The man who came to dinner
—and stayed
for nineteen years

NINETEEN YEARS AGO—about eight years after we first began pushing sound out of this station—a not very enthusiastic young man came to dinner at our place.

Put his product on the air? Pipe good money into ozone? Buy something he couldn’t SEE—FEEL—COUNT the pages of? Well—he would! And he did! And he’s used WOR for 19 years from the day he first strolled in.

Today the story of his success is one of the brilliant group of more than 100 success stories we’ve talked so much about. Flanking it is the story of a maker of bread who’s also used WOR for 19 years.

Presently a considerable number of smart people came to stay with us. Eight of them have profitably used WOR for 17 years. Another man has had us coast his entertainment into the homes of hundreds of thousands of people in 430 counties in 18 states for 16 years—two others for 9 years—twenty, or more, for 6 years.

The only reason why WOR is here to tell this story is the same reason why these advertisers are still with the station: WOR sells everything—fast—at low cost—to more people—more often—than any other station in the United States.

our address is 1440 Broadway, in New York
Again in 1950 WLS

WILL LEAD IN SERVICE

TO THE 15 MILLION PEOPLE OF CHICAGO AND MIDWEST AMERICA

CLEAR CHANNEL
Home of the NATIONAL Barn Dance

890 Kilocycles, 50,000 Watts, ABC Affiliate, Represented by John Blair and Company
WNAC Boston
and its YANKEE NETWORK Stations (28)
from Bangor to Bridgeport have an
IDENTIFIABLE PROGRAM PLAN
designed for one minute announcements (live or transcribed)

** ** **

The plan is built around these MGM programs:

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

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

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

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

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

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

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

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

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

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

** ** **
THERE MAY BE one or more practical broadcasters on new delegation to grapple with NAB's Montreal problem when sessions of recessed Montreal Conference are resumed in U. S. (probably Washington) next April. State Dept. understood considering recommendation to President Truman, in light of heat engendered at Montreal wherein Cuba demanded assignments on AM channels which would have all but wrecked service of some clear and regional stations.

FCC's RENEWAL of Don Lee-owned station licenses (in practical effect "proposed" decision is final because there are no other parties) does more than settle that issue, even though FCC didn't so announce. Gleaned from concurrent opinion of Comr. Robert F. Jones is obvious conclusion that FCC tacitly has decided to drop charges against NBC, CBS and ABC involving network regulations, since Comr. Jones' opinion is based on its unwillingness to tap regional Don Lee when major networks were not taken to task (see page 23).

CONVERSATIONS between NBC and G. Ben nett Larson, vice president and television director of WCAU-Philadelphia Bulletin, presumably leading toward appointment of TV program director of NBC, were terminated last week. It's expected, however, that Mr. Larson, erstwhile crack network producer and standout TV executive, shortly will become managing head of important independent TV station in East.

SECOND MEETING of Eric Johnston's high level movie industry committee with Justin Miller's NAB radio committee, tentatively slated in Los Angeles following NAB board meeting in Phoenix Feb. 8-10. Moviedom's interest concerns not only censorship, but also fate of exhibitors as TV licenses in view of anti-trust decree affecting producer-ownership of exhibition houses. Also awaiting FCC decision is plea of motion picture industry for allocation of specific bands for large-screen TV relays.

AND HINGING upon FCC's ultimate determination of qualifications of motion picture people in TV will be degree to which producers will seek to participate in network-station ownership and operations, with eye inevitably toward TV and its effect upon box-office. 20th Century-Fox overtures toward ABC last year, now dormant, and conversations looking toward program-operating tieup of Loew's Inc. (M-G-M) with Mutual, likewise cooled off, are cases in point.

STANDARD BRANDS, New York (Royal Pudding), through agency, Ted Bates, New York, to expand present spot schedule in number of markets. Shows placed on 52-week basis, starting early in January.

LOOKS LIKE Harry Stone and Jack Stapp, general manager and program director, res.

(Continued on page 70)

Page 4 • January 2, 1950

Upcoming

Jan. 15-17: Midwinter conference of Advertising Assn. of the West, Hotel Sainte Claire, San Jose, Calif.

(Other Upcomings on page 53)

Bulletins

FORD DEALERS of America will sponsor precedent-setting array of 21 network programs on CBS and MBS, costing approximately million dollars, for two-week period Jan. 4-17 to introduce 1950 Ford cars. Programs are in addition to its spot announcement campaign on 400 stations.

MBS Friday estimated its total gross billings for 1949 would be $18,071,696. According to Publishers Information Bureau figures, network's gross in 1948 was $22,729,802. Biggest single sponsor on Mutual in 1949 was Miles Labs., which spent $1,316,129. Top billing agency on network was Cecil & Presbrey with $1,572,202.

LEVER TO EXPAND BUDGET, SAYS LUCKMAN

LEVER BROTHERS 1950 advertising plans include increased television appropriations, Charles Luckman, president, said Friday in New York, but none of it will be taken from radio.
Company negotiating with Ilka Chase and CBS-TV for quarter-hour TV show to start Feb. 1, Thursday, 9:30-45 p.m. for its Har riet Hubbard Ayer line, Mr. Luckman revealed.

He said company plans to spend more advertising money for its Surf than for any other product in its history.
Surf will take over sponsorship of Bob Hope show in markets where it has distribution.

In discussing move of firm from Cambridge to New York, Mr. Luckman said one advantage was ability to establish central television department for parent company and its integrated divisions.

CITIES SERVICE RENEWS

CITIES SERVICE Co. has renewed its NBC radio program, Bands of America, for another year effective Jan. 3, while dropping TV version on NBC effective with Jan. 9 telecast. Company plans video film spot campaign in selected markets while waiting for "wider distribution of TV stations and home receivers in Cities Service marketing areas." Firm's statement said "results of the network TV test exceeded expectations."

Business Briefly

BLOCK BUYS • Block Drug Co., Jersey City, Jan. 2 starts heavy spot radio drive for Minipoo dry shampoo in markets throughout nation. Special live spots used in addition to ET's in New York to show advantages of Minipoo during water shortage. Agency Joseph Katz Co., New York.

NAMED BY WRFD • Taylor-Borror Co. named as national representative by WRFD, Worthington, Ohio, effective Jan. 2, Statlon 15 AM outlet on 880 kc. James B. Moore is general manager, Edgar Parsons sta tion manager and Robert Burns national sales manager.

MIDWEST SCHEDULE • Lehon Co., Chicago, (Mulehichde roofign) in February starts schedule of quarter-hour recorded music shows in 12 midwest markets, 26-week mini network and with live shows on ABC's new station on WLS Chicago. Agency, Schimpf & Scott, Chicago.

REGIONAL PROJECT • Hanford Hotel Mason City, la., names Schoenfeld, Huber & Green, Chicago, to handle advertising. Regional radio expected to be used.

AM, TV PLANNED • Adams Corp., Beloit, Wis. (Korn Kurls), which recently named Earl Ludgin Agency, Chicago, to handle its帐ects to buy radio and TV this year. Details not set. Montgomery McKinney is account executive.

TEST CAMPAIGNS • Venice Maid Co., Vineland, N. J. (food), names Schoenfeld, Huber & Green Agency, Chicago, to direct advertising. Test radio and TV campaign to be started this month in Buffalo.

CUNNINGHAM & WALSH ELECTS NEW OFFICERS

CUNNINGHAM & WALSH, New York, formerly known as Newell-Emmet Co., last week elected following officers: Fred H. Walsh, president; John F. Cunningham, executive vice president; Earl H. Ellis, George S. Fowler, G. Everett Hoyt, Robert R. Newell, and William Beydel, vice presidents; Richard L. Strobridge, secretary.

In new organization, Newman McEvoy will continue as director of media. Present Cunningham & Walsh radio and TV clients include: Liggett & Myers Tobacco Co.; Western Electric Co.; Sunshine Biscuits; American Telephone & Telegraph Co.; Kirkman & Son; Southern Railway System; American Lead Penit Co.; Coca-Cola; Northwest Airlines; Wheeling Steel Corp.; E. R. Squibb & Sons.

AYER-KNODEL NAMED

AYER-KNODEL Inc. appointed national representative for WROL Knoxville, Tenn. Harry E. Cunningham, of Jacksonville, Fla., will continue to represent WROL in Southeast.
double play: PITCHER TO FIRST BASE

Here's real news for an advertiser looking for a big sports audience in New England!

“Elbie” Fletcher, Boston Braves’ first-sacker, has joined “Bump” Hadley, erstwhile Yankee moundsman and veteran air-waves luminary, to give the WBZ sports department a double attraction.

With a mighty assist from Fletcher, Hadley will not only handle his current shows on radio and TV...but also be able to deliver his tremendous following to an additional sponsor or two.

Yes, you now can get two national sports figures...at economical cost...on WBZ. Backed by WBZ’s 50,000 watts, Hadley and Fletcher will carry your program to sports fans throughout approximately 80 per cent of prosperous New England. For details, check WBZ or Free & Peters.
Another Sponsor Approves ... and Renews ...  

First Federal of Rochester again on WVET

The Fulton Lewis, Jr. program offers a ready-made audience ... network prestige at local time costs with pro-rated talent costs. Though currently sponsored on more than 300 stations, there may be an opening in your city. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, New York City 18 (or Tribune Tower, Chicago 11).
Love is still Box-Office

“Young Love” is that merry, warm-hearted comedy of college-vs.-marriage, with Janet Waldo and Jimmy Lydon scoring as a pair of star-crossed campus lovers. The hilarious complications of a secret student marriage have kept a big and growing audience howling for more.

Billboard says: “a happy blend of... slick production... bright scripting.”

Cue says: “fun to listen to.”

Hollywood Variety says: “it’s a winner... the kids can’t miss.”

CBS says: you couldn’t ask for a nicer show to go steady with, than this fast-paced, top-comedy CBS Package Program, from the able stable that put “My Friend Irma” and “Our Miss Brooks” in the winner’s circle.
### Broadcast Schedule

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<th>Time</th>
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<th>Sunday</th>
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### Notes
- ABC: American Broadcasting Company
- CBS: Columbia Broadcasting System
- NBC: National Broadcasting Company
- MBS: Mutual Broadcasting System

### Additional Information
- The schedule includes a variety of news, music, and entertainment programs.
- Days and times are not specified for some entries.

### References
- It appears to be a schedule from a broadcast network, possibly from the 1950s or 1960s, given the format and content.
Looking for the biggest?

Daytime, too, station breaks on WCBS are New York's biggest buys.

By day, all ten of Pulse's "Top Ten" network programs—plus seven of the ten biggest local programs—are on WCBS. And thanks to our rotating average-rating plan, WCBS station break advertisers get next to several of these big-audience shows each week (they don't just reach the same listeners each day).

Night and day, WCBS station breaks give greatest circulation at lowest cost per thousand. Let us prove it!

*Pulse of New York, Nov. 1949

Represented by Radio Sales
WMAL-TV

As We Enter January, 1950

WMAL-TV

presents, between 6 and 11 p.m.

7 1/2 hours

of Local and National Spot Advertiser

Sponsored Programs Weekly

more than double the other 3 Washington

TV stations combined

STATION X—1 Hour 20 Minutes
STATION Y—1 Hour 45 Minutes
STATION Z—0

Other 3 Stations' TOTAL—3 Hours 5 Minutes

WMAL-TV COMMERCIALS, JANUARY, 1950

"Telenews Daily"—7 to 7:15 PM—Mon. thru Fri. sponsored by Valley Forge Brewing Co.
"Tailwaggers"—7:30 to 7:45 PM—Mondays sponsored by Arcade-Pontiac Co.
"Boxing" (Turner's Arena)—9 to 11 PM—Mondays sponsored by Globe Brewing Co.
"Shop By Television"—7:30 to 8 PM—Tuesdays sponsored by Hecht Co. Department Store
"Sports Cartoon-A-Quiz"—7:30 to 8 PM—Wednesdays sponsored by L. F. Steuart, Inc.—Debato Dealer
"Wrestling" (Turner's Arena)—9 to 10 PM—Wednesdays sponsored by Sinclair Refining Co.
"Wrestling" (Turner's Arena)—10 to 11 PM—Wednesdays sponsored by Philip's Radio & Television Co.—RCA
"Capital Close-Up"—7:30 to 7:45 PM—Fridays sponsored by the Occidental Restaurant
"This Week in Sports"—7:15 to 7:30 PM—Saturdays sponsored by Trew Motor Co.—Dodge Dealer
"Hollywood Screen Test"—7:30 to 8 PM—Saturdays sponsored by Duffy-Mott, Inc.

(5 1/2 hours of these programs are Local Live Productions)

WMAL-TV ALSO SCHEDULES

8 3/4

Hours Weekly of Night Participating Programs—Currently 90% Sold Out

CHANNEL 7 WMAL-TV

WASHINGTON, D. C.

Represented Nationally by ABC SPOT SALES.

