pageantry of WMBD's Band Wagon.

Since 1933 Sulliff and Case—largest independent Central Illinois drug chain—has sponsored this six day a week WMBD production. So terrific a hit has it become that S & C now owns an actual band wagon that is a feature of local parades and celebrations.

The results are just what lots of other smart merchants have learned to expect from Peoria's dominant station—a greater volume of unit sales directly traceable to WMBD's merchandising "Knowhow."

WMBD dominates Peoria area.

**WMBD**

Peoria, Illinois

AM 5,000 watts

FM 20,000 watts

Mr. Lindsley

**Agencies**

QUENTIN J. SMITH, account executive at Albert Frank-Guenther Law Inc., New York, elected a vice president of agency. He has been with firm since 1938, except for three years as chief of advertising section of Treasury Department's War Finance Committee for New York.

GEORGE A. VOLZ, former advertising manager of Shell Petroleum Co., elected vice president of Gardner Adv. Co., St. Louis. He is also member of agency's plans board.

VAN S. LINDSLEY, Jr., for past 15 years account executive with Al Paul Lefton Co., joins Kircher, Helton & Collett Inc., Dayton, Ohio, as assistant to the president, RALF KIRCHER.


RUTH JORDAN and HAROLD T. BERS, copy supervisors at William Esty & Co., New York, elected vice presidents of agency.


REX PARKIN, formerly writer with Lloyd, Chester & Dillingham, joins J. Walter Thompson Co., New York, in same capacity. DEAN VAN NEST, formerly with Time Inc., named assistant representative in firm's New York office, and BART McHUGH, formerly with Music Corp. of America, joins agency's radio-television-movie department.

NATHAN ALBERT TUFTS, former vice president in charge of Hollywood office of W. Earl Bothwell Inc., and previously vice president of Ruthrauff & Ryan, Hollywood, joins Hollywood office of BBDO. He will be assistant to WAYNE TISS, vice president in charge of that office.

FRANK R. BROSKEY resigns as advertising director of Pependent Division, Lever Bros., effective Dec. 31, to establish his own advertising agency. Temporary headquarters located at 500 N. Michigan Ave., Chicago. He was advertising manager of Elgin National Watch Co. for 16 years.

EDWARD S. GORE, formerly with Lawson Bureau of Advertising, Philadelphia, as account executive, appointed director of public relations for Leonard F. Fellman & Assoc., same city.

LLOYD GIBBONS, formerly with Carl Reiner Agency, joins J. Walter Thompson, New York, as account representative.

L. MARTIN KRAUTER, vice president and director of Henri, Hurst & McDonald Inc., Chicago, resigns to open his own advertising and merchandising counsel service. New firm, L. Martin Krautter & Assoc., will begin operations on Jan. 3 at 134 N. La Salle St., Chicago. Mr. Krautter was advertising and sales promotion manager of Crosby Corp., Cincinnati, prior to the war.

WALTER H. HAASE, formerly assistant to the president of Equity Corp., New York investment company, joins executive staff of American Assn. of Advertising Agencies, New York. He will assist RICHARD TURNBULL, vice president, in agency administration, mechanical production and personnel.

PAT BUTCHER joins N. W. Ayer & Son Inc., Hollywood, as assistant in publicity to CHET BROUWER.

JAMES R. CONNER, manager of Chicago office of Forjoe & Co., resigns effective Dec. 31. He formerly headed firm's San Francisco branch. His future plans will be announced later.

GEORGE POLAND, formerly of Toronto office of Young & Rubicam Ltd., appointed manager of Montreal office of firm, with which he has been connected since 1940, except for 3% years in the Canadian Army.


DAN B. MINER Co., Los Angeles moves into newly renovated two story building at 304 S. Kingsley. New quarters have approximately 7,500 square feet. Agency plans call for expansion in its copy, radio and television departments.

Broadcasting • Telecasting
Business is always better in Washington, D.C.

So many Santas! This year almost half your Washington customer-families got pay raises. Construction is up 65 percent over last year. Population is up 44.9 percent over 1940. And to advertisers on WTOP, a whopping 32 percent more share-of-audience than any other station in Washington.
JUNE CHRISTY...

...joins the Thesaurus family!
Featured with the Johnny Guarnieri Quintet, a new face in sophisticated rhythm.

TEX BENEKE

The Tex Beneke Show presents hit recordings, vocals, and orchestra...a new idea in sophisticated rhythm.

EARL WILD

...featured soloist with the Salon Concert Players. Unique: Guarneri violin, popular classics and standard favorites...a perfect concert show!

FRAN WARREN

Thanks to "The Fran Warren Show," dramatic voice and warm, intimate, easy Elko style with matching, orchestral accompaniment.

ALLEN ROTH

and his Pennsylvania Symphony Orchestra...a lively, swinging program... an evening of entertainment...
These stars and shows too!
The Music of Manhattan
Norman Cloutier
and his Memorable Music
Slim Bryant
and his Wildcats
Listen To Leibert
The Church in the Wildwood
Festival of Waltzes
Edwin Franko Goldman Band
Golden Gate Quartet
Jimmie Wakely:
Ridin' the Range
...and many, many others!

A Christmas visit with
TED MALONE
"CLAUDE THORNHILL"

A new era in
Thesaurus

YOURS for easier,
more saleable
programming...

IT'S BIG NEWS for every local broadcaster!
More big names, more big shows than ever before are coming your way in the new Thesaurus. We're drawing upon the whole 50-town talent of RCA Victor recording talent and other big name stars...building commercial radio programs designed to sell! More economically, more effectively, more profitably!
Look at the advantages that only the new Thesaurus brings you:
1. Comprehensive programming—broader variety of artists and groups with continuing flow of fresh selections—all the top tunes!
2. Greater number of broadcast hours...features to fill your needs for every time segment with sure sales appeal for local sponsors.
3. Steady supply of weekly continuity, special holiday and seasonal shows. Your scripting problems are taken over by our network-experienced writers.
4. Promotion that ensures commercial sales...sponsor-selling brochures and a dime-building promotion kits with locally slanted advertising and publicity material.
If you want easier programming, more sponsors, bigger profits—RCA's new era in Thesaurus has what it takes! Inquire now!
**Open Mike**

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

**Thanks from Block**

**EDITOR, Broadcasting:**

Our sincerest appreciation for the very excellent article on Arnim-I dent's radio advertising campaign and the historical background preceding acquisition of our network show...

George J. Abrams
Advertising Mgr.
Block Drug Co.
Jersey City, N. J.

**Coverage Proof**

**EDITOR, Broadcasting:**

... Our thanks for your very excellent article on the specialized programming for Negro audiences being done by WDIA.

Immediate reaction from all phases of the radio and advertising industries from all over the United States has given us complete proof that the coverage of Broadcasting is indeed comprehensive.

Bert Ferguson
General Manager
WDIA Memphis

**On RCA and FM**

**EDITOR, Broadcasting:**

Wouldn't FM broadcasters shout with glee if RCA suddenly decided to give FM the same kind treatment they're giving their 45 rpm system?

Sol Chaim
Manager
WBIB-FM New Haven, Conn.

**KPRC Caricatures**

**EDITOR, Broadcasting:**

The KPRC newsroom sees itself through the pen of a member of its staff. Bill Sprague indulges in original ideas from the standpoint of cartoons and caricatures, and recently he came up with his view of the five-man staff of the KPRC news room.

After assembling the five characters in a rather condensed position, he added the following story to match his caricature:

News at KPRC is ground out by a team of five triple-threat men, whose daily routine includes airing, writing, and pestering local news sources by phone and on foot.

Custodian of the company alarm clock is Harry Arout (tall fella at the mike). Harry crawls in to do his 7:15 shot, then plods the police beat. The 8 a.m. is the property of Ray Miller (horizontal). Ray takes the County Offices and the Labor run. (In the picture, he's analyzing.) The 12 noon show centers around Pat Flaherty (lower left), boss wrangler and wartime Pacific NBC scribe. Bill Whi-

2. **1:30 to 2:00 P.M. AMERICAN COWBOY**

Johnny Goodman
rides the herd with a 5.8 Hooper rating

**SOURCE:** 1949 Hooper Report

**k-nuz**
9th Floor Scanlan Bldg.
Houston, Texas

**Lingo**

Vertical Tubular Steel Radiators

Write for Factual Data

John E. Lingo & Son
Camden 5, N.J.
The new RCA 45 RPM Conversion Kit, MI-11883—installed. The kit is complete with (a) clutch assembly (speed changer); (b) brake-arm assembly; (c) switch and cam shaft assembly; (d) microswitch; (e) dial plate; (f) shaft coupling; and (g) adapter hub.

The fine-groove tone arm and pick-up for "45 RPM" are available extra.

Play 45 RPM’s on 70-series Turntables—with RCA Kit MI-11883

NOW you can handle 45's, 78's or 33-1/3's—fine-groove or standard—with this kit, and a second tone arm (available extra).

Easy to install
You install the single-unit, ball-type speed reducer between the two flexible couplings in the main drive shaft of your turntable. You transfer the motor switch leads to the micro-switch included with the kit. That's all there is.

Easy to operate
A motor-control knob on the deck of the turntable controls the speed. Position No. 1 stops the motor. No. 2 shifts the speed control to the 78-33 1/3 rpm speed-change lever (on turntable deck). No. 3 shifts to "45 rpm" position (speed lever set at 78 rpm). You can shift speeds instantly in either direction while turntable is running.

Same RCA broadcast dependability
Sturdy construction and accurate mechanical alignment assures you the same quiet, trouble-free service for which more than five thousand RCA turntables are famous.

Order your kit (s) today
RCA ENGINEERING PRODUCTS
DEPT. 19 LC, CAMDEN, N. J.

- Send me—45 RPM Conversion Kit (s) MI-11883 at once. Price each, $70.00*.
- Send me—fine-groove tone arm and pick-up (s), MI-11884. Price each, $70.00*.
- Remittance enclosed □ Ship C.O.D.

NAME

ADDRESS

CITY __________ STATE __________

STATION __________

*Price applies only in continental U. S. A.
**Feature of the Week**

EMBRYONIC radio promotion ideas which often suffocate under a poorly prepared midday meal will have a better chance to be brought to full realization under a new set-up introduced by BBDO, New York.

BBDO has instituted what it calls "brainstorm luncheons." Whenever the firm's executives, writers and idea men get deep into discussion about coming programs before lunch, they use the facilities of the agency's test kitchen. In the relaxed and informal atmosphere of the luncheon, creative fire has a good chance to be sparked and sustained.

Ready to serve a dozen or more confeerees on a moment's notice, the kitchen is staffed with home economists who also serve the more elaborate bi-monthly forum account luncheons for some 200 account executives and their assistants.

Agency executives say the luncheons seem to inspire freer and more genial give-and-take. "These luncheons are important in helping us capture all too evanescent ideas which too often are lost by lunch hour interruptions," an agency executive explains. "However, it's important they be pleasant meals, attractively and quietly served, if they are to provide the sort of situation in which our people work best. Because our home economist and her assistants take care of these factors so well, we have come to look forward to our 'brainstorm luncheons!'"

---

**On All Accounts**

Wall Street is not exactly a direct route to Sunset Boulevard but that was the road Martin J. Haimis traveled to arrive at his present destination. Now vice president and treasurer in charge of the Hollywood office of H. C. Morris & Co., he is account executive on the radio—and television—active accounts of Albert's Products Co., Portland, Ore. (Portland Punch), and Eureka Chemical Co., El Monte, Calif. (Hi-Ten detergent).

Seventeen sturdy years of Wall Street brokering preceded his entrance into the advertising field. He took a one-year detour through the New York office of H. C. Morris as account executive, however, before proceeding to the Hollywood thoroughfare in 1947 to open up a West Coast branch of the agency.

Before he ever heard of Wall Street or Sunset Blvd. he thought the world revolved around Brooklyn, N. Y., where he was born in 1909. He attended public schools in New York and Jersey City. Later, while attending New York U. at night, majoring in economics and psychology, he worked on various trade publications during the day. Among these were Financial World with which he was associated three years, starting as copy boy and working up to associate editor and sales manager.

The year that Wall Street cracked, Martin Haims crashed Wall Street. This was a year after his graduation from N. Y. U. in 1928. The next several years were spent with various brokerage firms—the last eight with Bonner & Bonner. In 1946 he decided he wanted the more "creative" life, deserted the famed street and joined H. C. Morris.

At the present time, Albert's Products, which has obtained 60% distribution for Portland Punch in the three West Coast states since starting its radio and television campaign five months ago, has on the air: quarter-hour weekly participations Meet the Missus on 18 Columbia Pacific Network stations; half-hour weekly program on KQIN Portland, and participations and spots on 11 other Pacific Coast stations including San Francisco, Stockton, Fresno, Hollywood and Spokane.

On the television side, the fruit drink firm is currently sponsoring an hour and ten minute combination live and Western film show (Continued on page 88)
Merry Christmas!

from The Folks at
WSM
Look for the sponsors—
that's where the listeners are!

America's biggest advertisers
well know the sales power
of the microphone.
They also know which
microphone in Chicago
delivers the biggest impact.
That's why more of them use
WBBM than any other station
in Chicago.
(And the smartest local
advertisers follow their lead.)

The picture is clear:
where you see the advertisers
— that's where you'll find
the listeners.

Chicago's
Showmanship Station
WBBM 50,000 watts
Represented by Radio Sales
Columbia Owned
CAIUJLIÑA IS THE SOUTH’S NUMBER ONE STATE AND NORTH CAROLINA’S NUMBER 1 SALESMAN IS...

50,000 WATTS 680 KC
NBC AFFILIATE

RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE
ARRIVAL of new model automobiles is bringing the motor industry into radio and television in a big way as the manufacturers compete for public attention. Most companies are using air facilities for the 1960 debut, though many have not committed themselves for season-long campaigns.

Plymouth has bought spots to start Jan. 1 in 240 radio and 50 television markets, running four weeks. Agency for Plymouth, a division of Chrysler Corp., is N. W. Ayer & Son. DeSoto and Plymouth are considering a telecast version of the Art Linkletter House Party show currently sponsored on CBS by Pillsbury flour. De Soto has not purchased its new model date but BBDO is understood to be working on a campaign that will include all media. Budget is $200,000.

Dodge Teasers

Dodge, another Chrysler product, starts teasers Dec. 26 for its new model. Announcements will start Jan. 4 and run through the month. Smaller station teasers start Jan. 1. The campaign is expected to cover 1,200 stations in 855 markets. Media plans include 26 television spots in 40 markets, starting Jan. 4 if material is ready.

Chrysler has not yet announced a new model for cars bearing that name. Two Chrysler TV shows are just finishing. Detroit, Cleveland, New York, Boston, Washington and Baltimore dealers have been carrying Touchdown, with National League football TV excerpts in Chicago and Philadelphia ending this week. KTLA (TV) Los Angeles carries the Gil Martin show five weekly. The Sammy Kaye program was not renewed. Chrysler sales agency is McCann-Erickson. Dodge agency is Ogden & Ryan.

Kaiser-Frazer is said to be considering AM and TV spots in the spring. Firm's dealers currently sponsor the Kaiser-Wincher TV show, 9-9:15 p.m. (EST) on ABC.

Ford dealers recently finished a 1,000-station spot campaign as well as telecasting of Big Nine football highlights along with American selections. Dealers have bought the Kay Kyser TV show. The agency, J. Walter Thompson Co., plans to use 1960 radio and television as dictated by current conditions.

Lincoln-Mercury dealers are sponsoring Toast of the Town on CBS and participating in Ford's telecast of the Ford Theatre. TV spots average 15 per week in seven markets, with film spots provided by local dealers in 20 markets. Lincoln-Mercury agency is Kenyon & Eckhardt.

Pontiac is winding up a schedule on behalf of its new models, with spots on 700 AM plus 50 TV stations in 26 markets. The AM schedule ran Nov. 23-Dec. 2, television Nov. 28-Dec. 17. MacManus, John & Adams is agency.

Hudson is continuing spots on 700 AM stations, five per week, during the current week and will continue through next week.

Oldsmobile is buying 105 AM stations, daily and three weekly, plus 36 TV stations with CBS television news. The program is set through the first quarter.

Chevrolet is knee-deep in television, having run up its billing well into the million-dollar category annually (Broadcasting, Dec. 12). Programs range from Tele-Theatre, drama, and costly Inside USA With Chevrolet, to network football and the Roller Derby. Tele-Theatre started last January on 37 NBC-TV stations, sponsored by Chevrolet dealers nationally and locally.

Other Chevrolet video campaigns include Winner Take All on WCBS-TV New York, Pantomime Quiz, West Coast kinescope telecast on CBS-TV network, plus Saturday afternoon college football. Famous Jury Trials is heard on WABD (TV) New York and Golden Gloves will be sponsored for the second year on WPIX (TV) New York. Agency is the New York office of Campbell-Ewald.

Though many motor companies have not been among the larger radio users in recent years, their intense activity during the period of model changes is construed as a sign of awakening interest in the aural and visual media. Particular interest has been shown by several companies in television, where the eye appeal is added to the sound.

Gross Time Mounts

Gross network time sales of automotive, along with equipment and accessory manufacturers, in the first three quarters of 1949 totaled $5,392,494 compared to $5,228,627 in the same 1948 period, according to Publishers Information Bureau figures (Broadcasting, Nov. 28).

PQB reported automotive time sales on networks in September as $445,547, slightly under the $419,585 of September 1948.

The list of top ten network advertisers for September shows no automotive firms, but the December-January figures will show a better record. Furthermore, a pick-up occurred in automotive television activity during the football season.

Flexibility of spot radio and television is proving attractive to motor firms in the introduction of new models, some of the short campaigns going to over 1,000 outlets.

PQB's analysis of September time sales on the networks showed that an equipment firm, Electric Auto-Lite Co., led the automotive group with time purchases of $38,375. Auto-Lite also has been active in television.

Automotive advertisers' use of television networks in September totaled $89,888, according to PQB, or $539,948 for the first three quarters of the year. PIB listed General Motors second in September TV network buyers with $65,885 and fifth for the three quarters with $644,260.

OPERATING OUTLET

By LARRY CHRISTOPHER

OPERATING stations in the U.S. reached an all-time high during 1949 despite an all-time peak in deletions and, coincidentally, at least a near record in the number of station sales.

A year-end survey made last week of AM-FM-TV grants, deletions and transfers for 1949 to date disclosed:

Total of AM authorizations is continuing to gain as new station grants for year nearly triple dropouts.

FM authorizations are still dropping off as deletions mount nearly seven times the number of new grants.

TV, although stymied by the freeze, is getting more of its authorized stations on the air and licensed and is doggedly holding its own with but few cancellations.

Station transfers approved by FCC (mostly AM) are becoming increasingly heavier with more outright sales of part interests or entire properties and more intra-corporation "reorganizations," incorporations and other changes to strengthen financial structure.

The informal review of FCC and Broadcasting records showed that for 1949, up to Dec. 15, a total of 169 new AM stations had been approved while AM deletions totaled 58, including 20 licensed stations and 40 construction permits cancelled.

For the same period 36 new FM outlets were authorized and 209 FM authorizations were deleted, including 6 licenses, 189 CPs and 14 conditional grants. Thirteen TV permits were cancelled in the period.

For the year to date the Commission approved some 164 major sales of partial and full interests in existing stations (mostly AM) with considerations totaling about $13,730,500.

Since mid-year nearly a dozen AM outlets have suspended or requested suspension of operation for temporary periods of a month or so, Reorganization, another station, a daytimer, has requested reduction in its hours of operation.

Another dozen AM stations during the year have been merged with competitors or have been given up upon acquisition of a better assignment elsewhere in the area. Several stations have become involved in bankruptcy proceedings.

The survey showed that as of Dec. 15 there was a total of 2,283 AM stations authorized, of which 2,084 were on the air. There were 2,032 licensed, operating stations and 201 construction permits outstanding. A total of 329 new station bids were pending.

There were 797 FM authorizations in effect on Dec. 15 with 744 stations on the air. A total of 479 stations were licensed and another 310 held CPs. Eight conditional.

(Continued on page 47)

December 19, 1949 * Page 23
**AVERY NAMED**

**Is New NARSR President**

LEWIS H. AVERY, president of Avery-Knedel Inc., was elected president of the National Assn. of Radio Station Representatives for the year 1950 at its annual membership meeting Dec. 14 in New York. He was NARSR secretary during 1949.

Other officers elected for the coming year were as follows: vice president, Richard F. Gray, John Blair & Co.; secretary, James Le Baron, Ra-Tel Representatives Inc.; treasurer, Joseph Timlin, The Branhm Co.

NARSR directors are: Eugene Katz, The Katz Agency, continuing his three year term; Joseph J. Weed, Weed & Co., elected for a two-year term; Frank Headley, Headley-Reed Co., retiring president, elected for a one-year term. T. F. Flanagan was reappointed managing director.

**Budget Adopted**

The meeting also adopted the 1950 budget approximating about two-thirds of 1949 expenditures and approved a new type of dues schedule by unanimous vote. At a luncheon session preceding the business meeting the group was addressed by Frank Pellegrino, of Transit Radio and KSTL St. Louis, on the All-Radio Presentation, and by James Lawrence Fly, radio attorney, on current legal problems of broadcasters.

Mr. Avery has been in radio three decades, having experimented as far back as 1917 when he went on the air with a transmitter using Leyden Jar condensers and rotary spark gap. The venture ceased at the suggestion of a sheriff bearing government orders to close all stations, it being a war period.

In 1928 he did announcing and production for WGY Schenectady while doing General Electric publicity. Two years later he joined Mohawk-Hudson Power Corp. as assistant advertising manager and moved to BBDO, New York, in 1930.

**Mr. AVERY**

under Arthur Pryor Jr., radio director. At BBDO he was assigned to handle all radio activities for accounts between Albany and Detroit.

In June, 1932, he was named manager of planning and service at WGR-WKBW Buffalo and within seven months was advanced to sales director of the stations.

When the movement to form a sales managers division in NAB was begun in 1936 Mr. Avery became a member of the first Sales Managers Executive Committee. In 1938 he proposed a comprehensive plan of broad advertising for the division, this plan forming the basic structure of NAB’s sales activity for a decade.

Mr. Avery joined Free & Peters, station representatives, Jan. 1, 1941 and became director of NAB’s Dept. of Broadcast Advertising in late 1942. He left NAB in 1945 to form his own organization.

**Fear Names Hilton**

FRED FEAR & Co., New York, has appointed Peter Hilton Inc., also New York, to handle its advertising, effective Jan. 1. Radio and possibly television spot announcements will be used just before Easter season across the country on Chilk-Chlick and Presto, Easter egg dyes.

**CBS BILLINGS**

TOTAL of $14,050,000 has been rung up on CBS cash registers from year-end sponsorship renewals for 1950 and from new business starting immediately after the new year.

Eight sponsors have renewed 15 of $10,250,000 in billings. In addition, $3,800,000 in new business is represented in the tally.

Of the new business total, $500,000 is said to be represented by a switch of programs by E. T. Babbitt Inc. for Bab-O cleaner. The firm, dropping its David Harum show on 50 of the network’s stations, is scheduling Nana From Nowhere, a new show, on 150 stations. It also was learned that Babbitt was reducing its NBC daytime serial Lora Lastron from 135 stations to 60.

CBS sponsorship renewals after the first of the year are: Froster & Gamble Co. for Rosemary, Big Sister, My Perkins, Young Dr. Malone, Guiding Light and Brighter Days; Lever Bros. Co. for Junior Miss, Lux Radio Theatre and My Friend Irma; B. T. Babbitt Inc. for its new show; Toli Co. for Give and Take; Metropolitan Life Insurance Co. for Eric Severud and the News; Pillsbury Mills Inc. for Grand Central Station; Wm. Wrigley Jr. Co. for Gene Astor Show.

**PARAMOUNT FILM**

**MBS To Air Premiere**

PARAMOUNT PICTURES Inc., New York and Hollywood, has bought time on MBS to air its premiere of “Samson and Delilah” from New York’s Rivoli and Paramount Theatres. The broadcast, scheduled for Dec. 21, 8:30-9:00 p.m., was placed through Buchanan & Co., New York.

DuMont TV Network will televise the premiere on sustaining time, it was learned. Cut-ins from Hollywood will be used on the broadcast, with the video version playing up the arrivals of show business and civic personalities.

**PULSE REPORT**

42.6% Listen Out-of-Homes

OUT-OF-HOME listening was indulged in during November by persons from 42.6% of the homes interviewed by The Pulse Inc. in its survey of outside radio listening. The November report, issued last week, is based on interviews in 300 homes per quarter-hour on Saturday and Sunday and 1,000 homes per quarter-hour, Monday through Friday, comparable to the Pulse surveys of listening at home.

Average quarter-hour total audiences for homes with out-of-home listeners from 6:00 a.m. to midnight was 3.0% for midweek days, 3.2% for Saturday and 2.6% for Sunday.

Highest out-of-home listening occurred Saturday 8-9 p.m. when the average total audience for the hour was 7.3%. Highest midweek out-of-home listening was 2-3 p.m., when the average total audience for the three hours was 4.5% adding about 15% to the home audience at that time.

In January The Pulse will expand study to include Chicago.

**GUESTS at Spot Radio Clinic of the National Assn. of Radio Station Representatives December session were executives of the United Fruit and Best Foods companies, both advertisers and large users of spot.”**

**Page 24 * December 19, 1949**
MAJORS MULL RADIO

By HERMAN BRANDSCHAIN

RADIO was about the hottest sub-
ject to come before the major
league baseball winter meetings in
New York last week.

After almost a full day of dis-
cussion of policy Tuesday with re-
gard to airing play-by-play ac-
counts of games, the diamond
executives of both leagues broke up
their sessions with an announce-
ment that did not make headlines
they had grappled with their di-
lemma but had solved it.

Both league presidents, Ford C.
Frick of the National League and
Will Harridge of the American, told
newsmen in effect that they had
struck out.

Their dilemma, in a nutshell, in-
volves ways and means of protect-
ing minor league clubs in view of a
Department of Justice anti-trust rule
[BROADCASTING, Oct. 31].

That ruling, drafted at the be-
half of protesting radio stations,
ruled that no baseball broadcasting
except by exception that no major league
broadcast could be carried into a major league town
where a game was actually in progress.

Low Gate Feared

The minor league owners fear that their local
casts are not apt to line up to the
box office for one of their night
games a half hour after they have
switched off a play-by-play account
of a major league game. The gov-
ernment ruling requires major
league broadcasts to terminate a
half hour before start of a local
minor league game.

Thus, baseball again was faced
with the problem of protecting the
minor league teams, many of which
the major league nine themselves
own.

"Naturally we can't authorize
any illegal broadcast," said Mr.
Harridge, "but on the other hand
major league clubs cannot be blamed for trying to protect their
major league interest."

Similarly, Mr. Frick said: "We
are well aware of our encroaching
on minor league territory but the
rule has to be that way."

Not only the executives stymied by the fundamental policy
to be adopted, but each league
seemed to be in process of adopting
different machinery to cope with
radio. The American League re-
sortedly set up a radio department,
which could become the means by
with it which it will act vis-a-vis radio. An
announcement on the American League's radio policy is said to be
possible after the first of the year.

Thursday Mr. Frick, speak-
ing for the National League told
BROADCASTING that his league would
not set up a separate radio author-
ity.

Each national league team, he
said, would undertake its own nego-
tiations, make its own contracts and
so on a non-exclusive basis. That
policy is undoubtedly an effort to
prevent the major league from-
sible anti-trust charges. Stations,
he indicated, will be the principal
ones with whom clubs will be apt
to contract rather than with sponsors or networks.

Mr. Frick also acknowledged that the baseball executives had received
numerous proposals for radio
rights. One that leaked out was a
proposal to both leagues by MBS
whereby the network would carry
a game-of-the-day broadcast during
the regular diamond season
whenever possible. The proposal was
relied only to MBS affiliates in minor
league and non-baseball cities.

Under the decentralized pro-
dure that the National League will
pursue, said Mr. Frick, any such
proposal of MBS would mean sep-
ate negotiations with each of the
league's eight clubs.

Another matter discussed infor-
ma1y at the winter meetings was television's impact on box-office.

Though attendance in each league
was down, television was generally
not blamed for it. The Brooklyn
club, for example, situated in one
of the biggest television homes
areas, experienced an attendance
increase. Branch Rickey, Dodgers
head, and Mr. Frick discounted tele-
vision as the reason for gate de-
creases.

And indeed one long-term tele-
view contract was even announced
during the week—WOR-TV New
York will carry all day and night
games of the Dodgers for three
years beginning in the spring of
1960. All the telets will be
sponsored by F & M Schaefer
Brewing Co. for Schaefer beer.
The contract was placed through BBDO.

Wickliff Crider and John Johns,
BBDO vice presidents, represented
the agency, and John T. Morris,
executive director of Schaefer,
represented the company. Walter
F. O'Malley acted for the
Dodgers, and R. C. Maddux, WOR
vice president in charge of sales,
represented the station.

Dr. Fredric Desmond will describe the games with the cooperation of a third announcer to
be named. To cover the games,
WOR-TV will use a coaxial cable between Ebbets Field and the
station's transmitter building in
North Bergen, N. J. Four cameras will be used one with a Zoomar

When the telecasts begin in
April, they will put WOR-TV on
a seven-days-a-week schedule.

It also became known that for
the third successive year, Ballan-
tine beer and ale will sponsor
Yankees home games over WABD
(TV) New York, through J. Walter
Thompson Co. Chesterfield has
signed for the New York Giants
and is negotiating with WPX (TV)
New York to telecast them for the coming season as it did the Cincinnati

Negotiations also are being carried on with other sta-
tions, it was learned.

\[CO G AD GROUP\]

Ryan Is Vice Chairman

The most effective ways to use radio in the program are outlined
in a 14-page booklet, "Radio and
Your American Opportunity Pro-
gram," distributed to more than 50
Chamber of Commerce and 200
business firms, schools, civic
institutions and individuals as part
of an eight-page pamphlet kit.
The kit also includes booklets on how
to use employe meetings and publi-
ations, letters, bulletins, annual
reports, plant tours and films in
telling the story of the American
free enterprise system.

Power of Spoken Word

The booklet on radio opens with the advice: "Use radio because it
is possible to reach more people
during one radio broadcast than
you could reach if you could speak
simultaneously in every public
assembly hall in your community." Note-
ing that the spoken word can
be more compelling, personal,
friendly and closer to the printer,
the booklet continues: "The spoken
word by radio comes to the
listener in the privacy of his home
where the radio may be played easily,
free of distractions and ready for
discussion in the family circle."

The booklet explains the basic
principles governing the use of
radio, tells how to organize a radio
committee, presents an outline for
a radio campaign and a model lead-
off program script, gives some do's
and don'ts and some tips on effec-
tive broadcasting and concludes
with a list of sources of scripts and
transcriptions available for public
interest programs.

December 19, 1949 Page 25
FIRST major attempt in the broadcasting industry to create an academy will be marked at the Radio and Television Award Dinner, to be held Jan. 19 at New York's Waldorf-Astoria.

Plans for the dinner were announced at a New York news conference last Thursday by Michael R. Hanna, general manager of WHC-A then an NAB board member. Proceeds of the $25-a-plate dinner, to be underwritten by Radio and Television Best magazine, will be donated to the Mark Hellinger Fund of the Heart Assn.

Outlining the purposes and plans of the awards, Mr. Hanna pointed out that there is a distinct difference between popularity poll and fan magazine awards and those presented by such organizations as the Academy of Motion Picture Arts and Sciences and the Pulitzer Award Committee.

"The plan of awards for the first Radio and Television Award Dinner has been so devised that the awards can not be controlled by any particular network nor by any special interest in the industry," Mr. Hanna said in part.

Milton Berle, chairman of the dinner, issued a statement outlining the committee hope that an Academy of Arts and Sciences in the radio and television industry will be created as an outgrowth of the first dinner.

Awards will be broken down into two categories—general and special. The general categories will be divided into two groups, radio and television, while the special categories will combine both media. Award lists include:

**GENERAL CATEGORIES**
1. Drama
2. Variety and Variety
3. News and News Commentary
4. Educational and Public Affairs Programs (including talks, forums, panels and dramatic presentations)
5. Religious Programs (including religious commentaries)
6. Music and Music Commentary
7. Children's Programming
8. Agricultural Programs
9. Commercial and Non-Making Programs
10. Special Events (except sports)
11. Sports

**TELEVISION**

**SPECIAL CATEGORIES**
1. Program of the Year (a) Radio
2. Outstanding Actor of the Year (a) Radio
3. Outstanding Actress of the Year (a) Radio
4. (b) Role Model of the Year, Radio or Television
5. Outstanding Radio Writer of the Year
6. Outstanding Producer-Director—Television

Awards will be made to programs or talent aired on national networks between Nov. 1-30, 1949, nominations to be made by the panel of committees. Final balloting will be by the board of judges, which comprises the panel of committees plus members of the broadcasting industry.

In the final balloting, separate weights will be given to votes cast by panel members and industry members of the board of judges.

All members of the board, including members of committees of three, members of the special committees and members of the industry will participate in the final balloting.