January 2, 1950 • Page 11
IKERS Inc., New York restaurant chain, appoints William Warren, Jackson & Delaney, New York, to handle its advertising. Radio will be used. Contract has been signed with WJZ New York for 15-week test campaign.

STANDARD VARNISH WORKS, New York, and Chicago, appoints Lucernia Co., New York, to handle advertising for its "Kover-Floor" paint and other products. Radio and television plans in works for entire country.


JORDAN BAKING Co., Tacoma, Wash., appoints O'Connell-Began Agency, that city, to handle regional advertising. Spot radio will be used. Howard O'Connell is account executive.

STANDARD VACUUM CLEANER Co., Los Angeles, appoints Ad Fried Adv., Oakland, to handle its Northern California advertising. Campaign includes KROW Oakland, KSJO San Jose, KSFO San Francisco and daily participating sponsorship of Edith Green's Your Home Show on KRON-TV San Francisco.

SCOTT & BOWNE (Canada) Ltd., Toronto (Anohyst), appoints Foote, Cone & Belding International Corp., Montreal, to handle advertising. Radio spot campaign planned.

NATIONAL CARBON Co. (Eveready batteries) through its agency William Esty Co., New York, preparing television spot announcement campaign to start in January in six metropolitan cities, Boston, Philadelphia, Baltimore, Chicago, Detroit and Los Angeles.

MURRY F. FIELDS Assoc. (toy manufacturing representative) appoints Ad Fried Adv., Oakland, Calif., to handle all advertising. Radio will be used.

WM. WRIGLEY Jr. Co. Ltd., Toronto, extends its sponsorship of Cisco Kid, Frederic W. Ziv Co, package, to between 20 and 26 stations, covering entire Dominion of Canada. Wrigley has been sponsoring series for 13-weeks on trial basis over CKET Toronto, CFPL London and CFRA Ottawa. Contracts on new basis are for 39-weeks. Agency is J. Walter Thompson Co.

Network Accounts • • •

SUN OIL Co., Philadelphia, through Hewitt, Ogilvy, Benson & Mather, New York, renews for 52 weeks its Three Star Extra news program on NBC, Mon.-Fri. 6:45-7 p.m.

COLGATE-PALMOLIVE-PEET Co. renews for 52 weeks its sponsorship of 5:45-6 p.m. segment of Howdy Doody, Tues. and Thurs. on NBC-TV. Program was placed through Ted Bates & Co. Number of outlets bought by agency was increased to 24 with addition of WXTV (TV) Utica, N. Y.

Adpeople • • •

WALLACE C. ROSS, formerly in radio production, joins public relations division of Mutual Life Insurance Co., New York, to assist in company's public service radio program on health subjects. He formerly was with KOA Denver, KTBC Austin, Tex., WJER Ithaca, N. Y., and WHCU Ithaca, N. Y.

ROBERT H. DAVIDSON, advertising assistant in General Foods Jell-O Div. appointed assistant advertising manager of division. He joined GP in 1940 as retail salesman in Rochester, N. Y. territory, Syracuse district.

HENRY F. WOULFE, president of Pepsodent Div. of Lever Bros. Co., elected vice president in charge of parent company's Midwestern operations. He will assume his duties early in February in Chicago. Meanwhile he will supervise move of Pepsodent Div. from Chicago to new quarters of Lever Bros. in New York. He also will continue to serve as president of Pepsodent Div. until successor is named.

BROADCASTING • Te lecasting
serving more radio families in East Tennessee than any other Knoxville station

announces as its national representative *

Avery-Knodel, Inc.

New York • Atlanta • San Francisco • Los Angeles • Chicago

WROL will continue to be represented in the Southeastern states by Harry E. Com- mings, Jacksonville, Fla.

* effective January 1, 1950
Open Mike

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

Up-to-date Data

EDITOR, BROADCASTING:
I want to buy an extra copy of the 1950 Broadcasting Yearbook when it is available, to put in the UNESCO Library. They should have up-to-date information of a reliable character on American broadcasting. This is in addition to the copy of the Yearbook which comes to me for Institute use. . .

Wilbur Schramm, Director
Institute of Communications Research
U. of Illinois
Urbana, Ill.

Offers FM Hours Views

EDITOR, BROADCASTING:
I read with interest the protests against the proposed FCC minimum hours regulation in your Dec. 19 issue.

All of those who expressed opposition to the proposal apparently do not realize that there is adequate provision in the proposed regulation for “hardship” cases; however, it would seem that there are many cases of limited hours operation by FM affiliates which can hardly be justified on any reasonable basis. I think it is clearly the desire of the Commission to do everything reasonable possibly so as to avoid the necessity of any FM station going off the air for economic reasons.

Three 50 kw AM network affiliates in Chicago operate their FM transmitters only a limited sched-

ule. With more FM homes in the Chicago area than there are radio homes in any one of seventeen states, doesn’t the moderate expense for an extra engineer and power seem justified when there are no programming costs whatsoever involved? The ever increasing number of FM only and TV-FM sets (without AM) are further reasons for duplication of operating hours.

Every area and every station has its own particular problems with regard to FM, but it certainly does not seem unreasonable to require a 50 kw AM station to keep its FM transmitter on the air in Chicago.

I honestly feel that a good guide post for the Commission would be to inquire whether or not the increased cost of operation due to full-time FM duplication exceeded the cost for the janitorial and ushering staff in any one week:

Edward A. Wheeler,
President
WEAW (FM), Evanston, Ill.

What Ails Radio

EDITOR, BROADCASTING:
. . . So many small town radio stations over the past year have been grumbling and wonder what is wrong with business, and why more retail stores, or local accounts don’t advertise more with them. In the first place, the very first line of defense, the first voice that listeners hear, their announcers, in a great many cases are the lowest paid group of any in the business, especially in the South. It’s that announcer’s voice and personality that first conveys the message to the listener, hence he should not only be a well paid person, but one with that personality that sells to the listener and for the client.

What do we find in most small town stations? We find that there are announcers who are getting $40 for 40 hours and no overtime.

I realize some of these announcers are not worth more, but why fool with that kind. Pay a de- cent salary and expect and “get” good announcers. If a station cannot afford good announcers, management and continuity writers, then they should not have installed a station and expect to give the public the only kind of radio that makes for good listening.

Second; Why must any radio station “double spot”? If they are an independent station, they have plenty of time, and if they are a network station, they can certainly shift programs around to where they can handle spot announcements without double spotting. A great many of the small town stations seem to think that “programs” are taboo, and lean to spot announcements because they sell quicker. Do they try intelligently to sell a local client on programs? Or do they take the lines of least resistance and sell spots? The answer can be found in most any small town station.

I’ve proven over the past five years as manager of station WOLS Florence, S. C. and also at WBUY Lexington, that programs will sell for a client if properly put over.

A small town station must present programs and radio generally as good or near as good as the 50,000 watt network stations, or later, find not much local audience.

Nat L. Royster,
WHED Washington, N. C.

Columbus Mix-up

EDITOR, BROADCASTING:
Many thanks for including my release in Dec. 19] edition. However, the pic you ran was (Continued on page 48)
A SALUTE TO 1950

and Best Wishes to Everyone in Radio—for the most prosperous New Year in Broadcasting history.

To all networks—all Radio Stations—to the N.A.B.—to Advertising Agencies and their Clients. Let’s All Tell the World in 1950 That Radio Is America’s Greatest Advertising Medium*

Represented by

WJR

THE GOODWILL STATION INC.

G. A. RICHARDS
Chairman of the board

CBS
DETOIT

HARRY WISMER
Asst to the President

50,000 WATTS

MICHIGAN’S GREATEST ADVERTISING MEDIUM

*It’s estimated there will be more than 90,000,000 radio sets serving America in 1950
SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

Them that has... GITS!

There’s an extra punch in your advertising dollar on WDBJ! To demonstrate, look at these Promotion figures for the Fall Campaign (Aug. 21-Nov. 21):

Newspaper Ad Lineage ............ 19,617
Newspaper Publicity Lineage .... 2,160
Spot Announcements ............. 525
“Biggest Show” Spots
(Daily Feature, 8:45-9:00 AM) ... 624
Downtown Display Windows ... 11
plus trailers, dealer cards and letters!

WDBJ
CBS 5000 WATTS  950 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & FETERS, INC. National Representatives

BROADCASTING  •  Telecasting

Page 16  •  January 2, 1950

SPARK PLUG...

DULUTH, MINN.—“Me... not the horse,” says Otto Mattick moseying along on his hay-burning trac-tor-steam. “I’m the one who’s jockeyed KDAL into first place in the rich Duluth-Superior Market and that’s where we’ll stay!” KDAL will, too. Because KDAL never lets up when it comes to personal-ities, programming and listener promotion. That’s why KDAL has topped the Hoopers here for a long time. And that’s why KDAL can do the top selling job for you in this market. But you’ve got to give us the opportunity. Put us on the list for your next campaign.

The KDAL Story is a succession of success stories for its advertisers. Avery-Knodel will be glad to give you full details. Ask them now.

Feature of the Week

BATTLE against the nation’s worst enemy—the germ—is waged with weighted punches each Thursday at 4:30 p.m. in the Fight for Life series over KUSD Vermillion, S. D.

IrvIng R. Merrill, KUSD general manager and treasurer of the Fight for Life Advertising Com-

mittee, adds, “so far as we know it represents the first time in the history of American radio that the (health) groups have united to present a single series of radio pro-

grams of public health education over a single station.”

The program, considered by Mr. Merrill as the best promoted one the station ever has carried, de-

livers its message—that of combat-ting disease—to the public with dramatic impact. Format resem-bles a blow by blow radio account of a boxing bout. In one corner is the germ-infested disease (e. g. “Churchyard Cough,”” the tuber-
culosis attacker) and in the other, “Johnny Public.” Invited guests describe various aspects of the problem to announcers who set up boxing ring atmosphere with ap-

propriate sound effects. Gov. George T. Mickelson, endorsee of the series appeared on the first program.

Total budget for the series, which started Oct. 20,1949, and will last through June 1 this year, is $1,483.00, Mr. Merrill explains, of which is made up by contrib-

utions from the 13 participating health groups. Radio-Guide, includ-

ing program and spot announce-

ments, is donated by KUSD. KFJ sponsors in addition to the station are the South Dakota State Dept.

of Health and the U. of South Da-

kota school of medicine. Other participants include medical asso-
iations, tuberculosis, mental

(Continued on page 66)

On All Accounts

AFew blocks away from the White House in Washington, James Gordon Manchester, 31-year-old broadcasting ex-

ecutive, is showing advertisers that radio not only can help sell corn to rural dwellers, but also sell pack-

aged frozen fried shrimp to inland-

er. His position as radio and televi-

sion director at Lewis Edwin Ryan Advertising Agency, he admits, means he sleeps, eats and thinks radio.

While philosophy now usually takes a back seat to more practical subjects di-

rectly related to the advertising business, Mr. Manchester be-

gan his studies in the books of Plato, Socrates, Descartes and the other schol-

ars. A descendant of a long-line of college professors, Gordon (he said, James) decided to test his mettle else-

where. He gave up philological studies at various schools—

the U. of the South, Se-

wanna, Tenn.;


Gordon pegs his original interest in radio’s environs to an inborn fixat-ion for the dramatic. Radio, he believes, has these qualities wrapped up in a powerful pocket and it was his decision in 1940 to

unwrap the trappings.

Gordon feels that all his life he has been one step out of the class-

room in father, Dr. Allen W.

Manchester, now retired, was presi-

dent of Storrs Agricultural College (now the U. of Connecticut) prior to becoming a member of Franklin D. Roosevelt’s radio-government circle of intellectuals. Dr. Man-

chester served in three successive executive posts in New Deal agricul-

tural agencies.

Quick to note this, Gordon says he knows to whom to refer problems on foods.

The list of educ-

tors does not stop with his dad. Gor-

don’s mother was a Columbia U. profes-

sor. His two brothers are college profes-

sors, John Withur at U. of Maine and Alden Coe at Har-

vard U. (Gordon speaks of them as “John Alden”). His own name, he says, was put together by his mother “who had a crush on Harry Luder and be-

lieved James Gordon sounded Scotch.” When he talks of his family, Gordon threads through decades of American history. His forebearer—a Brewher—fled religious persecution and reached New England soil in 1621. In the same century, other ancestors—

(Continued on page 68)
Here's a Cross Section of the Scores of Stations that are Sold on M-G-M—
KFI, Los Angeles . . . WLNH, Laconia, N. H. . .
WFIL, Philadelphia . . . KEYT, Pocatello, Idaho . . .
WGN, Chicago . . . KICA, Clovis, N. M.

M-G-M RADIO ATTRACTIONS ARE THE BIGGEST, BOOMINGEST HIT ON THE AIR—TODAY!
CRIME DOES NOT PAY - THE ADVENTURES OF MAISIE - THE HARDY FAMILY

THE TRADE PRESS RAVES!

VARIETY

Adventures of Maisie: "Topflight air adaptation of pix series . . . zany situations . . . bright and brittle dialogue make snappy comedy all the way."

THE BILLBOARD

M-G-M Theatre of the Air: "In slickness of production this hour-long program compares very favorably with its network brothers. Name value stars."

VARIETY

The Story of Dr. Kildare: "Crackerjack show . . . solid dramatic impact . . . rising line of tension."

THE NATION'S PRESS CHEERS!

WALTER WINCHELL

"The 'Hardy Family' has moved from the cameras to the mikes . . . Thanks to Mickey's peppy Rooneying."

ST. LOUIS GLOBE DEMOCRAT

M-G-M Theatre of the Air: "Hollywood at its all-out best . . . the usual fine quality production associated with the film capital. Superb background music, stories and stars."

CLEVELAND PRESS

"Offers stations an inexpensive way of competing with such enterprises as NBC's 'Theatre Guild.'"

HOUSTON PRESS

"With all due respect to Lux Radio Theatre, and some of those half-hour quickies, I think you'll like M-G-M Theatre of the Air best."

THE STATIONS ACCLAIM!

M-G-M Radio Attractions
30 October 1949

W-G-M Radio Attractions
115 Fifth Avenue, New York 22
My dear Bertram,

As you know, we sold all right of the M-G-M Radio show within 24 hours after buying them from RCA. Never before in the station's history have we had such a response in our opinion. The biggest radio program on any station.

William F. Kepp

Metro-Goldwyn-Mayer Radio Attractions
Exclusive Representatives . . . . MUSIC CORPORATION OF AMERICA

598 MADISON AVENUE NEW YORK 22, NEW YORK
PHONE PLAZA 9-7000

CHICAGO BEVERLY HILLS SAN FRANCISCO CLEVELAND DALLAS DETROIT BOSTON MINNESOTA
PHONE 818 MONTGOMERY 9-3555 UNION CORNER 1-6855 210 N. AYER ST. 210 N. AXAR ST. 1622 BOOK TOWER 1544 LITTLE BLDG. NORTHWESTERN BANK BUILDING
PHONE CENTRAL 7-7000 PHONE CHEVY 6-7000 PHONE CENTRAL 1448 PHONE WOODWARD 2-3644 PHONE 1-LIBERTY 2-4823 PHONE 5-LSLOC 7-852

BROADCASTING Telecasting

January 2, 1950 • Page 17
9 (COUNT 'EM) 9

This mama boxer had exactly nine puppies.

And nine is exactly the number of years that W-I-T-H has been providing advertisers with the biggest bargain in Baltimore radio.

The way W-I-T-H does it is this: first, W-I-T-H regularly delivers more home listeners-per-dollar than any other station in town. And second, in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W-I-T-H.

That means that a little money does big things on W-I-T-H. Call in your Headley-Reed man today and get the whole W-I-T-H story.
ABC TOP COMMAND

MARK WOODS, president of ABC since 1942, last Thursday was elected vice chairman of the network and Robert E. Kintner, executive vice president since 1946, became president.

Edward J. Noble, principal stockholder in the network, continues as chairman of the board.

The change was said to have been made to free Mr. Woods from administrative duties and enable him to make wider use of his persuasive abilities as a salesman.

The shift in top command at ABC last week was not unlike that which occurred at NBC a month ago when Niles Trammell, also elected as a salesman, was moved from president to chairman of the board, and Joseph H. McConnell, a crack administrator, was elected president.

Mr. Kintner, as executive vice president, has been assuming more and more top administrative assignments in the past year, to permit Mr. Woods to concentrate his energies in high-level troubleshooting on sales, talent and programming problems.

Salary Question

Both Messrs. Woods and Kintner have five-year contracts with ABC signed only a year ago. As president, Mr. Woods received $75,000 a year, and as executive vice president, Mr. Kintner was paid $50,000. Whether salary changes were involved in the change of positions last week was not known.

With his election last week—effective Jan. 1—Mr. Kintner became the youngest president of a major network. He is 40 years old.

Although no official comment was made on the subject, it was learned authoritatively that the position of executive vice president at ABC will be abandoned.

The elevation of Messrs. Woods and Kintner to new jobs was not regarded in informed quarters as suggesting renewed activity in the often rumored negotiations of the sale of ABC.

Recent reports of reawakened buyer interest in the network have been denied by all sides.

That Mr. Noble, who, as principal stockholder in unquestioned control of the company, is the man to say yes or no to any buyer proposition, was not entirely clos-

ing the door to a future sale was indicated, however, in the vigorous facilities expansion that the network has carried on for the past year.

The acquisition of several million dollars worth of television studios and equipment in New York and Hollywood was seen as enhancing the real value of the network and inevitably influencing any sale price.

Mr. Woods, a veteran broadcaster, entered radio in the early 1920's as a financial officer, assistant secretary and office manager of the AT&T subsidiary company that operated WEAF New York (now WNBC).

After the formation of NBC he joined the network in an executive capacity, rising to assistant executive vice president and administrative officer.

He became president of the Blue Network Inc. when it became a separate entity from NBC in 1942. Mr. Kintner joined ABC—his first venture into radio—after his release from Army duty in 1944. Before the war, in which he served as a lieutenant colonel, Mr. Kint-

(Continued on page 69)

'BOTTLE COMMAND

Woods Named Vice Chairman; Kintner President

By FRANK REATTY

GROSS broadcast revenues from time sales rose 4.5% to $435 million for 1949, according to NAB, but industry profits continued their downward trend. Operating costs were up 4% for 1949, NAB estimates.

Annual estimates of the industry's financial status for 1949 were made by Dr. Kenneth H. Baker, NAB research director, and C. Merril Sullivan, assistant director, on the basis of a sampling of the membership along with comparisons with FCC 1948 figures and the status of business.

The gross income figure of $435 million for 1949 compares with FCC's 1948 total of $415,720,279. Gross income comprises station and network time sales after trade discounts but before deduction of agency commissions.

National spot business continued its sharp upward trend last year, rising from 1948's $104,759,761 to an estimated $118,425,000, an increase of 15%. This category runs far ahead of other sources of broadcast income in rate of increase.

Overall average of station profits (before federal taxes) was 17.1% in 1948, Dr. Baker said, but it is expected that 1949 will be the second consecutive year in which they have been less than 20%. They may fall as low as 16% in 1949.

Actual profits after deduction of federal taxes, however, will run under 10%, it was indicated on the basis of tentative calculations.

The continued upward trend in operating costs brought this figure from $342.9 million in 1948 to $356.3 million in 1949, according to NAB's calculation.

These figures, it was explained, "do not preclude the possibility of large increases in expenses in the case of individual operations engaged in AM-FM-TV expansions."

Dr. Baker said local retail business "has consistently been underestimated. In 1948 it amounted to $170.9 million (instead of the estimated $157 million). An evaluation of reports from stations and an overall appraisal indicates another 5.3% increase for 1949, bringing the revenue from this source to $189 million."

Network revenues will show a drop of 8.3% below the 1948 gross, it was estimated, declining from $133,720,098 to $124.3 million in 1949.

Revenue to stations increased from $314.7 million in 1948 to $333.6 million in 1949, a gain of 6%. The increase was derived entirely from local retail, regional and national spot business, it was pointed out.

A large part of the station increase was ascribed to business done (Continued on page 67)
Six Executives Promoted, Taylor Resigns

Mr. Gittinger  Mr. Falknor  Mr. Van Volkenburg  Mr. Robinson

... organizational concept that was in direct antithesis to the recently inaugurated redesign of NBC.

The unification of CBS command over the various program functions of radio and television was in contradiction to the NBC policy of establishing separate entities of radio and television with individual commands.

Veterans at CBS

All of the executives, save Mr. Robinson, are veterans in the service of CBS.

Mr. Gittinger joined the network in 1924 as director of sales development. Soon afterward he became sales manager. He was elected vice president in charge of sales in 1940.

Mr. Van Volkenburg joined CBS in 1932 as general manager of the network-owned KMOX St. Louis. In 1936 he became assistant to H. Leslie Atlass, CBS vice president in charge of the Western Division at Chicago. In 1946 he moved to New York as general manager of CBS Radio Sales.

He became director of station administration in 1948 and a few months later was elected vice president and director of television operations.

Mr. Robinson joined CBS in 1947 as vice president and director of programs. His radio experience began with Young & Rubicam, which he joined in 1933, rising to a vice presidency. In 1944 he became assistant president and director of programs of the Blue Network.

A year later he joined Foote, Cone & Belding as vice president in charge of radio, leaving that post in 1947 to CBS.

Mr. Seward has been with CBS since 1938 when he became a member of the production department. He was promoted to assistant to the first vice president in 1941 to assistant treasurer in 1945, to director of operations in 1942. He became vice president in charge of operations in 1948.

Mr. Falknor joined CBS in 1933 as chief engineer of WBBM Chicago. In 1937 he was promoted to chief engineer of the network's Central Division. From 1943 to 1946 he served in the Army, leaving as a Lieutenant Colonel to join CBS as general manager of KMOX. In November 1945 he became assistant to Mr. Atlas in

(Continued on page 37)

Transfer Station Interests

PARAMOUNT PICTURES Inc., under court anti-trust decree to separate its theatre-owning and movie production-distribution interests, last week filed applications with FCC to cover disposition of holdings in WBKB (TV) and WBK (FM) Chicago and WSMB-AM-FM New Orleans [Broadcasting, March 7, 1949].

To Paramount's accompanying request for action prior to Jan. 1, date set for the formal initial steps to effect the separation of interests, the Commission on Thursday afternoon observed that Paramount, and not the court, had set the dates and FCC declared it couldn't process the applications on such short notice. FCC reported Thursday morning the applications were filed. Letter of transmittal was dated Dec. 29, FCC said.

Under the Paramount reorganization plan, submitted to the U. S. District Court for the Southern District of New York for approval early last year, the firm's theatre operating activities are to be placed under a new firm known as United Paramount Theatres Inc., while the movie production-distribution are to be placed under another new firm known as Paramount Pictures Inc.

The present Paramount Pictures, Inc. itself is to be dissolved with stockholders being given stock in the new picture company and certificates of interest in the new theatre company. The latter firm is to be administered by a voting trustee under provisions whereby complete divestiture of the two new firms would be accomplished in five years. Certificates of interest in the theatre company are not convertible into stock until the holder has given up all interest in the new picture firm.

According to the transfer applications filed with the Commission, United Paramount Theatres would obtain 50% of the stock of Balaban & Katz, licensee of WBKB and WBK, from Paramount Pictures. United Paramount Theatres also would obtain 50% interest in WSMB Inc., through a multiple transaction. Other 50% interest in WSMB is retained by Maison Blanche Co.

In the WSMB transfer, Paramount Pictures is to turn over to United Paramount Theatres its
NORC TODAY

Year-end Report Cites Record Sales

NBC's REPORT on 1949, a voluminous document, is released today (Jan. 2) covering the network's achievements in television and radio programming and sales, and the realignment of top executive personnel for more efficient operation in both lines of broadcasting. Some of the report's highlights follow:

In sales, the total gross income of its radio and television facilities reached an all-time high. Television network sales for the fiscal year ended March 31, 1949, were $13,525,000, which were $10,616,000, or 517%, above the previous year's total of $2,909,000. The total gross network radio billings for the year were higher than those for the fourteen months ended Jan. 1, 1949.

On Jan. 1, 1949, NBC had 24 stations on its television network, and by Dec. 15 the figure had zoomed to 55, 28 of which were interconnected and 27 non-interconnected.

WDAK Columbus, Ga., was added to the NBC radio network to bring the total number of radio affiliates to 171, and contracts were signed with WJAC Yankton, S.D., and WCHS Wash., to join the network on Jan. 1, 1950. Six radio stations improved their power.

By Dec. 1, 93 NBC radio affiliates were operating companion FM stations, as compared with 87 on Nov. 15, 1948. Four other stations also had construction permits, and two had applications pending for permits.

Top Echelon Changes

On Oct. 7, the NBC board of directors elected Nile Trammell, network president, to the position of chairman of the board, and upon the recommendation of Mr. Trammell, elected Joseph H. McConnell as president. Mr. McConnell, 43, came to NBC from RCA, where he had been executive vice president. He had been with RCA for 12 years.

In order to cope with the great expansion of NBC television, Sylvestor L. (Fat) Weaver, head of radio and television for Young & Rubicam, and another old-time advertising executive for the American Tobacco Co., was named to head the newly-created television network. Meanwhile, at the end of the year, separate organizations were in the process of formation for radio, television, and owned-and-operated stations.

New accounts sold by NBC during 1949 included L. S. Steel's Theatre Guild on the Air; The Assn. of American Railroads, The Railroad Hour; Bristol-Myers, Break the Bank; Blatz Brewing, Dry The Town and The Grip; Catto's People; Wildroot, Sam Spade; American Tobacco Co., Light Up Times, and Liggert & Myers, Perry Como's Supper Club.

In the daytime, NBC sold Kraft's West Coast edition of five-day-a-week Marriage For Two, and Seatle's 15-minute five-day-a-week Dorothy Dix Show. Procter & Gamble brought Welcome Travelers, a half-hour daytime series, Monday through Friday, to NBC from a competing network and also purchased NBC's Lorenzo Jones.