Relative weights for final balloting will be as follows:

<table>
<thead>
<tr>
<th>PANEL OF INDUSTRY MEMBERS</th>
<th>VOTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>For First Place</td>
<td>6 Points</td>
</tr>
<tr>
<td>For Second Place</td>
<td>4 Points</td>
</tr>
<tr>
<td>For Third Place</td>
<td>1 Point</td>
</tr>
</tbody>
</table>

Members of the sponsoring committee include:

- John Bostmann, MBS; Charles D. Denny, NBC executive vice president; Wayne Coy, FCC chairman; H. Leslie Clarke, NBC vice president; Sydney M. Elgin, NBC vice president; G. T. Fry, NBC; Benedict Ginzel Jr., WIP Philadelphia; F. R. Grabhorn, ABC vice president; Mr. Hanna; Irving Ken- way, ABC vice president; Thomas D. Luckenbill, radio director, Wm. Esty Co.; Thomas C. McCray, NBC national program director; Brewster Morgan, NBC radio director; James R. McMillan, NBC radio director; James Friedman, NBC radio director; James P. Ryan; Paul A. Walker, and E. M. Delahanty, Jr., NBC members; J. Donald Wilson, ABC.

**SARNOFF**

As cited by UN, Hails Radio's Peace Role

**PREDICTION** that the electron, "the heart-beat of radio," may prove mightier than the atom was voiced by Brig. Gen. David Sarnoff, RCA board chairman, at ceremonies on Dec. 10 marking the first anniversary of UN adoption of the Universal Declaration of Human Rights. Event was held at Carnegie Hall in New York.

Gen. Sarnoff, viewing the rise of television as a mass communications medium, further prophesied that international TV will be an important force within five years or perhaps sooner.

During the ceremonies, Gen. Sarnoff was awarded a UN citation for his aid to the declaration of freedom of information. Following the presentation, Gen. Sarnoff declared that only free access to information flowin across all boundaries can make possible a world peace based on mutual awareness of common goals.

Presentation of the citation took place during a two-hour and 15-minute program, starting at 5:15 p.m., which was telecast by NBC. It featured participation by world leaders and prominent musical artists.

Gen. Sarnoff took part in a roundtable discussion on "Freedom of Information," with Brig. Gen. Charles P. Romulo, UN General Assembly President, and Dr. Gerrit Jan vanHeuven Goedhart, Netherlands' representative to the UN.

Benjamin Cohen, UN Assistant Secretary-General in Charge of Public Information, was moderator.

Gen. Sarnoff said: "In adding this principle (freedom of information) to the long-established rights of a free press and free speech, we are not projecting an abstract ideal. We are pointing to the use of the latest and greatest media of mass communications—radio and television—to help solve the crisis of our times."

He maintained that by promulgating this declaration, "we place our faith in the fundamental good judgment of the average individual in any nation," who by being able to sift fact from propaganda, "can expel his doubts and recover from his fears."

"Radio," he continued, "speaks to mass audiences and delivers its message with a powerful impact. It can break through any blockade against the influx of facts and ideas. In the struggle for peace, the electron—which is the heart-beat of radio—may prove mightier than the atom."

But, he added, the freedom of radio is a "mere figure of speech unless the corollary principle of Freedom to Listen."

"Television," he said, "some day will enable people to look around the world in the same way radio has become global. But TV, too, would be an empty dream, he said, unless the Freedom to Look is given assurance among our human rights."

During the forum on "Freedom of Information," Gen. Romulo warned that most potent barrier to freedom is not political but economical. He declared that if the shortage of radio equipment is in the United States, in "no countries," he said, "have high importance duties on such equipment. It is as important, he stressed, that foreign countries receive broadcasts in their own tongues, as it is that they receive other commodities.

Sees Global Video

Looking toward global video as well as radio as a solution, Gen. Romulo concluded: "New Sovereign wants to develop the UN's own facilities and personnel. There is no hope of overcoming political obstacles and differences until people better understand each other."

The third roundtable participant, Dr. Goedhart, member of the UN Sub-Commission on Freedom of Information, which drew up the resolution last winter, while there was no conference of nations on Freedom of the Press, advocated a second such conference to be preceded by informal planning meetings.

Upon receipt of the citation, Gen. Sarnoff commended the Voice of America, as the outgrowth of the principle of freedom of information, which was discussed with the late President Roosevelt, President Truman, Secretaries of State Hull and Marshall. He said that shortly after the organization of the UN he had presented a plan for international broadcasting to world body officials to be known as the "Voice of UN." He was encouraged to observe its

(Continued on page 49)
CEREMONY held Wednesday (Dec. 14) in Washington, marking presentation of Treasury Dept. plaque to WCCO Minneapolis for its contribution to the promotion of U. S. Savings Bonds, is attended by (1 to r): Bob Woodbury, WCCO traffic manager; Eugene Wilkey, WCCO assistant general manager and general sales manager, and Vernon L. Clark, national director, U. S. Savings Bonds Div. Mr. Wilkey received the citation on behalf of General Manager Wendell Campbell.

SESAC MUSIC

CREATION of a negotiating committee to draw up rate schedules for SESAC music, just as the industry has done in the case of ASCAP's library, was proposed Thursday by Melvin Drake, vice president and station manager of WDGY Minneapolis.

Mr. Drake is president of the Minnesota Broadcasters Assn., and a member of the NAB Unaffiliated Stations Executive Committee.

Such a committee could negotiate rates for different classes of stations, he said, including per program charges along with blanket fees. NAB District 14 (Mountain states) Dec. 6 urged that per program licensing be discussed with SESAC, with the copyright group expressing willingness to meet with an NAB committee [BROADCASTING, Dec. 12].

District 14 also urged at its Salt Lake City meeting that BMI and NAB consider purchase of the SESAC library.

Mr. Drake recalled that the industry had established BMI "to take care of industry problems with ASCAP. Here comes another group which is becoming an important factor in station operation."

Last Wednesday, Mr. Drake said, K. M. Parker, SESAC field representative, told him WDGY's SESAC rate will be $2,400 a year starting next October. WDGY's present contract calls for a payment of 5 kw power for the first year based on its former 5 kw power, Mr. Drake added, with the new rate ascribed to the station's increase to 25 kw night and 50 kw daytime.

"I said that starting Oct. 1, 1950, we start doing without SESAC," Mr. Drake said he told Mr. Parker, and then was told a representative would check the station's programs.

"I was assured that $2,400 was the minimum rate for 25 kw and 50 kw stations," Mr. Drake continued. A check with another 50 kw station disclosed that outlet was paying $1,500 a year, Mr. Drake said.

"This morning," he continued, "the SESAC representative offered a rate of $1,500 for the first two years and $1,800 for the next three years. I am willing to pay a higher rate as a 50 kw station but feel that it should be the subject of negotiation. In 18 years of business I've never before been told what to pay without a chance to discuss or negotiate the figure."

THE BATTLE over Generoso Pope's proposed purchase of WINS New York took a new turn last Thursday as the International Ladies Garment Workers Union, owner of WFDR (FM) New York, applied to FCC for the Crosley-owned WINS' 1010 kc, 50 kw day, 10 kw night assignment.

The application was filed in the name of ILGWU's WFDR Broadcasting Corp., which asked FCC to permit Crosley Broadcasting to continue, and (1) the WINS license-renewal application; (2) the union subsidiary's application for the WINS facilities, (3) the application for transfer of WINS from Crosley Broadcasting Corp. to Mr. Pope's II Progresso Italo-Americano Publishing Co.

Though FCC has abandoned its Aco Rule permitting competing bids on stations up for sale, WFDR Broadcasting said if its application is successful it "will be ready, able and willing to purchase all of the existing facilities from the Station on the identical terms and conditions" of Crosley's $512,500 contract for sale to II Progresso.

Mr. Pope's proposal to convert WINS into a foreign-language station after the style of his WHOM Jersey City was rejected as a major issue for the requested hearing. The union's program plans envisioned "a broad, all-purpose service."

The union's application was filed by the New York law firm of Fly, Fitts & Shuebruk, whose James Wilkey, president, former FCC Chairman, represents a committee of WINS employees opposing sale to the Pope interests.

II Progresso meanwhile told FCC it should "acknowledge receipt" but "give no further consideration to" the objections filed by Mr. Fly on behalf of the WINS employees' committee [BROADCASTING, Dec. 12].

In reply to the WINS committee's attack on the "questionable proposition" of foreign-language programming, the II Progresso memorandum quoted from some of Mr. Fly's own statements on the value of "the existing facilities (3)" of the WINS.

Mr. Fly was quoted as saying in an address in 1941 that foreign-language stations "can, and in large measure do, serve a constructive purpose." A few months later, FCC was told, he said that "in my opinion, foreign-language broadcasts are of considerable value," and, in 1942, that "foreign-language broadcasting, since the outbreak of the war, has assumed vital importance to civilian morale and national security."

The II Progresso memo, prepared by Marcus Cohn of the Washington law firm of Cohn & Marks, also noted that FCC had approved Mr. Pope's acquisition of WHOM upon his "express representation" that it proposed to increase the station's foreign-language programming.

II Progresso Answer

The WINS committee's complaint, II Progresso contended, is "only another attempt at particular jobs might be lost" if the station changed over to foreign-language programming. Actually, FCC was told, all (perhaps few) of the 64 on the committee are in jobs which can be handled with or without a knowledge of foreign languages.

The memo also challenged the committee's contention that the number of metropolitan New Yorkers who listen to the English language is not substantial, and that those who do wish such programs are sufficiently served by other stations.

Accompanying the memo was an affidavit of Mr. Pope blaming as "false" the committee's claim that he had personally told the commit-tee that WINS under his ownership "could do no more than absorb..." (Continued on page 47)

BROADCASTING • Telecasting

WIN'S CASE

Drake Urges Negotiation Group

THIS LETTER is directed to you in the interest of SESAC Inc., as a result of the article which appeared in BROADCASTING, Dec. 12, 1949 issue, on Page 29.

The heading of the article reading, "SESAC PURCHASE BY BMI," which reviews the NAB District 14 meeting at Salt Lake City, has and will create an unfortunate rumor among the licensees of SESAC. As you are aware, the article appeared in your magazine shortly after the opening day of the NAB meeting in Portland, Oreg., where the 17th District convened.

Mr. Kolin Hager, assistant to the president and Mr. David R. Milstein, eastern counsel, both SESAC, Portland, where copies of the issue were made available to the attending broadcasters. Mr. Hager and Mr. Milstein were immediately confronted with the question, "Has BMI Purchased SESAC?"

Mr. Taishoff, we feel that SESAC has put itself in a position in an awkward position by reason of what, in our opinion, was a most misleading heading of the release. We also feel that you will concur in our position.

For your information, Mr. Carl Haverlin president of BMI, made a public statement on the floor of the Portland session, in which he expressed regret that the heading of the article left the impression that a purchase of SESAC music repertory had been consummated. Mr. Haverlin further stated that the heading of the article was not factual and he desired that the broadcasting industry, and particularly those present, be informed that there are not any negotiations under way for a purchase of SESAC's music repertory and that none had been authorized by the officials of either BMI or SESAC and he hoped that his clarification would lay to rest any such unfortunate rumor.

We desire to add to Mr. Haverlin's very fair and frank statement, that SESAC does not contemplate, and we have considered the sale of its music repertory or that such a proposition has ever been authorized by SESAC.

We do not believe that it is the policy of BMI to create a situation which doesn't exist. There will probably be repercussions in the industry and other trade papers as well as numerous inquiries to BMI and SESAC, resulting from the unfounded and non-factual heading of the release.

We respectfully solicit your cooperation in correcting this matter by publishing this letter in its entirety in your next issue of BROADCASTING correcting the erroneous rumor. We hope you will give this letter equal prominence to that of the misleading headline.

Knowing that your editorial policy of fairness in your magazine is equitable, we feel confident that that matter will have your immediate attention. We are certain that if corroborations are desired, Mr. Haverlin, for whom we have profound respect, will be happy to give it.

Paul Heinecke, President SESAC Inc.

December 19, 1949 • Page 27

SESAC StatementObjecting to Story's Heading

We urge you to correct the heading of the article appearing in the December 15 issue of BROADCASTING. We do not believe that it is the policy of BMI to create a situation which doesn't exist. There will probably be repercussions in the industry and other trade papers as well as numerous inquiries to BMI and SESAC, resulting from the unfounded and non-factual heading of the release.

We respectfully solicit your cooperation in correcting this matter by publishing this letter in its entirety in your next issue of BROADCASTING correcting the erroneous rumor. We hope you will give this letter equal prominence to that of the misleading headline.

Knowing that your editorial policy of fairness in your magazine is equitable, we feel confident that that matter will have your immediate attention. We are certain that if corroborations are desired, Mr. Haverlin, for whom we have profound respect, will be happy to give it.

Paul Heinecke, President SESAC Inc.
CEDRIC ADAMS, the Upper Midwest's perpetual motion radio salesman, is sponsored a total of five hours a week. Starting Jan. 3 his sponsored time will increase 8%, a total of 5 hours and 25 minutes—not important in point of time, perhaps, but highly significant in terms of audience. For Cedric Adams ("Mr. Northwest"), courtesy of Pillsbury Mills, Inc., steps into a new role, "Mr. United States." Heretofore a regional phenomenon at WCCO Minneapolis-St. Paul, he now will be heard on the nationwide CBS net-

CEDRIC ADAMS

world.

Pillsbury has bought Mr. Adams' breezy five-minute segment to follow Art Linkletter's House Party, Monday through Friday (3:30-3:55 p.m. EST), also a Pillsbury-sponsored series.

And so Cedric Adams, self-styled hometown boy, becomes a national figure. His stuff, he insists, is strictly from corn. But corn, chatter, news intelligence—no matter what his message is called—it's sort of thing midwesterners like and it's the sort of thing that sells goods for an imposing list of advertisers.

Funny thing about Cedric Adams. He's been on the air from WCCO Minneapolis since 1934. A recent survey showed that 96% of Minnesotans know about him. He has 17 shows a week and writes seven newspaper columns in his spare time.

Yet it took 17 years for the flour company across the street from WCCO to discover him, or at least to decide that perhaps he could sell Pillsbury products as well as Purity bread, Hormel meat, Kopper's coke, Fords, coffee and—if you'll pardon it, Mr. Pillsbury—some of the General Mills line. The full list of ex and current Adams sponsors is a young catalog and so is the list of success stories that might appropriately go with such a compendium.

Twenty-two shows and seven newspaper columns should round out a pretty full week for Commentator Adams when 1950 arrives. Just to make certain that atrophy doesn't set in as a result of laziness he will continue numerous and widespread personal appearances all over the Upper Mid-

FLOYD NORDSTROM, division manager of Phillips Petroleum Co. in Minneapolis, congratulates 16-year-old Barbara Sorlien of Fargo, N. D., winner of the $1,000 scholarship award at the end of the series of Phillips 66 Talent Parades.

BROADCASTING • Telecasting
that) and suggested a 10 p.m. Saturday news program.

Mrs. Adams demurred, so Cedric took the matter in hand. Settling on a talent fee he considered unreasonable high if not exorbitant. Just to be sure, he doubled the figure. No wonder, he himself, must have an equal amount for the wife because that’s our night out.

To his mixed emotions of dismay and elation, Coca Cola accepted and told him to start at once. That was Oct. 23, 1945, and Coca Cola and Cedric Adams are still that way about each other every Saturday night.

THERE’S no Hooper for his late-night broadcasts, but Noontime News consistently tops a 20 rating in the Twin Cities and WCCO officials point out that his greatest popularity lies outside Minneapolis-St. Paul. Current noontime sponsor is Procter & Gamble Co. Predecessors have included International Harvester, Ford dealers, Hormel, Kopper’s, and General Mills.

Butternut coffee and General Mills. Taking a cue from Arthur Godfrey, he started last Oct. 30 to originate Noontime News from his home, with Nutrena Division of Cargill Inc. as sponsor. Gene Wilkey, WCCO assistant general manager, and general sales manager (then program director) expanded Cedric from news into the talented hunting field. His Stairway to Stardom and Phillips 66 Talent Parade resulted.

Sears Roebuck took over Stairway to Stardom May 2, 1947, and ran through the summer when McGarvey Coffee Co. became sponsor. The program is credited with putting Flame Room Coffee into its present strong position. Michael Fadell, president of Fadell Co., advertising agency for McGarvey, said, “In two years Cedric Adams has boosted the sales of Flame Room Coffee, a relatively unknown brand, into an important role in the Northwest consumer market. Stairway is a merchandisable program and we have renewed Cedric Adams for a third year on WCCO.”

Actually, Stairway is anchor show for the successful block, Saturday Night Radio Party, which plays to a packed house in the WCCO auditorium 6-8 p.m. every Saturday.

Success of Stairway in using adult talent prompted the Junior Carnival, which opened Jan. 3, 1948, and was picked up by Phillips 66 the following year. Featuring youngsters 17 and under, the program is presented Sunday at 9:30 p.m. According to the sponsor, the Stairway—was still hopeful because I thought I had a natural. You know how you’re always sold, usually over-sold, on your own idea. But not even the platters came back. I had quite an investment in acetate. Then all of a sudden came a nibble.

“IT was the biggest flurry of excitement I had had in years. First it blew hot, then very cold. Robert Q. Lewis had been quoted at $1,000 a week; Vera Vague was available at $800; Meredith Willson (with music) was a good bet at $750. Two cigarette companies were interested in the time slot. One of them wanted to put Vaughn Monroe in for five minutes. I didn’t hear his price.

“Well, here was a strictly local yokel trying to move in the big league, so I figured that it was just

(Continued on page 50)
SECURITY

CHARGE that the government is drawing the veil of secrecy around vital security data and a stern warning that current measures which submerge personal freedom will ultimately dry up radio and other "channels of information" were sounded last week by the Committee for Economic Development.

These warnings and concrete recommendations were embodied in a report prepared by CED's research and policy committee and released last Wednesday in Washington. CED is a non-partisan group of businessmen and economists.

There is a "great danger inherent in a poorly informed public," CED cautioned, noting that the security program is reflected already in "censorship over scientific and technical information . . . in the confusion of citizens unable to evaluate national policy because of limited knowledge and information." Radio time should be allotted for discussions of freedom and security, it added.

Urges Military De-emphasis

Urging greater civilian control and military de-emphasis in our national program, the report envisioned a typical "garrison-police state": "In the name of security, channels of public information dry up: the press becomes a mere purveyor of official handouts. Cut off from significant information, editors, commentators and group leaders become less accurate in their judgments. The process of public discussion atrophies . . . . The power of the citizen fades . . . ."

Asserting that "we have already given up important freedoms without adequate challenge," CED said that the government recently has "drawn the line heavily on the side of secrecy." Internationally, Voice of America and other activities serve as "major instruments" of national security, and a strengthened Voice

Economic Committee Hits Government Secrecy

Presiding at the news session was Fred Lazarus Jr., Federated Department Stores Inc., chairman of a CED security and freedom subcommittee. Among those listed on the subcommittee are: (Sen.) William Benton, Muzak Corp. and Encyclopedia Britannica (also member of research and policy committe); Gardner Cowles, Des Moines Register & Tribune and Cowles Broadcast Co. (KRTN Des Moines); Robert Heller, Robert Heller & Assoc.


Lorillard on ABC

P. LORILLARD Co., New York, for its Embassy cigarettes, has purchased the ABC Dr. I. Q. show. Program, scheduled for Wednesday, 8-8:30 p.m., was bought through Geyer, Newell & Ganger, New York.

FCC Actions

THREE new AM stations granted by FCC last week and two existing stations received improved facilities. Five transfers approved. Commission also refused to review grant of 5 kw day, 1 kw night on 880 kc to KONO San Antonio and denied petition for reconsideration filed by Texas Star Broadcasting Co., losing applicant [BROADCASTING, May 23].

Details of these and other FCC actions are found in FCC Roundup starting on page 84 and Actions of the FCC starting on page 72.

COMMERCE UNIT

Radio-TV to Channel Data

RADIO, television and other media will serve as channels of information through which the Dept. of Commerce will supply facts and figures in connection with its newly-launched program for closer liaison between government and the advertising industry.

The campaign was initiated by Commerce Secretary Charles Sawyer, with appointment of a 19-man Advertising Advisory Committee. [BROADCASTING, Dec. 12]. Group held an exploratory meeting at the Commerce Dept. Dec. 9.

High on the list of objectives is the proposed formation of an advertising unit within the department itself. A subcommittee to be headed by Fairfax Cone, of Footo, Cone & Belding, will explore that possibility. Other groups dealing with committee organization and review of the department's research and statistics also were named. C. J. LaRoche, C. J. LaRoche & Co., and David W. Howe, Burlington (Iowa) Free Press, were named chairmen of the respective subcommittees.

A permanent chairman will be announced this week to head the advisory committee, it was learned last week. A nominating group, headed by Paul West, ANA, and Menas. Cone and LaRoche, is handling recommendations. Frank Stanton, CBS president, is under consideration for the post, it was understood.

The Commerce Dept. has emphasized that it initiated the program so that advertisers may get the best data available, weigh the usefulness of the facts and in turn make recommendations to the department and the Business Advisory Council. It described the unit as "an advisory arm" to the department and council.

Page 30 • December 19, 1949
Radio's Assistance

Advertising Council executives paid tribute to radio for the time contributed to Council projects by the board of directors, advertisers, agencies and radio and order at the Blackstone Hotel by Charles G. Mortimer Jr., vice president of Goodson Corp. and chairman of the Council.

In one of four reports from co-ordinators on major Council projects, Theodore Repplier, Advertising Council president, said two billion listener impressions have plugged the American Economic System campaign since its inception a year ago. This, he explained, is equivalent to 100 weekly Bob Hope shows.

Young Reports

Thomas H. Young, advertising director of the U. S. Rubber Co. and coordinator on the Savings Bond drive, reported $44 million in free time and space, "the largest individual campaign ever run." He added that in the first 11 weeks of this year, Savings Bond messages made 1,089,000,000 impressions on network listeners.

One and one-half billion listener impressions are expected to be totaled for the safety campaign by the end of this year, it was pre-

NBC-KFI Pact

Split Threat Is Averted

THOUGH divorce between NBC and KFI Los Angeles was threatened for a time, all was settled for at least another two years in Los Angeles last week when Niles Trammell, network board chairman, conferred with Earl C. Anthony, station owner, and William B. Ryan, station general manager.

Effective Jan. 1, 1950, the contract between the network and the station has been signed for another two years. Terms are reportedly a standard contract. One executive told Broadcasting, "there are no ifs attached."

Possibility of a split between the network and the station after almost 23 years, loomed when NBC sought to buy KMPC Los Angeles [Broadcasting, Nov. 23].

Commenting upon the new two year pact, Mr. Ryan said: Broadcasting: "We hope to be affiliated with NBC as long as sound broadcasting is an advertising and public service medium. During the relationship between NBC and ourselves, which has extended for more than 22 years, there has never been any unhappiness on either side."

It is understood that as a result of the new contract, KFI will resume its local promotion of network programs which had been discontinued when news of the NBC-KMPC negotiations first broke. In addition it is understood that KFI also will undertake local promotion of NBC interests of a general nature in cooperation with the network's department.

IRVIN GROSS

IRVIN GROSS, formerly of Edward Petry & Co. and now operating his own business, has been named by O. L. (Ted) Taylor as advisor on operations, sales promotion and research for KGNC Amarillo, KFYO Lubbock, KRGG Weslaco, all in Texas, and KANS Wichita, Kan., and KTOK Oklahoma City.

In announcing the appointment, Mr. Taylor said Mr. Gross is "eminently qualified to work with stations in an advisory and creative capacity as a result of his extensive station and representative experience. Having grown up in Southwestern radio, he is particularly well equipped to serve this group of stations."

"Mr. Gross will spend a considerable portion of his time in the Taylor-Boroff (station represent-ative) New York office and his counsel on administrative matters will also be available to the personnel of that organization. The appointment of Mr. Gross is the initial step in a comprehensive development program... for... 1950."

For eight years Mr. Gross had been with WFAA Dallas as merchandising manager and later in charge of national sales. From 1942 until recently he was with the Petry organization.

Mr. Gross said he is not releasing a list of his accounts because the privilege of announcement has been reserved to clients. "I am simply continuing to work with stations as I did during my years with the Petry organization," he said, "but now I can devote my undivided attention to the more limited list of AM and TV stations engaging me for continuous service on a retainer basis. As time permits, I'll be able to undertake specific assignments of any type within my capabilities for non-competing stations or for service organizations catering to the broad- casting industry.

Harker Named

Fort Industry Officer

ELECTION of Tom Harker, national sales manager of The Fort Industry Co. for the past two years, as vice president and national sales di-rector was announced last Wednesday by Lee B. Wailes, Fort Industry vice president in charge of operations.

In making the announcement, Mr. Wailes said that Mr. Har-ker's election as an officer of the company "is in line with his increased responsibilities with the addition of the company's three television stations" (WSPD-TV Toledo, WJBR-TV Detroit and WAGA-TV Atlanta). His election resulted from board action at a meeting in Bloomfield Hills, Mich., Nov. 25.

Prior to his association with The Fort Industry Co., Mr. Harker was an account executive with both ABC and MBS. Previously he was in charge of national sales for General Tire & Rubber Co.

His headquarters are at 527 Lexington Ave., New York, where he directs and coordinates sales activities of the ten Fort Industry radio and TV stations in the national markets. Mr. Harker has "rendered an invaluable service in strengthening" those activities, Mr. Wailes added.
CHRISTMAS 1946 bids fair to be radio's all-time high in public service, program ingenuity and promotion—accompanied by a surge of ads from business and other business firms in the community turn to radio in increasing numbers to put across their Christmas messages.

Reports reaching Broadcasting indicate that the local department stores in particular are logically in the forefront of these advertisers. And even though many of the Christmas shows are meaning countless dollars to radio, the stations themselves are going further in gratifying public interest projects—giving a heart-warming, not record-breaking, demonstration of how the medium rallies to aid the less fortunate.

Typical of Christmas season programming by the nation's networks and 2,900 outlets are these reports to Broadcasting:

Christmas messages of President Harry S. Truman, of England's King George VI will be aired over CBS, the former as the Chief Executive presses a button in Independence, Missouri, to light the Christmas tree in Washington, D. C., on Christmas Eve. The tree-lighting ceremonies also will be telecast over CBS television network.

The eleventh annual presentation of Handel's oratorio "The Messiah," by the Independence Messiah Choir, will be broadcast in its entirety and will be heard in a special 90-minute CBS program beginning at 11:30 p.m. EST, Sunday, Dec. 18.

CBS annual Christmas carol service under the direction of the Salvation Army will be heard in a special 90-minute CBS program beginning at 11:30 p.m. EST, Sunday, Dec. 18.

CBS annual Christmas carol service under the direction of the Salvation Army will be heard in a special 90-minute CBS program beginning at 11:30 p.m. EST, Sunday, Dec. 18.

CBS annual Christmas carol service under the direction of the Salvation Army will be heard in a special 90-minute CBS program beginning at 11:30 p.m. EST, Sunday, Dec. 18.

The Christmas midnight mass and carols at St. Patrick's Cathedral in New York will be carried exclusively over NBC television network, Saturday, Dec. 24 (11:45 p.m. EST) for the second year in succession. NBC mobile unit cameras inside the church will bring viewers the celebration of the Pontifical Mass with Francis Cardinal Spellman, Archbishop of New York, as celebrant. Auxiliary Bishop Joseph F. Flannery, administrator of the Cathedral, will preach the sermon. The narration accompanying the celebration of the mass will be by Rev. Charles J. McManus of the Cathedral staff.

A special hour-long Howdy Doody program in which the puppet will give his interpretation of the New York Sun's famous editorial: "Is There a Santa Claus?" will be presented on NBC-TV network, Friday, Dec. 23, from 5 to 6 p.m.

The premiere of the nine-part cantata by Peter Mennin, "A Christmas Cantata," will be performed on ABC by the Robert Shaw Chorale and the ABC Symphony Orchestra, and will be presented Christmas Eve at 9-10:30 p.m. ABC also is broadcasting the Christmas tree lighting by President Truman, Saturday, Dec. 24, 5-6:30 p.m.

Mount St. Michael's Choir of 24 Jesuit priests will present a Christmas program of choral music on ABC scheduled for 10:30-11 p.m. Christmas Eve. From midnight, to 12:30 a.m. Christmas morning, the service from the Cathedral of St. John the Divine will be broadcast; from 1:30 to 1 a.m. Christmas Day, "Handel's Messiah," recorded by Huddersfield Choral Society with Sir Malcolm Sargent conducting the Liverpool Philharmonic Orchestra, and from 1 to 2 a.m., midnight mass from St. Louis Cathedral in New Orleans are scheduled.

MBS broadcast its annual presentation, The Joyful Hour, yesterday (Dec. 18), 8:30-9 p.m. Program featured stars of stage, screen and radio in a reading of "The Nativity," interspersed with the saying of the Rosary, and Christmas music.

More than one million items of toys and clothing were collected by MBS and its stations for hospitalized patients and underprivileged or war-suffering children at home and abroad, the annual Jeanette program announced last week.

Over 200,000 toys were contributed to children in this country by listeners to Ladies Fair (Mon.-Fri., 2-3:30 p.m.) These will be distributed by the Salvation Army on Christmas Eve. Two other daily programs, I Love a Mystery (7:45-8:50 p.m.) and The Bob Boze Show (3-4 p.m.), were responsible for contributions from listeners of more than 675,000 toys and articles of clothing, collected for the Foster Parents Plan for War Children Inc. Remainder of the donations were from other programs and general announcements.

A Christmas Carol"

On Thursday, Dec. 22, CBS will feature a cast of celebrated British players when Skippy Hollywood Theatre dramatizes Charles Dickens' Yuletide classic, "A Christmas Carol." This is the first of six dramas produced and recorded in London by the series' producer, Les Mitchell.

An all-time favorite for children, "The Night Before Christmas," will be told by Bill Bailey, manager of the Phillips 66 WLS Chicago National Barn Dance, as a special feature of ABC's Christmas Eve show.

Three weeks ago, NBC found itself in the position of denying its "report" that Santa Claus had been shot. Children besieged the network's telephone lines begging denials after Newcastle Paul Long had said on Morgan Beatty's News of the World program, "John L. Lewis just shot Santa Claus." The next night, Mr. Beatty, broadcasting from Houston, Tex., presented "Santa" on the news show as irrefutable proof that the bewhiskered old gentleman was alive and well, and would make his appointed rounds this year on schedule.

In Duluth, Minn., the KDAL "Santa special" took off from the North Pole and landed on schedule at the Duluth Municipal Airport. Out of the plane stepped old St. Nick right into the middle of the thousands of listeners who came to greet him. The KDAL promotion was worked out in cooperation with the Duluth Retail Merchants' Association and radio station KBSC, "Red House" in downtown Duluth.

Seven Programs Set

WASHINGTON (FM) Washington and other Continental FM Network stations are putting the finishing touches on seven Christmas Day programs. They include Christmas in Homojio Village, to be broadcast by Tom Carr, at WAMH, interviewing residents of Homojio Village, the Quonset Hut city in the heart of Annapolis; and approximately 300,000 children are to be heard in Christmas carols from the U. S. Naval Academy Chapel in Annapolis.

In Buffalo, the Buffalo Evening News' WBEN-TV utilized a float in a holiday parade to promote television locally. Attracting and holding the attention, the exhibit featured a couple depicting early American settlers, WBEN-TV Cameraman John Novelli (with camera) and Old St. Nick himself seated in his sleigh.

Currently being programmed in Columbus, Ohio, is the Santa Claus Show, the first locally sponsored simulcast in the Central Ohio market, by WBNs, WELD (FM) and sister television affiliate, WBNS-TV. Program takes the youngsters of Central Ohio on a daily trip to Santa's headquarters in the North Pole, via a mythical plane ride, arranged on film. The live part of the show then takes places in Santa's workshop, as the children see and hear of the Christmas Day preparations being made by Santa. Series is sponsored on all three outlets by the F. R. Lazarus Co., and is a 15-minute Monday-Friday feature.

WLBZ-TV Boston camera crews have moved their equipment into The Hub's busy South Station for Christmas week, with Chick Morris interviewing shoppers and commuters. During the telecasts, Announcer Art Amadon will join groups of carolers in serenading the depot throngs during the busy period each afternoon.

In preparation for a special series to be aired on the This Is New York show on WCBS New York, Staff Writer George Roosen posed as Santa Claus for a week at R. H. Page 32 • December 19, 1949
Success story:

Talk about results, just read this! A Richmond department store recently concentrated all its promotion for "Dollar Days" on WLEE. No other advertising medium was used for this event.

*Business was 64% greater than the preceding week and 25% better than a similar promotion of the previous month!*

Richmond merchants get results like this all the time from WLEE. More and more national advertisers are following their lead. Put WLEE on your list. Call in your Forjoe man and get the whole WLEE story.