In addition, these six NBC-created package programs were sold during the last two months of the year: Dragmat to Liggett & Myers; Baby Snooks Show to Lewis-Bowe; The Halls of Ivy to Schilt Broadcasting; Music Playhouse to RCA Victor; One Man's Family to Miles Labs, and Richard Diamond to Belhros Watch Co.

82% Renewal

Eighty-two per cent of the 1949 NBC advertisers renewed their contracts during 1949. Twenty-seven of these advertisers have been on NBC for over 10 years.

New business came from 26 U. S. advertisers on the NBC radio network, while evening advertisers at the end of the year were using 35 NBC eighteen-station packages, which were evenly divided between NBC's affiliated stations than ever before.

The average program was carried by 148 NBC stations, or 87.6% of all affiliates, as compared with 141 stations or 83.9% of all affiliates for 1948. In 1945 the average program was carried by 82.1% of the stations.

Concurrent with the television set increase (to 3,700,000 at year's end) was the tremendous growth of stations in the U. S. In Jan. 1949, NBC had 24 stations. By December 1949, the total was 55, or more than double the number at the start of the year.

New advertisers and old flocked to NBC television. Among the new programs, some of them NBC packages, were R. J. Reynolds Tobacco Co., National Dairy, McHawk Carpet Mills, Buick, U. S. Tobacco, P Lorillard, Firestone, Pabst Sales Co., Miles Labs., American Cigar & Cigarette Co., Chesterfield, Bristol-Myers, Lever Bros., Cities Service, Gulf Oil, Ad- miral, Hartford Art Metal Co. and Hamilton Watch.

Of the well-established programs continuing on NBC television throughout the year, Milford Berle's Texaco Star Theatre remained the network's number one video program by a wide margin; Chevrolet Tele-Theatre, Colgate Pocketos and Philco Television Playhouse ranked among the top dramatic programs, as did the Kraft Television Theatre, video's longest-running continuous drama show. Gillette Safety Razor Co.'s Friday night boxing bouts were a top sports attraction.

Maintaining its top position in the world of bought and engineering for video, NBC was authorized by the FCC to build the nation's first experimental ultra high frequency television station, WNBX, at Skylight, Conn., which was completed by the end of 1949. Elimination of venetian-blind type of interference in fringe areas was announced by O. B. Hanson, NBC vice president.

ARH Studies D. C. Area for NAB

AN AUDIENCE comprising 7.3% of the Washington metropolitan area population, or 102,200 people, listens to FM broadcasting an average of a hour, 45 minutes per day, according to a study conducted by American Research Bureau for the NAB FM Executive Committee.

One of a series undertaken by the committee, headed by Cecil D. Mastin, WBFRF-FM Binghamton, N. Y., the survey covers the highly competitive nation's capital and environs, having 3 FM-only stations, 4 AM-only, 10 AM-FM and 4 TV stations, a total of 31.

Techniques Utilized

Results of the study, prepared by Arthur C. Stringer, NAB staff director and secretary of the FM Executive Committee, are based on field work employing both diary study and interview techniques. This field work was conducted Oct. 15-31.

The survey shows that 51,282 families (13.2%) in the area own sets capable of receiving FM. This is based on the Census Bureau's figure of 388,500 families as of Jan. 1, 1949.

On the basis of 3.5 persons to the family, the potential FM audience is 170,497 compared to 102,200 actual listeners (7.3% of the 1,402,000 population who actually listen).

In finding that 12.3% of the persons interviewed had sets in working order capable of receiving FM in their home, they noted that 25% of these excluded sets not in working order.

Because set owners often report FM ownership when they actually do not have one, the interviewers inspected each reported FM set and were sure it was of type equipped as well as length of ownership.

Average length of FM set ownership was found to be 15 months, distributed as follows: FM-AM, 75.5%; FM only, 9.1%; FM-AM-TV, 10.5%; FM-only, 9.1%; FM-TV, 4.5%.

Producers of Washington owned sets, capable of receiving FM, and ownership percentages, are: Philco, 17.3%; RCA-Victor, 10.9%; Stromberg-Carlson, 8.2%; Zenith, 8.2%; Emerson, 7.3%; Westinghouse, 6.4%; Admiral, 5.5%; Silvertone, 5.5%; Magnavox, 4.5%; 19 others, 26.2%.

American Research Bureau used an sample of 1,000 persons for the diary study and interviews. Listing results are compiled in terms of people, not families. The interview technique chosen by the probability method records the total listening of the one person with whom the diary was placed. It records his listening through the entire week, covering programs heard at home, in the office, in automobiles, taxis, buses, restaurants and other public places. The completed diary shows the total time of the one person rather than parts of the listening done by a varying number of persons in the same dwelling.

Personal Interviews

Besides the diary study, 322 personal interviews were conducted with heads of the family group.

The Laundryman Calls

MORE AND MORE housewives are deciding to do their laundry at home, and more and more empty-binned laundries are wondering what to do about it. One hundred and thirty such laundries, members of the Chicago Laundry Owners’ Assn., have found a solution.

Early in 1949 the association picked up an inexpensive tab on a local show built by WBBM-CBS Chicago. It is called Pickup Time, and is custom-styled for the laundry group. The format requires a personalized approach, as the daytime show needs to appeal directly to housewives in the home.

**Business of Broadcasting**

One of a Series

The sales message is of necessity “institutional,” but not in the usual formalized sense. Because no specific item or concern could be promoted in 15 minutes, the show “sells” time-saving and health-saving qualities of laundry service.

The program was designed to sell laundry service and also to buck cash-laden competition of the major soap manufacturers, who last spring were spending an estimated $30,000 weekly in time alone on Chicago stations. Their appeal to thrift and economy was basic.

Because WBBM has a high listenership rating early in the morning, John W. Shaw Agency, Chicago, asked station executives to work up a program with mass appeal to women. Program Director Al Morey and Local Salesman Stan Levey developed a show around a fictitious but friendly laundry route man, Patrick O’Riley.

Fifteen announcers were auditioned for the part, but each was found to have a voice that was too professional or false. Show planners found exactly what they wanted—a warm, friendly personality and a voice that could sell good will—in Val Sherman. WBBM program manager who had been away from air work for about six years. Mr. Sherman re-transferred his talents to the microphone to sing and talk the role of Patrick O’Riley.

Adlibs Show

Patrick adlibs the entire show, building patter and songs around jokes sent in by listeners. The five women sending in the best jokes each week are given a week’s laundry service free. Mr. Sherman, who has a deep, resonant baritone voice, works with Singer Jeanne MacKenna and a five-piece musical combo headed by Harold Kartun.

Mr. Sherman and Miss MacKenna are used also by Shaw agency in live presentations before non-member laundry owners in the city and suburbs to get them to join association activities. The agency believes it has converted the association from a “strong tendency” to use newspaper space. This was preferred previously because a laundry owner can list his name and address for reference. No specific laundries or addresses are mentioned on the air because of the 130 members and time limitations, which means that non-members can actually benefit from the advertising without paying for it.

During the past year, the association has made an all-out effort to re-establish a wide public relations front. All advertising was suspended in the war years, when every laundry had a surplus of orders. Radio this year has been the core of the group’s campaign, and the show is frequently backed-up by 80-line ads in daily newspapers on radio pages.

The reason for a renewal contract early in December, in the opinion of John Toomey, executive secretary of the association—“Pickup Time is maintaining for our laundries more of a normal level of business. Laundry business is down all over the country, but it’s down less in the Chicago area because of our radio promotion.”

Radio’s Good Effect

Association President John G. Shaw (no relation to John W. Shaw of the agency) is convinced “radio has a psychologically good effect for an association campaign, because it has substance and consistency to it.”

“In addition to customers and potential customers, the program is followed with interest by laundry plant owners and their families. The format of the show, with Patrick O’Riley’s personality, makes the laundry route man a pretty good guy. The general good name and public relations value of the show seem to be appreciated all around,” he observed.

The association was organized in 1909 as a local trade group, and has members from Chicago proper and its many suburbs. Most of the 130 members contribute to the advertising program on a pro rata assessment based on the number of routes operated by each laundry.

“Handling advertising for a good-sized trade association calls for equal parts of strong planning, patience, perseverance and good luck,” Jack Shaw of the agency concludes.

Cites Pre-Planning

“In every association there are a few who don’t believe in what you’re proposing. They are the targets for your arguments. If you can talk to the skeptics with enough strength and conviction, you can make your point with the whole committee. Pre-planning here is more important than on sales or in account work. It is vital that you spell out exactly what you mean to do so there is no gap or misunderstanding. Take those tactics with a reasonable amount of good luck and you can get a campaign started. Once in motion, the most important thing for the group is to continually merchandise your campaign to individual members. Let them know exactly how it’s working and what good it is doing them.”

Account Executive Larry Scott and Radio and Television Director Bob Zepa have worked with the station in the informal approach to commercials advocated by CBS. The talkative and friendly messages have been enhanced by the techniques of Val Sherman, known in Chicago as the “near-beer Arthur Godfrey.”

The show is a three-a-week feature, Mon.-Wed.-Fri., 8:30-8:45 a.m. Laundry owners are getting good results, and Mrs. Chicago lives an easier life.

**EASY-GOING commercials are planned carefully in advance for an effortless approach. John Toomey (l), secretary of the Chicago Laundry Owners’ Assn., confers with Val Sherman (c), Pickup Time’s Patrick O’Riley, and John G. Shaw, president of the association.**
DON LEE RENEWAL PROPOSED

FCC Reluctant To Deny

By RUFUS CRATER

IN A DECISION which may guide its approach to future network-affiliation rejections, the Federal Communications Commission last Wednesday to renew the licenses of Don Lee Broadcasting System's five owned stations for which it had proposed last December to renew the licenses of "in order to protect the public interest, convenience and necessity." [CLOSED CIRCUIT, Dec. 26, 1949].

The Commission found Don Lee guilty of violating FCC's network regulations which deal with network option time, forbid exclusive affiliation agreements, and give affiliates the right to reject network programs. However, the majority said in a 4-2 proposed decision:

"Except in an aggravated case, the Commission is reluctant to impose a sentence on a licensee which not only terminates its existing operations but would preclude him from holding any other radio licenses. Had we the authority to order a suspension, assess a penalty or impose some other sanction less than a "default," we would have no hesitancy whatsoever in doing so in this case."

When made final, the decision will bring FCC one step nearer solution of the cases in which four owned stations of NBC and three of ABC have been put on temporary licenses [BROADCASTING, Nov. 7, 1949]. While FCC has put off hanging up these renewals pending the Don Lee decision because similar questions are involved. Another key to solution of the ABC and NBC cases in the pending proprietary question, which also is delaying renewals for four CBS owned stations.

Don Lee, West Coast regional with consisted of 37 stations at the time of the hearing in January 1947, is licensee of KGB San Diego, KXMB Santa Barbara, KFRC San Francisco and KFRC Los Angeles. All would get renewals under FCC's proposed decision.

Other Applications

In the case of other Don Lee applications, the Commission proposed to (1) put the San Francisco television bid into the pending files until the freeze is lifted; (2) grant a petition for amendment of KGB's application for a license for 5 kw on 1590 kc and hold further hearing on technical issues; and (3) continue KFRC's FM application in hearing status for further study of technical aspects.

FCC's 4-2 split on the renewal question was described by Comrs. Coy and Comrs. B. Hennock not voting to deny, while Comrs. Roesl H. Hyde, who conducted the hearing, and Comms. George E. Sterling, We. F. Bowers and Robert W. K. Smith voted to renew. Chairman Coy and Miss Hennock issued separate dissenting opinions, and Comms. Webster and Jones wrote additional concurring opinions.

The majority's reluctance to empower the "harsh" penalty of license refusal, and its announced desire for a lesser sanction, were taken as indications that renewed efforts would be made to secure cease-and-desist orders or other primary or other secondary penalty. Comr. Hennock said in her dissent that "it would certainly be salutary" for Congress to consider the problem and design lesser sanctions if possible.

Issuance of a proposed rather than final decision occasioned surprise, since (1) no longer is proposed Don Lee being the only party, and (2) the decision is to renew, not deny. FCC authorities said the procedure was employed so that Don Lee would have opportunity to protest any of the findings and conclusions to which it objects. Whether the network would thus be "invited" to apply for new licenses again is another question.

The majority held flatly that Don Lee had violated the network regulations of the majority decision said:

"The network affiliations, Don Lee in particular (Lewis Allen Weiss, Don Lee board chairman, formerly vice president and general manager) most candid in admitting the conduct and their attitude toward the Commission's Broadcasting Regulations, though they did deny that the actions amounted to violations of the regulations.