**WLEE**

*Mutual in Richmond*

TOM TINSLEY, President  IRVIN G. ABELOFF, General Manager  FORJEO & CO., Representatives
COMMUNICATIONS
Solon Seeks Common Policy
HOPE for a coordinated policy looking toward a "sound and intelligent future in American communications" has been expressed by Sen. Ernest W. McFarland (D-Ariz.), chairman of a Senate Interstate Commerce communications subcommittee.
In a letter fortnight ago to K. E. Stockton, president of American Cable & Radio Corp., Sen McFarland said that several "prominent" members of Congress, while personally opposed to government ownership of any business, felt government should enter the international communications field and build up a strong system of its own.
The McFarland subcommittee, beginning in January, will launch an extensive inquiry into operation of government systems competing with private firms, and into the extent of the use of frequency space by government agencies [Broadcasting, Oct. 17, 24]. International carriers are expected to submit to the subcommittee a "practicable" merger plan in the international field early next month.

AD COUNCIL
'Stop Accident' Guide Issued
THE ADVERTISING COUNCIL has issued a 1950 campaign guide for cooperating advertisers and media to launch next year's "Stop Accidents" drive. Young & Rubicam Inc., Chicago, prepared the 10-page booklet, which contains examples of accident prevention messages in various media. Materials for all media are available to advertisers who wish to tie in with or sponsor such ads.
Wesley I. Nunn, advertising manager, Lowell B. Mason, acting chairman, who has been volunteer coordinator of the "Stop Accidents" program since 1947, will continue to serve in the 1950 campaign. Helen J. Crabtree is the Advertising Council's campaign executive on the project.

MONOPOLY GROUP
McGrath Is Vice Chairman
J. HOWARD McGrath, U.S. Attorney General, has been named vice chairman of the government inter-agency committee formed to enlist the voluntary cooperation of private industry in curtailing the monopoly practices [Broadcasting, Dec. 12].
First meeting of the group, held Dec. 9 at the request of Commerce Secretary Charles Sawyer, was attended by Lowell B. Mason, acting chairman of Federal Trade Commission, and other government officials. Organization of the committee is a first step in the administration's all-out campaign against certain business monopolies. Plan was advanced by President Truman.

PHILCO CORP.
Three Executives Named In TV-Radio Div.
SIMULTANEOUS appointment of three executives in the Television and Radio Division of Philco Corp. has been announced by William Balderston, Philco president. Larry T. Hardy becomes president of the division, Joseph H. Gillies vice chairman of the division's executive committee, and Frederick D. Ogilby vice president in charge of sales.
Mr. Hardy joined Philco in 1932 and served as Chicago and Northwestern Division representative until 1937 when he was made vice president and general manager of Simplex Radio Co., a Philco subsidiary. In 1939, he was named manager of small sets and then manager of the Home Radio Set Division. He was elected vice president in charge of the Television and Radio Division in 1944.
Mr. Gillies has been with Philco since 1929. He was a member of the factory organization for several years and in 1939 became works manager. Three years later he was named vice president in charge of radio production and then vice president in charge of the Television and Radio Division.
Mr. Ogilby, who has been manager of television sales, joined Philco in 1931 as a sales representative in the New York division of Philco Distributors Inc. He became sales manager in Brooklyn four years later and in 1936 was named New Jersey sales manager for the branch. He later served as sales head of Philco Distributors Inc. in New York, and general manager of the same organization in Philadelphia and New York. In 1947 he became Television Division sales manager and then manager of television sales.

Carl Titus Majer
CARL TITUS MAJER, 52, a member of the staff of WIBG Philadelphia, died on Dec. 9. Mr. Majer was a brother of Mrs. Margaret M. Kelly, wife of John B. Kelly, who has an interest in the station.

1909 Eldon A. Park 1949
ELDON A. PARK, 40, vice president of Crosley Broadcasting Corp. and general manager of WINS New York, died last Monday of heart disease and complications after a long illness. Death occurred at his Roslyn, L.I., home.
Mr. Park was born May 20, 1909, in Bluffton, Ind., and educated in Montpelier, Ind., Public and high schools. He attended DePauw U. for one year, and was graduated in 1933 from the U. of Cincinnati.
He joined the Crosley organization in 1933 as assistant traffic manager of WLW Cincinnati, and worked his way up through successive executive posts.
Adding up part-time work for WLW while still attending school, Mr. Park spent half his life time in radio. Late in 1937, he was sent to NBC in New York, and upon his return to Cincinnati assumed the position of NBC district supervisor for WLW originated shows fed to the network.
Following a prolonged vacation in 1940 because of poor health, Mr. Park was appointed assistant general manager of WLW. The next year he entered the Army as a captain, later receiving a medical discharge. After another stay in New York as account executive for the Crosley station, he became assistant general manager of WLW in 1944 and was placed in charge of programming a year later. In 1946 he became a vice president of Crosley and in 1947 was named general manager of WINS.
Mr. Park was active in the past year in an attempt to form a station managers' association in the New York area.
He is survived by his wife, Eleanor, and two sons, Richard, nine, and Roger, two.

Promotes Spots
WHEN a sponsor advertises his own product that's not unusual—but when he advertises his spot announcements that's something else. Which is just what Collins' Department Store is doing in Pikeville, Ky., according to Mike Layman, station manager of WLSI Pikeville. Store is running newspaper ads telling readers to "listen to our important daily announcements" on WLSI. Spots are aired three daily—9:15 and 11:30 a.m., 4:30 p.m.—and once on Saturday, 1:30 p.m.

PHILCO EARNINGS
Point Toward Good Year
WILLIAM BALDERSTON, Philco Corp. president, told stockholders on Dec. 12 that Philco's earnings in the current quarter should exceed the total earnings for the first nine months of this year. The firm reported earnings for the first nine months of $2,506,000, or $1.32 a common share, against $6,632,000 or $3.93 a share in the 1948 period.
Stating that all Philco TV plants at present are operating at record levels, Mr. Balderston noted that "even after increasing our manufacturing schedules several times, it has been necessary to allocate the available television production all fall." Reporting that the demand for radio and radio-phonograph models also exceeds production, he said Philco is ending the year in a strong financial position with no outstanding bank loans of any kind.

JUSTIN MILLER
Heads March of Dimes Group
JUSTIN MILLER, NAB president, last week was named chairman of the 1950 March of Dimes National Radio-Television Division Committee, it was announced by Basil O'Connor, president of the National Foundation for Infantile Paralysis.
Named as Mr. Miller's co-chairmen were: Charles C. Barry, ABC vice president; William H. Fine, publisher of the March of Dimes; and Joseph H. McConnell, NBC president; Hubbell Robinson Jr., CBS vice president.

Columbus Exhibition
ENTRIES for the 14th American Exhibition of Educational Radio Programs to be held in Columbus, Ohio, must be in by Jan. 16. I. Keith Tyler, director, Institute for Education by Radio, Ohio State U., announced last week. The exhibition will be held simultaneously with the 20th Institute, May 4-7, he said.
“Keep your Eye upon the Doughnut...”* is more than a well-known, popular slogan. It’s good time-buying counsel in selling the rich Midwest market... especially in Indiana, Ohio, and Michigan. Forming a ring around Fort Wayne are 59 BMB counties with an effective income of $1½ billion... all reached economically by WOWO! For availabilities, and for information on WOWO’s sensational leadership in the Hooper polls, check WOWO or Free & Peters.

* Quoted with a bow to Mayflower Donuts, whose familiar rhyme runs thus:

As you ramble on thru Life, Brother,
Whatever be your Goal,
Keep your Eye upon the Doughnut
And not upon the Hole!
MEET the staff of WDAY—the 67 wonderful guys and gals who made WDAY the nation’s number-one Hooper station (morning, afternoon and night) for five consecutive months—and who never miss that enviable spot by very far!

In addition to these amazing city Hoopers, our gang has racked up many all-time rural mail-order records for WDAY!

Yes, the boys and girls on our unusually large and loyal staff have a flair for programming that would make lots of big-city stations envious. Actually, we’ve had 488 years of experience with WDAY, plus centuries of radio experience with other stations.
THE NATION'S TOP HOOPERS
MONTHS ON WDAY, FARGO

Now in its 28th year, WDAY has an urban and rural superiority that few stations in America can match. It's a regional phenomenon... a radio wonder... a terrific medium!

Write to us or Free & Peters for all the dope.
It's really fabulous!

HERE ARE THE SHARE-OF-AUDIENCE FIGGERS!
(Fargo-Moorhead City Hoopers, Dec. '48-Apr. '49)

<table>
<thead>
<tr>
<th></th>
<th>B</th>
<th>C</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEKDAY</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MORNINGS</td>
<td>66.2</td>
<td>16.8</td>
<td>7.7</td>
</tr>
<tr>
<td>AFTERNOONS</td>
<td>66.1</td>
<td>11.4</td>
<td>11.9</td>
</tr>
<tr>
<td>EVENINGS</td>
<td>67.5</td>
<td>14.1</td>
<td>9.2</td>
</tr>
<tr>
<td>(SUN. THRU SAT.)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
EDITORIAL

The Gate or Gate Receipts?

WE ARE NO rhetoricians, but we challenge the dictionary definition of sports. "Sport," says the language book, is "that which diverts, and makes mirth; pastime; diversion."

Obviously sports today are industry—big business. If the amendment, college or high school, it is now a matter of gate receipts. Thus, we now have football industry, baseball industry, prize-fight industry, basketball industry, and even roller derby industry.

If the masses were not the causative agent in this change of concept, they at least helped to inspire the lust for gold.

Today the headlines are all the same. The Eastern College Athletic Assn. regards television as a potential threat to the financial structure of intercollegiate athletics. Professional football does or doesn't want broadcasts or telecasts. The prize-fight industry wants extra purses for radio and TV rights. And even the high schools want (1) pay for coverage of their events; or (2) no broadcasts or telecasts at all.

Confused thinking and confused economic philosophies are applied. Radio and TV are as culpable as the sports tycoons and athletic directors. They bid for exclusive rights, which reach ridiculous levels. Newspapers cover everything gratis. But they do it on a non-exclusive basis.

Radio and latterly TV have given new life to many decadent sports. They have created fans. They have made possible the building of huge stadia and auditoria.

Some day, we imagine, both sides will become realistic. There was the case of the recent LaMotta-Cerdan middleweight championship fight, which was a gate flop drawing less than half the expected receipts. It was the first title contest of importance at which radio and TV were frozen out.

If baseball and football ban radio or TV, the effect won't be as immediate as it has been in the boxing industry. Fans would still go to see performers familiar to them—familiar largely because of radio and TV promotion. Gradually, however, interest would wane. The empty seat acreage would increase in direct ratio. We think the professionals will be smart enough to recognize this.

In the amateur sphere (and we use the term generically) our schools now brazenly proclaim they're in it for the money.

Have the school officials and junior alike—forgotten that in the final analysis it's the taxpayer who builds and supports our institutions of learning? Even the endowed universities get privileges from the public, such as by way of tax exempt status.

It's time it was realized that the public wants broadcasts and telecasts. And we would like to see a survey that disproves it.

BENTONS AND BOWS

WHEN CONGRESS convenes next January, the junior Senator from Connecticut will be William B. Benton, former Assistant Secretary of State in charge of the Voice of America and related information and education pursuits, principal sponsor of the bill, and a founding partner of Benton & Bowles (with which he no longer is connected).

And when Congress convenes in January 1952, it's possible that the House will be graced by the presence of Frank T. Bow, attorney of Canton, and the last general counsel of the House Select Committee to investigate the FCC. Mr. Bow has announced his candidacy for the Republican nomination from the 16th Congressional District of Ohio.

Senior-designate Benton, whose appointment to fill the unexpired term of Sen. Raymond E. Baldwin was announced last week by his old colleague, Chester Bowles, should be a colorful figure on Capitol Hill. As Assistant Secretary of State his tribulations were plenty with the Voice. But his background in business, and his knowledge of radio and the advertising media should add a new and almost unprecedented touch to the oratory in the greatest deliberative body on earth.

Mr. Bow's ascendency to the House is not certain, but if broadcasters had their say, they would elect him by acclamation, irrespective of party affiliation. A year ago, when the Select Committee had completed its task of FCC investigation, Mr. Bow commented:

"I think Congress should spell out what controls, if any, the Commission should have over program content. There should be immediate legislation to prevent the further encroachment of Government into competition with private broadcasters and other communications industries. A Congress with Bentons and Bows should be exhilarating."

FM'S LOVE LIFE

THE FCC, which has loved FM wildly if not well, is now in danger of cherishing it to death. FM has been proposed to increase FM's minimum operating hours [BROADCASTING, Nov. 21], far from spurring development of the new medium, could easily bring it downfall. It is not that Becomes FCC's passions have got out of hand. To begin with, it should be no concern of the Commission if a station operates six hours or 16. The individual broadcaster is in no position to judge whether there are enough to justify longer or shorter broadcast days. The Commission, in all its presumed wisdom, can make no such seat-of-the-pants determination.

The "scarcity" of FM frequencies is a thing of the past, like hopes of an "early" lifting of the television freeze or a "timely" clear-channel decision. If the Commission thinks a station isn't operating long enough, let it entertain applications for the station's facilities and choose the one which makes the best showing. It's standard procedure in AM.

Assuming arguendo, as its lawyers would say, that FCC has a right to require longer hours, its present proposal is patently discriminatory. FM stations in joint AM-FM operations would be forced to pay homage to their AM sisters between 6 a.m. and midnight, when FM-only stations would have two years to reach 12 hours a day.

In FM's present unprofitable state such a requirement not only would doom many an FM station but would raise a serious threat to their AM partners. The danger to FM-only stations, with which we have been back, would be as great or worse. For FM, by and large, is running at a loss even on its present schedule.

The wonder is that FCC hasn't read the handwriting of some 175 licensees and permittees who have turned in their FM authorizations already this year without the impetus of the current proposal.

We concede that FCC's plan is based on a proposal advanced by the FM Assn. and that FCC felt it was acting in the best interests of FM. Now FMA is merging into NAB. The proposed public interest do for FM in come out strongly against the disastrous plan. Otherwise the medium which a succession of FCC chairmen sought to force down the throats of broadcasters, and which the Congress has hallowed as "the best system of aural broadcasting extant," is apt to become the best one extinct.

Ours Respectfully,

ARTHUR CHARLES NIELSEN

EVER SINCE his undergraduate days at the U. of Wisconsin, where he maintained the highest scholastic average ever recorded in the College of Engineering, Arthur Charles Nielsen has been conspicuous by his thoroughness.

So it is only natural that thoroughness occupies a place in "The Nielsen Code," to which more than 1,800 employees of the A. C. Nielsen Co. re-dedicate themselves periodically.

"Accept business only at a price permitting thoroughness," says the code. "Then do a thorough job, regardless of cost to us."

Other Nielsen principles, outlined to his associates in the early days of the 26-year-old marketing research organization, embody impartiality, accuracy, integrity, economy ("consistent with thoroughness"), service, the importance of "never changing your price," and "earliest delivery—whatever the inconvenience to us."

Chicago born, Arthur Nielsen is the son of an 80-year-old retired accountant with the Quaker Oats Co. He was born in Chicago Sept. 5, 1897, spent his early years on the city's south side, but moved to suburban Berwyn by the time he reached his teens. At Morton High School, not far from the famous Western Electric plant, he became interested in electronic engineering, and it was in this course that he distinguished himself at the U. of Wisconsin. He also was captain of the Badger tennis team.

Mr. Nielsen was graduated from the U. of Wisconsin in 1918 with a Bachelor of Science degree in electrical engineering. Before graduating, however, he served several months during World War I as a Navy ensign on transport duty in the North Atlantic.

Mr. Nielsen's first job was as electrical engineer with the Iako Manufacturing Co., Chicago, manufacturer of refrigerating machines. A year later he became a field research worker for the H. P. Gould Co., same city, publisher of business papers. His performance surveys on machinery gave him the idea for his own concern, which he founded in Chicago Aug. 24, 1925, in office space about 20 feet square. Nielsen operations today require nearly three acres of floor space.

A. C. Nielsen Co. was organized to furnish manufacturers with survey reports on the performance of their materials and equipment compared with those of competing companies. Reports were submitted to clients and used for advertising, sales promotion, and personal-sales purposes. This reliance on impartially reported facts to sell Nielsen client companies' products was a revolutionary development in

BROADCASTING * Telecasting

(Continued on page 40)
December 11th.
That's when television arrived in this great South Texas center ... and what a rousing reception!

Within the city limits on all four sides and far beyond, wide-eyed viewers were "screened-in" ... applauding a bright array of television's best!

Private homes and public places all held "Open House" as friends and neighbors, in eye-to-eye agreement, cheered a hearty welcome from curtain time to closing!

Yessir, television really rocked this man's town... then in a final great upheaval turned it upside down!

WOAI-TV
Channel 4
Operated by Southland Industries, Inc., in conjunction with 27-year-old WOAI.

Represented Nationally by EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Dallas.
Fred Stout, stockholder in KLAS Las Vegas, Nev., named general manager. He was associated with KCBQ San Diego before coming to KLAS as sales manager.

J. L. Van Volkenburg, CBS vice president and director of television, is in Hollywood for 10 days' conferences.

John Elwood, general manager of KNBC San Francisco, last week attended National Citizens' Committee for Industrial Organization meetings in Washington, D.C. He is chairman of Northern California branch of the Committee.

Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, named chairman of advisory committee of American Heart Assn's 1950 heart campaign.

Respects

(Continued from page 38)

1923, and the company is still known in some quarters as the original sponsor of the idea of selling industrial goods on the basis of certified performance in the field.

For eight years the Nielsen firm forged steadily ahead with "performance surveys." By 1931, personnel numbered 45, but with the coming of the depression the working force was reduced to 12 in 1933. This year was a turning point, however, as the "index" type of marketing research was evolved.

The "index," applied first to the drug industry, was based on these principles: Payments to retailers for their cooperation; repeated use of a constant "sample" of retailers, proportioned to give a true cross section of the entire industry; getting sales records from invoices accumulated for Nielsen by retailers; measurement of consumer sales, by considering inventory changes as well as retailer purchases; continuous bi-monthly surveys, instead of static surveys; simultaneous coverage of many subjects; recording the retailer's actions rather than his conversation; and simultaneous serving of competitors.

Nielsen's "Drug Index" proved an immediate and substantial success, and the Nielsen Torch was applied successfully in 1934 to the food industry. Four years later the same type of service which was being offered to the drug and food industries was sold to several major distillers, and for the first time a national and continuous market service was presented to the producers.

In the fall of 1942, the Nielsen Radio Index joined the ranks of company services, but only after six years of pre-testing, including a four-year pilot operation. Third to enter the field, NRI, as the service is called by broadcasters, "represents the most comprehensive effort ever made to create an ideal marketing research tool for the radio industry," Mr. Nielsen claims.

The company now has offices in New York, Toronto, Oxford (England), Sydney (Australia) and maintains spacious headquarters in Chicago.

Championship Record

At 52, Arthur Nielsen can work with indefatigable energy because he keeps in superb condition. He maintains an enviable record as an athlete in tennis and squash courts, having been ranked No. 2 among U.S. Veteran tennis players. In 1946, he established a new record by winning nine national tennis titles in a single season: Father-Son Grass Court, Father-Son and Father-Daughter Clay Court championships.

In 1936 he was awarded the Annual Advertising Awards Committee silver medal for his "distinguished contributions to advertising research." Four years later, he won the Chicago Federated Advertising Club award.

Luckman Chosen

Appointment of Charles Luckman, president of Lever Bros., as national chairman of the Democratic Party's 1950 Jefferson-Jackson dinner was announced last Monday by William Boyle Jr., chairman of the Democratic National Committee. Dinner will be held in Washington's District of Columbia National Guard Armoury Feb. 16. Mr. Luckman was chosen in recognition of his strength of leadership in service as chairman of the Citizens' Food Committee in 1947-48, it was indicated.

WFIL AM-FM-TV Philadelphia committee chosen by Chicago council for services in Silly Willy safety campaign during September and October.

Agency Commission

DENVER Admen okay 15%

The 15% agency commission granted by media is enough for a magazine, newspaper or station to pay, according to a majority of Denver advertising executives who were questioned by the McCord Research Bureau, Denver opinion and marketing research firm. A minority of those queried felt the 15% inadequate.

Of those answering the question on agency commissions, 58% said 15% was about right, 38% not enough, none felt it was too much, and 4% did not want an agency commission. Those who said the commission was adequate stressed, however, that in the case of ads placed in non-commission-paying media, he should be generally charged a service or retainer fee. According to Bureau Director Hallack McCord, some respondents pointed out that today's increased media rates are a boon to the agency, helping to offset increased overhead costs.

Commercial

Frank S. Lane named sales manager of KRMG, new 86 kw AM station in Topeka, Okla., which started in radio in 1925 at KVOO, then Bristow, now Tulsa. Later he managed KUOD and WDEF, both in Chattanooga. He built and managed WSPB Sarasota, Fla. For past six years he has been associated with KTOK Oklahoma City.

Ed J. Hennessy, former account executive at WCON Atlanta, Ga., appointed manager of WGBA Columbus, Ga.

Ed Stawniak, formerly with KFH - AM - FM Wichita, Kans., returns to station as sales manager after serving as program manager of KSOK Arkansas City, Kan. He is member of sales staff at KFH, he was previously an officer of WSAI and WRAI, formerly having been with WSAR Fall River, Mass.

Bill McDaniell, KECA-TV Hollywood sales manager, named acting sales manager of station. Owen James transferred from staff announcer to television salesman at KECA-TV.

Jok Killeen joins sales staff of WMJ Milwaukee after working at WSAU Wausau, Wis. Both are owned by Milwaukee Journal. He was at WSAU 13 years, serving as sales manager for past five.

Harold Pennypacker, formerly TV director at WPTZ (TV) Philadelphia, named executive director.

Eugene L. Flanagan, freelance radio script writer and formerly program director at WPLO Jacksonville, Fla., joins staff of AM-FM Hespeth, L. I., as account executive. He was at one time sports director of WPTP Raleigh, N.C.
YOU CAN'T OVERLOOK A FACT THIS BIG

This chart demonstrates the nation's dependence on coal. It drives home the point that coal men strive to make clear when they decry the spendthrift exploitation of our relatively short-lived fuels resources—for example, the use of natural gas for such a high consuming purpose as firing steam boilers. A prudent national fuels policy would conserve natural gas for those purposes which serve the home—such as cooking and heating—and for industrial and chemical processing needing strict temperature controls. Next to petroleum, natural gas is the cheapest source for synthetic gasoline!

Water-power potential, too, is limited. If all the economically feasible hydro sites in this country were to be developed, the resultant energy could supply only one-fifth of the nation's total energy output. But to be economically feasible, water power must be near electricity's markets. Otherwise, excessive distribution costs—which already amount to 80% to 85% of every dollar spent by consumers for electricity—make even such "ideal" development uneconomical.

So no one can afford to ignore coal's importance—and abundance—either economically or historically in the day-to-day economy of the nation.

BITUMINOUS COAL INSTITUTE
A Department of NATIONAL COAL ASSOCIATION
Southern Building, Washington 5, D. C.

BITUMINOUS COAL...LIGHTS THE WAY...FUELS THE FIRES...POWERS THE PROGRESS OF AMERICA
Mr. Hogan urged the FCC to take action to make facsimile commercially available.

The FCC will consider rules standardizing multiplexing for commercial facsimile as soon as multiplexing is set in order. Lack of FCC standards has held back facsimile development, he indicated, because broadcasters were afraid to purchase equipment which might be outmoded by standards yet to be adopted.

He was the first witness at a hearing to consider proposals for obtaining FCC rules standardizing certain aspects of multiplexing facsimile and removing entirely the time limitation of three hours daily now restricting commercial multiplexing.

The only other witness was William S. Halstead, president of Communications Research Corp., New York, who differed with Mr. Hogan on the adoption of one standard. He opposed the Hogan amendment which would restrict facsimile solely to the equipment his firm manufactured or had pending patent.

On the other hand, he emphasized, any patents issued to Hogan Laboratories would be available to other manufacturers to encourage competition. His company would license any reputable firm for use or manufacture on a reasonable basis, requiring payments to Hogan of from 5 to 2%, depending on quantity, he said.

Mr. Halstead's appearance as a witness was something of a surprise—almost to himself. He had not expected to testify until he heard the request for the 25 kc standard for the facsimile subcarrier frequency. He emphasized he spoke for himself alone, not in his capacity as consulting engineer for any particular client.

Adverse Effect Seen
Transit Radio, for which he has been a consultant, has many thousands of receivers which would be adversely affected by the adoption of the 25 kc standard, he contends. Storecasting operations similarly would be in conflict, he said.

As for Rural Radio Network, he went on, it had found its frequencyshift system well-suited to its needs if it were to undertake commercially network facsimile without lines, and had found the equipment most economical. He had served RRN as consultant.

He requested that the FCC "keep the door open" to permit FS multiplexing rather than freeze the AM standards as proposed by Hogan Labs. Those standards, he contended, were demonstrated successfully by Hogan but as yet were not tested in relay network operations. He expressed the opinion it was in such network operations in rural areas that facsimile might serve its most useful functions.

He argued further on behalf of the FS system that it could be applied on the sound channels of existing TV stations, enabling them to simultaneously transmit video, sound and facsimile.

As a rebuttal witness, Mr. Hogan said that his company had given consideration to the very points made by Mr. Halstead but had narrowed its conclusion.

He saw no conflict with Storecasting or Transit Radio because there was great doubt that the same station would be engaged in simultaneous operations of such service and designated. Further, he said, Hogan Labs had plans for network operations under the standards it proposed.

He explained, further, that the frequency shift system advocated by Mr. Halstead was complicated by a patent dispute between RCA and Press Wireless. He closed with a plea that a single compatible subcarrier system be adopted.

Mr. Hogan was represented by Philip G. Loucks, of Loucks, Zias, Young & Jansky, Washington. FCC was represented by Perry M. Potkin, assistant general counsel, and by Cyril M. Braun, chief engineer.

RADIO RESEARCH

Sawyer Okays NBS Project
A MAJOR laboratory devoted to "radio propagation research" at a cost of $44 million is to be erected at Boulder, Col., Commerce Secretary Charles Sawyer announced Thursday. Construction will begin in the summer of 1961.

In announcing approval of a recommendation by E. U. Cortdon, Director of the National Bureau of Standards, for development of a 210-acre site located near the U. of Colorado campus, Secretary Sawyer said the Bureau unit will comprise the Central Radio Propagation Laboratory. It is to contain facilities for research in the fields of radio propagation (studies of the ionosphere and radio waves properties). Among the major services provided by the Bureau in this field:

Regular predictions of the proper frequencies which should be used in order to assure success of communication, continuous broadcasts of standard frequencies, standard time signals, and technical information affecting frequency utilization.

Boulder was chosen as site for the proposed laboratory, which was authorized by the last session of Congress (Public Law 336), because of the following reasons, the Secretary said: No NM of the work requires location in town or small city; equipment and service needs require ready access to a large city; technical factors necessitate moderate climate and diversity of terrain; proximity to a major university can provide source for training of junior staff members and also be a source for new personnel; the area is accessible to all parts of the country, and the laboratory is near a major center of air and rail traffic.
APPEALS from FCC decisions denying AM locals permits to the two stations of the Ohio Journal Co. at Lorain, Ohio, and at Fostoria, Ohio, were heard Thursday by the U. S. Court of Appeals for the District of Columbia.

Arguing for the two applicants, who own newspapers in the cities, were George O. Sutton and William Thompson. They contended the FCC's hearing notice had failed to include such points as alleged monopolistic practices in newspaper-radio competition. The Commission's July 14, 1948 decision [BROADCASTING, July 19, 1948] had held the applicants unreasonable because of alleged efforts to suppress competition by denying use of their white space to advertisers buying time on WMAN Mansfield.

Judge Wilbur Miller asked Mr. Sutton if statements in the FCC decision on monopolistic practice aren't conclusions of fact rather than law. Mr. Sutton contended the stations were penalized by the FCC 'as though they had been found guilty of the alleged practices, and added that the FCC in effect was endeavoring to decide what a newspaper can and cannot print.

Judge George Thomas Washington asked if failure of the government to grant a license constitutes a penalty. Mr. Sutton felt such was the case. Mr. Thompson noted that while the Lorain and Mansfield firms were under common ownership, the papers were separately operated and the FCC's denial of two stations was based on Mansfield evidence.

Max Goldman, FCC assistant general counsel in charge of litigation, and Richard A. Solomon, chief of the FCC litigation branch, argued the FCC's notice of hearing was adequate. They said the newspaper answered as background by FCC in determining qualifications of the applicants and cited evidence in the record.

William A. Porter, counsel for

**LUCI DENIES ABC Purchase Plans**

DENIAL that Henry R. Luce, editor-in-chief of all Time publications, was interested in buying ABC network was made Thursday afternoon by an official spokesman for the magazine executive. "It is a rumor that keeps recurring and which I've knocked on the head many times lately," the spokesman said.

Meanwhile, ABC stock continued to be traded heavily on the New York market during the past week, with Wednesday's transactions of 15,100 shares the greatest number sold on a single day this year. The price of the stock on that day rose ½ to 8% in a bull market that saw many low-priced issues move in volume.

**Sarnoff**

(Continued from page 26)

steady growth, he said.

In presenting the citation to Gen. Sarnoff, Mr. Cohen hailed him as the industry leader as a man who "has not restricted his interests to the technical field, but has also pioneered with personal views on two vital aspects of the very subject of our debate . . . freedom to listen and freedom to look."

The citation to Gen. Sarnoff was for his "notable cooperation in the development of public understanding of the work of the United Nations and for his contribution in the field of human rights through advocacy of concepts of Freedom to Listen and Freedom to Look as fundamental expressions of Freedom of Information."

**WEEKLY** broadcast of wrestling bouts from Boston Arena and sports news show giving reports of skiing and football games was added to program schedule of WLAB Lawrence, Mass.

**IT TAKES WBNS TO RING CASH REGISTERS IN CENTRAL OHIO**

In and around Columbus in central Ohio are 160,500 families who loyal keep their radios tuned to WBNS during the day. They have learned by a quarter of a century of listening that they can believe what they hear on WBNS. This market is not only thoroughly covered by WBNS but there is the extra bonus of program duplication on the affiliated FM station WELD. That's why advertisers who wish to do a complete and profitable selling job in central Ohio naturally select WBNS as their medium.

WBNS has a long list of both local and national advertisers who consistently broadcast their sales messages over this station year after year to the tune of sweet music on the cash registers.

**ASK THE LOCAL ADVERTISERS ABOUT WBNS . . . THEY KNOW**

The local merchants know from experience what radio station pulls returns and which one does not. They get together . . . They compare notes . . . So ask Roger Jewelers, Carlile Furniture, Hansa Paint, Capital City Products Company, Reubens and dozens of others here in Columbus. Many of them will tell you that they have been using WBNS for twenty-five years and each one will testify that this station always brings in the customers and does the job at low cost too.

**YES, AND ALSO ASK THE NATIONAL ADVERTISER ABOUT WBNS**

National advertisers do not spend their money wildly. They test and retest before embarking upon a campaign. And here in Central Ohio the field tests supported by Cooperatives prove that WBNS does the right buying. That's why more national advertisers use WBNS than any other Columbus station.
Santa's Welcome
(Continued from page 38)

Mary's department store gathering material. The program begins this week.

Nov. 19 was a red-letter day for children in Cincinnati and vicinity.

Some 12,000 youngsters greeted Santa when he flew into Lunken Airport. Also on hand was a WCPO-TV remote crew which telecast the entire event. The two-hour show, consisting of WCPO-TV's western and hillbilly group, The Midday Merry Go Round, famed Coco the Clown, and Announcer Jim Fair, provided all the entertainment until St. Nick arrived.

WEOL Elyria, Ohio, sold and now has on the air a 26-time quarter-hour broadcast by Santa Claus, with a new angle. Sponsored by Sears, Roebuck & Co.'s Elyria store, the pitch is to increase store traffic by putting a Santa Claus mailbox in the middle of the store and having Santa Claus read the letters on the air every afternoon at 5 o'clock. In its first week, the program drew approximately 1,000 letters. Beginning with the sixth broadcast, it was necessary to extend 30 minutes across the board.

At KXOK St. Louis, a surprise visit was made to the Hal Frederick toy business by "Sky King," star of ABC's Sky King program. A pre-Christmas toy-collecting campaign is being conducted by Mr. Frederick's on his Song and Dance Parade show, Monday through Friday at 3:30 and 9:30 p.m. Receiving station for the toys is a child's playhouse erected on the lawn of St. Louis Children's Hospital. New and used toys are being accepted and will be reconditioned by members of the St. Louis Fire Dept.

Until Christmas, Disc Jockey Bob Falcon of WGAY-FM Silver Spring, Md., will conduct his Fun With Music show at "Holiday House," a white frame building in the Silver Spring Shopping Center. Santa Claus also is on hand helping Mr. Falcon give out 5,000 balloons and 4,000 bags of candy to shoppers. The time is being donated by the station to promote shopping in the area with gifts being supplied by the 22 merchants in the shopping center and vicinity.

Series of special programs titled Christmas on Long Island, are to be broadcast this week over WHLI-AM-FM Hempstead, L. I. Displaced persons who recently came to this country will describe how it feels to spend Christmas in a free land. Other programs scheduled include a visit to Santa Claus at Loesser's store in Garden City; interviews with a family filling Christmas socks on Christmas Eve; Yuletide advice to the housewife, etc.