However, in light of their statement it is apparent that the violations of the regulations were either deliberate or the result of complete indifference. Weiss clearly admitted in his testimony that he did not believe in the enforcement of Commission regulations which he felt were inconsistent with the economic interests of Don Lee. He regarded these portions of Don Lee's network affiliation contracts entered into in compliance with the Broadcasting Regulations as necessary evils imposed by the Commission and that, by strictly adhering to, they would probably result in the end of network broadcasting as it was then carried on by Don Lee. To him, the interests of the network were paramount and economic practicalities governed the conduct of the network toward its affiliates rather than the provisions and purposes of the Commission's regulations.

The intent of the network regulations to insure that licensees remain in control of and responsible for the operation of their stations was effectively frustrated....

But the absence of authority for FCC to impose any intermediate penalty left the majority "disposed to afford Don Lee a chance to demonstrate its ability to comply with the Commission's rules and regulations in the light of the enunciation of their scope and import in this decision.

Further, the majority noted, Mr. Weiss last January filed an affidavit in which he undertook to personally guarantee that, in the future, Don Lee would not, in any manner, violate the Commission's Chain Broadcasting Regulations..."}

The majority concluded that Don Lee was set for hearing in 1946.

"Since no other major networks' licenses have been designated for (Continued on page 41)"

AWARDS SHUNNED

Networks Chilly To Project

By EDWIN H. JAMES

"POSTPONEMENT" of the first radio and television awards dinner, which was announced for Jan. 13, 1949] was under consideration last week because of the reported inability of the sponsors to evoke network interest in the project.

Although the names of six high NBC executives appeared on the "sponsoring committee" of Don Lee's, Foster at the awards as announced three weeks ago, it was learned that since that time NBC's attitude toward the project has cooled off.

CBS—the network that all observers agreed would be apt to win a large portion of any program awards—had been chilly toward the project from the beginning, and was belatedly learned last week.

Stanton "Resists".

When first approached for his endorsement of the plan for the first radio and television awards dinner, Frank Stanton, CBS president, in a friendly but firm letter to one of the originators of the plan, said he tended to "resist the whole concept of awards in the creative field.

It was noted that the only CBS executive whose name appeared on the sponsoring committee was H. Leslie Atias, vice president in Chicago.

The proposal for the radio and television awards dinner, which was learned, was originated by Radio & Television Best, a fan magazine, which also solicited the cooperation of the Mark Hellingen Fund of the National Association of Radio and Television Broadcasters as "the first prizes" of the project.

Although the sponsors were un- able to arouse wholehearted support from the networks, they began rounding up talent to perform at the dinner. But failure to design the dinner participant in charity events, agreed to be chairman of the dinner committee. After Mr. Berle, one of the most glittering personalities at the awards, had expressed the opinion that NBC lent the name of its executive to the sponsoring committee.

In his letter addressed to Harold L. Crossmen, publisher of Radio &

radio and television awards dinner which was announced for Jan. 13, 1949] was under consideration last week because of the reported inability of the sponsors to evoke network interest in the project.

* Television Best magazine, Mr. Stanton, CBS President

Speaking quite frankly, I tend to resist the whole concept of awards in the creative field. I believe this is probably due to my past experience as a research man—but I am skeptical of the procedures for selecting awards that are true in their object, and that the public has a right to know whether the product that was singled out for recognition was really the best in its field. If, in one word we have explored very carefully both within the industry and by the public at large, there are no intermediate penalty. Weiss clearly admitted in his testimony that he did not believe in the enforcement of Commission regulations which he felt were inconsistent with the economic interests of Don Lee. He regarded these portions of Don Lee's network affiliation contracts entered into in compliance with the Broadcasting Regulations as necessary evils imposed by the Commission and that, by strictly adhering to, they would probably result in the end of network broadcasting as it was then carried on by Don Lee. To him, the interests of the network were paramount and economic practicalities governed the conduct of the network toward its affiliates rather than the provisions and purposes of the Commission's regulations.

The intent of the network regulations to insure that licensees remain in control of and responsible for the operation of their stations was effectively frustrated....

But the absence of authority for FCC to impose any intermediate penalty left the majority "disposed to afford Don Lee a chance to demonstrate its ability to comply with the Commission's rules and regulations in the light of the enunciation of their scope and import in this decision.

Further, the majority noted, Mr. Weiss last January filed an affidavit in which he undertook to personally guarantee that, in the future, Don Lee would not, in any manner, violate the Commission's Chain Broadcasting Regulations..."}

The majority concluded that Don Lee was set for hearing in 1946.

"Since no other major networks' licenses have been designated for (Continued on page 41)"

W. B. DONER (I), president of W. B. Doner & Associates, an advertising agency, chats with Max Shaye of Grosse Pointe Foods and Big Bear Markets at a cocktail party celebrating the 13th anniversary of Doner firm last month.

January 2, 1950 • Page 23
ADVISORS

SELECTION of Stuart Peabody, the Borden Co., as chairman, and Philip L. Graham, president of WTOP Inc., Washington and Fairfax M. Cone, Foote, Cone & Belding, as vice chairman of the U. S. Commerce Dept.’s Advertising Advisory Committee was announced last Thursday by Commerce Secretary Charles Sawyer.

Committee officers were selected by nomination and vote of the 18-man advisory group appointed last month [Broadcasting, Dec. 19, 12, 1949] by Secretary Sawyer to advise him on advertising industry problems.

Announcing the officers, Mr. Sawyer stated: “If he was looking to this committee not only to do a good technical job for the advertising industry but also to help the Dept. of Commerce serve better the interests of all business.

In accepting the appointment, Mr. Peabody, assistant vice president of The Borden Co., said he felt the support of a larger number of advertising personnel should be enlisted, and that the committee will name several subcommittees shortly.

Currently the director of the Advertising Council, Mr. Peabody has joined the Borden Sales Co. in 1924 as advertising manager. In 1930 he became advertising director for the company. He was appointed an assistant vice president in 1946.

Mr. Graham is publisher of the Washington Post, which assumed 55% of WTOP Washington early last year [Broadcasting, Feb. 14, 7, 1949]. Mr. Graham also is a director of the American Security & Trust Co., The Advertising Council, and other organizations. Additionally, he is a member of the board of trustees of the Committee for Economic Development.

Mr. Cone, chairman of the board of Foote, Cone & Belding in charge of the agency’s Chicago operations, has been associated with FC&B and its predecessor, Lord & Thomas, for the past 20 years. He is a board member of the directors of the American Assn. of Advertising Agencies, The Advertising Council and Advertising Federation of America. He also is director of the Chicago Assn. of Commerce.

He is past president of Assn. of National Advertisers, and past chairman of the Advertising Research Foundation.

Robert R. Nathan, consultant for the CIO and noted economist, will take over labor’s 15-minute commentary on ABC’s continuing labor-management news series beginning Tuesday, it was reported last week. He will be heard 10:45-11 p.m. on behalf of the CIO for a period of eight weeks.

ABC has set aside, for the past few years, its Tuesday 10:30-11 p.m. period for new interpretation, presentation of both groups. Network has donated the time as a public service policy. Simultaneously National Assn. of Manufacturers officials will offer It’s Your Business beginning Tuesday at 10:30. After completion of the eight-week period, the U. S. Chamber of Commerce will take over the slot, then was learned, while the AFL, which buys time on Mutual, will speak for labor.

Faces Major Policy Decisions

FCC IN ’50

A HOST of major policy decisions vitally important to radio and television dominates FCC’s list of “things to do in 1950.”

Many were on the list a year ago. Others have been added by developments during the current year.

Comr. George E. Sterling calls them “the most perplexing and important problems and unanswered questions” that have faced government and the radio industry since “the days of the Hoover Conferences of 1922, 1923, and 1924.”

His list—and he points out that they are problems to which both government and industry are directing their efforts—include:

"...the destiny of FM;...
"...the impact of TV on rural broadcasting;...
"...whether we shall have a new North American Regional Broadcasting Agreement and, if so, at what cost;...
"...the clear-channel docket;...
"...the TV allocation structure including the vital color issue, Phonevision and Stratovision;...
"...whether or not an allocation of microwave frequencies should be made for television;...
"...interconnection of broadcasters’ inter-city relays [for television] with those of common carriers, and interconnection of the facilities of common carriers;...
"...utilization of the spectrum as it concerns industry versus government;...
"...final implementation of the Atlantic City Convention (on international radio);...
"...frequency allocations dependent on the success of the Provisional Frequency Board and the next High Frequency Broadcasting Conference;...
"...the plight of the Western Union;...
"...whether or not there should be a merger of the international radiotelegraph common carriers.”

FCC is not the sole or final authority on any of these matters, particularly those involving international arrangements. But, said Comr. Sterling: “I feel certain that the Commission during the New Year will put its shoulder to the wheel for the purpose of tackling each and every one of the problems on which it has responsibility and will do so, with the intent of looking back next year at this time on a year of considerable accomplishments.”

On the strictly broadcast front other problems await decision. These include the question of...
PRESENT level of radio expenditures will be continued in 1950 by several national advertisers, supporting the facts and predictions in the annual Broadcasting forecast published in the Dec. 26 issue. Their replies were received too late for inclusion in the forecast.

Some increase in total station revenue forecast by station and representative interests, whose replies also arrived too late for the all-industry roundup.

Additional comments follow:

**Advertisers**

Hudnut Sales Co., New York, is putting “a great deal of money in radio” as taking over the Walter Winchell program as of Jan. 1, according to D. L. Bryant, advertising director. “We will also be advertising through the chain store group of companies,” he added, and predicted the Warner and Hudnut companies will have “a very prosperous year in 1950.”

International Harvester Co. plans to spend the same amount for radio in 1950 as it spent in 1949, though budgets have not been finalized, according to W. O. Maxwell, assistant manager, Consumer Relations Dept. Mr. Maxwell said the company’s only TV experience in 1949 was an experimental program on WGN-TV Chicago during the International Livestock Show, and the firm has no immediate television plans.

Nash Motors is figuring on an increase in both radio and television budgets during 1950, according to J. B. Huntress, assistant director of advertising and sales promotion.

Great Atlantic & Pacific Tea Co. operates on a fiscal year ending in February and has not made up advertising budgets, according to Hudson S. Robbins, of Business TV Inc. “No doubt we will increase the public relations counsel for the company. “So far,” he said, “our advertising in connection with the recent support action by the limited of newspapers and radio stations receiving our regular consumer advertising.”

E. R. Breech, executive vice president of Ford Motor Co., predicted the company and the entire automotive industry will continue to play a major supporting role in the nation’s economy. J. R. Davis, sales and advertising vice president, estimated the industry’s 1950 market between 5 million and 5 million vehicles.

**Stations**

James G. Riddell, general manager of WXYZ Detroit, expects little change in the 1950 time sales picture and hopes to maintain expenses on the present basis. “Business in Detroit depends so much on the automobile business that it is watched very closely by all Detroit business concerns,” he said. “It appears that automobile business in 1950 will be highly competitive which will mean better business conditions in Detroit.”

Mr. Riddell Mr. Terry

Anticipating a 3% increase in radio revenue, Hugh Terry, vice president and manager of KLZ Denver and NAB District 14 director, looks for a 5% gain in operating expenses with general business remaining at the 1949 level. He said, “Total dollars in radio should be increased slightly due to more intelligent and more intensified sales efforts, but the radio dollar (AM, FM, TV) will go in greater amounts to the better stations and networks, with possible decreases otherwise. More attention to operating costs should keep profits level. This area is diversified and growing in sales and population. Business should be good in 1950.”

John R. Bailey Jr., manager of KYOC Casper, Wyo., foresees no change in overall radio revenues but expects local sales to increase, especially in the automotive and department store categories. He figures general business will be at the 1949 level. “We should do better,” he added, “as we are a community.”

Speaking for the J. G. Long stations (Long Texas Group), Bryan Powell, general manager, said general business in the Southwest Coast will be “much better” but competition will equalize any gains for the stations.

**Representatives**

George W. Bolling, president of the Bolling Co., station representative, expects a bigger revenue year overall, locally and nationally, with AM time sales going up 8.5% and TV 50%. Largest increases will come from drug, auto, TV, food and beverage fields, he believes. General business will increase about 4% next year, he predicted, with radio operating expenses going up 0%.

G. W. Brett, vice president and sales manager of The Katz Agency Inc., New York, looks for an overall bigger year for radio in 1950. AM and TV will increase their volumes, channels, and general business will improve. He points out, however, that “business will not bestow its favors evenly; they will vary with local economic conditions and competition,” adding that members of his firm are “bullish in our outlook.”

Mr. Brett Mr. Bolling

In Canada, Stuart MacKay, sales manager of All-Canada Radio Facilities Ltd., Toronto, says “1950 looks good in Canada, and prospects are that retail sales will hold up... Radiowe is getting very hard to obtain time for national accounts in healthy allotments. Small retail items are being advertised more and more by radio.”

Jack Davidson, general manager (Continued on page 42)

**BMB’s Statement**

**KIST** by Butcher

HARRY C. BUTCHER, former CBS vice president and now president of NBC’s KIST, Santa Barbara, Calif., never misses a chance for a good promotion stunt. Mr. Butcher decided during the Yuletide season he should make the most of the station’s antenna which towers over the city from atop the town’s tallest building. He ran up a wreath of mistletoe to the top of the mast “so the entire population can feel free to get KIST for Christmas.”