WINX Washington's Jerry Strong, morning man and disc jockey, is asking listeners to help him play Santa Claus to Washing-
sponsors since 1937. WLAW also is offering a two-week Christmas program which will end Dec. 23. The show consists of a two-week telephone interview with Special Events Director Fred Laffey representing the children of America, and Chief Announcer Richard Hieko assuming the role of Santa. The program is heard Monday-Friday, at 4:05 p.m., and is titled Letters to Santa.

WLAW New York, transatlantic Christmas greetings from British families who entertained American 4-H Club members this past summer will be broadcast transcribed during Joe Bier's Your Town and Country Gentleman show, on Saturday, Dec. 24, from 6 to 6 a.m. Titled 4-H Club Christmas in Britain, the program will be recorded from a special transmission to WOR by the BBC. WOR-TV's inventor's forum, Road to Success, last week featured toy inventions that have just been placed on the market for the Christmas season.

In Orlando, Fla., WORZ is operating on what it calls "a frequency of 80 heartbeats a minute and with all the power that can be delivered by the energetic WORZ staff." The Central Florida NBC outlet has set up a "Toy Depot" in the center of town to receive contributions of used toys, clothes, etc. At regular intervals the American Legion "locomotive" picks up the articles and delivers them to the Orlando Rescue Mission for repair and distribution to needy families. At the same time, WORZ schedules programs from the "Toy Depot." The drive is in charge of Bill Murrell, WORZ promotion manager.

Last Saturday (Dec. 17) inmates at the Eastern State Penitentiary presented their 16th annual prisoners Christmas Concert over KYW Philadelphia. The program, originating in the penitentiary's auditorium, featured the prison band, glee club, novelty groups and soloists. Talent for the broadcast was selected after an elimination contest of several weeks.

From now until Christmas on every station break, WPOE (FM) Elizabeth, N. J., is using the following: "An ideal Christmas gift is—an FM radio!" Station officials point out that the wording varies slightly on each break.

In keeping with the festive spirit, WRLB Columbus, Ga., furnishes cars and hymns over four public address amplifiers and seven public address speakers installed along the list of stations which are carrying business thoroughfare. A special record turntable set up in the WRLB studios is manned each evening by a member of the Columbus Chamber of Commerce with music and console equipment furnished by the station.

WREX Topeka, Kan., also goes on the list of stations which saw to it that Santa made an early visit. On Nov. 26, over 6,000 people descended on the Union Pacific Railroad depot in North Topeka to watch St. Nick and his 16 elfish helpers arrive on their "North Pole Special" train of three cars. Sponsored by the North Topeka Merchants Assn., the arrival was plugged for three weeks over WREX. All available air promotion spots were utilized and an airplane equipped with a powerful set of speakers was used to blanket Topeka and 12 surrounding towns.

In Houston, N. C., Byron Smith of the WSOC sales staff collaborated with Joe Marsh, advertising manager of EFrd's Department Store, in assembling a Christmas window. In the window, surrounded by gifts, is a mechanical Santa Claus with moving arms and lips. In front of Santa is a WSOC mike. An entire half-hour program of Christmas carols emanates from the window and the lips of Santa, who also sings Christmas carols, inviting children and their parents to join him, and of course, inviting them to EFrd's Toyland.

Every day this week and on Christmas Day, WTOP Washington is scheduling Christmas programs. Features include hymns and carols, stories, quizzes and popular tunes.

WTTM Trenton, N. J., greeted Santa at Stacey Park on Thanksgiving morning—an annual occasion sponsored by Swern & Co., department store. Among those on hand, as well as hundreds of youngsters, were Ezra Stone, radio's Henry Aldrich; Samuel Swern, president of Swern, and State Senator Richard Kafes. Throughout the morning, WTTM picked up interviews and color.

With its main theme the solicitation of toys for the needy children of greater Miami, Fla., WTTT opened a Christmas toy house in downtown Miami. Decorated in a Walt Disney fashion, the house is on one of the busiest thoroughfares. WTTT's Santa Claus broadcasts from the house daily. Members of the Women's Council of the Boulevard Christian Church occupy the booth to collect the toys to be distributed on Christmas Day. Assisting in this promotion are a local used car dealer, Oln's; a kiddie shop, Alray Children's Shop; Alray Bootery, and the A. S. Beck Shoe Store.

In Richmond, Va., the Santa Reads His Mail program is presented Monday, Wednesday and Friday, 6:30 p.m. over WTVR (TV). Santa, together with "Mother Claus" surrounded by a set of toys in a North Pole workshop, cheerfully tells Christmas stories and reads letters from eager youngsters. Sponored by Noble Bros. Bakery, the first program drew 246 letters from children.

When Bob Maxwell, disc jockey for WWJ Detroit, read a letter (Continued on page 46)


PHOENIX BATTLE

Objections Increase To CBS Switch

CONTROVERSY over CBS' decision to switch its Phoenix affiliation from KOY to Actor-Cowboy Gene Autry's KOOL gained heat and momentum last week as local authorities warned CBS affiliates throughout the country that "your position is threatened."

"If a 'deal' can be made in Phoenix, a 'deal' can be made in your town," said a letter circulated over the signatures of L. C. Boles, Maricopa County Sheriff; Mayor Nicholas Udall; Attorney P. M. Roca, president of the Phoenix Community Council, and Attorney Don R. Boles, President Dr. Daniel J. Condon, and President Stephen C. Shadeeg of S-K Research Labs.

The letter charged that "engineering superiority, signal strength, the area of coverage, listening audience and community acceptance have no influence on the policies of CBS if a 'deal' has been made."

It denied KOOL Owner Autry is or ever has been a Phoenix resident, but said he "has money, he is an important radio personage, and he has good friends who hold policy making positions with the Columbia network."

Cites Background

The writers noted that KOY joined CBS in 1937. "Over the years," they said, "CBS, its programs and policies have earned and enjoyed our respect and friendship."

Now, they continued, "we are outraged by the cynical attitude of the Columbia officials," and "are convinced that the network prestige will suffer in our area, that the network will lose listeners and network advertisers who buy time on Columbia are being badly treated."

They said they were "in no way connected" with KOY and that it "is not our intention to make an attack upon KOOL." Rather, they said, "we thought you would be interested in knowing the details of what has happened."

We submit that as an affiliate of CBS you are vitally concerned and entitled to have the truth of this strange situation."

CBS officials offered no comment on the letter, or on the pending suit filed by KOY, and through it, KTUC Tucson seeking specific performance of affiliation contracts with the two stations [BROADCASTING, Nov. 21]. The network plans to move its affiliation from KOY, which has already ceded programs to KTUC, on Jan. 1 to KOOL and KOPO Tucson, in which Mr. Autry has an interest, and to KCKY Coolidge, the latter two on a "bonus" basis.

WSB Donates Faximile

WSB Atlanta has presented to Emory U. a twin-scanner Faximile transmitter valued at $13,000. The presentation was made two weeks ago by John M. Butler Jr., general manager of the station. According to Dr. R. B. Nixon, Emory journalism head, the equipment will be used to demonstrate to students the potentialities of the medium and to experiment with the transmission of various typefaces in an attempt to develop some satisfactory technique for providing radio newspapers. This is WSB's second contribution to the university. Two years ago, the station helped finance the remodeling of the practice studios used in teaching radio.

45.0 "HOOPER"*

* (average 5 periods, Winter, 1948) proves the best buy in DANVILLE, VA.

is

WBTI

5kw (d) ABC 1kw (n)

Rep: HOLLINGBERY

Page 46 • December 19, 1949

BROADCASTING • Telecasting
Operating Outlets
(Continued from page 23)

grants were outstanding. New applications totaled 49.

As of Dec. 15 there were 111 TV outlets authorized of which 97 were on the air. There were 29 licensed stations on that date and 82 CPs. New applications totaled 353.

At the end of 1948 there was a total of 2,127 AM stations authorized with 1,912 on the air, 1,865 licensed and 262 holding CPs. New applications numbered 472. At the same time there were 966 FM stations authorized with 700 on the air, 699 licensed and 40 holding conditional grants. April, New FM bids totaled 154. At the conclusion of 1948 there were 124 TV outlets authorized, with 50 on the air, 7 licensed and 116 holding CPs. New applications totaled 311.

Of the 60 AM deletions during 1949, two were subsequently reinstated and four have been set aside upon requests for hearing. Of the remainder, nine specifically cited economic factors for their withdrawals, no one was forfeited for lack of prosecution or denial of additional time to complete construction. Four gave no reason for dropping.

Applications totaled 53 AM stations were deleted including 4 licenses and 49 CPs. April of 1949 saw the most AM cancellations, with one license and nine permits dropped. July was next with two licenses and eight permits. July only one CP was dropped in January.

Of the 189 FM permits deleted during 1949, 31 represented operating stations. All the former licenses dropped were operating and one of the 13 conditional grantees deleted was on the air.

Out of total 209 cancellations, 79 cited economic factors, 52 were forfeitures, 84 gave no reason and six were as the result of sales or mergers. FM deletions for 1948 totaled 129, representing 2 licenses, 102 CPs and 26 conditional grants. Heaviest month in 1949 for FM withdrawals was April with 40 cancellations. April 1949 was next with 35 deletions. Only three deletions were made in May.

Of the 13 TV withdrawals, three cited economic factors and uncertainty as to medium's future and the need for cancellation while six were forfeited. During 1948 there were 2 TV CPs dropped.

March total had $3,072,860 worth of station sales approvals by FCC, representing 19 deals, while September tallied $2,258,050 in 20 transactions approved and August $2,268,000 in 24 deals. During February we had the lightest month with seven sales granted totaling $139,875.

Principal reasons in 1949 why some AM operators turned in their stations—or didn't build their stations in the first place—appear to have been over-crowded markets and rising operating costs. Many of those FM stations which ceased operation cited continued losses while those who turned in their permits before building or completing construction claimed low FM listener interest and inability to support expenses and impact of TV. Some of this latter group said they arrived at these conclusions after surveying their areas.

Among the licensed standard stations ceasing operation during 1949, for economic reasons were: North Adams, Mass.; KRKN Fort Smith, Ark.; KABR Aberdeen, S. D.; WTWS Clearfield, Pa., and WKKM Kokomo, Ind. [BROADCASTING, March 28]. WNCA Ashville, N. C., claimed exception to usual reasons for turning in its license by stating it was operating in the black [BROADCASTING, March 7]. WNCA was one of five AM and two FM outlets in Asheville.

KRKN cited competition with three other outlets in Fort Smith, with 50,000 population of reason for withdrawal. KABR, air since 1935 and regional MBS station, also gave economic reasons. WKWB's withdrawal was accomplished by a suit in equity proceeding.

WMOB, one of five outlets in Mobile, Ala., sold its physical facilities to WABB there upon withdrawal from operation because of continued operating losses and rising costs [BROADCASTING, June 20]. WLBF Lubbock and WEUII Eustis, Fla., have merged with WLBE Leesburg under ownership of Paul Hunter [BROADCASTING, June 27, Dec. 5]. WJG Fort Wayne, Ind., has been purchased by WFTY Fort Wayne with the latter giving up that assignment [BROADCASTING, Nov. 7]. WHYY Durham, N. C., has merged with WSSB there under the latter operation [BROADCASTING, Nov. 21].

Radio Rural Network's WVFC (FM) Ithaca has been merged with Cornell U.'s WHCU-FM there in reorganization move [BROADCASTING, May 2]. WGBA Columbus, Ga., purchased WSAC there, retaining WGBA call although dropping the former's assignment for that of WSAC [BROADCASTING, Aug 29]. WBC-FM Birmingham, said to be the most powerful FM outlet in the South, announced it was ceasing operations because of lack of interest in FM, according to Mrs. Eloise Smith Hania, president [BROADCASTING, Dec. 8].

Complete list of broadcast deletions will appear in BROADCASTING, Dec. 28.

WINS Case
(Continued from page 26)

a few of the present employees." He said he had never discussed the question with the committee or any of its members.

FCC's General Counsel meanwhile got into the dispute indirectly by filing formal exceptions to a hearing examiner's statement, in an initial decision in the Boston 950-ke case, questioning the merit of foreign-language programming. The WINS employees committee had cited the examiner's statement in support of their objection to Mr. Pope's plan to program WINS in foreign languages.

ILGWU's WDIF District Broadcasting said its own programming of WINS, if it acquires the facilities, would be along the lines of WDIF, that WDIF personel would be used, and that WINS employees would get preference for other jobs.

The application, prepared by William C. Fitts Jr. of Fly, Fitts & Shuebruk, said WDIF Broadcasting is "still convinced that FM programming is the only method of aural broadcasting."

If it is awarded the WINS assignment, WDIF would use it "to publicize the superior quality of FM and to educate the AM listeners to the end of stimulating their interest in the purchase of FM receivers. We are convinced that in no other way can a market for FM broadcasting be built in the New York area."

In its application WDIF Broadcasting has the full backing of the union, which also controls WVUN (FM) Chattanooga and KPFM (FM) Los Angeles as well as WDFR. In an agreement submitted to FCC, the union agreed to lend WDIF Broadcasting whatever amount it needs during the next five years, without interest.

A financial statement for WDIF as of Dec. 2 showed total assets of $176,441, and a $62,448 loss on operations. The station went on the air last June. A financial report on December 24 showed total receipts of $15,929,325 and disbursements of $11,444,886.

The Pope interests meanwhile notified FCC they were "voluntarily" withdrawing their pending application for transfer of WHOM from Jersey City to New York. FCC had ordered them to choose between this application and the one for acquisition of WINS, since both involved the same metropolitan area.

CERAMIC CAPITOL OF THE WORLD

Wanna DRUM UP business?

WUH! . . . NOW ON THE AIR

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

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

Richard V. Beatty
Pres. & Gen. Mgr.

SERVING 200,000 in Ohio, Pennsylvania and Virginia.

EAST LIVERPOOL, OHIO

December 19, 1949 * Page 47
FM OPERATORS' opposition to FCC's proposal to boost their minimum operating hours was beginning to snowball last week, based on the fear that an enforced increase could lead to FM's ruin.

Almost to a man, FM broadcasters who have gone on record on the proposal foresee increased operating losses and probably broad-scale abandonment of FM authorizations if it is put into effect.

Some said they might give up their own stations.

Others said they had been contemplating a reduction rather than an increase in hours, in view of losses already being taken. They argued that longer hours would deteriorate programming even if stations were not abandoned.

Support for the proposal has come from FM broadcasters of Chicago, WNIQ (FM) Uniltonw, Pa., and Louis Schweitzer of Peter-J. Schweitzer Inc., manufacturers. They argued that both the FM industry and the public would benefit. Today (Dec. 19) is deadline for filing comments with FCC.

FCC's proposal came at a time when approximately 175 FM authorities had been dropped voluntarily already this year, leaving around 800 still outstanding. It would require an FM outlet in a joint AM-FM operation to operate as much as the AM station and would require FM-only stations to reach 12 hours a day after two years on the air [BROADCASTING, Nov. 21]. Current rules require a six-hour daily minimum.

President E. B. MacNaughton of the Oregonian Publishing Co., licensee of KGW and KGW-FM Portland, wrote FCC that KGW-FM's operating costs during its three and a half years on the air have exceeded $75,000 while operating revenue has been "not one cent."

Costs Cited

To operate KGW-FM the same number of hours as KGW, Mr. MacNaughton said, would increase operating costs more than $10,000 per year.

"Any increase in daily hours of operation will result in an increase in operating costs that may result in a decision to cease FM operations entirely," he continued.

He reported that KGW-FM, first FM outlet in the Pacific Northwest and the second on the Pacific Coast, now operates 3-10 p.m. Unlike the four other AM-FM operations in the Portland area, he said, KGW must employ separate transmitter crews for the AM and FM stations.

Leslie C. Johnson, vice president and general manager of WHBF and WHBF-FM Rock Island, Ill., wrote NAB President Justin Miller that FCC's proposal "in the long run may well mark the obituary of FM." He said it was his view that NAB "should take a position against legislating a hardship on the FM industry."

Mr. Johnson particularly opposed the FCC plan's distinction between FM-only stations and those operated in conjunction with AM outlets. The distinction, he contended, is "unjust and discriminatory."

He continued:

Many operators are trying to carry on FM as best they can in the face of declining economic conditions, hoping that eventually they will be able to nurse it to health and prosperity. Many of these AM-FM operators are going into television.

If an AM-FM operator is forced into fulltime FM service, it could easily result in the permanent union of other outside groups result in a forcing into fulltime program service which would be ruinous under present conditions. The net result would be the complete wiping out of FM stations and the loss by station investors of the output of many millions of dollars.

Besides, that FM would be set back almost to the point of extinction because there are not sufficient FM-exclusive operators of ample financial stability to carry the ball and make FM the outstanding medium in aural broadcast.

Mr. Johnson maintained that public acceptance of FM does not yet justify "extremely long" hours of operation. Therefore, he said, FM should not now be burdened with absolute requirements as to hours.

WFJS Position

President Donald L. Breed of the Freeport Journal-Standard Publishing Co., has operated WFJS Freeport, Ill. as an FM-only station since Oct. 1, 1946. Claimed FCC's plan would bring "either deteriorated service or increased operating losses at this station."

He said WFJS cut its schedule to 65 hours a week "not through choice, but rather as a move demanded by the overall economy if we were to continue in operation."

When FCC's proposal was announced, he said, "we had come to the conclusion that we could best fulfill our obligations to the community and keep our losses at a near reasonable level by a still greater curtailment."

If FCC's rules had permitted, Mr. Breed said, "we would have built the station up to a six to 11 p.m. only, when we do our best local programming and herve best of our station's potential which can make the community a total success."

He told the Commission "it would be economic folly for us to continue an FM-only operation" if the rival Freeport AM station were a fulltimer rather than a daytimer. He continued:

If we are to continue under the present situation it will be with the thought of converting a nighttime broadcast service to the community, with a strong accent on community service, rather than the hope of a profitable enterprise."

If we were to be required to operate the station for the hours during the evening hours would have to be called or operating losses would increase.

He said WFJS has an AM application pending but that it is being held up until the reception channel decision. With no other AM channels available, he said, "we must find a mode of operation which will satisfy our obligation to the community and still hold our operating losses to a reasonable figure."

The proposed rule would make this an impossibility.

If AM-FM operators are dropping their FM stations for economic reasons, he said, it should be "obvious" that "the FM-only operator should be allowed rather wide latitude in the choice of methods ... to bring the cost of operation into line with potential revenue."

Total Loss Seen

Excessive FM losses, Mr. Breed said, can have only one result: "Closure of the FM facility, with the consequent almost total loss in the venture."

J. S. Gray, manager of WCED-FM, Du Bois, Pa., told the Commission he felt hours of operation "should be a matter for individual station consideration and action, as conditions justify."

He said "a substantial increase in the required minimum of hours would work an undue hardship on many FM operators after their already heavy expenditures with little or no financial return."

Others who have taken similar positions opposing the rules include WHILL-FM Hempstead, L.I.; KLUP-FM Galveston, Tex., and WARL-FM Arlington, Va. [BROADCASTING, Nov. 28, Dec. 5]. WARL requested a far-reaching hearing in which it would examine the possibility of networks, manufacturers, and FCC itself for FM's "lack of success."

An opposite tack was taken by Ed Hamlyn, manager of WNIQ (FM) Uniltonw, Pa., who told FCC he thought the proposal would (Continued on page 85)
THE consulting radio engineer prescribed uniform cross section towers of maximum strength and efficiency for this directional array, but the budget demanded a minimum of expenditure. So there was only one place to take the prescription—BLAW-KNOX.

The three type LT towers illustrated, although low in cost, have the strength and high factor of safety characteristic of Blaw-Knox design and engineering. The type SGN tower completing the array has the additional strength to support the heavy-duty FM pylon and any future TV requirements.

Your tower prescription will be promptly filled at BLAW-KNOX.
another chance that blew up. I tried to console myself with the fact that I was eating regularly, that my day was full enough anyway and that the Upper Midwest was adequate for anybody. Then bright and early on a morning last week the order was signed. That was when I really got scared and I've been jittery ever since.

"Life turned complicated immediately. Network radio is different than local, I guess. Here you just go on the air and at the end of the week pick up your paycheck. In the last week I've had to sign contracts, discuss options, meet with account executives and copy writers, talk long distance with program department directors, furnish biographical material, have pictures taken, read a 112-page book on what you can't do on the radio, meet with the trade press, produce affidavits of citizenship and loyalty and find out what my mother was doing the night of Oct. 19, 1912. All this for five minutes a day. I don't know how those guys who are on for a half-hour manage it all.

"It's in the bag, anyway, and I hope we last through May. The boys in charge have been very nice about the whole thing. I asked them what they wanted us to do and they said we could do anything we wanted to. (That wasn't what little book said.) According to present plans, it'll be 'a little talk and a little tune.' I told them that I was strictly a corny guy and that all I could produce was corny stuff. They didn't squawk.

"It's going to be fun to see how a couple of midwesterners will click on the national scene."

HEADLEY-REED

Quarters Moved; Staff Shifted

HEADLEY-REED Co., effective Jan. 3, is moving from its present offices at New York's Chrysler Bldg., to new and larger quarters in the Graybar Bldg., 420 Lexington Ave.

William B. Faber, who has been with Headley-Reed Co. for the past 10 years, will head the TV department. Patrick J. Sullivan is being transferred from AM sales to traffic and availability, to be assisted by Ed Simons, formerly with Thomas Cook travel agency.

Cameron Higgins, formerly with ABC and Naomi Ziepf, of the New York Post, have been added to the research & promotion department, which is directed by Herbert L. Bachman.

Paul Weeks of Headley-Reed's Chicago office has been transferred to New York, William Shrewsby, formerly with Transit Radio, and Walter B. Dunn, formerly of ABC Spot Sales, have been added to AM sales.

KFWA

FORT SMITH

ARKANSAS

IS NOW CLASSIFIED A METROPOLITAN MARKET AREA!

Yes, Fort Smith—now a city of over 30,000 (special 1949 U. S. Census)—is considered as the center of a metropolitan market area... so be sure to include us on all future metropolitan area lists.

AFFILIATES:

KBRG—SPRINGDALE, ARKANSAS

KHBG—OKEELOOGE, OKLAHOMA

These affiliated stations offer a liberal discount when a schedule comparable to the one on KFWA is used on either radio or both... thus reducing your total cost per listener for this area.

ASK YOUR NEAREST

TAYLOR-BORROFF

OFFICE

SOUTHWESTERN HOUSE

FORT SMITH, ARKANSAS

RADIO VOICE OF SOUTHWEST AMERICAN & FT. SMITH TIMES-RECORD

SAVINGS TIME

Dist. 17 Seeks Uniformity

UNIFORM daylight saving time, to conform to the national pattern, was urged upon cities in Washington and Oregon by NAB District 17, which met Wednesday and Thursday in Portland, Ore.

Since daylight time on a national basis lasts from the first Sunday in April to the last Sunday in September, the fact that Pacific Northwest cities have in years past set their own starting and stopping dates has resulted in numerous time readjustment headaches for stations in the area, delegates agreed.

Taking one step further, District 17 urged uniform daylight saving time for the entire Pacific time zone. At present California observes daylight time on a statewide basis as well as in Western Washington, Northwestern Oregon and British Columbia.

District 17 broadcasters agreed to testify before the United States reject any proposal, when the NARBA conference resumes next April, "which might result in changing the power limitation of the several classes of broadcast stations."

Carl Haverlin, BMI president, alluded to what he termed an "unfortunate headline" in the Dec. 12 issue of BROADCASTING which might give the impression that BMI had or was about to purchase SESAC. Mr. Haverlin said that while the BROADCASTING report of the Salt Lake City resolution was accurate, the headline could give an erroneous impression. (The headline read, "SESAC Purchase by BMI Proposed by NAB District 14," with the first four words in larger type.)

Mr. Haverlin said no negotiations were under way for the purchase of SESAC by BMI.

SOUTHEAST FM

FMA Urges 100% Transition

AM BROADCASTERS in the southeastern states, particularly Florida, were urged Thursday by FM Assn. to plan now for 100% transition to FM as a means of meeting Cuban interference.

FM is the only system which provides interference-free reception and at the same time eliminates the characteristic AM static in the southern and Gulf areas, according to FMA.

Basic system for the transition to FM in Florida is already established, FMA declared. Though outnumbered 2 to 1 by AM, the FM stations are declared to be serving larger areas.

Ease of the proposed transition to FM is dependent largely on extent of cooperation broadcasters get from set manufacturers. This would take the form of an iron-clad guarantee that set makers will produce reasonably priced high-quality FM sets in sufficient numbers to meet public demand, says FMA.
if you want to cover the country...

talk to Du Mont. 99% of the television receivers in the country can receive your program over the Du Mont Television Network, either live or by teletranscription.

Du Mont programs shown live on these stations

WAAM............Baltimore, Md.
WNAC-TV............Boston, Mass.
WBN-TV............Buffalo, N. Y.
WGN-TV............Chicago, Ill.
WCPO-TV............Cincinnati, Ohio
WEWS............Cleveland, Ohio
WTVN............Columbus, Ohio
WHOIO............Dayton, Ohio
WJJK-TV............Detroit, Mich.
WICU............Erie, Pa.
WLAX-TV............Grand Rapids, Mich.
WJAC-TV............Johnstown, Pa.
WGAL............Lancaster, Pa.
WMTJ-TV............Milwaukee, Wis.
WNHC-TV............New Haven, Conn.
WARD*............New York, N. Y.
WDTV*............Pittsburgh, Pa.
WTYR............Richmond, Va.
WHAM-TV............Rochester, N. Y.
WRGB............Schenectady, N. Y.
KSD-TV............St. Louis, Mo.
WHEN............Syracuse, N. Y.
WSBD-TV............Toledo, Ohio
WTAG*............Washington, D. C.
WDEL-TV............Wilmington, Del.

Programs shown on these stations by Du Mont teletranscription

KOB-TV............Albuquerque, N. M.
WAGA............Atlanta, Ga.
WBRC-TV............Birmingham, Ala.
WBTV............Charlotte, N. C.
KBTU............Dallas, Tex.
WMPY-TV............Greensboro, N. C.
KLEE-TV............Houston, Tex.
W5AZ-TV............Huntington, West Va.
WFAM-TV............Indianapolis, Ind.
WMBR-TV............Jacksonville, Fla.
KSTL............Los Angeles, Cal.
WAVE-TV............Louisville, Ky.
WMCT............Memphis, Tenn.
WTWI............Miami, Fla.
WDSU-TV............New Orleans, La.
WKT-TV............Oklahoma City, Okla.
KMTV............Omaha, Nebr.
KSL-TV............Salt Lake City, Utah
KPIX............San Francisco, Cal.
WTCN-TV............St. Paul, Minn.
KING-TV............Seattle, Wash.

*Du Mont owned and operated stations
There's a popular outdoor movie place just outside Bloomington, Indiana, on state road 37. We never took an actual traffic count past the place, but we know it's terrific! And, the screen is visible for hundreds of yards each way from the highway.

When the movie closed for the winter season it hurt us, no end, to see all that screen space going to waste. So, we made arrangements to paint a big WTTS and WTTV in the space.

It just goes to show what extent we go to keep people constantly reminded of WTTS and WTTV.

Ever since WTTS went on the air, we've promoted it heavily, using all kinds of promotional plans. The cost sometimes scares us, but we've accomplished what we set out to do. We're leading the field. Continuous merchandising—with balanced programming—has set us up in the enviable number one spot in the Bloomington market.

LET OUR NATIONAL REPS. GIVE YOU THE COMPLETE STORY
NATIONWIDE VIDEO Cost Estimated at Over $1.7 Billion Annually

By BRUCE ROBERTSON

TO ESTABLISH television as a truly national medium requires more support than is likely to come from advertising alone, in the opinion of the Taugh Co., New York firm of business consultants.

In a 110-page volume published today (Dec. 19) under the title, Some Billion Dollar Questions About Television and Some Suggestions on How To Think About Them ($5 per copy), the firm proposes that Phonevision or some other form of pay-as-you-view system be added to the medium's income from advertisers.

As a basis for its socio-economic analysis, the study presents an estimate of the annual costs of maintaining a hypothetical national TV service comprising 1,000 full-fledged stations plus 200 satellites, operating as four networks on a 70-hour a week schedule (40 hours of network and 30 hours of local programming), as follows:

<table>
<thead>
<tr>
<th>Item (on a capital investment of $735 million which Taugh Co. estimates as cost of building such a TV system)</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest (interest on $735 million is $44,100,000)</td>
<td>$44,100,000</td>
</tr>
<tr>
<td>Depreciation</td>
<td>$37,500,000</td>
</tr>
<tr>
<td>Operating costs (not program)</td>
<td>$43,000,000</td>
</tr>
<tr>
<td>Programming costs</td>
<td>$9,600,000</td>
</tr>
<tr>
<td>Line charges</td>
<td>$2,000,000</td>
</tr>
<tr>
<td>Gross profit (figured at 15%)</td>
<td>$227,000,000</td>
</tr>
</tbody>
</table>

Total costs for one year = $735,000,000

This total is just about three times that of the gross revenue of radio in 1948 (roughly $597 million). Expressing the belief that these figures are "realistic answers to the particular assumptions we have made about our national TV system," the Taugh Co. points out that any one who disagrees may substitute his own figures and still have a concrete basis on which to base further calculations.

Here the study raises the serious doubt "that television will ever become a truly nationwide medium (as compared with present radio patterns and service) if it has to depend on the economics of advertising alone." Noting that at the 1948 rate of 21.1% of the nation's "business done" for advertising, an increase of about $80 billion in business volume would be needed to pay the estimated TV bill. The report goes on:

"It is not a question of whether our economy can afford to spend the $1,740,505,500 for TV advertising. . . . It is rather a question of how to get the nationwide service built up, and built in such a pattern as to make it pay off as an advertising medium. . . . Radio stations have grown like local mushrooms in American cities because (1) they were relatively cheap to build; (2) they could also be programmed economically both off the network (for national advertisers) and on the premises (for local advertisers), even those with station break budgets. Moreover, (3) the backbone of the national radio system was built when large profits could be retained and many is the station which was paid for out of the first year or two's revenue.

"Now comes television. The initial investment can easily run to 10 times the initial investment of a radio station of proportionate size. Overhead and operating costs are double or worse, prospective programming costs are as we predicted them, and what is particularly significant--local programming of TV is proportionately the most expensive kind, whereas radio has devised a variety of bargaining basement types of programs to snare the local advertiser. . . .

Dimming Prospects

"Thus when we reconsider our economics and add the assumption that most of television's budget will have to come out of national advertising appropriations, the early prospects of building a national TV system and supporting it out of advertising grows dimmer.

In advocating Phonevision or some similar home-box-office system of collecting viewer fees to augment TV's income from advertising, Taugh Co. assumes a charge of $1 an hour for non-sponsored TV programs and that "each box office TV family would buy an average of $2.00 worth of paid movies, plays, operas, rodeos, circuses, ball games, boxing events, races, education, benefits, etc., etc., etc., etc." Assuming further that this TV home box office system would build an audience of 10 million viewing families much more rapidly than it would take to get 10 million ordinary TV sets into the nation's homes, the study points out that at an average of $2.50 per week per home, the $70 million worth of TV business a week, with half of this amount—or some $350 million a year—going for pay for programs not now available or too expensive for advertising, will support—first run movies, top flight sports events, etc.

The study stresses the point that box office TV would supplement and not replace sponsored programming. "People could no more afford (nor would be disposed to buy) all of what radio and TV now gives them than advertisers could (or would be disposed to) provide all of the special kinds of entertainment and education that various groups would be willing to pay for."

The study concludes:

"Because even the prospect of a box office adjunct to sponsored TV would, so enhance the profit-making potentialities of TV, it would almost certainly accelerate the huge investment which will be necessary to bring television to all of the people; and which will not be rapidly forthcoming, if at all, on the present prospects of TV's revenue as measured against its investment gamble. Thus television's greatest bottleneck is broken open. The potentialities which box office TV offers to set buyers in the way of low cost convenient recreation, entertainment, education and all programs of self-improvement—beyond what they can reasonably expect from sponsored programs—would likewise stimulate and vastly widen the total receiver market.

"These two factors, in turn, would accelerate and expand the ownership and use of sets. In other words, they would build the TV audience."
WAAM(TV)'s OPERATION KEYNOTED
BY COMMUNITY PROGRAMMING

By J. FRANK BEATTY

ONE WINTRY day in February 1946 four eager men, whose professional careers ran along otherwise conventional lines, developed an overpowering urge to build a television station in Baltimore.

Knowing the ways of the marts, they realized that overpowering business urges must be supported by ample capital.

That's why Radio-Television of Baltimore Inc. came to be incorporated less than two months later. And that's why WAAM (TV), a $11.5 million video plant atop the highest hill in Northwest Baltimore, is well into its second successful year of operation.

The men who hatched this ambitious electronic project were Herbert Levy and Henry Fisher, both attorneys, Frederick L. Allman, broadcaster (WSVA Harrisonburg, Va., and WSIR Winter Haven, Fla.), and Norman Kal, head of Kal, Ehrlich & Merrick, Washington agency. Joining them in the financing were Benjamin and Herman Cohen, brothers, prominent Baltimore businessmen, and Samuel Carliner, former judge of the People's Court, City of Baltimore.

While WAAM's ambitious creators were waiting for their FCC construction permit, two other Baltimore TV stations were well along in their early television careers—WMAR-TV, Sunpapers outlet, and WBAL-TV, video adjunct of the 50-kw Hearst-owned operation. In March 1948 the CP came along and seven months later WAAM took the air from its beautiful new plant as Baltimore's third TV station.

And how is WAAM faring in this three-station market, with an estimated 112,500 television homes in the basic service area? Well, when the founders were in the early throes of launching the enterprise they drew up what was optimistically termed a "five-year plan." It would take at least five years on the air, they decided after dabbling in a mess of very cold facts, to get WAAM into the black.

But now, if you shove some of these hardy pioneers into a corner and pull down the shades, they'll admit privately they hope to reach television's coveted and sparsely occupied elysium in less—quite a bit less—than five years.

Like most television debuts, the Nov. 1, 1948 advent was a memorable one. First, and fortunately, the entire opening schedule was sold out. Second, and this is one for the record, WAAM was on the air 23 consecutive hours on its second day. Nov. 2 happened to be Presidential election day. Local returns were sponsored by Johnson Bros. radio and television store. * * *

Only one studio was available for the inaugural, but one year later—Nov. 1, 1949—when WAAM celebrated its first anniversary on the air it produced a half-hour documentary in one of the East's largest studios. This studio is unique as well as large and well-equipped. It's unique because it has an adjoining outdoor studio big enough for major sports events.

All this array of production facilities is based on WAAM's basic philosophy—local live programming and local personalities. The local appeal is supported by programs from two TV networks—ABC and DuMont. Despite its localized programming, WAAM was deliberately built four miles out of the crowded Baltimore business area. The founders had been watching the tendency of business enterprises to move out of downtown congestion. Moreover they figured that the whole television project should be built as a unit.

The remote location has proved a blessing rather than a problem, according to WAAM officials. There's no parking worry around the extensive WAAM acreage. Employees love it and those without cars enjoy station wagon service. Because no department is more than 75 feet from any other department an executive conference can be called in 30 seconds.

It's strictly and unqualifiedly a single-purpose television unit, this handsome brick structure whose hilltop locale prevents photographing. Offices are large and comfortable. Studios are a production man's dream come true. Engineers revel in a huge workshop replete with gadgets and benches.

Incidentally, there's a move under way in Baltimore's city council to give WAAM's site the name "Television Hill." WAAM-TV uses an adjacent knoll for its tower. * * *

WAAM's equipment is RCA throughout, aside from some Raytheon audio facilities. The remote truck has a three-camera chain plus the usual gear.

The indoor studio (126,000 cubic feet) is circled by sets of all sorts, including a fully equipped kitchen. It's 65 feet square and 25 feet high with facilities for quick shifting of heavy props. A second studio is 20x30 feet in size and there is a 12x14 announce studio along with film and audition rooms.

But the special pride of WAAM's producers is the big outdoor studio, connected directly to the largest indoor room by a set of doors big enough to drive a truck through. Some fancy programming has been done under the sky, including live games of field hockey, lip tattooing of a race horse, handball, gymnastics, boxing matches, pool, demonstration of a Marine flare Thrower and the Helldivers auto maneuvers. Future plans include facilities for football, baseball and other sports.

Indoor programming has been brightened by such props as a...
horse and wagon, autos and even trucks.

Special station facilities include a master preview system, pushbutton operated, allowing network, remote, film cameras, studio and test patterns to be viewed and heard at will in positions all over the plant. Independent status of master control room and studio control permits independent rehearsal and preview without disturbing the control room which is on the air.

The main studio, taking sets up to 25 feet high, has 18 separate mike outlets and a flexible camera video patch system. Steel catwalk runs along three sides and through the center. Control-room control of studio lighting is planned; system of hybrid coils allows transcriptions to be played into studio through loudspeaker either on the air, through console or both, and a number of other special facilities simplify operations in a program structure that includes 25 weekly hours of live telecasting.

A custom announce console has the pushbutton master preview system as well as call system and talkback to control room and other key points, with split earphones allowing communication to announcer while on the air. WAAM’s engineers designed special receivers for the off-the-air pickups from Washington. They have a large laboratory and workshop.

The art department has built 132 complete changes of scenery to go with 10 permanent sets in the large studio. Some of the special scenery includes such effects as a 32-foot New York street scene and an elaborate hacienda.

WASHINGTON, D.C.—With these facilities, WAAM has been able to push its local programming policy to an exceptional degree. Six weeks after it took the air the station decided to take a flying at daytime programming. First schedule was a five-weekly 4 p.m. film program sponsored by Joseph M. Zamoiski Co., Philco distributor.

An afternoon sports program, 2:30, was started last April with Tommy Dukehart and Joe Chase- man in charge. Nick Campofreda, of professional sports fame, comes on at 5 for an hour sponsored by Gunther Brewing Co. six days a week. The whole sports package, a typical example of WAAM’s sports pioneering, is picked up off the air by WTTG (TV) Washing- ton, WAAM and WTOP are a lot of programs off the air, getting good signals despite the 36-mile gap. Some of the programming is deftly interfaced via frequent shift- ing of studio sources.

A 6 p.m. WAAM comes on with Kitty Dierken’s participating show. This 45-minute dinner time slot is a repeat of the earlier 5:30-6:30 p.m. program. Kitty’s rou- tine is interesting and effective too, according to WAAM. She shows items of all sorts on the first show and suggests viewers call up a friend to see if she has the show and if she’s not, then remind her it will be repeated at 6 p.m. for 45 minutes.

There’s a telephone in Kitty’s studio living room so viewers can ask her to repeat a recipe or show an item again. Kitty also takes orders on all items in her show, or- tised on the program, which is out to do a direct selling job and not merely generate goodwill. Recipes are presented via cards so the housewife can copy them easily.

Kitty sells bread, bracelets and most everything else. Last Nov. 1, for example, she offered canasta books for $1. Calls came in volu- me, and many of the callers also ordered card tables and covers. Ideal Toy & Novelty Co., one of the largest toy makers in the world, recently bought 10 spots for its Baby Coos dolls. Kitty quickly sold $50 worth of dolls in the studio and soon Baltimore stores were sold out. She sold about $1,000 worth of goods last week directly to 742 telephoners and 82 mail re- spondents.

Then there’s a program, This Is Your Zoo, sponsored 7-7:15 p.m. Tuesdays. The show’s director, Arthur R. Watson, packs everything from camels to monkeys as talent. Recently the sponsor of- fered a gay booklet, “It’s Fun to Save,” with pictures of familiar zoo performers. Each picture had a jingle. Slots for nickels, dimes and quarters can hold $5, enough to start an account at Baltimore Federal.

A few days ago the Baltimore Zoo was presented a pair of rare chinchillas by a viewer who had been watching the program several weeks and felt the zoo deserved the valuable price, in the form of an

Who Are Responsible for WAAM’s Operation...

Herbert Levy
Helen Powers
Frederick L. Allman
Armand Grant

Telecasting

AFRA ELECTS

Ten Board Members to TVA

AMERICAN Federation of Radio Artists fortightly ago elected 10 of its national board members to the combined board of the new Television Authority. Those elected included two from Chicago and four each from New York and Los Angeles.

They are:

For the Eastern Region, Clifton Colby, Virginia Payne, Alex McGee and Alan Bunce; Central Region, Harry Eiders and Norman Barry; West Coast, Ken Carpenter, Knox Manning, Frank Nelson and Bill Garvin. All new TVA board members, with 10 representing each of five unions, met for the first time Wednesday in New York. All meetings will be held there. Each will hold his position for a temporary six-month period.

Central region AFRA board members who elected two representatives include, in addition to Mersas. Eiders and Barry, Raymond Jones, Dean Reed, Harry Goldstein of Detroit, Andre Carlon of Cincinnati, Nellie Booth of St. Louis, Don Roberts of Kansas City and Rod Whalen of New Orleans. Because AFRA’s West Coast and Central regions want representation at TVA meetings in New York at all times, they elected the following New Yorkers as alternates: Nelson Case and Ben Grauer for Chicago, and Vincent Hayworth, Staats Costworth, Carl Frank and Bill Adams for Los Angeles.
WITH the advent of daytime programming on the DuMont Television Network [TELECasting, Nov. 28], the network has prepared an attractive booklet outlining its study of daytime viewing and listening habits. The network's key station, WABD (TV), New York, has been presenting daytime shows for over a year.

Quoting New York radio and Teleports of The Pulse Inc. for November 1948 through October 1949, the report shows that radio listening falls off one-half when television enters the home—even during the day. From 12-6 p.m. radio sets in use in all New York homes average 22.2% of TV sets in use in TV homes at half that figure, 11.1.

Considering the June-October period for 1948 and 1949, video sets in use gained by 43% on the average between the two periods. Since November 1948 when DuMont daytime (12-6 p.m.) programming began, TV sets in use have averaged 9.1, New York Pulse Teleports for the period being quoted as the source.

The study further shows that while WABD telecast Midday Matinees, the study reports a drop of 45% in radio sets in use in TV homes when compared with radio sets in use in all homes. During those hours for the November 1948-October 1949 period, TV sets in use have averaged 4.7 and DuMont's rating has increased 125%. Teleports again being the basis of the information.

Teleports ratings for the five programs which appear in Midday Matinees are given for the period July-October 1948 showing the steady gains which have been made. The study ends with a summary of the number of television homes in the top 10 U.S. markets served by DuMont and a short evaluation of television from the Dept. of Commerce publication Television as an Advertising Medium. Lead page of the report is illustrated with the virtues of daytime television from "Kathy's Daytime Success" [Broadcasting, Nov. 7].

With its television study, DuMont also, has released a promotion piece on Captain Video, a five-a-week half-hour children's program presented by the network. The two color booklet covers the background and ratings of the program along with press comments and other information on the show.

Big Set Demand Seen Among Veterans

APPROXIMATELY 1,100,000 World War II veterans alone will be in the market for TV sets during the first three months of 1950, if a survey conducted by Raytheon

Mfg. Co., New York, is indicative of the entire country.

The maker of video sets and receiving and cathode ray tubes polled 1,000 veterans in its plants at Wallingford, Conn., and New York, Mass., to discover how many own TV sets and how many plan to buy them with their GI insurance reimbursement during the first part of the year.

Results showed that 27% now own sets, and 14%, or 73% of the non-owners, plan to use refunds for their purchase. If these results hold true for all veterans (an estimated eight million) in video areas, Raytheon points out, it would indicate that they would buy 1,100,000 sets in the three-month period which would mean a production of 350,000 sets per month, and would represent the peak capacity of the entire TV industry.

**TV Film Use Reviewed by Eastman

AS AN AID to those concerned with the technical aspects of television production, Eastman Kodak Co. has just released a new booklet, The Use of Motion Picture Films in Television. The 57-page publication covers the use of film in television programs as well as for recording from a cathode ray tube.

Subjects covered include the processing of motion picture film for TV, studio photography, picture production methods, sound recording on film, laboratory practices in processing, video transmission of film images and kinescope or cathode-ray tube photography. The booklet is written for the technician and not as a guide for the advertiser or sponsor. Copies may be obtained free of charge from the Motion Picture Film Dept., Eastman Kodak Co., 343 State St., Rochester 4, N.Y.

** New Rates Announced By Two Stations

TIME RATES at WTTG (TV) Washington, DuMont TV Network station, will be increased effective July 1. Rates at KKTV-W (TV) Los Angeles were increased Nov. 1. Hourly rate at WTTG will increase to $400 base with a one-time spot rate of $60. Frequency discounts will follow the current pattern according to Walter Compton, general manager of the station, who announced the new schedule. The new rate card, the fifth for the station, reflects the consistent growth of set circulation in the Washington area, Mr. Compton said.

At KTLA the basic air time rate for a one time class A hour (7-11 p.m., Monday through Saturday) is now $300 dropping to $60 in the same period for a minute or less. Additional charges are also made for live segments and studio use. A new schedule, Rate Card No. 3, quotes not only basic air time rates but also provides tables showing rate schedules for time periods—time charge, plus the facilities charge, less all applicable discounts.

** Daytime Television Increases in Los Angeles

INCREASE of over 70% over previous months in daytime television in Los Angeles is shown in a special Harper rehabilitation covering the two local daytime television stations, KFI-TV and KLAC-TV.

According to Kevin Sweeney, KFI-TV Los Angeles sales and promotion manager, the survey, which covered a five day period, further shows that there was an increase of over 140% in some mid-afternoon hours. Higher percentages are the result of increased (Continued on Telecasting 2)
TELEVISION

and the Beanstalk

(not fable, but fact... why WHIO-TV is Dayton’s first TV Station)

* Television in Dayton, Ohio, has grown up almost as fast as Jack’s fabled beanstalk. Not overnight, exactly... but over a year... which is practically overnight as industries grow. From practically nothing in January to 24,000 sets in November... and no telling how many more by the time you read this.

WHIO-TV has played a major role in Television’s growth in Dayton. First on the air, first on the cable, WHIO-TV is Dayton’s first TV station with both local advertisers and viewers.

WHIO-TV is locally owned and operated. Being Daytounians, we know what Dayton people want. We program primarily for Daytounians. Local Advertisers know this... and are buying local time on WHIO-TV. WHIO-TV originates more local programs... which means that advertisers benefit from WHIO’s smooth production techniques.

And WHIO-TV does more promoting of its programs in Dayton than any other station... another important fact to remember when buying TV time in Dayton.

Daytonians enjoy the top shows of three Television networks—CBS, ABC, and Dumont on WHIO-TV.

Dayton’s eyes are on WHIO-TV for entertainment, news, sports and special events coverage. Channel 13 is a lucky number for local advertisers... and for you, too. Ask your friendly Katz representative.

Affiliated with
The Dayton Daily News
and Journal-Herald

Represented Nationally by
The Katz Agency, Inc.
Cheesecake That Sells Beer

By JANE PINKERTON

Tavern Pale's Chicago beauty contest has the same claim to fame as its TV parent—it was born a giant.

Although it originated last February only as a substitute for hackneyed interviews during intermission between wrestling matches, the contest for "Miss Tavern Pale of the Week" and of the "Year" swiftly came into its own. More and more viewers took interest in the intermission period and its bevy of beauties.

In the first week, 11,000 viewers voted for their favorites. In the next 33 weeks the number of ballots totaled an astronomical 3,842,000. The beauty parade halted the week before Thanksgiving, when a new high of 50,166 was tabbed for a seven-day period.

The show—believed to be video's first full-fledged beauty contest—has proved its popularity with the sponsor, too. Atlantic Brewing Co. just renewed for 52 weeks from Jan. 1.

The 50-year-old Chicago firm, which distributes its beer in Illinois, Wisconsin, Indiana, Michigan and Iowa, first bought wrestling matches from Midway Arena on WGN-TV Chicago in 1948. Sports and beer, because of their mutual appeal to males, seemed to go together.

The third appeal, beautiful women, wasn't added until last February. In an effort to omit dull spots in the Saturday evening show, Atlantic and the W. B. Doner Agency, Chicago, schemed to develop a quick, flexible format intermission period which would entertain, sell and offer striking contrast to the wrestlers' brawn.

Beauty was the answer.

The 15-minute studio contest was announced at the ringside and to the viewing audience. Although requirements were simple—the woman had to be between 18 and 35—many ineligibles applied, one, a gray-haired bookkeeper of 52. Most candidates, however, were nominated by viewers, who did all the voting also.

Applicants for the 33 shows in the first year numbered 3,150, from which 410 were chosen to appear on the telecast. Weekly contestants (there were usually eight) tried for the Tavern Pale of the Week title. Thirty-two semi-finalists were whittled down Oct. 27 to seven, from which the queen, Miss Tavern Pale of 1949, was elected and crowned Thanksgiving night.

Inaugural ceremonies in the WGN-TV studios were colorful, with 18-year-old Ingeborg Jorgensen, Chicago model, receiving $5,000 worth of merchandise prizes from sponsor Leo Lederer. She sat on a gold throne flanked by a fur rug, wore a realistic gold and gem-encrusted crown and a red velvet cape trimmed with ermine. One gift—a massive bouquet of a dozen orchids—complemented her purple velvet bathing suit.

This royal fanfare also greets Tavern Pale viewers each week, with Actress Model Pat O'Hara posing a personal and pertinent product question in a tight closeup at the finish of the commercial. This personalized approach has gained for Atlantic many new distributors, dealers and consumers in the 50-mile radius Chicago area. The name Tavern Pale has been bandied about—and that's just what the sponsor wants.

Because competition in beer selling starts with a capital "C," Leo Lederer, vice president of the firm, doesn't release many annual sales figures. He does report, though, that sales increased 8% within two months after the show took the air. After six months, one of the city's largest distributors reported sales increases of 20%.

"Our general sales increase, without any doubt, is due mostly to our beauty contest, which is why we've renewed for another year and will probably go on indefinitely," said Mr. Lederer. "We find that television is selling as well as advertising."

Mr. Lederer and his brother Harold, Atlantic president, have backed up their convictions about TV with some positive action. Draistic cuts have been made in other advertising media. This money has been rechanneled into television, which absorbs about 75% of the sponsor's advertising budget.

Atlantic's show costs about $100,000 a year. Sports rights and time for the wrestling matches and the 15-minute beauty contest add up to the biggest portion, about $80,000. The remainder is for merchandising and promotion, talent, props and photography expenses for beauty queens as well as the product.

Dealer and consumer promotion has penetrated every corner tavern in the city. Before the contest began, an arty black and white promotion piece was sent to every Tavern Pale dealer and distributor. These urged tavern owners to stock Tavern Pale in their stores, to do up the brew for thirsty wrestling match viewers. It was found that package stores and taverns with TV sets attracted good crowds for the matches, but bigger ones for the bathing beauty parade.

After the third week, dealers began suggesting sponsorship of a neighborhood beauty contest in their home territories. Tavern Pale and the Doner agency, recognizing the unlimited value of local tie-ins, capitalized on this with window posters in local taverns showing the neighborhood nominee. They passed out beer napkins with printed promotion, store displays, sunflower-size buttons for bartenders and ballots with collection canisters.

Interest in the contest soared, and more and more women nominated themselves or found a sponsoring group in an effort to cap the title and the $60 worth of donated prizes in the weekly contests. The six semi-finalists who lost to Miss Jorgensen received weekly prizes plus a handsome gold watch.

The queen herself received a telethon set, $200 diamond watch, table, lounge chair, $800 fox jacket, a permanent wave and a two-week, all-expense trip to Hollywood with her 17-year-old sister. The trip also includes visits with half a dozen movie stars and dinner at the homes of Alan Ladd and Jane Russell.

Doner is still wondering what the queen is going to do with a free $250 modeling course. The firm offering the giveaway is Chicago's top rival of the modeling agency.

HAPPY SPONSOR, Leo Lederer of Atlantic Brewing Co., is surrounded by seven Chicago beauties who competed for the Miss Tavern Pale of 1949 title in finals on WGN-TV Thanksgiving night. Winners of weekly crowns are (l to r) Marilyn Ware, June Anderson, Louanna Hansen, Queen Ingeborg Jorgensen, Joanne Are, Penny Karna (who received a R.K.O. movie contract after a talent scout saw her on the show) and Mariene Reilly.
Te-Ve

(Continued from Telecasting 3)

DuMont

(Continued from Telecasting 3)

fortune time to obtain it. DuMont Labs probably will expand, however, as time goes by, he said. Specifically he would like to see expansion financed from sources other than company earnings, and equipment depreciation not computed for tax purposes.

Questioned on patents, Dr. DuMont admitted that his company, which holds over 76 cathode ray tube patents available for license to "anybody," and RCA "are unable to get together" on the amount to be exchanged or received "one way or another." Each has sued the other, he added.

He testified that the bulk of companies are licensed through RCA patents through arrangements with General Electric, Westinghouse Corp., Farnsworth and the telephone company.

Patent rights were originally sold by DuMont in 1937 for $15,000. The firm currently has 1% million Class "A" and half a million Class "B" stock outstanding. In 1948 it began selling common stock to employees. Its total assets today are nearly $22 million, he testified.

Dr. DuMont said his firm had developed tubes "sufficiently good to sell" in 1932, but they were not put on the market until 1949. He pointed out that on which DuMont Labs experimented in 1937-38, was begun at the end of the war, Dr. DuMont said. He added that, with the current freeze, DuMont transmitter sales have dipped.

GUILDS MEET

On Movie-TV Pay Status

CONTINUING negotiations for motion picture actors working in television, Screen Actors Guild and Screen Extras Guild committees will meet tomorrow (Dec. 20) with representatives from Television Film Producers Association and Hollywood.

Chairman for the 12-man SAG committee will be Lee Bowman. Richard H. Gordon is chairman for nine-man SEG group. Representing TFFA is a five-man committee consisting of Chairman Marshall Grant, Carl Dudley, Roland Reed, Hal Roach Jr. and Bernard Carr.

SAG started the nationwide drive to "improve the wages and working conditions of actors in motion pictures produced for television exhibition," in meetings last week with Television Film Producers in New York, Chicago and Detroit. Meetings are being held in accordance with SAG 1948 basic agreement with the producers giving the guild right to reopen the contract in 1949 on the question of television. Further negotiations will be taken up there after Jan. 1.

WTVN (TV) Columbus, Ohio, signal received by man in Evergreen, Col. Viewer sent station picture of its test pattern.

Drawn for TELECASTING by John Zefkler

December 19, 1949

Binghamton Press shot of three-alarm fire covered by WNBF-TV.

WNBF-TV SPEED

Projects Local News Film

TIP-OFF to what a station can perform video-wise in reporting top local news events was projected to Binghamton, N. Y., set owners the evening of Dec. 6 when WNBF-TV covered a three-alarm, the city's most disastrous fire in the last six years.

A call from the Binghamton Press-WNBF news department was relayed by Edward Scal, program director, to two of the station's movie television cameramen who were rushed to the scene as fire trucks pulled up. From vantage spots on the street and nearby buildings the camera crew filmed the story of flames enveloping the four-story building and their subsequent control two and a half hours later. Mr. Scala, accustoming to the studio—the pictures were shownFO a hour later on WNBF-TV in a five-minute presentation directly after Auto-Sale's Suspense. Johnny Ilebrando and Jack Goodsell, the two cameramen, revisited the scene the next morning to make follow-up shots of the gutted building for a subsequent telecast.

SHOW PLANNING takes place at weekly conferences attended by (l to r) Norine Freeman, director of radio and television planning, W. B. Doner Agency, Chicago; Ted Weber of the WGN-TV sales staff, and Marvin H. Frank, executive v.p. of Doner Agency and head of the Chicago office.

through which Miss Jorgensen does professional work.

Gimmick elements in the contrast of beauty and brawn are unlimited also. On Dec. 1, just before the start of the 1950 contest for Miss Tavern Pale of the Year, Atlantic sponsored an intermission telecast of "Mr. Tavern Pale" nominees.

The first in a proposed series scheduled to take place about every six weeks, the feature showed professional athletes, weight-lifters and body-builders competing for a trophy.

If viewer response is favorable, the male element will continue to be starred. Judges for this parade, however, are experts. They score entrants on posing, physical physique and muscular development.
TELEVISION is emerging as the new Santa Claus. Recent figures on TV advertising revenue deposited in the tills show an unmistakable trend toward enriching the printed medium.

Available reports show that last September both manufacturers and retailers of television receivers placed 3,693,788 lines in the newspapers of 34 major markets. This was an increase of 260% over the same month last year.

Further evidence is the total for October which showed an increase of nearly 200,000 lines. It is pointed out that these increases in valuable lineage came at a time when lineage for all advertising was showing signs of a leveling off. In some categories, losses had been recorded.

Examples of entire sections in newspapers gobbled up by enthusiastic TV dealers are widespread throughout the country. In past weeks, the Milwaukee Journal (WTMJ-TV) printed a 24-page section in its Sunday edition of Nov. 27 with 11 of these being full-page advertisements by local advertisers; while the Baltimore Sun (WMAR-TV) in its Sunday edition of Dec. 4 published a 30-page section with 15 full-page dealer ads. Other pages of both newspapers were sprinkled heavily with TV advertising.

An analysis of retail dealer cooperative advertising prepared by Nielsen Records for the TV and radio industry also reveals the following: During the first 10 months of this year, the industry placed 22,500,000 lines of retail ads in newspapers. In addition, 5 million lines were placed by manufacturers at general rates. “National” lineages on TV receivers is now running at a monthly rate of close to one million.

This new found rain for the main spring revenue of newspapers breaks down for the first 10 months of 1949 in major market areas as follows: New York, 4 million lines; Washington, 2 million lines; Los Angeles, 1,852,752; Boston, 1,621,285, and Chicago, 1,712,620.

PETRILLO CASE

Counter Proposals Studied

THE NINE-MAN industry committee set up to consider and administer the collective bargaining agreements of musicians for television met in New York Dec. 8 and received a 35-page draft of counter proposals made by its subcommittee.

The counter proposals will not be made public, at least until they are presented to James C. Petrillo, president of the American Federation of Musicians. It could be surmised, however, that the television industry is wary of setting precedents which may later prove embarrassing or unhappy. Particularly, it is believed, industry members would oppose any royalty-for-each-use formula.

The subcommittee which drafted the proposals comprised Walter Lowenthal, Transfilm Inc., Ralph Cohn, Columbia Pictures, and Hal Roach Jr., of Hal Roach Studios, and president of Television Film Producers Assn.

The main committee is comprised of film, television network and station executives and show packagers. It is expected it will take several meetings to study the counter proposals. After they are approved by the committee, they will be submitted to the industry as a whole and, if then ratified, will be offered to Mr. Petrillo.

AVAILABILITY of 6BN6 and 12BN6 tubes, which reduce number of tubes and circuit elements required for FM and TV receivers, announced by General Electric Co.'s Owensboro, Ky., plant.
GOOD news for John Mills (I) and Rex Schepp is the opening of their new station, KPHO-TV Phoenix—also good news for Arizona as it is the state's first video outlet. Messrs. Mills and Schepp are co-owners of KPHO-TV which had its debut December 4. Reception was reported to be good as far south as Tucson, 125 miles away. Yuma about as far west and Wickenburg to the north. Station operates on Channel 5 (76-82 mc) with 17.5 kw visual and 87.0 kwaural.

FIRE SAFETY
WTVR (TV) Demonstrates

ACTUAL demonstrations of how fires are started in homes and industrial plants by gasoline fumes were presented early last month in a telescast over WTVR (TV) Richmond, Va.

The half hour program was arranged by the Richmond Fire Dept. in the public interest. Participants included Director of Public Safety Richard R. Foster, Fire Chief John Finnegan, Lt. John Finnegan, Jr., who actually conducted the demonstration, and John Shand of WTVR.

At the opening of the program, Director Foster stressed the importance of heeding and following the advice of the expert in fire prevention. The terrible toll which fires take each year and the role played by the Richmond Fire Dept. in holding down fires in the area were recounted by Fire Chief Finnegan.

For the next 20 minutes, Lt. Finnegan showed how fires can get started, by actually starting them in the studio, and then demonstrating the proper way to put them out.

BASIC elements of video transmission and reception are explained in layman's language and depicted with simple pictures in "Here's How To Be a Television Expert," 24-page two-color booklet published by Motorola Inc. Booklet is being distributed through Motorola dealers to salesmen and to set owners and prospects.
Reel Takes

ROBERT PHILIP NEWMAN

He entered electronics at the age of 16 via a Quaker Oats box and a couple of paper clips that constituted a crystal radio. He entered motion pictures at 14 when he assembled into a movie camera a French movie projector sent him from Europe by a missionary uncle. Both paths led him ultimately into television. And that's where Robert Philip Newman, president of Telepix Corp., Los Angeles, now stands.

His television film firm—started last year—has produced approximately 60 one-minute film commercials for television, both in 16mm and 35mm. Among his clients have been Louis Milani Co., Bullock's department store, and King's Tropical Inn French Dressing. At the present time the firm is producing a series of 13 quarter-hour puzzle-type programs entitled Teletrivia. A package of three five-minute films, Telefunnies, is scheduled for the near future.

Bob is one of those rare souls found in Los Angeles—a native Angleño. He was born there in 1908. Following graduation from local grammar and high schools, he obtained his A.B. in physics from the U. of California at Los Angeles in 1933.

While in college he utilized the knowledge he had gained of moving pictures in previous study and experimentation by producing a six-reel movie in 35mm with college talent for campus consumption. By this time he had discarded the well-worn French camera and purchased a 35mm Akeley model with which he shot the school play. The movie turned out to be a great success, with the freshman who took the leading female role (Andrea Leeds) ending up with a film contract at United Artists.

Not so successful was his first production with color film with which he had been experimenting. In conjunction with I. Maggin (department store) he filmed a color fashion show to be shown at the college. During the showing of the program the film broke, was not repaired correctly and the models ended up with various-colored faces. (The student audience thinking they were getting a touch of surrealism, thought the effect most impressive).

After graduation Bob and a former 20th-Century-Fox personnel director went into independent production of one-reel travelogues in color. Following two years at that he left to join MGM where he spent the next several months writing "Pete Smith" comedies. Then followed a year as script writer and color cameraman on "Strange as It Seems" and "Columbia Tours," shorts for Columbia Pictures; three years at Walt Disney Studios directing "Donald Duck" cartoons; and three years with John Sutherland Productions producing various government films.

In 1946 he decided it was time he went into business for himself. At that point he and Edgar Wilkerson purchased the Eccles Recording Co., in which Bob still acts as manager and chief engineer. (Pollard Garrison purchased Mr. Wilkerson's interest in the firm in 1947.) The company does transcription, record shows for rebroadcasting. By 1948 the growing temptation of television got the better of Bob, and Telepix came into being.

His photographic and electronic interests don't stop when he closes his office doors. For at home, he busies himself taking moving pictures of his wife (the former Virginia Hunt) and his son, Philip. 6. Also, he's thinking of new additions for his recently-completed combination radio-television-phonograph-recorder-playback and bookcase.

VIDEO PRACTICE

NOLL GIVES OPERATING GUIDE

TELEVISION FOR RADIO MEN. BY EDWARD M. NOLL, NEW YORK: THE MACMILLAN CO., 359 P.

TECHNICAL and commercial aspects of television are reviewed in Mr. Noll's "practical guide to the construction, operation and servicing" of TV operations. Author's background of electronics in both teaching the theory of television and as an operations technician for several TV and AM stations is a television instructor in the Technical Institute of Temple U. and has been associated in technical operations with WPHT (TV) Philadelphia, WMRF Lewiston, Fosterville, WLBG, Wilmington, Del., and WEPB Reading, Pa.

Inside cover points out the book is a "complete, thorough, and up-to-date study of television for radio technicians. Practical electronic technicians in either plant or field work, the radio amateur and experimenter, and the technical school student." Principles and essential mathematics of TV, explanation of fundamental theories, and description of modern TV equipment offer the beginner and expert, alike, adequate understanding of construction and operation of television circuits and equipment. While emphasis is on receiver practice, transmission also is covered. Each step is presented in orderly sequence designed as "instruction course."

ESSAY CONTEST

FCBA TO JUDGE TV TOPIC

SUBJECT of the 1949-50 annual essay contest on communications law is "Legal Limitations on Television Programming," according to an announcement by the Federal Communications Bar Assn., sponsor of contest. The competition is open to law school students and $200 and $100 prizes will be given first and second place essays, respectively.

Topics suggested for study include control of program content directly and indirectly by the FCC; federal and statutory restrictions on program content, and right of privacy with respect to television broadcasts. Manuscripts should be submitted in triplicate and should not exceed 4,000 words in length. They should be sent to Publications Committee, Federal Communications Bar Assn., 632 Dupont Circle Bldg., Washington 6, D. C., by July 1, 1950, with the author's name, address, and law school on an attached separate sheet of paper.

THEATRE TV

RANKS GROW IN FCC APPEAL

Organizations representing more than 600 theatres in 14 states last week joined the ranks of petitioners seeking an FCC hearing to allocate frequencies and set up standards for a regular theatre television service (BROADCASTING, Nov. 14, Dec. 5).

The group included United DETROIT Theatres, an applicant for a TV broadcasting station in Detroit. The company said it has made arrangements to offer theatre TV in that area and will push its plans "with as much vigor as possible" if FCC gives assurance, by rulemaking, "that such efforts will not be frustrated." Many of the other petitioning organizations indicated similar plans.

The petitions reiterated that theatre TV would take television to many communities which will have no broadcast video service "in the foreseeable future." Theatre television, they continued, "offers a unique and unparalleled opportunity for local community service," particularly well suited for certain types of high-cost productions, and "will permit a finer technical service than television broadcasting can be available," particularly if a broader bandwidth is established.

The petitioners: Martin Theatres of Florida, of Alabama, and of Georgia; Entertainment Enterprises Inc., of North and South Carolina; Greater Huntington Theatre Corp., Oak Ridge Theatres, and Capitol and Ferganson Theatres, of West Virginia and Tennessee; Independent Theatre Owners of Arkansas; the Kansas-Missouri Theatre Assn.; and Tri-States Theatre Corp., of Iowa, Illinois and Nebraska, and United Detroit.

Their petitions were filed by Marcus Cohn and Bernard Kotsen of the Washington law firm of Cohn & Marks.