**BMB STUDY**

Delivery of Second Report Again Delayed

BMB’S REPORT of its second nationwide study of station and network audiences moved into the list of upcoming events for the new year last week. BMB for the second time was forced to postpone the announced date for delivery of the subscribers and to members of the American Assn. of Advertising Agencies and of the Assn. of National Advertisers.

The report had originally been scheduled for publication around the first of December, that date being later postponed until Dec. 27.

After delays in tabulation had made another postponement necessary, Dr. Kenneth Baker, NAB director of research who is super-
CBS PHOENIX CASE
Boies Denies Signing Letter

L. C. BOIES, sheriff of Arizona's Maricopa County, did not sign the letter which carried the names of several local officials in protest against the CBS switch of its Phoenix affiliation from KOOL to KOOL, BROADCASTING has been told. A Dec. 22 telegram bearing his name said the "purported signature" on the letter is "not mine," that "allegations in the letter are not consistent with facts," and that "[I] heartily deplore my name being used in such reprehensible and unauthorized manner."

The letter in question, sent out over the names of several local authorities, reportedly went to CBS affiliates throughout the country [BROADCASTING, Dec. 19, 1949]. It said "your future is threatened" and warned that "if a 'deal' can be made in Phoenix, a 'deal' can be made in your town."

Effective Jan. 1, CBS moved its affiliation from KOOL, which feeds CBS programs to KTUC Tucson, to Gene Autry's KOOL and to KOPO Tucson, in which the CBS cowboy star has an interest, as well as to KCKY Coolidge, the latter two on a "bonus" basis. KOY, KTUC and KSON Bisbee, comprising the Arizona Network, meanwhile have signed with Mutual-Don Lee, also effective Jan. 1.

ANY resemblance between loss of blood and a network affiliation may be entirely coincidental but apparently that doesn't hold true at KTUC Tucson, Ariz. Lee Little, president and general manager, demonstrates fact that KTUC is switched from CBS to Mutual, while actually donating a pint of blood taken by nurse at the right. Meanwhile, Mr. Little may be musing whether the potential recipient of the blood will begin giving CBS cues, promoting that network or even become baldheaded. In any event, CBS moves its affiliation from KTUC to KOPO, in which Gene Autry holds stock. Affiliation was slated to become effective yesterday (Jan. 1).

NEW NARBA HOPE

HOPES for success in reaching a new NARBA treaty shot upward last week as Cuba, whose channel demands imperiled negotiations at Montreal last month, formally subscribed to the interim "status quo" policy of other nations.

At the direction of Cuban President Carlos Prio Socarras, this decree was issued by the island nation's Minister of Communications, Arturo Ilas Cuza:

In order to insure the successful conclusion of this conference (NARBA), it is essential that during the recess and until a new agreement is adopted, the nations abstain from any actions with respect to the assignment of radio stations which would prejudice the future negotiations of this conference.

This includes the authorization of changes or increases in power or the change of frequencies or the creation of new frequency assignments in Cuba which could have the effect of producing or augmenting the interference to stations in other countries.

U. S. State Dept. officials immediately launched plans to get U. S. preparations for the Feb. 1 U. S.-Cuban conference in motion. Initial meetings may be held this week. It was also recommended that the industry advisory delegation be permitted to attend the conference along with government delegates.

With the NARBA conference in recess until April 1, the U. S.-Cuban sessions are designed to work out an agreement on frequency assignments for Cuba. The far-reaching nature of Cuba's demands, affecting U. S. clear, regional and local channels, led to the current recess in the conference itself [BROADCASTING, Dec. 5, 12, 1949].

Havana Meet

The U. S.-Cuban meeting will be held in Havana. FCC Comr. Rosel H. Hyde, who headed the U. S. delegation at Montreal, is expected to go to Havana in the same capacity, although no official announcement has been made.

No has there been any announcement of the place for the April 1 resumption of the full NARBA conference, except that it will be in the U. S.

While U. S. authorities appeared pleased by Cuba's "status quo" decree, the announcement did not make clear whether the status quo relates to Cuban assignments made prior to the expiration of NARBA last March 29, or whether it also includes assignments made since that time.

It was assumed that the announcement was made not only to apprise other NARBA nations of Cuba's position, but also to facilitate Cuban licensing procedures. Since Cuba has no formal radio regulatory body, the expiration of NARBA would make it necessary for the Minister of Communications to grant any application that might be filed, so long as it met Cuban standards. With this decree, the Minister has residual authority to reject applications which would interfere with foreign assignments.

BAMBERGER CHANGE
Name Now General Teleradio

A CHANGE in the name of the corporation operating WOR New York from Bamberger Broadcasting Service to General Teleradio Inc. was announced Friday by Theodore C. Streibert, WOR president. The company also operates WOR-FM WOR-TV, both New York, and WOIC (TV) Washington.

In making the announcement, Mr. Streibert said: "Of course we are known primarily by the name WOR. The only purpose of the change in our corporate name is to make it more descriptive of our broadcasting and television activities." The change became effective the first of the year.

Jolliffe’s Ratings

RADIO science's 10 major developments during the past 50 years were listed last Friday by Dr. C. B. Jolliffe, executive vice president of RCA Laboratories. They are: 1. wireless communication; 2. electron tube; 3. radiotelephone communication; 4. radio broadcasting; 5. all-electronic television; 6. facsimile-photo-ultrafax; 7. radio navigation and directional finder; 8. radar; 9. radio remote control; 10. microwave radio relay systems.

SCHIFF OUTLETS

KLAC-AM-TV Not for Sale

KLAC and KLAC-TV, Los Angeles stations owned by Dorothy Schiff, are not for sale, Mrs. Schiff announced last week. In a formal statement, she reported "turning down offers of in excess of a million dollars."

"From progress reports of late, it appears that KLAC-TV will be one of the first television stations in the country," Mrs. Schiff stated, "while we have no mention of KYA, but it is understood that the San Francisco station also has been withdrawn from the market."

Mrs. Schiff was known to have been negotiating for sale of the stations even after Warner Bros. withdrew as a buyer last Aug. 2. The film company had offered $1,045,000 plus paying for the capitalization of $250,000. Mrs. Schiff had in TV as well as debts resulting from operation. Entire deal reportedly came to approximately $2 million. It is further reported that nearly $1 million of Warner Bros. money went into operating KLAC-TV while the sale was pending. This sum was to have been included in the sale price. It is now owed Warner Bros. by Mrs. Schiff and is to be repaid over a four year period.

Fort Industry Moves

THE FORT Industry Co. announced the removal of its headquarers from 506 New Center Bldg., Detroit, to 199 Pierce St., Birmingham, Mich. Telephone numbers are Birmingham 4760 (for calls from Birmingham) and 483-2828 (for distant calls other than from Detroit), and Jordan 4-5910. The Fort Industry Co. owns and operates WSIP-AM-FM Toledo; WVWA-AM-FM Wheeling, W. Va.; WEMN-FM Farmington, W. Va.; WLOK-AM-FM Lima, Ohio; WAGA-AM-FM-Atlanta; WGBS-AM-FM Miami; WJBR-AM-FM-TV Detroit.
KRMG
50,000 watts • 740 KC • ABC
TULSA, OKLAHOMA
ANNOUNCES THE APPOINTMENT OF

JOHN BLAIR and COMPANY

AS NATIONAL REPRESENTATIVES!

It takes a big, powerful station to cover a powerful big state like Oklahoma! KRMG, Tulsa, is ready to do the job, and reach plenty of neighboring territory to boot, with 50,000 watts daytimes, 10,000 watts nights. That's plenty of power to bring a big audience outstanding local entertainment and popular ABC programs... the kind of fare that quickly makes loyal listeners that mean profitable sales for advertisers!

KRMG is now on the air. Under the able leadership of Robert B. Jones, Jr., KRMG is dedicated to put new life into Tulsa radio... by applying aggressive management methods... by bringing Tulsa and Oklahoma the best in live radio talent!

Your John Blair man is ready now with full information on KRMG, its markets, its programs, its availabilities. If you want sales in the rich Oklahoma market, ask your John Blair man about KRMG, today!
FCBA Urges Clearup
In FCC Rules

Clearup of Sec. 1.342 of FCC's rules, requiring that licensees file with the Commission copies of management and bulk time sale contracts, is sought in letter to FCC Chairman Wayne Coy from
Leonard Marks, Washington radio attorney, requested FCC to appoint a special committee to work with the FCBA group in attempting to resolve some of the ambiguities in the FCC rule.

The FCBA letter pointed out that "broadly interpreted, the provisions of Sec. 1.342 would require the filing of many papers and documents which may not be of any interest or concern to the Commission" and would entail "a tremendous amount of unnecessary work" on the part of both FCC and applicants.

In some cases, it was explained, this broad interpretation of the requirements of the rule "would result in a real hardship by making confidential business information available to competitors, employees and members of the public."

According to the new interpretation under the WPAB ruling, the letter continued, every licensee or permittee who employs a manager must file a copy of any agreement covering his employment, must file agreements for the sale of two hours or more per day to the same purchaser, and must file all agreements relating to time sales to brokers for resale.

Interpretation of Management

Under the previous interpretation, the letter explained, use of the word "management" in the rule generally was understood to mean management agreements "such as the Commission has dealt with in the past, and not employment contracts." Thus if the broader interpretation is correct, which includes the latter, why not also require filing of employment contracts for assistant managers, station managers, chief engineers and others who manage and operate stations, the letter queried.

It was further noted that such employment contracts under the new interpretation would be open to public inspection, including provisions for compensation. Likewise, detailed terms of pacts for sale of two hours or more to sponsors of sporting events such as baseball, etc., would be made available to competitors and others without just reason. The letter asked that if such data was actually needed by FCC, "consideration should be given to the desirability of treating these agreements as confidential documents in the same manner as network affiliation contracts."

Another point of dispute in interpretation, the letter indicated, is whether contracts must be filed covering news and transcription services and music performance rights. Even FCC staff members have disagreed on this, it was said.

The letter explained the industry generally in the past has considered "bulk" time sales to distinguish ordinary time sales from bulk sales to brokers who exercise varying degrees of control over the time involved. The newer interpretation appears to have broadened this definition, it was said.

Ralph Edgar

RALPH EDGAR, 29, WQAR Cleveland announcer, died Dec. 22 at the city's Huron Rd. Hospital following a two-month illness. He is survived by his wife, the former Isabelle Loomis, and a daughter, Lynne Ellen, 2.

Mr. Sellers

Mr. Sellers joined FMA a year ago. Previously he had been with the Washington bureau of Associated Press. He is a graduate of Roanoke College and took postgraduate work in journalism at Washington & Lee. He was a naval aviator in World War II.

TIME SALES

Clarification of Sec. 1.342 of FCC's rules, requiring that licensees file with the Commission copies of management and bulk time sale contracts, is sought in letter to FCC Chairman Wayne Coy from Federal Communications Bar Assn.

The FCBA letter indicated that widespread confusion has been evidenced as to accurate interpretation of the rule and especially so since the publication of the Commission's opinion in the WAPB case (Broadcasting, Oct. 24, 1949).

FCBA, on recommendation of its Committee on Practice and Procedure under chairmanship of Leonard H. Marks, Washington radio attorney, requested FCC to appoint a special committee to work with the FCBA group in attempting to resolve some of the ambiguities in the FCC rule.

The FCBA letter pointed out that "broadly interpreted, the provisions of Sec. 1.342 would require the filing of many papers and documents which may not be of any interest or concern to the Commission" and would entail "a tremendous amount of unnecessary work" on the part of both FCC and applicants.

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EDWARD SELLERS

Named NAB FM Director

EDWARD L. SELLERS, executive director of FM Assn, prior to its merger with NAB, joins NAB this week as FM director. FMA last week was completing the dissolution process following action of its board in accepting NAB's merger invitation (Broadcasting, Nov. 21, 28).

Arthur C. Stringer, who has been handling FM activities for the past year in connection with his other duties, is expected to work through the secretary-treasurer's office, though President Justin Miller has not yet announced the exact form the realignment will take. Mr. Stringer devotes the three-month period prior to NAB conventions to staging of the annual equipment exhibit, one of the nation's largest industrial expositions.

Mr. Sellers joined FMA a year ago. Previously he had been with the Washington bureau of Associated Press. He is a graduate of Roanoke College and took postgraduate work in journalism at Washington & Lee. He was a naval aviator in World War II.

IF YOU'RE AFTER
NORTHWESTERN IOWA
SOUTHWESTERN MINNESOTA
SOUTH DAKOTA

And the Wealth of Another GREAT Farm Year
YOU CAN HARVEST YOUR
OWN BUMPER SALES CROP

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

Page 28 • January 2, 1950
LEVER PLANS
Merchandising Staff Named

LEVER Brothers merchandising department organization in the firm's new York offices was announced last week by W. W. McKee, vice president in charge of sales for Lever.