'EASY Aces' to DuMont

TV FILM show, Easy Aces, starring Jane and Goody Ace, is being carried by DuMont TV Network and WARD (TV) New York on Wednesday, 7:45-8 p.m., Ziv Television Productions Inc., series producer, announced last week.

First program was telecast Dec. 14 with 18 DuMont stations of New York, carrying the show commercial for Phillips Soap sponsorship. Hudson Automobile dealers sponsor the WABD series handled through Alken-Kennedy Agency, Philadelphia. Assisting Mr. Ace in writing are George Foster and Mort Green. Eddie Hyland is chief cameraman.

TRANSMITTER, 5 kw, for NBC-TV programs relayed from New York delivered by General Electric Co. to WSBY-TV Syracuse, N. Y. Station expects to air test pattern Feb. 15 and begin regular programming March 1.
HAL LINKER, production director of International Films, Hollywood, currently preparing 50 12-minute TV films for educational purposes. The films are being directed for production by Mr. Linker during his recent around-the-world trip. Entitled World Traveler, films will be distributed internationally. "Detective Van Dine," representative for F. W. Gabourie & Assoc., Hollywood, goes to New York Jan. 1 to head firm's branch office there.

Sarra, Chicago, will do 20-second and one-minute film spots for Pork Foods Co., Chicago (dog food). Commercials will acquaint televiewers with firm's "Dogs for the Blind" offer conducted in cooperation with the Master Eye Foundation.

John L. Sinsky, dog trainer and training director of foundation, is technical director. KPI-TV Los Angeles has started telecasting Dis Jockeys, production of Stellar Productions, 6532 Sunset Blvd., Hollywood.


Hancock Oil Co. of Calif., Long Beach, has purchased series of 25 12-minute television adventure plays from General Television Enterprises (distributor) for placement on KNBH(TV) Hollywood Jan. 1. First 13 in series were produced by Teleplay Productions and second by Ace Productions, both Hollywood, and were sponsored on 24 NBC eastern stations by Procter & Gamble on Fireside Theatre. Five Star Productions, Los Angeles, is preparing and closing films plus one spot commercial for the West Coast series. Fran Harris is assisting on production for Hancock Agency: Ruthrauff & Ryan Inc., Hollywood.

United Productions of America, Burbank, Calif., has completed series of four animated films, plus one for TV for Pond's Tissues. Films will be distributed nationally for telecasting week of Jan. 1. Agency: Jack J. Herdman Co., Los Angeles. Firm also recently delivered second series of nine 20-second commercials for TV for Ford Motor Co. through same agency.

15-minute films entered "Fortune Quiz" planned by Telemout Productions, Los Angeles. Format is quiz on astrology. Filming is underway by Film-
Whispering Campaign

STATIONS in the nation's capital have proved that a whispering campaign need not be harmfully intended. Just that kind of a campaign was started in the area early in October. It was directed as a forerunner for Phillips Radio and Television opening of a new store which resulted, in the opinion of all concerned, in a complete success both in point of order and dollar volume. Thirty-two times a day, the transcribed voice of High Guild, WTOP Washington announced in-formed listeners of six AM stations of an approaching event. "It's coming," he announced in a barely audible whisper, "TV heaven at six-eleven." Four TV stations joined the campaign with the same message and soon scores of listeners and viewers had telephoned the stations to dis-cover the secret. On Nov. 30, the secret was disclosed on all stations—the Philips store at 611 Seventh St. N. W. Campaign was con-ceived by I. T. Cohen Adv., Washington, Phillips Agency.

PATENT BATTLE

DuMont Files Added Suit

THIRD SUIT in the patent battle between RCA and DuMont started last week when DuMont sought a declaratory judgment before U. S. District Court, Wilmington, Del., asking decree that DuMont television receivers and cathode ray tubes do not infringe RCA patents and that RCA patents are invalid and unenforceable.

Pending before the same court is another DuMont action seeking to have all DuMont equipment, includ-ing transmitters, receivers and cathode ray tubes, enjoined from infringing. The legal battle opened March 22, 1948, when RCA filed suit in U. S. District Court in Los Angeles charging DuMont, Par-amount Pictures, Television Productions Inc. and three DuMont the-atres with infringing patents on video receivers and cathode ray tubes. In that action, DuMont counter-claimed the infringement was of its patents.

ALL-NIGHT SHOW

WCPO-TV Aids Fund Drive

ALL-NIGHT video show, Cincinn-at's first and produced by WCPO-TV on Dec. 12, is being used in pledges for "Mile O' Dimes," an-nual local affair to raise funds at Christmas time for needy children. Entire WCPO-TV talent and production staff was employed to keep a running telecast of a full night's entertainment, backed up by show people from Greater Cinci-nati night clubs and amateurs from Harris Rodensale's talent school.

TV HEARINGS

Loucks Sees Long Period

PHILIP G. LOUCKS, Washington radio attorney and former man-aging director of NAB, told the York, Pa., Rotary Club Dec. 7 that it is "doubtful" that FCC's far-reaching television proceedings can be completed before "the latter part of next year."

"Only after final decisions are reached will the current 'freeze' be lifted," he predicted in a speech reviewing the background and progress of the TV situation, including the color sessions already held and the scheduled UHF allocation hearings.

When the color study has been completed, he said, "it is expected that standards for color will be added to those for black-and-white and both systems will advance rapidly." He called attention to FCC's "compatibility" theory on color to support his belief that "there is slight danger that your present set will become obsolete."

Mr. Loucks reassured the York group that "your sound receiver, whether FM or AM, will serve you for many years to come. Sound broadcasting will continue to render its important service to listeners and audiences alike for many years and I do not believe that anyone in this room will live to see its demise."

"Television, after its present allocation problems are solved, will develop rapidly to be sure, but I for one cannot foresee the time when it will displace its older radio companion, sound broadcasting."
WOAI-TV DEBUT

WOAI-TV San Antonio bowed in as the first television outlet in South and central Texas Dec. 11 amid formal ceremonies which drew representatives from the radio, publishing and other fields, as well as civic and military officials.

Hugh A. L. Halff, president and general manager of WOAI-AM-TV, opened the dedicatory ceremonies with a tribute to G. A. C. Halff, chairman of the board of Southland Industries Inc., owner and operator of the stations, for providing the area with television facilities. WOAI-TV operates on Channel 4 (66-72 mc) with 21.6 kw visual, 10.8 aural power.

Mr. Halff also introduced San Antonio Mayor Jack White, who proclaimed Dec. 11 as T-Day and the ensuing week as Television Week in the city. Other speakers were Congressman Paul J. Kilday (D-Tex.), U. S. Army and Air Force officials, and Charles L. Jeffers, engineering director for WOAI-AM-TV.

Inaugural program included a documentary film, "WOAI-TV is Born," a full-hour variety show, Curtain Time, consisting of local live talent, and film programs. The documentary depicted construction and installation phases of the station from the breaking of ground last February to T-Day. Programs were directed by J. R. Duncan, WOAI-TV program director, and produced by Dick Perry, production manager. Teletans were viewed on TV receivers installed in studio viewing rooms and a cocktail lounge improvised for the occasion.

Coaxial Allocations

THE present set-up of coaxial cable time allocations among the four TV networks will be continued into 1950 by mutual agreement, it has been learned. Division of facilities, not sufficient at this time to provide fulltime New York-Chicago service to each network, was planned last summer for the fall season, Sept. 1 through the remainder of the year, but has worked out so well it will be continued unchanged for an indefinite period, possibly until the opening of AT&T New York-Chicago radio relay circuit sometime next year, when there will be enough TV circuits for everyone.

Ceremonies Herald Dec. 11 Opening

WOAI-TV San Antonio—watch the dedicatory ceremonies which marked the opening of Texas' new television outlet. L to r: Mrs. Harry Pennington Jr.; Mrs. Hugh A. L. Halff, wife of WOAI-TV's president and general manager, and Mrs. Charles L. Jeffers, wife of station's dir. of engineering.

Chicago Council Plans

SECOND national conference of the Chicago Television Council is being planned for March 6-8 at the Palmer House, where the first such meeting was held last year. Eleven panel discussions have been scheduled for technical, production and programming phases of TV. Each of three luncheons will feature a nationally-known TV authority, according to Pres. George Harvey, sales mgr. of WGN-TV Chicago.

DC-3 RESCUE

NBC On Spot for TV Pickup

CRACKUP of a Capital Airlines DC-3 in the Potomac River near Washington's National Airport Dec. 12, killing four persons, was covered on-the-spot by WNBW-NBC (TV) Washington. Live coverage was said to be the first of its kind in TV history. Station picked-up dramatic rescue operations launched from Bolling Field Air Base for the 19 survivors.

WNBW's mobile unit and trailer power generator were rushed to the scene and began transmitting pictures shortly after midnight, three hours after the crash. Technician Charles Colledge strung wire to a field telephone booth while risky assignment was undertaken by Archie De Veaux, station rigger, who scaled WNBW's Wardman Park Hotel transmitter tower in rain and fog to install in less than an hour a microwave receiving dish that had been removed for repairs.

Normal sign-off Monday at 10:30 p.m. was filled until rescue pick-up with film shorts and bulletins on progress of operations. Special network feed was delayed temporarily because of audio difficulties but cleared for a 12:35 to 1:15 a.m. telecast. Station reports picture signal good despite weather conditions and irregular current provided by portable generation. Mr. Colledge directed technical arrangements while Program Manager Ralph Burgin described rescue activities and interviewed personnel on crash boats. Arthur Barriault, NBC reporter, broadcast a special program to NBC radio at 11:15 p.m. as a portion of NBC World News Roundup.

WHAT YOU SHOULD KNOW ABOUT TB RESEARCH

In universities and laboratories throughout the country, America's scientists are conducting an unceasing war against tuberculosis. This year alone, more than 22 separate yet coordinated studies are being aided by the National Tuberculosis Association and its affiliates — made possible by your purchase of Christmas Seals.

Under investigation are such questions as the chemistry and virulence of the tuberculosis germ, factors influencing the course of early tuberculosis, the reason some strains of germs become resistant to streptomycin, and the effectiveness of a combination of drugs in tuberculosis treatment.

Since 1904, the overall TB program has helped cut the death rate by eighty-five per cent — yet TB still kills more people between 15 and 34 than any other disease.

So, please, buy and use Christmas Seals in your contribution, today.

BUY CHRISTMAS SEALS

GREETINGS

Because of the importance of the above, these Seals have been contributed by (Broadcasting • Telecasting)
**PLEASE SEND BROADCASTING AND 1950 YEARBOOK AS MY GIFT TO**

<table>
<thead>
<tr>
<th></th>
<th>Name</th>
<th>Firm</th>
<th>Address</th>
<th>City</th>
<th>Zone</th>
<th>State</th>
<th>Sign gift card:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$7.00</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$13.00</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$19.00</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$25.00</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$30.00</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$35.00</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$40.00</td>
</tr>
<tr>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$45.00</td>
</tr>
</tbody>
</table>

**IMPORTANT—Mail today to:**

BROADCASTING • TELECASTING

NATIONAL PRESS BLDG., WASHINGTON 4, D.C.

$   enclosed   Bill me later

Signed

Firm

Address

---

**BROADCASTING**

**Merry Christmas**

**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 handy-order form at right. Each gift announced with a full color Christmas card, hand-signed with your name. Subscriptions 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.
**KTUL 'CITY REPORT'**

Esau Defends Forum Airings

BROADCAST by KTUL Tulsa, Okla., of activities of municipal government, has been upheld by John Esau, KTUL vice president and general manager, after a demand by a Republican party leader that the CBS station's local program City Report be discontinued.

John L. Stanley, GOP city chairman, complained that the program, which has been on the air since the present city administration took office in 1948, is "political." Mr. Esau replied that the program has always been impartial, and he rejected the Republican demand, despite a threat by Mr. Stanley and party leaders to enter a formal complaint with the FCC. City Report is aired each Sunday night with various city officials explaining departmental functions. According to the station it is a non-partisan, public interest forum.

**FTC SETS DATES**

**Advertisers May Reargue**

FEDERAL Trade Commission has set new dates for rearguements on pending undecided cases involving advertisers who may desire to testify again because of recent personnel changes in FTC membership. Reargument is not required and transcripts of previous testimony and record of action will be accepted, the commission said.

FTC listed these advertisers, all charged with misrepresentation of advertising: Philip Morris & Co. Ltd. (cigarettes, smoking tobacco), for Jan. 4; Procter & Gamble Co. (Toel liquid dentifrice), for Jan. 26; and Carter Products Inc. (Carter's Little Liver Pills), for Jan. 30. Twenty-seven other respondents also were given opportunity to reargue their cases.

**Efficient programs**

EFFECTIVE series of child guidance broadcasts has been inaugurated on KRNT Des Moines, Iowa. Series, called Greater Horizons, devotes 15 minutes to dramatization of actual juvenile cases from files of Child Guidance Dept. of Iowa. Last half of show contains discussion period, featuring college and university guidance experts and state authorities. Problems posed in particular case just heard are generalized and possible solutions offered. Series is produced and directed by Charles Miller, KRNT's program director.

Spot Coverage

FIRE in house directly across street from WINX Washington studios recently was covered by Anouncer Milton Grant, who discovered it, and Disc M.C. Sam Brown who aired bulletin while firemen were arriving. Other station personnel interviewed persons on the scene and relayed close-up information to Mr. Grant, thus giving WINX listeners almost instantaneous coverage.

Chemical Headlines

NEW series on WSYR, Syracuse, N.Y., is jointly produced by Syracuse U. radio and chemistry departments. Shows focus attention on latest developments in chemistry and are titled Headlines in Chemistry. Interviews with commercial chemists point up practical aspects of new things as atomic energy, anti-histamines and cortisone. Program is aired Sunday at noon.

Old Game on TV

ABBREVIATED form of rugged game played by Canadian Indians is currently being sponsored by Gunther Brewing Co. on WBAL-TV Baltimore. Box Lacrosse is played in local armory with small teams. Participants are teams from local colleges. Though game is far cry from older form, in which teams of between 75 and 200 men participated, much action is anticipated in Plum Creek area as handling vocal side of telecasts.

Prompt News Airings

ON-THE-SPOT recordings of important news breaks appear often in WTTG Hartford, Conn., newscasts within minutes after events occur. Recent "scoop" was airing of interim appointment by Gov. Chester Bowles of William Benton as U. S. Senator from Connecticut. Mr. Benton's verbal acceptance was broadcast by station as well as recording of Mrs. Benton's reactions. Letter was carried on Radio Station WABC's daily show. Reel recordings were made with portable equipment in executive chambers at State Capitol with Program Manager Harvey Olson in charge.

**Pupil's Program**

SHOW in which talent from Philadelphia public school was utilized recently was aired over WPTZ (TV) Philadelphia for meeting of Philadelphia Home and School Council. Large screen and several smaller receiving units were set up in Board of Education auditorium for viewing of show by those attending meeting. Interviews and displaced children attending local schools were featured and children demonstrated dance manners for younger students. Speakers toldleges of adaptation of TV for classroom use.

**Institutional Approach**

NEW kind of public service series on WQQW Washington is sponsored by R. Mars Contract Co., furniture wholesaler in that city. Daily 15-minute show is purchased by firm, which, in turn, makes time available to any qualified group with public service story. Show is titled Men from Mars. Idea originated with James R. Connor, advertising and promotion director of Mars Co. Company also sponsors Viewpoint-The Washington Forum of the Air, Sunday feature on WQQW for over a year.

**Peabody Awards**

Entry Deadline Is Jan. 9

ENTRIES for the annual George Foster Peabody Radio and Television Awards are now being received at the Henry W. Grady School of Journalism at the U. of Georgia, according to Dean John H. Drewry of the Grady School. Final date for entries, which are to be based on 1949 broadcasts, has been set for Jan. 9, 1950.

The Peabody Awards are for outstanding service and excellence of programs. For the first time, television awards will be made. The awards will be announced at a meeting of the Radio Executives Club of New York, May 4, by Edward Weeks, editor of The Atlantic Monthly and Peabody board chairman, and Dean Drewry.

**Sports Co-op Series**

JACKIE ROBINSON, Brooklyn Dodgers baseball star, will open a new sports program on ABC starting Jan. 22. Jackie Robinson Show will be aired Sunday, 10:30-10:45 p.m. and will be offered by ABC to local sponsors on a cooperative basis.
The 'Who-And-What'

KSMO Finds

Answers in Six-Months Survey

DEFinite, tangible evidence of what radio listeners are, how much they listen, what they do and what their living habits are, has been obtained from a six-months study, according to General Manager George Arnold of KSMO San Francisco.

After assuming management of the station, Mr. Arnold said it became his immediate objective to get the facts about the KSMO audience circulation. "We wanted conservative information," Mr. Arnold stated, "upon which agencies and clients could rely. Just talk, glamour, reputation or personalities are not enough to help guide in buying advertising media."

Four thousand questionnaires were sent out by direct mail asking people how many hours each day they listened to KSMO. Of these questionnaires, more than 1,200, or 30% were completed and returned to the station. All had been distributed on a percentage basis according to population.

Here are some facts KSMO found about its listeners: 27% classify themselves in the professional field, 20% are students, 7.2% education, 6.9% clerical; 54% tune KSMO at least three times per week in the morning, 44.2% in the afternoon, 86.4% in the evening; 3.4% own a TV set now and 9.1% state they will buy within a year or are considering; 47.6% are homeowners, 10.9% rent homes, 30% live in apartments; 13.9% have two or more cars within the family; 22.9% mention using trains for travel, 21.5% planes and 47.9% automobiles; more than half (54.7%) of these respondents dine out at least once or twice a week.

WtjH Opens

New Georgia Daytimer Begins

Serving a primary group of three communities, WtjH East Point, Ga., went on the air last Thursday. The station is owned and operated by James S. Rivers. A daytime outlet, WtjH operates on 1260 kc with 1 kw.

Mr. Rivers said programs would emphasize religious topics, hillbilly and popular music, children's shows and news features. Besides East Point, WtjH also serves College Park and Hapeville.

Radio and television professionals in Chicago are available as speakers to civic, church and social groups through plan instigated by Headline Club, local chapter of Sigma Delta Chi, professional journalism fraternity.

Cbc Approvals

CFCF Gets Separate Am-Fm

First separate AM and FM operation of a Canadian station was approved by the board of governors of Canadian Broadcasting Corp. for CFCF Montreal, at the December CBC board meeting at Montreal. CFCF and CFCF-FM will be licensed as separate commercial broadcasting stations. CFCF-FM has for some months been operating an experimental FM program service.

At same board meeting new AM licensees were recommended for Shawinigan Falls, Que., with power of 1 kw on 1220 kc to the Shawinigan Falls Broadcasting Co. Ltd., and for Radio La Sarre Inc. La Sarre, Que., for 250 w on 1440 kc and affiliation with the French network.

Kcol Promotes

New 'blanket' coverage

"Teaser" announcements were aired by Kcol Fort Collins, Col., in its drive for local stations. Pieces were distributed heralding the station's power increase from 250 w to 1 kw and move from 1400 kc to 1410 kc last week.

Kcol, licensed to Northern Colorado Broadcasting Co., told listeners to "look for the new blanket.

What is the new blanket? The new blanket is coming soon. . . . " Station then explained it meant coverage of the Northwestern Colorado area and launched 25 contests in which wool blankets were awarded as prizes the day station went to 1 kw fulltime. In addition, Kcol sent out a promotion piece announcing a new monthly publication, The Kcol Blanket, which was first issued last week. Included are news of the station, pictures, success stories, availability and other features.

Directors of Motorola Inc., Chicago, voted 50% increase in its regular quarterly dividend, from 37 1/4 to 37 1/2 a share. Special year-end dividend of 37 1/2 a share also was declared, bringing total dividends for year to $1.50, compared with $1.25 in 1948.

Consumer Markets
data PLUS

sues CONSUMER MARKETS gives all the up-to-date figures market and media men regularly use in selecting state, county, and city markets for consumer products.

A National Advertising Manager writes: "We are using it to lay out sales quotas and advertising plans." . . . An Account Executive writes: "More information than I have ever seen in a single market data book." . . . A Time Buyer writes: "Has figures on farm radio homes and markets I have been looking for years."

The PLUS factor is the Service-Ads of many media (like the KVOO Service-Ad shown here). This is one of 258 Service-Ads in the 1949-1950 CONSUMER MARKETS.

They supplement and expand local market data with additional useful information.

Send for Full Explanation folder describing the full scope of CONSUMER MARKETS.

Woui (FM) Debut

Theodore C. Streibert, WOR New York president, participated last Tuesday in the inauguration ceremonies of WouI (FM) Athens, Ohio U. station. Mr. Streibert was the guest of John C. Baker, university president, who presided at the ceremonies. WOU is a 10 w station, operating on 88.1 mc.

Daniel H. Smith, appointed vice-president and general manager of W GNK, Western Broadcasting System with offices at WCSS Portland, system's key station. He was previously with Western Electric and Graybar Electric, New York, in field engineering and broadcast sales engineering assignments. Mr. Smith has 17 years engineering experience.

Robert L. Harrell resigns as chief engineer of WKAN and WklK (FM) Kankakee, to become chief engineer at KNMO Modesto, Calif. Richard Eckels succeeds him at WKAN and WKLK.

John Warren Hallam, graduate of Capitol Radio Engineering Institute, Washington, joins engineering staff of WSTV Steubenville, Ohio.

Donald Anderson appointed chief engineer for KJR Seattle. L. S. Book- Walter, former chief engineer for KJR and KOIN Portland, becomes director of engineering for the Seattle station. Mr. Bookwalter, who continues as chief engineer for KOIN as well as director of engineering for the two Midwest Pacific stations, will maintain his headquarters in Portland, and will work in advisory capacity with Mr. Anderson and Clarence Clark, KJR studio supervisor.

James E. Brady, camera control engineer on CBS-TV Ed Wynn Show, and Marc Anderson, production secretary on show, were married Dec. 9.

Daniel Brechner, engineer for WWDC Washington, is the father of a girl, Deborah Ann, born Dec. 2.

RCA Engineering Products Dept., Camden, N. J., (sound products section) announced their line of radio and sound distribution systems especially designed for hotel installations. System consists of six essential "blocks" with standard tuner kit including both FM and AM reception.
**Reliability** is the one big feature common to the four tubes shown here. First of a growing family of General Electric miniatures designed and built to order for specific jobs, these tubes now are at work for commercial airlines in altimeters, radio compasses, radio control equipment, and high-frequency aircraft radio receivers.

Each tube receives 50 hours of operation under Class A conditions. As an added control, samples regularly are selected and subjected to a life test in which the tube is operated normally but intermittently by turning the heaters on and off at one-minute intervals. These unusually exacting tests are made to avoid early life failures, and to assure that tube performance will be in line with ratings consistently.

Aviation is but one of many industries to which G-E Custom Miniatures are adapted, and for which General Electric special design and production facilities are available. Why not use these tubes for superior performance in your next design? Write or wire General Electric Company, Electronics Department, Schenectady 5, New York.

### Characteristics

<table>
<thead>
<tr>
<th>GL-5814</th>
<th>GL-5751</th>
<th>GL-5670</th>
<th>GL-5654</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Heater voltage</strong></td>
<td>a-c or d-c series</td>
<td>12.6 v</td>
<td>6.3 v</td>
</tr>
<tr>
<td><strong>Heater current</strong></td>
<td>0.175 amp</td>
<td>0.350 amp</td>
<td>0.350 amp</td>
</tr>
<tr>
<td><strong>Max ratings, design center values:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Plate voltage</strong></td>
<td>300 v</td>
<td>200 v</td>
<td>120 v</td>
</tr>
<tr>
<td><strong>Plate dissipation</strong></td>
<td>2.75 w</td>
<td>1.0 w</td>
<td>0.5 w</td>
</tr>
<tr>
<td><strong>Typical operation, each section:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Plate voltage</strong></td>
<td>250 v</td>
<td>120 v</td>
<td>170 v</td>
</tr>
<tr>
<td><strong>Grid-bias voltage</strong></td>
<td>-8.5 v</td>
<td>-3 v</td>
<td>-3 v</td>
</tr>
<tr>
<td><strong>Amplification factor</strong></td>
<td>17</td>
<td>1200 microamps</td>
<td>200 ohms</td>
</tr>
<tr>
<td><strong>Plate resistance</strong></td>
<td>2700 ohms</td>
<td>58,000 microamps</td>
<td>200 ohms</td>
</tr>
<tr>
<td><strong>Transconductance</strong></td>
<td>2200 microamps</td>
<td>58,000 microamps</td>
<td>3000 microamps</td>
</tr>
<tr>
<td><strong>Plate current</strong></td>
<td>10.5 ma</td>
<td>1.1 ma</td>
<td>2.5 ma</td>
</tr>
<tr>
<td><strong>Typical operation, Class A:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Plate voltage</strong></td>
<td>200 v</td>
<td>120 v</td>
<td>170 v</td>
</tr>
<tr>
<td><strong>Grid-bias voltage</strong></td>
<td>-3 v</td>
<td>-3 v</td>
<td>-3 v</td>
</tr>
<tr>
<td><strong>Amplification factor</strong></td>
<td>1200 microamps</td>
<td>2000 microamps</td>
<td>3000 microamps</td>
</tr>
<tr>
<td><strong>Plate resistance</strong></td>
<td>2700 ohms</td>
<td>58,000 microamps</td>
<td>200 ohms</td>
</tr>
<tr>
<td><strong>Transconductance</strong></td>
<td>2200 microamps</td>
<td>58,000 microamps</td>
<td>3000 microamps</td>
</tr>
<tr>
<td><strong>Plate current</strong></td>
<td>10.5 ma</td>
<td>1.1 ma</td>
<td>2.5 ma</td>
</tr>
</tbody>
</table>

_**Pinpoint-designed for Specific Needs!**_

**GENERAL ELECTRIC CUSTOM MINIATURES**

**ON THE JOB FOR AVIATION—STANDING BY TO WORK FOR YOU!**

**FIRST AND GREATEST NAME IN ELECTRONICS**

DEC 19, 1949
promotion

Promotion
usual donation from WTOP Washington.
John S. Hayes, vice president and
general manager of station, offered
“One prime aged-in-the-audience sta-
tion break, class A time, worth $60 on
the station with the largest audience
(by 32%) and the most watts (50,000)
in Washington, to any reputable ad-
vertiser.”

Mutually Helpful Promotion
HELPFUL promotion both to itself
and advertisers in its newspaper affi-
late currently being carried on by
WWSW Pittsburgh and Post-Gazette.
Station, in changing to new frequency
of 970 kc, teamed up with numerous
local radio dealers and repairmen who
agreed to make changes on pushbutton
radio, one of change for it was center-
teners. Station advises audience to
turn to special classified section of
Post-Gazette for name of nearest rep-
airman who will do necessary chang-
ing. Dealers have been furnished
with knob hangers which bear remark,
“Your radio has been adjusted to the
NEW setting for the NEW 20-times-
powerful WVSW. WVSW, WTTM
Sports Team, now on 970 on your dial.”

WMAR-TV Statistics
SMALL sheet with graph showing Bal-
timore’s lead over other markets in
share of TV audience is latest promo-
tion stunt to trade and advertisers by
WMAR-TV Baltimore. On graph is
written, “WMAR-TV Leads in Balti-
more.” Statistics are based on C. E.
Hooper’s “TV Audience Index and TV
Trends” for Aug.-Sept. ’49.

Jamboree Publicity
REPRINT of pictures and stories from
Wheeling Intelligence have been com-
bined into full page spread and sent
to WWVA.Wheeling, W.Va. Promotion
concerns station’s 16th an-
ual WWVA Jamboree.
Pictures of talent audience and lines outside
theatre where Jamboree was held are
included. Printed in red across stories
is headline, “The WWVA Wheeling-
17 years old and Growing Stronger
Every Year . . . Available to sell your
product, too! See Edw. Petry & Co.”

Flag Identifies
NEW company flag, to be used as in-
stitutional insignia in television and
other advertising, adopted by General
Mills, Minneapolis. Flag will be
displayed atop properties of company
from coast to coast. Also, in 1949.
1950 grocery products division sales
campaign and will be used in General
Mills sponsored shows over television.

Advertisers Primer
BOOKLET, “A Television Primer for
Advertisers,” has been sent to present
and potential advertisers by WMCT
(TV) Memphis and WMTC-TV Nor-
kfolk, Va. Sixteen-page brochure
explains the how, why, and when of TV
advertising based on local station ex-
periences. It was written by WMCT
Production Manager Bill Brazirl.

Ear-Catching Rhyme
SERIES of promotional “courtesy
announcements in rhyme designed to

give strong listener-impressions of na-
tional and local upcoming shows has
been started by WMTR Trenton, N. J.
“Poems” range in length from four to
eight lines and are tagged with time
and date of show plugged. Typical
examples are:
“Willie Shakespeare said it, ‘The
world is just a stage.’ A backdrop for
ever little act of
playful youth and age.
Of course to catch the best acts is
quite a trick to do,
So it’s the NBC THEATRE we rec-
ommend to you!” and, locally,
“Sweet and soft—smooth and mellow
Swing your gal—swinging your fellow
Polish up those dancing shoes
Chase those early-winter blues
Don’t let work-days start to rub
Tune in on our $60 club!”

Education Offers
SMALL booklet distributed by NBC
announces its University of the Air
series of Home-Study Courses in con-
temporary literature, music, social
science and contemporary living.
Titled “Yours for the Taking,” booklet
gives information concerning various
programs through which lessons are
heard.

Marquette U. Basketball
FIRST telecast by WMJ-TV Mil-
waukee from Madison, Wis., was on
occasion of Marquette U.’s basketball
game against U. of Wisconsin in Madi-
son. Marquette fans, numbering 2,000,
saw game on large screen in their
gymnasium over television relay facili-
ties installed by AT&T. Game was
first of nine basketball games to be
sponsored by First Wisconsin Na-
tional Bank on WMJ-TV.

Christmas Tree
ADVANCE notice of Christmas gifts
sent to trade by WING Dayton, Ohio.
Mimeographed sheet with text written
in red in shape of Christmas tree tells
recipients that their WING memo pads
will arrive with best wishes from sta-
tion. Letter is signed by Adna Karns,
general manager.

Personnel
ROBERT IVEY, formerly with Sind-
linger & Co., joins WCAU Philadelphia
promotion staff.

DAVE BOGART, formerly with ABC
New York, joins promotion staff of
KGO San Francisco. He replaces
LYNN FRENCH, resigns.

EMILY ASHE BANKS, publicity direc-
tor of Town Hall and America’s Town
Meeting, resigns. Future plans have
not been announced.

MICHAEL DANN, NBC trade news
editor, and JOANNE LUCILLE HIM-
SELL, of WNBC New York and WJZ
staff, were married Dec. 2.

RANDY SMITH, promotion and adver-
tising chief for KOA Denver, is the
father of a girl, Marcie Lynn.

V.I.P. SERVICE
Cleans Local Shows, Ideas
V. I. P. SERVICE Inc., New York,
has established a clearing house
for local station programs and sales
promotion ideas, Bill Murphy, V. I. P.
head, announced.
The firm will act as an exchange
for local station managers or own-
ers requesting shows for a client.
Ideas, transcriptions and inquiries
will be sent, with producers and
writers trading through V. I. P.,
receiving royalties on sales of their
ideas to other stations. Royalties
will be based upon percentages of
weekly prices of the shows.
The same basis will be used in de-
ciding royalty payments on publicity
and sales promotion packages.

Election at CBS
NLRB ELECTION was agreed on
Dec. 9 between CBS and Radio
Guild, UOPWA, CIO, for about 600
white collar workers at the net-
work. Balloting is to be Jan. 18.
Bargaining unit was reduced in size
by about 50 after argument by
CBS to cut it by much more and by
the union to resist any cut.

The Art Mosby Stations
GKVOKANA
10,000 WATTS
GOOD SIGNAL TO MONTANA
THE KVO-KANA

THE ART MOSBY
BROADCASTING
TELECASTING

ole’ MacDonald . . .

If ole Mac farmed or ranched in Montana, he
made money. $265 million to be exact for
Jan.-Sept. 1948. Farming is just one of 4 major
industries which together topped out retail sales
of over $100 million in 1948.
A good portion of Montana’s rich areas sit in the
KGO-CBS signal. And the best portion of sales in the area are KGO-made sales.

THE KEY CAN

BROADCASTING

ON THE ROAD TO

STATION

BROADCASTING

TELECASTING

BROADCASTING

TELECASTING

THE

KGO

8 KILOMETERS

SAN FRANCISCO

THE ART MOSBY

STATION

BROADCASTING

TELECASTING

BROADCASTING

TELECASTING

KGO

THE ART MOSBY

BROADCASTING

TELECASTING

BROADCASTING

TELECASTING

THE ART MOSBY

THE KEY CAN

San Francisco
DERR PROMOTED
Is CBS Associate Sports Dir.

APPOINTMENT of John Derr, assistant since April 1947 to CBS Sports Director Red Barber, as associate director of sports for both radio and TV, was announced last week. The appointment is effective Jan. 1.

Mr. Derr's new assignment, while entailing no actual camera direction of sports telecasts, will include supervisory work with all radio and TV sports programs.

The appointment, according to Davidson Taylor, CBS vice president, is another result of the recent integration of CBS radio and TV public affairs, which has necessitated the need for a full-time administrator to handle many of the operational duties for Mr. Barber, whose broadcasting commitments sometimes preclude his presence at CBS headquarters.

Mr. Derr joined Mr. Barber's staff as a writer in September 1946, and became editor of his sports program in January 1947. He covered the London Olympic games for CBS in 1948 and substituted for Mr. Barber on several "catbird seat" broadcasts. He also produced the Football Roundup, in which more than 20 games were covered via direct pickup wire and telephoned news reports.

WGAR Business High

NOVEMBER was the all-time high month from point of business in the 19-year-old history of WGAR Cleveland, according to Carl E. George, vice president and sales head of the station. Mr. George said new sponsors included Shell Oil, Hudson Motors, Kaiser-Frazer, Dodge and Procter & Gamble for Prell. November renewals were received from Metropolitan Life, Simonis, Ajax cleaner, Ward Baking, Halo shampoo, Tenderleaf tea, Blue Bonnet margarine and Carr-Consolidated biscuits.

KOX El Centro, Calif., joins Southern Calif. Broadcasters Assn. as 46th member.

REASON WHY
People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And that's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas
in TOPEKA

ATTENDING reception in Palace Hotel studios of KCBS San Francisco for visiting executives of CBS Pacific Network are (l to r): Arthur Hull Hayes, CBS vice president and general manager of KCBS; P. H. Kelsey, of Marsh & McLennan, San Francisco; Wayne P. Steffner, CBS Pacific Network sales manager, and Dick McKee, Young & Rubicam, San Francisco. Reception was held to introduce visiting executives to Bay Area agency people who place business with the network.

BIG BROTHER WEEK
Radio To Aid in Drive Against Juvenile Delinquency

OBSESSION of Big Brother Week, Jan. 18-21, will be aided in its fight against juvenile delinquency by radio sponsors and talent, it was learned last week.

The project has the approval of The Advertising Council, and will be recommended in the group's January-February bulletin as a public service theme for advertisers to support in addition to their regular contributions under the radio allocation plan.

Assisting Big Brothers of America Inc., the sponsor organization, is an advisory committee on public relations, comprising:

Harry A. Batten, president, N. W. Ayer & Son; Thomas D'A. Brophy, chairman of the board, Kenyon & Eckhardt; Jerry Crowley, advertising promotion manager, Metropolitan Life Insurance Co.; Norman W. Geare, president, Geare-Marston Agency; Philip Klein, Philip Klein Advertising Agency; Al Paul Leffton, president, Al Paul Leffton Co.; Donald W. Thornburgh, president and general manager, WCAU Inc., Philadelphia.

Members of national committee of sponsors include Eddie Cantor, James Stewart, Paul Whiteman and Rexall Drug Co. president, Justin Dart.

Among network programs which have indicated cooperation in the effort is We, the People, the Gulf Refining show (NBC and NBC-TW) handled by Young & Rubicam Inc., New York.

WOHI DEBUT
New Fulltime Outlet Opens

WOHI East Liverpool, Ohio, full-time, 250 w on outlet on 1490 kc, took the air Dec. 1 when some 1,500 persons filed through the studios during open house. Greetings, used on the air, were received from nine other radio stations and one television station in the Eastern Ohio, West Virginia and Western Pennsylvania area. During its first week of operation, WOHI also inaugurated high school basketball broadcasts.

Executives of the new independent include: Richard V. Beatty, president and general manager; C. V. Beatty, vice president; George Farrall, secretary-treasurer; Harold Fitzgerald, commercial manager; David Taylor, chief engineer; John W. Ridder, program director. Station is owned and operated by the East Liverpool Broadcasting Co.

BUSES of Kitchener, Ont., Public Utilities Commission being equipped with FM radio receivers following test and public poll of FM radio conducted in conjunction with CFCA-FM Kitchener, first all FM broadcaster in Canada.

WARREN AGENCY
Jackson, Delaney Partners

WILLIAM WARREN AGENCY, New York, will become a partnership, effective immediately, and will be known as William Warren, Jackson & Delaney, New York. Steven H. Fishman, who has been with the William Warren Agency as head of the television department for past three years, was named a partner in the firm.

S. Thomas Delaney, formerly with WMCA New York as an account executive and before that with WYVL Woodside, L. I., and WHQ NY, also has been appointed a partner of the agency.

The firm has added two new counts: Marsh Jewelers, Fifth Ave., sponsoring Holiday Hints on WJZ-TV New York, Friday, and Roberts Technical & Trade Schools of Manhattan and Brooklyn, which will use radio. Latter firm is currently on WJZ and WMGM New York.

Kent R. Young

FUNERAL services for Kent R. Young, 42, KECA-TV Hollywood engineer who was killed Dec. 7 when his car went over a Mt. Wilson embankment, were held Dec. 11 at Richardson Mortuary, San Luis Obispo, Calif. Internment was in San Luis Obispo. Mr. Young is survived by his wife, Eleanor, and four children.

Mr. James H. West
The Kaiser Agency
Chicago, Illinois

Dear Jim:

This here West Virginia town o' Charleston, th' hometown o' WCHS, is sure a good place for doin' business in. Why Jim, jest Fath- er day I seen a piece in th' paper which said that it's a more money spent in th' real estate stores here than in th' total income o' th' population! Now how o' w d' you like that? Folks h'keay spends more than they makes—to to hit would seem. Course, fellows like you know it's more the figures means bumpin' these days, but anyway that Charleston is a farter w' big trains cen- ter, an' th' folks in this town come into town to buy. Then when you remembers that th' city o' Charleston is not only th' city o' Charleston but th' other places where th' folks drive from, too, why, it seems like WCHS nd be a good station ter have workin' for yuh, don't it Jim?

Yrs. Aisy

WCHS

Charleston, W. Va.

December 19, 1949 • Page 71
December 9 Decisions... BY COMMISSION EN BANC

Designated for hearing

- Designated of KXLE station and CP

Financial Carter Address can be brought regularly
direction antenna

BY COMMISSION EN BANC

local studio

72

S. record.

3626

DECEMBER

1949

ra-aur.

appointed by the

Weber, Abi-

dependency

WKBW Ben K. Weatherfax, Aber-

dependency

licensing

KWBW

WMBM

KXLE

- Authorized license for

KFBC

FILM

authority for period of 30 days from

pending repair of damage caused by

KOL Seattle, Wash.--Granted extension

of present license to operate within

KWBW... - Denied

Local Service

file

20

applicable to

KWBW

logon

amp.

vision

TMA

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.

December 9 Decisions... BY COMMISSION EN BANC

Hearing Designated

Carl F. Kieler, Grand Coulee, Wash.

- Designated for hearing Sept. 3, 1950, application for new station 1540 kc 250 w, specified hours; grant of KXLE Elkinsburg, Wash., requesting said application be designated for hearing, and made KXLE party to proceeding.

M. R. Lanford, Princeton, Ind.--Designated for hearing on Feb. 13, 1950, at Washington, application for new station 810 kc 500 w and made WIPF Middleburg, Ohio, party to proceeding.

WNAE Warren, Pa.--Designated for hearing on Washington, D. C., application to change hours from D of 1:00 and recorded from 1:00 to 10:00 e, w, -N, 1 kw, D and change trans. location. SDA--Denied.

WNAE Warren, Pa.--Denied application for SQA operate nighttime hours from local sunset at Warren to 12 p.m. (EST) on 1310 kc with 150 w.

Medication of CP

WMBD Peoria, Ill.--Granted modified CP change from DA-D to DA-DN.

Extension Granted

WSGN Birmingham, Ala.--Granted application for extension of time to Dec. 15 within which to comply with Sec. 3.190 of rules.

Choice Required

Il Progresso Ital-Americano Pub. Co., Inc., New York--Corporation was requested to notify Commission within 20 days as to which of two applications it wishes to pursue (1) to assign license and CP of WINS New York from Crosley Corp. to Il Progresso Ital-Americano or (2) application of Atlantic Boceto Corp., wholly owned subsidiary of Il Progresso Ital-Americano, to New York, N. Y., to New York; WHOM from Jersey City, N. J., to New York; WPHV from New York, N. Y., to New York, N. Y.; and change in operation facilities in same city, are inconsistent and fail to conform to Commission rules prohibiting consideration of both.

Extension Granted

WIRK West Palm Beach, Fla.--Granted extension of present temporary

Commercial Radio Monitoring Co. successor of COMMERCIAL RADIO EQUIP. CO.,

precisely division

License Renewal


WBTB (TV) New York--Same.

WLCT Tallahassee, Fla.--CP change from 1450 kc 250 w to 1420 kc 1 kw DUN. AM--920 kc

WAJL Raleigh, N. C.--CP increase to 1420 kc 1 kw DUN.

Modification of CP

KWHF-FM Shreveport, La.--Modified CP, 1550 kc.

License Renewal

WKBW-B (FM) Buffalo, N. Y.--License renewal.

RATES: 1-time--$20.00, 28-times--$15.00, 52-times--$10.00. Please reserve space in your Service Directory for:

BROADCASTING - TELECASTING • NAT'L. PRESS BLDG. • WASHINGTON, D. C.

Please reserve space in your Service Directory for:

- 1-time

- 28-times

- 52-times

Company

Individual

Rate

Page 72 • December 19, 1949
<table>
<thead>
<tr>
<th>Name</th>
<th>Address/Contact Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. D. RING &amp; CO.</td>
<td>26 Years’ Experience in Radio Engineering: MUNSEY BLDG. REPUBLIC 2347 WASHINGTON 4, D. C. Member AFCCE*</td>
</tr>
<tr>
<td>Glenn D. Gillett&amp; Assc.</td>
<td>1820 Jefferson Place, N. W. Washington 6, D. C. Member AFCCE*</td>
</tr>
<tr>
<td>Craven, Lohnes &amp; Culver</td>
<td>MUNSEY BUILDING DISTRICT 8215 WASHINGTON 4, D. C. Member AFCCE*</td>
</tr>
<tr>
<td>Dixie B. McKey &amp; Assc.</td>
<td>124 Claremont St., Phone 7-277 Lake Charles, La.</td>
</tr>
<tr>
<td>H. V. Anderson &amp; Associates</td>
<td>Consulting Radio Engineers 134 Claremont St., Phone 7-277</td>
</tr>
<tr>
<td>Nathan Williams</td>
<td>Allocation &amp; Field Engineering 20 Algoma Blvd., Ph. Blackhawk 22 Oshkosh, Wis.</td>
</tr>
<tr>
<td>George P. Adair</td>
<td>Radio Engineering Consultant 1 Executive 5851 1833 M STREET, N. W. Executive 1220 Washington 6, D. C.</td>
</tr>
<tr>
<td>Walter F. Kean</td>
<td>Consulting Radio Engineers 303 13th St., N. W. EX. 8073 Washington 5, D. C.</td>
</tr>
</tbody>
</table>
Mr. Steere, in advertising and sales promotion for 25 years, plans to take an active part in the management of the station, which operates on 1220 kc with 250 w, daytime only. Spokesmen said J. Lyle Williams Jr. will continue as station manager.

The station was bought from Dorothy M. Bartell, of Milwaukee, and associates. Blackburn-Hamilton Co., media brokers, handled the transaction. The station license is in the name of Florida East Coast Broadcasting Co.

The Steere agency is now in its 11th year in Detroit. It handles advertising, promotion and publicity for a number of local and national accounts including one of the area's major network stations.

CHWK Chiliwack moved from 1340 kc to 1230 kc, with same 250 power.

**Production**

**WFEC PURCHASE**

Steere Buys Miami Outlet

PURCHASE of WFEC Miami by Howard D. Steere, head of the Howard D. Steere Adv. Agency in Detroit, was announced last week, with sales price at $50,000. The transaction is subject to the usual FCC consent.

Mr. Steere, in advertising and sales promotion for 25 years, plans to take an active part in the management of the station, which operates on 1220 kc with 250 w, daytime only. Spokesmen said J. Lyle Williams Jr. will continue as station manager.

The station was bought from Dorothy M. Bartell, of Milwaukee, and associates. Blackburn-Hamilton Co., media brokers, handled the transaction. The station license is in the name of Florida East Coast Broadcasting Co.

The Steere agency is now in its 11th year in Detroit. It handles advertising, promotion and publicity for a number of local and national accounts including one of the area's major network stations.

CHWK Chiliwack moved from 1340 kc to 1230 kc, with same 250 power.

**WDX**

NBC AFFILIATE

IN JACKSON MISSISSIPPI

In JACKSON, MISSISSIPPI, building permits for October 1949 showed an increase of nearly one million dollars over those of October 1948, further proof of the continued growth of the JACKSON MARKET AREA. Twenty years ago, radio's influence proved of radio's influence proved a voice for the client, WDXJ-WDXJ-FM, and the growth in JACKSON continues to show a steady increase.

5000 - DAY 1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally by the

George P. Hollingsbery Co.

**KALA ON AIR**

With 250 w on 1400 kc

KALA Sitka, Alaska, began operations Dec. 11 on 1400 kc with 250 w, the station announced. Outlet's owner is Baranof Enterprises and Walter Welch is manager.

KALA announced it is operating 8 a.m. to 10 p.m. weekdays and both afternoon and evening on Sunday. Station representative is Gil Wellington, of Seattle.

**IN MEMORIAM**

Taps Blow For PDQ Spot

DEATH on Nov. 30 of the famous PDQ gasoline spot, known to Californians for its "whacky" copy content, was mourned a few days later with only a few reminiscing playbacks echoing its memory.

The uninhibited radio and TV spot's demise was given a touching farewell by a gathering of agency men, station representatives and the client, at the offices of McNeill & McCleery, Los Angeles, agency handling the account. KP1X, Los Angeles arranged to run the "last PDQ spot" during the party held on Dec. 5. As assembled mourners watched in silence, curtain was slowly drawn in front of the famous PDQ trademark to sound of bugler playing taps while a woman sobbed softly in background. Startled viewers swapped KP1X newspaper.

ABC officials at the party got busy and a few minutes later Southern California listeners were startled to hear a voice cut in on Elmer Davis' newscast to announce the news analyst had kindly consented to give a minute of his time to observe PDQ spot's passing. On CBS the following morning, Fred Beck played a couple of his favorite PDQ spots on his Pacific Coast network show. Typical PDQ spots enthusiastically ribbed advertising in general and radio advertising in particular. An example is the spot's take-off on deodorant in which the copy plugged PDQ oil for "underhood protection."
PROPOSED state organization for Colorado broadcasters was discussed during the NAB District 14 meeting at Salt Lake City in April. [BROADCASTING, Dec. 12.] Broadcasters named a four-man committee to formulate plans and lay the groundwork for a statewide organization meeting.

Rex Howell, KFJX Grand Junction, heads the plans committee. Other group members are: Jim Russell, KVOR Colorado Springs; Al Meyer, KMYR Denver, and Robert Ellis, KHPF Pueblo. The Colorado State Assn. is expected to follow the pattern of other similar units in giving radio a unified voice on state and local levels.

Attending the special meeting were:
Joe Rohrer, KDLO Colorado Springs; Mr. Russell; Mr. Yoder, KOA and Hugh Terry, KLZ, both Denver; Con Hecker and Wally Buman, WKOP Binghamton; Mr. Meyer, Abbott Tresman, WNO, Sal Sarrafin, and Mr. Howell, KFJX both Grand Junction; Elwood Meyer, KYOU Great Falls; Russell Shafter, KBOL Boulder, Douglass Kahle, KCOL Fort Collins; George Cory, KVBC Montrose, and Mr. Ellis.

GREECE WIG
To N. Y. AP Radio Post

Gunna WIG, general manager of WHEC Rochester, last Monday was re-elected president of the New York State Associated Broadcasters Assn. Jim Healy of WOKO Albany was elected vice president, and Norris Paxton, Albany AP chief of bureau, was re-elected secretary.

Directors elected by the 25 delegates attending the group's second annual meeting were: Bill Meenan, WGY Schenectady; Tom Brown, WGVA Geneva, and Bernard Buck, WNYC New York. The Continuing Study Committee for 1949-50 comprises: Ken Thorpe, WRUN Utica; Ted Rice, WNYC Elmira; Wally Buman, WKOP Binghamton; Donald Norman, WNBC New York, and for sports, Lowell MacMillan of WHEC Rochester.

PLANS looking toward formation of Colorado Broadcasters Assn. were aired during NAB District 14 meeting at special “caucus” attended by these radio executives (l to r): Top row—Mr. Meyer Elwood, Mr. Howell, Mr. Shafter; middle row—Mr. Cory, Mr. Tessman, Mr. Kahle, Mr. Ellis, Mr. Russell; front row—Mr. Terry, Mr. Rohrer, Mr. Corbett, Mr. Hecker. Also present but not shown were Lloyd Yoder and Al G. Meyer.

In the Public Interest

Thanksgiving Dinners

VOLUNTEERING its services in aiding local American Legion post in supplying needy families with Thanksgiving dinners, KWRC Cedar Rapids, Iowa, brought campaign to successful finish. Over 151 families received complete dinners delivered and supplied by KWRC listeners and delivered by policemen, volunteer station personnel and others. Climax of drive came when station workers delivered last-minute dinner to a family and discovered they had no stove. One was promptly supplied by workers together with supply of coal.

Books To Cook

EIGHTH annual campaign for books for shut-ins and hospitalized patients in hospitals served by United Hospital Fund of Greater New York is being aided by WCBS New York. Drives were started in 1942 by Phil Cook, member of station’s staff. During that time over 380,000 volumes have been contributed by listeners.

"They Shall See"

GUEST appearance on KFI Los Angeles’ “All Around the Town” show by a man whose sight was restored after 21 years of blindness through contributions to the Dawn Society for the Blind was unexpectedly effective. More than 100 listeners offered their eyes to the bank for use after their deaths.

Radio’s Solicitude

A WOMAN dying of cancer in Hamilton, Ont., wished to take her three children back to England to be cared for by her family. She had no money for transportation. Jane Gray, women’s commentator for CHML Hamilton, learned of her plight and broadcast her story to Ontario listeners. The necessary $1,000 was raised within a day besides clothing for the woman and her children.

Real Thanksgiving

A THREE-YEAR old child took her first step Thanksgiving Day due to the kindness of Charlotte, N. C. radio listeners and the efforts of WBT that city. The little girl had lost her leg while still an infant due to blood poisoning and her parents had been unable to afford an artificial limb. The Charlotte Minneapolis Artificial Limb Co. offered to contribute a leg for $250, and listeners were urged "Your quarter talking will have Patty walking." Over $795 was received, and the child walked for the first time during the WBT’s Cooking audience participation show on WBT.

FM Helps High School

Bob Williams, m.c. for the Bandstand show on WWNI (FM)
MR. STATION OWNER:
How much does it cost you to do...

THIS

AND THIS

AND THIS

INSTALL

REPLACE

SERVICE
CUT THESE COSTS AND SAVE
...with Westinghouse +’s

You don’t buy a transmitter every day. It’s a long-term investment ... a considered purchase. So isn’t it just good sense to put your money into equipment that pays continuing dividends in the form of cost savings throughout its entire life? That kind of equipment is Westinghouse. And these are just a few of the Westinghouse “plus” features that add up to cost savings and better operation:

**Installation** is quick, easy and inexpensive. Compactness means a smaller building ... air-cooled components allow the building to be more economically built. And, because all transmitter ratings are completely factory-tested, no extended grooming of the equipment need be done on the purchaser’s premises.

**Tube replacement** cost slashed. Only a small number of tubes are required for full complement and these of but a few types. Reliable metal rectifiers having life commensurate with that of the transmitter and included in the transmitter warranty, replace expensive vapor tubes. No longer need you fear lost air time due to rectifier failure.

**Service** at your “doorstep” wherever you are. The extensive Westinghouse field organization of transmitter specialists is available to you, whatever the problem. They will work with you and your consultant in modernizing your station or in planning a new installation. They can offer emergency service or can give you information about new equipment. And, in addition to this, you are continually benefited by the Westinghouse program of research and development.

Every Westinghouse transmitter carries with it these and many other “plusses”. Remember them when you consider the purchase of new broadcasting equipment. Contact your Westinghouse office, or write direct to Westinghouse Electric Corporation, 2519 Wilkens Avenue, Baltimore 3, Maryland.

Westinghouse

FIRST IN BROADCASTING
**AGENCY NAMES**

*Four As Vice Presidents*

FOUR vice presidents—all women—were appointed by McCann- Erickson Inc., New York, at its annual meeting in New York on Dec. 10.

The four new officers are Alberta Hays, copy group head; Dorothy B. McCann, executive producer in the radio-television department; Florence Richards, an account executive, and Margot Sherman, copy group head.

This marks the first time in the agency's 46 years of existence that a woman has been named a vice president of the company.

**OREGON BCSTRS.**

*Annual Meeting Feb. 10-11*

ANNUAL meeting of the Oregon State Broadcasters will be held at Eugene, Ore., on Feb. 10-11, according to an announcement at the WAB District 17 meeting in Portland last week (see story this issue) by Lee Bishop, KORE, Eugene, who is in charge of arrangements.

Gov. Douglas McKay and Dr. Harry K. Newborn, president of Oregon U., will be the principal speakers. Lee Jacobs, KBBR Baker, Ore., is president of the group.

**SEAC Inc., New York, sending special Christmas bonus of recordings to all its subscribers, bringing library totals to more than 2,500 numbers.**

---

**Want to Sell the Utah Market?**

This is quoted from a letter from a sponsor who wanted to SELL GOODS—and who knew exactly what his radio time purchases did for him.

"Thanks for the great job you have done for us. You might be interested to know that for us, you are one of the 3 best stations in the country, and we used over 125."

The unusual thing about this is it isn't an unusual story for KDYL!

---

**WCLE PLANS**

*End Proposed Watson Sale*

PLANS for the sale of the currently silent WCLE Clearwater, Fla. to Dr. William T. Watson, founder and pastor of the St. Petersburg Gospel Tabernacle [BROADCASTING, July 11], were officially terminated last week.

FCC Comr. Robert F. Jones, presiding over a motions hearing, granted a petition by WCLE's present owners asking that their application for transfer of the 1-kw day-time to Dr. Watson be dismissed without prejudice.

The application had been set for hearing on the qualifications of Dr. Watson, who had been linked with "un-American hate mongers" by the National Community Relations Advisory Council, and to determine whether he had already assumed control of the station [BROADCASTING, Oct. 31].

**Impractical To Remain**

In their petition for dismissal, the WCLE owners—Houston Cox Jr. (50%) and M. L. and S. L. Rosenweig (25% each)—told FCC that when the hearing was ordered "it became impractical" for them to "remain parties to a contract where Dr. Watson could not complete his undertaking on any estimated future date, nor give assurance that he would be able to do so at any time."

They notified the Commission last Wednesday that negotiations were in progress for sale of the station to another group. The new group, was understood to include Arthur Mundorf, veteran broadcaster, one-time manager of the old WWDX Paterson, N. J., and associates including two St. Petersburg residents.

Application for consent to acquisition by Dr. Watson had been set down for hearing on the basis of a protest in which NCRAC charged that he "had engaged in certain conduct and activities calculated to create and foster racial and religious bias, prejudice, and ill will, and hence did not possess the necessary qualifications to become a broadcast licensee."

Under the terms of the sales application the consideration was to be cancellation of a $30,000 mortgage held by Dr. Watson against the station.

Sen. John C. Stennis and Rep. John E. Rankin, both of Mississippi, home of the present WCLE owners, had written FCC on behalf of the proposed transfer.

WCLE operates on 680 kc with 1kw, daytime only. It has been on temporary license since about the time proposed sale to Dr. Watson was set for hearing and is currently alienated under a 60-day authorization granted by FCC Nov. 9.

---

**'HAMS' AID KBRC**

*Air Northwest Flood Threat*

ONCE again the "ham" radio operator has filled the communications breach in threatened disaster—this time during the recent flood threat of the Skagit River, Skagit County, Washington.

Combining-with KBRC Mount Vernon, the hams broadcast warnings and calls for help along the 70 miles of dikes threatened by the rapidly rising waters. These operators, all members of the Skagit County Amateur Radio Club, set up headquarters in the lobby of KBRC. From there they received news bulletins from a network of sets over the entire threatened area. In some communities, these amateur radio setups were the only communications available, as the flood waters had completely disrupted telephone connections.

Both KBRC and the ham sets operated continuously from Sunday afternoon, Nov. 27, to 3:40 Tuesday morning, Nov. 29, when the emergency was officially declared over.

---

**Allied Arts**

**HENRY DUNN named national administrative secretary of Amercia's leading Variety Artists, succeeding DEWEY BARTO.**

WALTER O. MILLER joins Frederic W. Ziegler as account executive. He was formerly vice president and manager of WGAL Lancaster, Pa., for 13 years, and most recently was in charge of national television sales for WDEL-TV Wilmington, Del., and WGAL-TV Lancaster. He will headquartered for Ziegler in Detroit.

JACK MELVIN, former publicity director of Foote, Cone & Belding, organizes Melvin-Silverman Inc., public relations firm, with headquarters in Hollywood and offices in Chicago and New York. DAVID I. SILVERMAN, executive vice president, owns Evron Inc., Chicago pharmaceutical firm.

WORLD BROADCASTING SYSTEM, New York, announces toward the formation of a world radio network covering 195 countries. It will operate under contract for its transcribed library service by KIOL Garden City, Kan.; KWAL Longview, Wash.; KGWE Boise, Idaho, and WWMD Meriden, Conn.

WILLIAM C. KALAN, sales manager of Scherwin Research Corp., New York, is father of boy, Jonathan Russell, born Dec. 11.

TELENEWS-INS, New York, announces sale of This Week in Sports to WMBL-TV and WTVT-AM, Philadelphia, and to WDTV (TV) Pittsburgh under sponsorship of Champion Coal Co., Pittsburgh.

WASHINGTON COMMERCIAL Co., Washington, publishes new catalogue containing U.S. Government photographs produced by more than 100 government agencies. Catalogue is designed as permanent handbook meeting needs of individuals and firms using photographs. It contains explanatory text, simplified finding guide which index and gives captions for black and white photographic prints which it contains. Photos are in miniature bearing identifying guide. Picture credits and pertinent data furnished with reproductions ordered.

**WSPR** is the call of "Prest Point" Lens, which may be obtained for $7.50 by writing company at 1200 15th St., N.W., Washington.
KOA Denver celebrated its silver anniversary Dec. 15 with two and one-half hours of special programming in addition to station breaks, thanking its audience for 25 years of loyal listening.

William J. Andrews of the KNBC San Francisco local sales staff celebrated his 25th anniversary in the broadcasting industry last week. He started his career with KLX Oakland in 1924 as a field engineer-announcer.

WGY Schenectady has celebrated its 24th anniversary of farm broadcasting, according to Emerson Markham, originator of the General Electric station’s farm broadcasts and TV programming. Ken Gapski, assistant director of radio and TV information, Dept. of Agriculture, spoke on a Farm Forum in Schenectady Nov. 4 in connection with the anniversary. Mr. Markham now is director of NAB’s TV Div.

Distribution of 147 cakes in Canada and United States, bulk of them by air, highlighted third birthday observance of CKVL Verdun, Quebec, early last month. Cake was accompanied by gold lettered card signed by General Manager Jack Tietolman and Manager Corey Thompson containing message, “This is CKVL’s third anniversary. Light up the candles. Make a wish, and blow. That’s what we like... People who do our ‘blowing’ for us!”

Eddie Posa, producer of ABC Blondie show, celebrated his 20th year in radio last month.

WVNJ Newark, N. J., celebrated its first anniversary Dec. 7, with a one-hour broadcast featuring messages from civic, business and theatrical personalities, and interviews with staff members. Among those heard on the program were Rep. Franklin D. Roosevelt Jr., Theodore C. Streibert, president, WOR New York, and singer, Fran Warren.

Mr. Journeay (r) interviews Scott Myers, secretary, Spindletop Monument Assn., at marker, site of famed Lucas Gusher.

the promotion, special events and news departments at KFPL clicked into motion.

20-minute local program was prepared using tape recordings of interviews with oil personalities and civic heads from Beaumont and personality talks with oilmen in the Lake Charles area. This recorded show was put on the air immediately preceding the Cavalcade’s relation of the field’s discovery. Timing was so close, according to KFPL, that the musical theme fade out of the local show occurred a split-second before the NBC program signed on. Local program, promoted in area newspapers, was written and produced by KFPL News and Special Events Director Tom Journeay, assisted by Continuity Chief Phylis Fischer and Announcer Ray Gordon.

WESTERN ELECTRIC Co. board of directors has declared dividend of $1 per share on outstanding capital stock payable Dec. 30 to stockholders of record Dec. 23.

Walter McConnell, engineer at ABC’s Central Division, marked his 25th anniversary in radio and at WENR Chicago on Dec. 7.

M. Leonard Matt will be given a broadcast party on Dec. 26 for 20 years of service with WDAS Philadelphia.

Special program made up of review of year’s experiences by station personnel, and rebroadcast of first welcoming speech marked WMTR Morristown, N. J.’s celebration of its first anniversary Dec. 11. Station was saluted by WCTC, New Brunswick, N. J., which celebrated its third birthday at the same time.

Atlass Recovering

H. LESLIE ATLENS, CBS Central Division vice president, was expected late last week to return to his Chicago office today (Monday) after suffering a heart attack Dec. 9 [BROADCASTING, Dec. 12]. He has been hospitalized at Henrotin.

GIRT-FM Torozo officially inaugurated as first educational FM station in Canada, with government and CBC officials at opening ceremonies.

Newsletter of the National Association of Broadcasters...
HELP WANTED

Manager

For 250 watt of successful small northmidwestern station. Give complete, unvarnished station history. Box 486D, BROADCASTING.

Wanted, commercial manager for independent southern station. Write for complete details. Salary must be financial. Must be able to furnish good references. Great Broadcasting Company, Greer, S. C.

Salesman

Transcription, salesmen, outstanding production skill. Real commission basis. Box 458D, BROADCASTING.

Salesman and engineer-announcer wanted to invest in midwest daytime station with control. Box 478D, BROADCASTING.

Wanted, aggressive salesman regional network all south. Experience and sales ability must be proven. Box 490D, BROADCASTING.

Experienced, honest, sober salesman man for established network station. No territory uncharted. Name, address, experience, references. Please don't bother unless salesman knows job doesn't waste time. WHSC, Harvic, S. C.

ANNOUNCERS

Wanted, two announcers—one man for small market, other for large market. Send complete letter. Chicago Radio KWTZ, Stamford, Texas.

Announcer wanted. No news or sports. Program must fit station. Personality to sell station in mild climate. Small starting salary for college graduate or two years experience. Please do not send annotation discs. Also, no part-time work. Box 488D, BROADCASTING.

Experienced announcer for long established southern Minnesota station. Willing and able to work and sell on air. Box 489D, BROADCASTING.

Announcer-engineer, send snapshot, disc, salary required other information in letter. Recruit Radio KWTZ, Kingsport, Tenn.

Announcer wanted. No news or sports. Program must fit station. Personality to sell station in mild climate. Small starting salary for college graduate or two years experience. Please do not send annotation discs. Also, no part-time work. Box 488D, BROADCASTING.

Announcer-engineer, send snapshot, disc, salary required other information in letter. Recruit Radio KWTZ, Kingsport, Tenn.

Announcer-engineer, send snapshot, disc, salary required other information in letter. Recruit Radio KWTZ, Kingsport, Tenn.

Announcer wanted. No news or sports. Program must fit station. Personality to sell station in mild climate. Small starting salary for college graduate or two years experience. Please do not send annotation discs. Also, no part-time work. Box 488D, BROADCASTING.

Announcer-engineer, send snapshot, disc, salary required other information in letter. Recruit Radio KWTZ, Kingsport, Tenn.

Announcer-engineer, send snapshot, disc, salary required other information in letter. Recruit Radio KWTZ, Kingsport, Tenn.

Announcer wanted. No news or sports. Program must fit station. Personality to sell station in mild climate. Small starting salary for college graduate or two years experience. Please do not send annotation discs. Also, no part-time work. Box 488D, BROADCASTING.

Announcer-engineer, send snapshot, disc, salary required other information in letter. Recruit Radio KWTZ, Kingsport, Tenn.

Announcer wanted. No news or sports. Program must fit station. Personality to sell station in mild climate. Small starting salary for college graduate or two years experience. Please do not send annotation discs. Also, no part-time work. Box 488D, BROADCASTING.

Announcer-engineer, send snapshot, disc, salary required other information in letter. Recruit Radio KWTZ, Kingsport, Tenn.

Announcer wanted. No news or sports. Program must fit station. Personality to sell station in mild climate. Small starting salary for college graduate or two years experience. Please do not send annotation discs. Also, no part-time work. Box 488D, BROADCASTING.
*Situation Wanted (Cont'd)*

Deep voice, news, commercials, narrations, disc jockey. One year experience. Ten weeks leave. Box 411D, BROADCASTING.

Announcing, newscasting, continuity, feature copy. Five years field experience. Music director. Box 412D, BROADCASTING.

Announcing, newscasting, continuity, feature copy. Five years field experience. Music director. Box 412D, BROADCASTING.

Announcing, newscasting, continuity, feature copy. Five years field experience. Music director. Box 412D, BROADCASTING.