The department will continue to operate under the direction of Frederic Schneller, general merchandising manager. Three assistant merchandising managers have joined Lever in New York. They are: James G. Gammell, former sales promotion manager for the Osborn Mfg. Co., who is in charge of merchandising for Surf Lifebuoy, Swan and hotel sales; H. E. Whelley, formerly with Swift Co., who is in charge of Lux Toilet Soap, Lux Flakes, Silver Dust and Glycerine; A. C. West, previously with Standard Brands, who is in charge of Rinso, Spry, Breeze and bulk edibles.

The newly created Lever post of assistant merchandising manager for copy and art is held by Julian Berts, formerly with Federal Advertising. William B. Bisker, previously with DuPont Co., has been named merchandising office manager.

Mr. Schneller and the assistant merchandising managers are located at Lever's temporary quarters, 80 Varick St. in New York. Mr. McKee is at the company's temporary executive headquarters at 565 Park Ave.

KENT ESTATE
Value Exceeds $9 Million

ESTATE valued at $9,139,971.11 was left by A. Atwater Kent, radio manufacturer and philanthropist, according to first accounting recently submitted by executors to Los Angeles Superior Court. Executors are now holding $4,904,921.07 cash, $5,116,153.94 in stocks and bonds and $9,896.10 in sundry assets, they stated.

Almost $5 million was left in his will to friends, employees, charities and educational institutions by Mr. Kent, who died March 4, 1949. To his widow, Mable Lucas Kent, he left $2 million in cash and income from 20% of stock of Atwater Kent Mfg. Co.

CAAA APPROVAL
Elwell Urges Continued Cooperation

BROADCASTERS are not now required to obtain a CAAA facility certificate for their antenna towers but they may stir up legislation imposing such a requirement unless they continue to cooperate with the agency, according to CAAA General Counsel R. E. Elwell.

In a letter to Arthur W. Scharfeld, Washington radio attorney who had posed the question (BROADCASTING, Oct. 31), Mr. Elwell wrote:

"While the present law does not require radio antenna tower owners to obtain a facility certificate, once the FCC has granted the owner a lawful right to operate air navigation or obstruction lights on the tower, the CAAA has in the past received the full cooperation of the owners of such towers.

"It is to be hoped that this spirit of cooperation, for the common good, will continue. If the Administration finds, in the future, that lack of cooperation on the part of such owners and operators creates a situation that is detrimental to air commerce, legislation will, in all probability, be sought to require that all such towers be lighted in accordance with CAAA standards and that owners thereof secure certification of such lights as air navigation facilities."

On behalf of a client, Mr. Scharfeld had written the CAAA that he found no law requiring a broadcaster to file an "application" form received from CAAA. The application was CAAA Form 114, entitled "Application for Rating of Air Navigation Facility and Lawful Authority to Operate a True Light."

"Under the circumstances, in view of the obligations imposed by the filing of CAAA Form 114, I am of the opinion that my client should not apply for something that it doesn't need, although we should be willing to file the information called for in the application form," Mr. Scharfeld wrote.

He said that on the basis of earlier communications with the agency he was advising the client to file the other form sent out by CAAA—CAAA Form 117, "Notice of Construction or Alteration of Structures, or Construction of New Landing Areas."

CAAA authorities have explained that for years they have sent these forms to stations which get FCC grants for antenna structures requiring use of 300-millimeter flashing code beacons. Their purpose, they said, is to permit CAAA to certify the light as an air navigation facility upon which pilots can rely in flight.

SPECIAL Treasury Dept. citation for promoting sale of U. S. Savings Bonds presented to WIOD Miami, Fla.

TWO CITIES—SOUTH BEND AND MISHAWAKA—ARE THE HEART OF THE SOUTH BEND MARKET

The city of Mishawaka begins where the city of South Bend ends. They are separated only by a street. The two cities form a single, unified market of 157,000 people.

Be sure to count both cities when you study this market. It makes a big difference. Here's how: in 1948, South Bend ranked 90th in the nation in food sales, with a total of $36,129,000. But when Mishawaka's 1948 food sales are added, the total becomes $45,385,000—and South Bend-Mishawaka jumps to 69th place! A similar picture is reflected in all other sales categories in this two-city market.

Don't forget, either, that South Bend-Mishawaka is only the heart of the South Bend market. The entire market includes over half a million people who spent more than half-a-billion dollars on retail purchases in 1948.

And only WSBT covers all of this market.

WSBT duplicates its entire schedule on WSBT-FM—at no extra cost to advertisers.

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

BROADCASTING • Telecasting
January 2, 1950 • Page 29
THE LATEST WCKY STORY

CINCINNATI'S OUTSTANDING DAYTIME PROGRAM

THE WCKY MAKEBELIEVE BALLROOM

REX DALE, M. C.

10.05—12 Noon
3.05—5 P.M.
Monday thru Sunday

HIGH RATINGS

An average rating of 5.7 for the 112 quarter-hours it is on the air each week with ratings as high as 7.8.

BEATS NETWORK COMPETITION

The Makebelieve Ballroom beats such network competition as Betty Crocker, Rosemary, David Harum, Hilltop House and Welcome Traveller.

LOW COST

The open announcement rate on the Ballroom is $25.00. The average cost per thousand listeners is $1.25.

INVEST YOUR AD DOLLAR WCKY'S-LY
THE LATEST WCKY STORY

SUCCESS STORIES

Advertisers are enthusiastic about results on the Ballroom. More and more advertisers are using the Ballroom. Some of the current advertisers are:

- BORDEN'S INSTANT COFFEE
- AJAX CLEANER
- VICKS VAPO RUB
- CONTINENTAL BAKING
- COLGATE DENTAL CREAM
- GROVE'S ANTAMINE
- GRENAN CAKES
- RESISTAB
- CARTER MEDICINE CO
- MGM PICTURES
- P & G IVORY SNOW
- BLUE BONNET MARGARINE
- MAZOLA
- ROBT. HALL CLOTHES
- KATHMAN SHOE REPAIR
- TAYSTEE BREAD
- PLYMOUTH
- EX LAX

IF YOU ARE PLANNING A CAMPAIGN IN CINCINNATI,
THE BALLROOM IS YOUR BEST BUY!

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

Call collect: Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York
Phone: Eldorado 5-1127
TWX: NY 1-1688

or
C. H. “Top” Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
Editorial

Follies of 1949

THE SATISFACTION with which an informed listener may think back upon the programs offered by network radio in 1949 will be to some extent diluted by a glance at current popularity ratings. It is quickly to be seen that with some exceptions the more popular programs of 1949 were also the more popular programs of 1948.

The obvious conclusion is that if new programs were created in 1949, most of them were either too experimental, the radio stations and audiences or, assuming they contained potential, were abandoned before having a chance to draw a crowd. 1949 was a year in which it could have been logically expected that a portion of television fare—so thoroughly because television, for television for the first time became a contestant for the audience in some 50 markets. The fact that most of the "new" radio programs that were volatile elements in the long established formats—mysteries, for an outstanding example—could be taken to mean that a large part of the creative energy in the business was being turned away from radio and toward television.

There is little doubt that television has evoked widespread interest among writers, directors and actors who have heretofore concerned themselves with radio or with stage or films. The fact that many who have been accustomed to the high pay of more established mediums have been willing to work for television at relatively modest rates is a clear indication of the degree to which side has aroused their professional curiosity.

In 1949, television programming on the whole showed the results of this creative interest. There was a freshness and inventiveness in a satisfying proportion of television fare which has shouldered hope that further experimentation would adduce a healthy art form.

Television, however, is confronted with a greater danger of falling into mediocrity than was the case with radio. In television the audiences that television imposes upon its program producers and participants can very easily sap the creative strength at its disposal. To some degree this already has been manifest.

For example, one format that has been in increasing use in the mystery, for which, the supply of story material is greater than for other dramatic formulas. Mysteries have flourished in such abundance that some television station owners have been obliged to protest to the networks originating them. The protests have been based not only upon the number of the mysteries but also upon the questionable taste of some of them.

Programming for radio and television is still programming for the American home. There is going to be a fierce fight for the attention of the home audience. The fight can produce imaginative programs in good taste or repetitious formulas of improper standards.

Broadcasters have a good programming record, as attested by the volume of radio and television receiving set sales. We believe the record will be maintained by those broadcasters and telecasters—but far the majority—who know it is good business to air good programs.

Smile When You Say That!

RADIO'S ROCKY ROAD in the area of libel and slander jurisprudence becomes more tortuous with TV's advent as a mass medium.

In New York, Federal Judge Conger has ruled that defamation ad libbed via TV is slander rather than libel. In the particular case before him he went even farther, and ruled that it was "slander per se" and therefore actionable. The case involved a charge in 1948 by Elizabeth Bentley, the Un-American Committee star witness, over NBC-TV on a program sponsored by General Foods, that a Government official was a Communist.

Thus the ruling broadens the body of law which has placed the sound broadcaster in what was once described as the "dilemma of self-destruction." It's not only what you say on TV, but how you say it. A leer with a voice inflection could bring more in damages.

A smile, conversely, might mitigate them.

The Conger decision once again points up the need for explicit Federal legislation to save broadcasters and telecasters harmless from libel uttered over their facilities by candidates for public office. A licensee now has three alternatives: (1) he can accept a political talk, without censoring it, and run the risk of suit in which he can be held jointly liable; (2) he can decline to broadcast defamation laws which forbid him to broadcast defamation laws which forbids; (3) he can exercise hisivative to forego political broadcasts altogether, in which case he may be failing to do the public service job he would like to do, and at the same time forego the revenue.

And that's only part of it. In addition to political broadcasts, who knows when what clown might inadvertently slander someone, while in the process of ad libbing?

The courts repeatedly have held that radio is a field preempted by the Federal Government as interstate commerce and therefore isn't subject to state jurisdiction. We hope the next session of Congress gets around to legislation that will allow the broadcaster and teletacter to lead reasonably normal lives beyond those calculated risks indigenous to this business in which there's never a dull moment.

Cuba's Olive Branch?

SOMETHING has happened again in Cuban radio. President Carlos Prio himself has stepped into the NARBA controversy. Through his associate and friend, Arturo Ilas, he has declared that, pending a new NARBA agreement, nothing be done that would augment or produce interference to stations in other countries.

That can be viewed only as a conciliatory gesture in the direction of the U. S., which has been bombarded from Cuba via indiscriminate operation on our clearers and regions. It is not plain from the context of the decree whether this new approach is an immediate return to allocations which existed prior to last March 29, when the NARBA treaty expired. It is clear, however, that Cuba's highest echnol wants no acrimonious either war.

So it appears the NARBA problem is not insoluble. The State Department already is making plans for the preparatory sessions to begin within a couple of months. The Feb. 1 meeting in Havana and prior to resumption of the NARBA conference itself on April 1 in the United States.

We hope that Cuba does return to the March 29 status quo, so conversations can start from diplomatic scratch.

Our Respect To-

CLAUDER. E. HOOPER, a name that has become practically a common noun signifying the audience appeal of a radio program, did not enter the field of program ratings of his own free will, but at the insistence of the publishers of the country's biggest national magazines.

It all began in the fall of 1934, six months after Mr. Hooper and L. M. Clark had left Daniel Starch & Staff to set up their own market research shop, specializing in magazine readership studies. The magazine publishers were extremely concerned over the emigration of many of their best advertisers to network radio.

They felt that the claims of all networks of the whole audience of 20 million radio families at all times needed some deflation. Cooperative Analysis of Broadcasting, functioning under the joint auspices of the Assn. of National Advertisers and the American Assn. of Advertising Agencies, declined to release their ratings to a competitive medium, so the publishers asked Clark-Hooper to provide them with a reasonable facsimile of the CAB service.

Loath to turn down good customers and prospects, Clark-Hooper's President Hooper was even less willing to have anything to do with the recall technique then used by CAB. "It was the repetition of the frailties of human memory than a measurement of listening," he informed the startled magazine men.

"I'll do your radio survey," he added, "but I'll do it my own way."

The Hooper way was—and is—the coincidental method of asking people what they are listening to while they are listening. This technique, he explains today as patiently as if he had not explained it thousands of times before, gives memory no time to go wrong; it gets from a listener a report of his own behavior at the time, not a delayed report of the radio habits of the whole family; it is akin to a measurement of advertising effectiveness because in counting a program's listeners it counts the only people that program can possibly influence; finally, it permits the use of the telephone for interviews, providing more interviews at less cost per program period.

The magazines contracted for six monthly surveys, each to cover listening in the 16 cities of the networks' basic areas—the northeastern and the northcentral states—from 7 to 10 p.m. seven nights a week, one week in each month. Clark-Hooper reserved the right to distribute copies of each report to other interested parties, and most of their profits on the job went for getting these copies to advertisers

(Continued on page 34)

Page 32 * January 2, 1950

BROADCASTING * Telecating
CONFLUENCE*

where the CONFIDENCE of millions meets the INFLUENCE that sells!

The wholehearted CONFIDENCE of the world's richest and largest Italian market and the INFLUENCE of the station that has been part of the fabric of their lives for so many years form one great potent force that results in sales.

True enough, you speak to over 2,100,000 listeners with active buying power. But far beyond these statistics is the greater strength that makes your sales message a compelling force. It is the trust, the respect and the deep affection of these families for WOV.

It is all this CONFIDENCE plus WOV's great INFLUENCE that gives you CONFLUENCE — the plus delivered only by WOV.

* Act of flowing together . . . the meeting or junction of two or more streams . . .
  —Webster's New International Dictionary
Respects

(Continued from page 32)

and agencies.

When the six months had ended, both of us were satisfied. The magazines had sufficient information to prove that the total radio audience was divided among the various network and stations, with no one getting all the listeners at any one time. Enough advertising executives had indicated a willingness to pay for a continuation of the radio reports to persuade Clark-Hooper to keep them going.

And they've kept going ever since, adding hours and cities as the networks expanded, but retaining their pristine basic characteristic of measuring the comparative audience attraction of competing network programs for listeners in cities where the programs of all four networks are equally available.

In 1938 Clark-Hooper was dissolved and C. E. Hooper Inc. took over the radio audience measurements. It is significant that most of Mr. Hooper's early associates are still here, comprising two-thirds of the corporation's officers and directors today.

Makes Pacific Presentation

The next milestone in the Hooper history was an invitation to attend the Pacific Coast AAAA's fall meeting in Del Monte to present a plan for Pacific Coast sectional radio reports. Representatives of four companies—Crossley Inc., which collected and compiled the data for CAB; Ross-Federal and Hooper-Holmes, who had made surveys for individual stations, and the Hooper firm—were given an hour apiece to present their plans to a committee of 28 members, representing stations, networks, station representative firms, advertisers and agencies. Mr. Hooper left a hospital bed where he was recovering from pneumonia to make his pitch, returning to bed immediately afterwards. His confidence was appreciably aided by the news that the committee had unanimously selected his plan.

Presenting his first Pacific Coast report in December 1939, Mr. Hooper was somewhat discomfited when the Los Angeles broadcasters told him the report was fine for the Pacific Coast networks but not much good to the stations, and he would please get out a city report for them, showing the division of audience among all stations serving Los Angeles. When he told them he couldn't do it, they told him they needed that service and to go home and work it out.

Three months later he was back, with the first City Hooperatings Report, marking the beginning of a service which today covers more than 100 markets, including Hawaii, and there's an opportunity for them to get it started in Bermuda which Mr. Hooper hasn't yet found time to accept.

That first City Report, by the way, was a single service report, when spread out was about the size of a desk blotter but was multifolded to fit easily in a man's pocket—the first step toward the pocket press which today is as much a part of the radio salesman's impedimenta as his rate card and fountain pen.

The word “Hooperating,” incidentally, had not been born at the time of that first City Report. The term, today as ubiquitous as American radio itself, first appeared on a tablecloth in New York's monograms department when Paul Warwick of Warwick & Legler, with whom Mr. Hooper was lunching, objected to the length of the answer to his question: “What do you sell?”

At about this time, the Hooper organization was retained to tabulate and compute the postcard returns of NBC's first All-County survey, a job that gave them an understanding of coverage measurements that has been the source of area reports of various types. From it have also stemmed the various Hooper proposals for industry-wide coverage studies which began before BMB was established and are still forthcoming. The most recent, sent to the BMB board in November, recommended that BMB be continued in its present form, but that it achieve a "higher standard of precision" for its measurements by adopting the Hooper Area Coverage Index technique.

Fast-Thinking Pays Dividend

Mr. Hooper's aggressive salesmanship and the growing acceptance of Hooperatings inevitably clashed with the CAB, which, like most nonprofit association-run operations, was slow to meet the dazzling competition of this fast-thinking, fast-acting individual entrepreneur. Prodded by advertisers and agencies whom Hooper had convinced, CAB dropped its recall technique for the coincidental method pioneered by Hooper. Immediately the users of these reports began to wonder why they should pay two organizations to do the same job. Wonder led to talk, talk to action and in July 1946 the CAB suspended operations, after arranging for C. E. Hooper Inc. to

WHY TAKE SECONDARY COVERAGE of Virginia’s First Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it impossible.

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availability and costs from Ro-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's first market.

B. Walter Huffington, General Manager

Ask Ro-Tel!

BROADCASTING • Telecasting

NEW on the Air!

That's Fair! Listen to FRANK EDWARDS Tour Coast Mutual Network 10 PM EST

Sponsored by AMERICAN FEDERATION OF LABOR

NEWS
fill the balance of its unexpired subscriptions.

After such a victory some men would have been content to rest on their laurels, but not Claude Ernest Hooper. He was born May 31, 1898, in Kingsville, Ohio, into the family of a Baptist minister more interested in saving souls than dollars. Young Claude soon realized that whatever went into his pockets would go there through his own efforts. At nine, he launched his first business venture, hiring a man to grind horse feed for him each Saturday morning and spending the day toting two huge buckets of the fresh condiment from door to door, selling it to housewives at 10¢ a cup. If business was good he'd swagger home with as much as $4 in his pocket. "I've never been so rich since," he says with a rueful smile.

After working his way through high school in Chicopee, Mass., Mr. Hooper donned a doughboy's khaki suit. Discharged a year later, he entered Amherst College where he coincidentally became a salesman of aluminum ware, with such success that he soon was taken from his route and set to training other resident salesmen. This extracurricular activity not only carried him through Amherst (AB, 1921) and the Harvard Graduate School of Business Administration (MA, 1923), but also financed his sister's education.

**Headed West**

Following the advice of Horace Greeley and the footsteps of Emily Judson Reed, who had attended Smith while he was at Amherst, Mr. Hooper went west all the way to Yakima to go to work for Miss Reed's father in the Liberty Savings & Loan Co. A year later he returned east to become advertising manager of the Harvard Business Review, but in 1927 went back to Yakima to change Miss Reed's name to Mrs. Hooper. Their daughter, Mary Stuart, 18, is now a freshman at her mother's alma mater.

In 1926 Mr. Hooper moved to Scribner's Magazine as advertising manager, leaving three years later for an account executive's berth with Doremus & Co. In 1931, with the depression setting in, he realized that more valuable commodity than financial advertising, so he joined forces with Daniel Starch, under whom he had studied at Harvard, who was then in business in New York. In 1934, Mr. Hooper and Dr. Starch disagreed about technical considerations, and Clark-Hooper was founded.

While sputtering with CAB, Mr. Hooper had been working to meet the demand for rating figures projectable to all U.S. radio homes. During the war, two reports were issued with ratings projectable to the 89 cities with populations of 25,000 or more and in January 1948 the first U.S. Hooperating appeared.

A month later the Hooper organization began publishing monthly New York City Telereatings, measuring TV audiences in the nation's first video market. Plans called for a national TV report to start in October 1949, but the rapid spread of TV across the country brought so much pressure for coverage outside New York that the date was advanced to May.

**Expense in Television**

Like other video pioneers, Mr. Hooper found the expenses of his TV service far in excess of its income, making some belt-tightening necessary. By the end of the year, however, he could report that, after only six months, TV Network Hooperating had subscribers contributing one third of his total revenue from all network program ratings, half as much as the income from the 15-year-old AM network reports.

Looking to the future, C. E. Hooper foresees the need for more information on the impact of advertising, particularly in view of the costs of television, far above those of any other medium. Accordingly, in November, he launched his newest service, Sales Impact Ratings. He also is gearing his organization to deliver more frequent and more detailed local reports—and to deliver them faster than ever before—in response to anticipated demands for information about the effect of television on a city's listening and buying habits and the differences between TV and non-TV communities.

Of medium height and build, his brown hair well mixed with grey, Mr. Hooper gives the impression of inexhaustible vitality. His handsome features normally wear a smile that seems to say "Everyone is my friend, especially you." He is always intent on the business at hand, whether he's doing the talking or the listening. To meet him once is to understand why he is famed as "the best salesman in the whole research field."

An avid outdoor man, Mr. Hooper can be found skiing in Vermont, shooting pheasant in South Dakota or flying casting in a mountain stream whenever opportunity offers. He commutes to New York from South Norwalk, Conn. His clubs are: Harvard, Players, Amherst (New York); Tavern (Chicago); Bohemian; Shore and Country (Norwalk); Tokeneke (Darien); Fly Fishers (Roxoce, N. Y.). He is a member of American Marketing Assn., Market Research Council and Delta Tau Delta.

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**KRMG TULSA**

**Kerr at Dec. 23 Debut**

KRMG Tulsa, Oklahoma's third 50 kw station, officially began operation Dec. 23 amid impressive ceremonies highlighted by the appearance of U. S. Sen. Robert S. Kerr (D-Okla.), principal owner, and station and civic officials.

KRMG is an ABC affiliate, licensed to All-Oklahoma Broadcasting Co. and operating fulltime on 740 kc with 50 kw day and 10 kw night, directionalized. Construction and engineering work was completed in mid-December, four and a half months after ground was broken [BROADCASTING, Aug. 8, 1949].

Robert B. Jones Jr., KRMG general manager, reported fine reception on the station's signal from throughout Oklahoma, Missouri, Kansas and Texas.

Sen. Kerr, introduced by Cal Tinney, famed columnist, enter-tainer and storyteller, told listeners that the "amazing miracle of modern radio has done more than any other agency to bring the people... of Oklahoma in closer touch with each other. He outlined KRMG program plans which he said would take heed of the interest of the "rank and file."

KRMG uses an RCA BTA 50F1 transmitter with low-power consumption tube. Control rooms are equipped with flexible control system built by RCA and all studios are polyclinically designed for diffusion of sound.

McIntosh and Inglis, consulting engineers, handled technical preliminaries for KRMG, using two helicopters to measure the station's field strength [BROADCASTING, Dec. 12, 1949]. Use of the helicopters in adjustment and measurement of the KRMG antenna system resulted in a saving of six weeks' time, according to the station.

All-Oklahoma Broadcasting Co. comprises several stockholders of WEEK Peoria, of which Sen. Kerr is president, and includes among others Joe V. Means, Sen. Kerr and Mr. McGee head Kerr-McGee oil properties in Tulsa.
Court decision could be forthcoming in 1950.

4. Realignment of FCC procedures, including institution of a separation-of-functions system [Broadcasting, June 29, 1949].

By most standards the most complex problem tackled by the Commission in 1949 was television. Though the study had been set in motion late in 1944, the full formulation was not formulated and made public until mid-1949.

Involving color, prospects for use of VHF, UHF, VHF-UHF standards, a proposed VHF-UHF allocation and many corollary problems, the proceeding got under way with a hearing on the color question in late September.

The color proceedings continued into November, are due to resume in late February, and seem unlikely to be delayed before Spring. Then the other TV problems must be approached. The VHF licensing freeze meanwhile is still in effect, and most observers agree, seems likely to continue until fall at least.

The NARBA Question

Another major 1949 problem which remains is NARBA. The old pact expired last March 29. Continuing to look at the full implication of a new one got under way in Montreat in September and continued until a U.S.-Cuban impasse was reached at Washington. U.S. Cuban channel demands. The State Dept. rejected Cuba’s proposals and the conference broke up early this month, to resume April 1 in the absence the U.S. Cuban negotiations starting in Havana Feb. 1.

In the field of new-station applications, FCC in 1949 continued to whittle down its workload, assisted by a slower pace of new filings.

Applications for new AM stations stood at 329 on Dec. 15, 1949, as compared to 530 a year earlier. The number of these in or awaiting hearing dropped from 283 to 266.

FM applications are described as “current.” The number was 86 a year ago and in mid-December was 49, of which 28 are in hearing as against 31 in December 1948.

Television applications naturally are on the rise, since the freeze was in effect throughout 1949. There 311 filed in mid-December 1948 and 385 a year later. The number of these in hearing is the same—182—for FCC has designated no new hearing cases since the freeze was imposed in late September 1948.

LIQUOR ADS

TREASURY OFFICIALS TO APPEAR AT SENATE GROUP HEARING

OFFICIALS of the Treasury Dept.’s Internal Revenue Bureau are expected to appear as initial witnesses on the Langer liquor bill hearing and for the Senate Interstate & Foreign Commerce Committee.

This was announced last week as Capitol Hill for the opening of the 81st Congress’ second session Tues-

day.

The Committee has invited an array of agency officials for the scheduled two-day session, during which it hopes to elicit views on a measure (S 1847), authored by Sen. William Langer (N.D.), which would outlaw all alcoholic beverage advertising in radio and other media in interstate commerce.

Beer, wine and hard liquor would be included.

Views of the Revenue Bureau’s Tax Unit (which supervises the Federal Alcohol Advertising Act), State Dept., Justice Dept., Federal Trade Commission, Commerce Dept., ICC, FCC, and the Postmaster General’s Office have been received by the Senate小组.

Langer introduced his bill last summer [Broadcasting, May 23, 1949].

Indicative of Stand

These views, to be