Announcing, newscasting, continuity, feature copy. Five years field experience. Music director. Box 412D, BROADCASTING.

[Further announcements are listed, but the text is not fully visible.]

**Technical**

Experienced engineer, studios, transmitters, any offers please? Box 480C, BROADCASTING.

Chief engineer with 15 years experience plus ability to second on noon, seeks position as technical manager. Box 480D, BROADCASTING.

Engineer, degree, 10 years experience, 75 kw. Licensed. Box 481D, BROADCASTING.

Engineer, 2 years college, 4 years kw. Experience, desires transmitter installation, operation and maintenance. Box 482D, BROADCASTING.

Engineer, 3½ years studio and transmitter experience. Seeks position. Box 483D, BROADCASTING.

Competent chief engineer, 250 to 500 kilowatt experience, desires new position. Box 484D, BROADCASTING.

Available immediately, experienced first class engineer, married, desires some job elsewhere. Box 411D, BROADCASTING.

Chief engineer, 25 years experience, desires future. FM studio and transmitter installation and operation experience. Box 412D, BROADCASTING.

Chief engineer, 20 years experience, class first license, desires position. Box 413D, BROADCASTING.

**For Sale (Cont'd)**

1. And particularly 46 type tuning unit, complete for 1000 watts or less. Includes all equipment required. Box 416D, BROADCASTING.

2. Receiver. Very good condition. Box 417D, BROADCASTING.

3. Kilowatt experience, desires opportunity. Box 418D, BROADCASTING.

4. Engineer, 1st phone. No broadcast experience. Over 2 years training (including broadcast station equipment) at two of New York's top television stations. Box 419D, BROADCASTING.

Combination engineer-announcer, class first, single. Desires position in Washington. Box 420D, BROADCASTING.

Engineer, 1 year 2 months experience, all phases AM and FM station operation. Box 421D, BROADCASTING.

Young man, married, located in Minneapolis, Minn., desires position as engineer in AM, FM or TV station. Box 422D, BROADCASTING.

Apartment, first class license, over four years experience transmitter, control, operation, etc. Single, not married, excellent references. Box 423D, BROADCASTING.

Engineer, 1 year 2 months experience, all phases AM and FM station operation. Box 424D, BROADCASTING.

Young man, married, settled and desires employment. Desires position as announcer-engineer in AM, FM or TV station. Box 411D, BROADCASTING.

**Wanted to Buy (Cont'd)**

Wanted, low priced 250 watt used FM transmitter, complete with installation equipment. WMAP, Monroe, N. C.

Miscellaneous

Copy problem? Let Jon Knight Associates, Box 385 Fifth Avenue, New York 17, write your commercials. Low rates, experience, originality, speed.

Help Wanted

Announcers

Station near Pittsburgh, Pa., has opening for a "top" morning man. Will pay excellent salary to operate and manage station. Must have experience, charm, style and knowhow. Send photo, references, and letter. Box 479D, BROADCASTING.

**Situations Wanted**

Salesmen

AM-TV SALES EXECUTIVE

Seasoned salesman for an AM or TV station is looking for a challenging job in Chicago.

Sound background in selling spot, network and TV for past ten years.

Constructive planner, knows his way around advertisers and agencies. Forty years experience. Willing to travel and listen. Let's talk. Will be glad to listen. Send photo and references. Box 501D, BROADCASTING.

Wanted to Rent

**School**

Deforest's Training, Inc.

2523 N. Ashland Ave., Chicago 14, Ill.

Phone Lincoln 9-7260

**Wanted to Rent**

**Equipment, etc.**

Wanted, two new or used RCA turntables of 70 series with or without record changers. Box 411D, BROADCASTING.

Wanted, used 250 w and 1 kw FM transmitters, monitors, and associated equipment. State price, model and age. Box 412D, BROADCASTING.

Wanted—Brand new channel latest model Hayseson common connector. Equipment must be brand new. Submit lowest cash offer. Box 422D, BROADCASTING.

Wanted—RCA junior velocite 5000. Any price. Please state lowest rock bottom price. Box 522D, BROADCASTING.

Wanted—1 kw FM amplifier which can be used with any 250 watt transmitter, or with 1 kw transmitter, complete. Box 424D, BROADCASTING.

Wanted—All studio and transmitter equipment required for 250 w AM and 3 kw FM station. Either all dollars or reasonable offer. United Bost., Co., 301 E. Erie St., Chicago 1, Ill.
For Sale (Cont'd)

PATCH CORDS
8 foot rubber covered, two conductor, tinned with Western Electric Type 341A plug at each end. Price $4.00 each.
Western Electric 341A plugs. Price $2.00 each.
MASPETH TELEPHONE & RADIO CORPORATION
142 Ashland Place
Brooklyn 1, New York

Wanted to Buy
Equipment, etc.

Increasing power or changing equipment? Want any or all studio and transmitter equipment for 250 watt operation. Also lower 1500-3500 ft. starting drilling operations in December deep OIL WELL TEST partnership oil company. Have mineral rights under well site, offset minerals. offset has worked in past proportional value your equipment. Trade requires immediate action you can wait until spring for delivery of equipment. Excellent exhibitions. and location in oil producing territory. Completely satisfied your satisfaction. Why Box 546D, BROADCASTING.

Help Wanted
Announcers

Immediate opening for dependable announcer. Rush disc with sample of commercial and adlib announcing, photos, references. Car helpful. Program Director. KSBC, Liberal, Kansas.

On All Accounts
(Continued from page 18)

Portland Pete and the Kactus Theatre on KPIX (TV) San Francisco and Portland Pete on KPTV-Portland in Portland make up this year's entertainment schedule. Portland Pete at the Portland Rose Festival is one of the major tourist attractions in the Pacific Northwest. Pete is a famous character who has been entertaining audiences for over 50 years. He is known for his humorous monologues and parodies of famous songs. Pete's shows are a hit with both children and adults, making him a beloved figure in the Portland community.

Goodwill By Air

TWO communities have been linked by air—in spirit at least—largely through the efforts of its disc jockey, WERI-Weehawken, N.J. Mr. A. L. B. reports. Tony Allen and his Club 1930 campaign to cement relations between Westerly and Long Island communities, resulted in wholesale festivities. Dec. 1 was designated as "Tony Allen-WERI Day" in Easthampton, L. I., and a congratulation of WERI station members was transported to the L. I. community by Veterans Airways and Westerly Flyers. They were met by delegation from the local chamber of commerce and Lions' Club who played hosts on visits to various points of interest, such as a cocktail party and gala dinner.

U.S. AGENCIES
Reduction Plan Is Mulled

IMPORTANCE of reducing the number of independent agencies reporting directly to the President, proposed by the Hoover Commission, underscores again last week at a two-day national reorganization conference held in Washington.

Simultaneously, Frank Pace Jr., Director of the Budget Bureau, revealed that President Truman will press for passage of legislation, covering a number of additional agencies and departments, in the next session of Congress. President Truman has been considering staff reports "covering virtually the entire range of the commission's report," he said. Whether they encompass such agencies as FCC and FTC is not known.

Mr. Pace addressed the conference, held Dec. 12-15 at the Shoreham Hotel by the Citizens Committee for the Hoover Report. He gave no details of the plans under consideration. Herbert Hoover spoke before the group Tuesday, and on an NBC hookup Monday evening.

The former Republican President, who has speared a drive to save $2 billion annually in government expenditures, recommended reforms in eight "urgent" categories, placing reorganization of Civil Service at the top of the list. He urged decentralization of control of employees into the departments and agencies, to be accomplished under rules to be set up by Civil Service and enforced by it.

Mr. Hoover also noted that commission proposals would serve to cut by half the 68 different agencies now reporting to the President. Congress itself should serve as the board of directors in executive departments, Mr. Hoover added, with agencies of inspection seeing to it that their decisions are enforced.

The State Dept., as coordinator of interdepartmental committees, has attempted to get the best possible consultation among interested government agencies, enlist the specialized skills and experience of the various agencies.

Ernest A. Gross, deputy United States representative to UN and former Assistant Secretary of State for congressional relations, said that the operational work load of the State Dept. Under Secretary has been substantially reduced since a Hoover Commission recommendation was effected by legislation. Commission had urged elimination of two deputy under secretaries and adequate staff services. Institutional relationship between the State Dept. and Congress also has been developed with some success, he added.

CANADA RATINGS
U. S. Programs Lead In Nov.

ONLY AMERICAN network programs are featured in the ten most popular evening programs in Canada for the November national ratings, released by Elliott-Haynes Ltd., Toronto. On the most popular network shows were Charlie McCarthy, rating 28.8; Amos 'n Andy 28.2, Radio Theatre 27.5, Fibber McGee & Molly 27, Our Miss Brooks 24.5, Bob Hope 23.3, Mystery Theatre 19.4, Twenty Questions 18.7, Althyrd Farm 18.4, and My Friend Irma 18.3.

Favorable leading edge programs also were of American origin for the first time in many years: Big Sister 14.9, Ma Perkins 14.5, Pepper Young's Family 14.3, Road of Life 14.2, and Aunt Lucy 13.9.


WOLF NAMED
Munitions Board Aide

SIDNEY K. WOLF of Federal Telephone & Radio Corp. has been named fulltime consultant of the Munitions Board's electronics committee, effective Jan. 1, 1950, it was learned last week. The official announcement is to be made at the committee's meeting today (Monday).

Mr. Wolf, who is manager of Federal's special projects division, will supervise procurement of electronic equipment from manufacturers, and work through Radio Mfrs. Assoc. with the government group. Other duties in that phase of mobilization (the military) include standardization of equipment specifications; stockpiling of strategic materials; and pinpointing areas in which shortages may develop [BROADCASTING, Nov. 21].

Formerly associated with the U. S. Air Force and War Production Board, Mr. Wolf has been with Federal, a branch of International Telephone & Telegraph, since shortly after the end of the war.

The Munitions Board group held its last meeting Dec. 5 at which time it continued its study of problems relating to military mobilization. The committee is drafting a plan inviting comments from the RMA group, headed by Chairman Fred Lack, of Western Electric and set up on behalf of communications manufacturers to advise the board.

GLEN CONDON, formerly with KLAC as news editor KVOO in production and programming and KOME and KACK all Tulsa, Okla., now of KMAG and KMQA in Lakewood, Calif., combines the aggressive and enterprising qualities of the public relations man with the broad vision of the executive editor. When he is heard on the air it is as a play-by-play baseball announcer with KLOL, Woodstock, Va., or as a disc jockey, as he is both for the same station. Mr. Condon is currently the program director of WJPX, Roanoke, Va.

The former editor of the Roanoke Times & World, former president of the Roanoke Valley Chamber of Commerce, and former Roanoke College faculty member, is also a versatile writer and editor. He is the author of several books and has been a frequent contributor to national and regional periodicals.

He is a member of the National Association of Broadcasters and the American Association of Advertising Agencies.

Page 82 • December 19, 1949

WOLF NAMED
Munitions Board Aide

S. K. WOLF of Federal Telephone & Radio Corp. has been named fulltime consultant of the Munitions Board's electronics committee, effective Jan. 1, 1950, it was learned last week. The official announcement is to be made at the committee's meeting today (Monday).

Mr. Wolf, who is manager of Federal's special projects division, will supervise procurement of electronic equipment from manufacturers, and work through Radio Mfrs. Assoc. with the government group. Other duties in that phase of mobilization (the military) include standardization of equipment specifications; stockpiling of strategic materials; and pinpointing areas in which shortages may develop [BROADCASTING, Nov. 21].

Formerly associated with the U. S. Air Force and War Production Board, Mr. Wolf has been with Federal, a branch of International Telephone & Telegraph, since shortly after the end of the war.

The Munitions Board group held its last meeting Dec. 5 at which time it continued its study of problems relating to military mobilization. The committee is drafting a plan inviting comments from the RMA group, headed by Chairman Fred Lack, of Western Electric and set up on behalf of communications manufacturers to advise the board.

BROADCASTING • Telecasting
FCC Actions

(Continued from page 78)

Decisions Cont.: Angeles, to 6-25-50; WATR-TV Norfolk, Va., to 6-27-50; KSLI St. Louis, to 7-28-50; WORJ-AM Colonie, N.Y., to 7-26-50; 5-2-8; WBKB Brookfield, Ill., to 3-67-50; LOWL-AM Milwaukee, to 7-28-50; KNX-FM Hollywood, Calif., to 3-28-50; WORF-AM Richmond, Va., to 2-28-50; KTSA-FM San Antonio, Texas, to 6-26-50; WNAC-FM Boston, to 4-1-50; WJEF-AM Grand Rapids, Mich., to 6-27-50; WSB-FM Columbus, Ohio, to 8-19-50; EKRF-AM Erie, Pa., to 4-2-50; WMEN-FM St. Louis, to 6-25-50; WSGH Greenwick, Conn., to 2-24-50; KFXJ Western Bcstg. San Ber., Calif., to 6-26-50; KJZ in Marine City, Mich., to 3-9-50; KSVB-FM Pullman, Wash., to 12-10-50.

---

November Box Score

STATUS of broadcast station authorizations and applications at FCC as of November 30:

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,034</td>
<td>800</td>
<td>111</td>
</tr>
<tr>
<td>2,072</td>
<td>743</td>
<td>94</td>
</tr>
<tr>
<td>727</td>
<td>31</td>
<td>16</td>
</tr>
<tr>
<td>27</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>42</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>1,031</td>
<td>180</td>
<td>399</td>
</tr>
<tr>
<td>12</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>128</td>
<td>25</td>
<td>13</td>
</tr>
<tr>
<td>5,275</td>
<td>105</td>
<td>566</td>
</tr>
</tbody>
</table>

---

New remote pickup

KWBN 490, Penn., to 2-24-50.

[Continued on page 84]
### FCC Actions (Continued from page 83)

**Applications Cont.**

**AM—500 kc**

WCAV Norfolk, Va.—CP to change from 860 kc to 850 kc, 1 kw to 5 kw, unlimited Co. to request 850 kc 1 kw unlimited DA-DA.

Modification of CP

Modification of CP new AM station for extension of completion date: KELL Weatheraxle, Tex.; KTOE Mankato, Minn.; KVM Archeba, Mo.—CP, new AM station; change frequency to increase power etc. for extension of completion date.

WIBC Indianapolis, Ind.—Same—to increase power and change hours of operation.

KRGV Weslaco, Tex.—Same—to increase power.

WPAT Paterson, N. J.—Same—to increase power and change hours of operation.

License Renewal


License to cover CP new AM station: WNBC Gainesville, Miss.; WWHI Wheeling, W. Va.

License to cover new CP FM station: KGTM-FM Jonesboro, Ark.; KIMN St. Louis, Mo.; WDIN New Brunswick, N. J.


License to cover new CP commercial TV station: WBBR-TV Providence, R. I.; KBTY (TV) Long Beach, Calif.


Modification of CP

KMA Batesville, Miss.—CP new FM station for extension of completion date.

WTJ Isaha, N. Y.—Mod. CP new FM station for extension to change frequency to 807 mc.

WITI Milwaukee, Wis.—CP new FM station for extension of completion date: 897 mc, 1 kw to 15 kw, unlimited.

TENDERED FOR FILING

WEILS Kingston, N. C.—Mod. CP new AM station to change frequency 1010 kc to 1000 kc.

**APPLICATION RETURNED**

AM—1500 kc

KACK Jackson, Miss.; KAN—RETURNED Dec. 15 application from change 150 kc to 1450 kc.

Assistance in License

KCSU Provo, Utah—DISMISSED Dec. 15 application for assignment of license from Salt Lake City, Utah to Harold E. Van Wagenen partnership (d/b/a Central Utah Broadcast Co.) to new corporation of same name.

### Gates has it...

**IF IT IS FORA**

**BROADCASTING**

**GATES RADIO COMPANY**

**QUINCY, ILLINOIS**

**TELEPHONE 522**

**WASHINGTON, D. C.**

**TELE. METROPOLITAN 0522**

---

### FCC ROUN DUP

**New Grants, Transfers, Changes, Applications**

**SUMMARY OF DECISIONS**

**Summary of Authorizations, Applications, New Station Requests, Ownership**

<table>
<thead>
<tr>
<th>Total Stns.</th>
<th>Licensed Stns.</th>
<th>Cps granted Pending Hearing Stns.</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Stations</td>
<td>2,084</td>
<td>2,032</td>
</tr>
<tr>
<td>FM Stations</td>
<td>744</td>
<td>419</td>
</tr>
<tr>
<td>TV Stations</td>
<td>97</td>
<td>22</td>
</tr>
</tbody>
</table>

**WXRQ New York—Authorized application for license of Interstate Best, Inc. to re-establish radio station WXRQ in New York City with new 1,000 kw, 2 kw to 12 kw, unlimited directional, night, subject to engineering conditions. Decision Dec. 12.**

**New Bedford Best, Co., New Bedford, Mass.—Initial decision by Hear- ing Examiner Hulter to deny application for new station on 1770 kc, 5 kw daytime, subject to engineering conditions. Decision Dec. 12.**

**OPINIONS AND ORDERS**

**WBBZ Vineyard, N. J.—Adopted order making final proposed decision granting application of Community Best, Service Inc. to change WBBZ-FM from 1070 kc, 1 kw to 1360 kc, 1 kw unlimited, directional, night, subject to engineering conditions. Decision Dec. 9.**

**Pioneer Besters, Inc., Pleasantville, N. Y.—Adopted order making final proposed decision granting application for new WBBZ-FM, 1360 kc, 1 kw to 1360 kc, 1 kw unlimited directional, night, subject to engineering conditions. Decision Dec. 9.**

**Vulcan Best, Co., Birmingham, Ala.—Initial decision by Hearing Examiner Hulter to deny application for new station on 1350 kc, 1 kw unlimited, subject to engineering conditions. Decision Dec. 9.**

**KG Albquerque, N. M.—Adopted memorandum and order granting in part application of Albuquerque Best, Inc. for license to operate on 1640 kc, unlimited, 770 kc, 5 kw--LS, 22 kw and extended decision of 1949, 15 kw and denied application of American Best, Inc. for denial of extension of SBA and other relief. Decision Dec. 14.**

**WNW New York—Adopted order closing record of application for extension of Greater New York Best, Corp. for renewal of license to operate a station on 1560 kc, 1 kw to 1560 kc, unlimited, directional, night, 50 kw, 50 directional, night, 1150 kc, subject to engineering conditions. Decision Dec. 14.**

**KWIK Burbank, Calif.—Adopted memorandum and order denying the petition for reconsideration and grant, without good cause for application for assignment of license of Burbank Best, Inc. to Leslie S. Bowden as trustee. License revoked effective midnight Jan. 8, 1950.**

**KBBG Des Moines, Iowa—Ordered that Commission's action of Oct. 27 be set aside, denying application for extension of license of Des Moines Best, Inc. for license to operate a station on 960 kc, 1 kw, unlimited, directional, night, subject to engineering conditions. Grant Dec. 9.**


**El Dorado, Ark.—Cotton Belt Broad- casting Co., granted new AM station on 1250 kc, 1 kw daytime, owner is David D. McAllister. License granted on Dec. 15. Decision Dec. 14.**

**Transfer Grants**

**KEVT Kerrville, Tex.—Granted application of Leslie C. Hutmacher, owner of KTFS, and Arthur Stehel, owner of WBBG, in Kerrville, Tex. and Arthur Stehel and Leon S. Cane of San Antonio, Tex. to operate under same license. Decision Dec. 14.**

**WYQX New York—Adopted order granting application of Interstate Best, Co. to re-establish radio station WYQX in New York City with new 1,000 kw, 2 kw to 12 kw, unlimited directional, night, subject to engineering conditions. Decision Dec. 9.**

**Shelby Best, Co., Galesburg, Ill.—Preliminary decision of Sept. 1 re application for new station. Decision Dec. 9, to be conducted at Center, Tex., Jan. 6, 1951, to obtain full information as to all contracts, agreements or under- standing, to be entered into by L. Parker, A. C. Childs, Emmett Crawford and Allphin Hughes relating to sale, management and control of Shelby Best, Co. Preceding order for denial of extension of license on all issues. Decision Dec. 9.**

**Texas Star Best, Co., San Antonio—Adopted memorandum and order denying petitions for rehearing of decision granting application and that of KONO San Antonio. Decision Dec. 9.**

**KWEZ Paducah, Ky.—Adopted memorandum and order denying petitions for rehearing and denial of extension of license of Paducah Best, Inc., for new 1,000 kw, 2 kw to 12 kw, 7:15 a.m. given in table for Paducah Best, Inc., to be permitted to begin broadcasting at 7 a.m. during that month. Decision Dec. 14.**

**Non-Docket Actions**

**AM GRANTS**


**KYSV San Mateo, Calif.—Granted assignment of license from San Mateo Tower Broadcasting, Inc. to Pacific Broadcasting Co. of Edmund Scott (26%), Gordon Silver, (24%), Mervyn W. Planting (24%) to Hugh H. Smith individually for consideration of $17,000. KYSV licensed at 1500 kc, 250 kw, daytime. Granted Dec. 14.**

**WIRA Fort Pierre, S. Dak.—Granting station application of Indian Central Broadcasting Inc. to O. O. Denison et al., owners of 16,000 acres and 16 preferred stockholders. Mr. Blount Taylor, Inc. owner, new 25% of voting stock, and Mr. Peaceock is engaged in radio, busines. R. H. Baukagh, Washington representa- tive stocking in stock. Committee granted $45,000, $42,000. WIRA is assigned 1500 kc, 250 kw unlimited. Granted Dec. 14.**

**Deletions**

Two AM and three FM authorizations deleted for the following reasons: deletions by first of year: total 62 AM, 269 FM and 8,876 CP grants; for inactive dates and reasons follow:

**KWKR, Flagstaff, Ariz.—Grand Canyon Broadcasting Co., Inc., license cancelled Dec. 5. According to FCC KWKR went off the air on about Oct. 28 for unknown reasons. Oct. 18 Commission received an application from James L. Stef- fen, 65% owner, had filed petition in bankruptcy and presumably this was contributing factor. Station had pre- viously been advertised on a cease operation Sept. 15 for alleged illegal transmis- sion (KTRAN, AUG. 22).**

**KZOL Yuma, Ariz.—Gene Burke Brophy, CP Dec. 8. Unable to obtain site.**

**WYFL (FM) New York—Seiyor N. Siegel, CP Dec. 5. Granted on condition Mr. Siegel disassociates from WNYC-FM New York, which he now does own.**

**WBLK-FM Clarksburg, W. Va.—New application filed Dec. 5. After careful analysis of cost and operation of station it is advisable to abandon plans for FM.**

**New Applications**

**AM APPLICATIONS**

FM Hours (Continued from page 48)

be a "four-fold boom"

1. To the public, through greater program variety with less interference.
2. To FM radio markets through a greater public response to FM.
3. To FM-only stations which have faced commercial difficulties in industry, through greater public response to FM.
4. To FM-AM stations which will find AM interference static and noise permanently reduced to an extent that quality of reception will be a great deal as FM grows.

Lois Schweitzer of the manufacturing firm of Peter J. Schweitzer Inc., New York, also went on record in support of the plan. He wrote:

There is no question that the superior quality of reception of FM adds considerably to the quality of radio programs. I have been often disappointed in the fact that some of the programs being broadcast on AM are not similarly transmitted on FM... As long as there is a medium such as broadcasting that seems to be in the public is entitled to get the best reception possible.

The FM Broadcasters of Chicago also have given support to the proposal. "We feel such a ruling will be in the best interests of FM as well as of the entire industry," said President Ralph Wood [Broadcasting, Nov. 28].

FCC's proposal was based on a petition of the FM Assn., which argued that the present minimum requirement of 50 kw fixed power was about 50 stations on the air as compared to 740 in operation today, and that it was recognized in the beginning that an increase ultimately would be required.

NEGOTIATIONS for purchase of Peoples Broadcasting Corp. of Columbus, Ohio, were completed Wednesday [Broadcasting, Dec. 12]. Present owner of WWDC, Capital Broadcasting Co., last August purchased facilities of WOL-AM-FM Washington from the Center Corp. This transaction has been approved by the FCC subject to disposal of WWDC.

Peoples is a wholly-owned subsidiary of Farm Bureau Mutual Automobile Insurance Co., of which Murray Lincoln is president, and operates WRFD Worthington, Ohio, Columbus suburb. Farm Bureau also has life and fire insurance companies.

Mr. Lincoln is active in Ohio Farm Bureau affairs and was instrumental in forming Farm Bureau Federation of Ohio to market farm products in the last depression. He is president of the worldwide CARE organization and president of the National Council of Cooperatives, as well as being active in All-America Defense Assn.,

770 KC

WJZ-ABC Petition Denied

FCC DENIED last week, for the third time, ABC-WJZ New York's efforts to upset KOB Albuquerque's eight-year special service authorization for use of WJZ's 1-A 770 kc permit in the clear-channel case [Broadcasting, March 28, May 30].

KOB is assigned 1030 kc with 10 kw, but because of interference to WBZ Boston it has been allowed to use 770 kc with 50 kw day and 25 kw night under a series of SSA's since January. KOB is in the last of the SSA's latest petition for denial of extension of the SSA, the Commission said:

Since the question of KOB's permanent assignment involves the classification of two important clear channels, 170 kc and 1030 kc, it cannot be determined until after a decision in the clear-channel hearing. The latter proceeding contemporaneously is possible re-classification of all of the clear channels and cannot be decided piecemeal.

Upon consideration of all the facts before us we are of the opinion that the status quo should be maintained. A change in the KOB frequency, which could only be another temporary expedient, would result in the absence of a compelling reason, and we find no such reason here.

WJZ said that KOB should return to the facilities specified in its license, 1030 kc with power of 10 kw. There is no question but that this would result in severe interference to WBZ and at least some loss of service to WJZ.

The Commission recognized in 1941 that KOB's assignment on 1030 kc was unsatisfactory and a rule was made that it should be placed on 770 kc until a final solution was reached. The Commission in WJZ hearing, WJZ has advanced no satisfactory reasons why this determination should be disturbed at this time. Moreover, maintenance of the status quo would be in accord with the agreement freely entered into by WJZ in 1944.

KOB's current SSA for 770 kc extends to March 1, 1950.
FCC DEFERS HEARING PENDING NARBA PACT

TO HOLD itself clear for forthcoming U. S.-Cuba channel negotiations and resumption of NARBA conference [BROADCASTING, Dec. 12], FCC Friday ordered indefinite postponement of oral argument in the assigned grant to Brennan Broadcasting Co. for new 28 kw station on 690 kc at Jacksonville, Fla. [BROADCASTING, July 18].

Under Cuban proposals for new NARBA, Cuba would use 690 kc at Havana with 50 kw as 1-A or 1-B station, and had included this channel among those on which she wants U. S. to make no further grants in Florida and southern Georgia, Alabama, Mississippi, and Louisiana [BROADCASTING, Dec. 5]. U. S. and Cuba delegations confer in Havana starting Feb. 1 in effort to reach agreement on Cuban assignments, with full NARBA conference resuming in U. S. about April 1.

FCC held that "under these circumstances, it would be to the best interests of the U. S. to withhold action" on 690 kc case. It involves new applications of Brennan Broad-casting and of WTGO Savannah, whose bid for 10 kw on 690 kc (in lieu of present 5 kw on 1290) had been given recommended denial. Oral argument had been set for Dec. 20.

NEW TARIFF SCHEDULES FILED BY WESTERN UNION

NEW NARFI schedules, reorganizing interstate telegraph message rate structure so charges will be same between equidistant points, filed with FCC Friday by Western Union, effective Feb. 1. Based on current message volume, WU estimated revenue would be about 2 1/4 times higher, but emphasized this was "safety margin" and that changes were designed primarily to eliminate "geographical inequalities" rather than produce "any material change" in revenues.

Revisions involve all classes of interstate message telegraph service, including press. Lowest rate for any non-deferred message will be 54c, compared to 36c now. This includes press messages, whose lowest rate now is 12c (day). Otherwise, authorities said, day press rates will be one-third of full rates and night press rate one-sixth.

New schedules, worked out at FCC request, will go into effect Feb. 1 unless suspended by FCC either immediately or on issuance of complaint. FCC announcement called it "a major step toward rationalization of the domestic telegraph rate structure."

CHICAGO FM SERVICE

FM PROGRAMMING without commercials piped to 100 Chicago hotels, restaurants and shops by WFMF, Field Enterprises station, through new Field subsidiary, Functional Music Inc. Firm, which manufactures receivers and speakers and is issuing franchises in all major markets, is headed by Howard Lane, Field Enterprises radio director who is new president. R. E. Lindgren is vice president in charge of local sales and Nat Feiner is vice president in charge of franchises.

WTTV JOINS ABC-TV

ABC-TV announced Friday affiliation signing of WTTV (TV) (Broadcasting,Ind., owned by Sarkes and Mary Tartarian. Station, also affiliates with CBS and DuMont, is managed by Glen Van Horn.

NEW WAGE-HOUR RULES BRING SAVINGS, NAB SAYS

INDIVIDUAL stations and networks should save thousands of dollars annually under new Wage-Hour (overtime) regulations, Richard P. Doherty, director, NAB Employer-Employee Relations Dept., stated Friday. New Fair Labor Standards Act includes wide range of talent fees from overtime calculations and permits child labor in radio-TV.

Final definitions of terms "salary fees" and "piece workers" will be deferred to next week. Law becomes effective Jan. 25, 1950. "If this objective is accomplished, it will be the first time since 1938 that broadcasters will have had a realistic application of Wage-Hour regulations to these overtime problems," Mr. Doherty stated. Wage-Hour administrator recently issued tentative regulations allowing "substantially broader exemption coverage for broadcast personnel,"

he added. New NAB guide manual covering W-H provisions and administrator’s professional regulations to be made available to members in January.

BERLE LEADS NEW YORK, PHILADELPHIA TV RATINGS

TEN TV programs most popular with Phila-delphia and New York family viewers during Dec. 1-8 released late Friday by American Research Bureau, radio-TV audience measure-ment firm.ARB uses "viewer diaries" method cross-sectioning 500 homes in each city. Family logs record of viewing in week, noting number persons. Reports tabulate percentages of family viewers. Results were:

Philadelphia: Milton Berle, 13.5; Toast of the Town, 6.3; Godfrey’s Talent Scouts, 5.5; Godfrey’s Friends, 5.5; Coast of Stars, 5.1; TV Teen Club, 5.0; Frontier Japhet, 4.9; Children’s Hour, 4.0; Suspense and Kay Kyser, both 4.5.

New York: Milton Berle, 16.4; Toast of the Town, 11.0; Godfrey’s Scouts, 7.0; Godfrey’s Friends, 5.5; Goldberg’s, 7.3; Stop the Music, 7.3; Children’s Hour, 7.0; MFS 955; Preside Theatre, 28.3; Phico Theatre, 28.2.

BALTIMORE TOPS TV LIST

TELEVISION captured 36.1% of total Baltimore broadcast audience for 6:10-10:30 p.m. period—highest score of 37 cities listed—ac-cording to C. E. Hooper Inc. Television Station Audience Index for September-October. Score represents increase of 2.7% over previous Dec. 1-8 period, and 2.2% over total audience within one month. Total Baltimore audience surpassed by 12.8% national average of 23.19% for all cities. Report based on 2,723 calls in city.

SHOWMAN’S STATUS

NBC Friday clarified status of Central Divi-sion Vice President L. E. Showman by giving him titles as general manager of two M & O stations, WMAQ (AM) and WNBQ (TV). Stations previously were only ones in net-work’s M & O chain to have no official manager.

WILLARD RECOVERING

A. D. (Jess) WILLARD Jr., president and general manager of WGAC Augusta, Ga., and former NAB executive vice president, is re-covering at Alexandria (Va.) Hospital from an appendectomy performed Friday morning. Mr. Willard had been critically ill in the autumn when his appendix ruptured. He is expected to return to his home late this week.

AT&T ELECTS COWAN

FRANK A. COWAN, expert in coaxial cable and radio relay systems, named head of engineering for long lines department of AT&T, succeeding Horace H. Nance, who is retiring Dec. 31.

JOINS WEISS & GELLER

ERNIE BYFIELD Jr., formerly assistant di-rector and director of sustaining shows at NBC-TV, has joined Weiss & Geller, New York, as director of television.

BIDWELL APPOINTED

M. OAKLEY BIDWELL, who joined Benton & Bowles in 1945 as account executive, elected vice president and named an account supervisor on General Foods.
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

7th Oldest CBS Affiliate
KMBC
OF KANSAS CITY
5000 on 980

Represented Nationally by FREE & PETERS, INC.
Programmed from Kansas City
KFRM
For Kansas Farm Coverage
5000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
Effective January 1, 1950

IT’S KOOL
THE GENE AUTRY STATION IN PHOENIX
with
ALL THE HOTTEST HOOPERATED PROGRAMS

KOOL, Phoenix
KCKY, Coolidge
KOPO, Tucson

100% coverage of Arizona’s richest area comprising 75% of the State’s population.

Key Station of the Radio Network of Arizona.

CBS

5,000 WATTS DAY AND NIGHT 960 KCs

bringing you a Loyal Audience that annually spends more than HALF A BILLION DOLLARS in KOOL’s retail area.

NATIONAL REPRESENTATIVES
George P. Hollingberry Co.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA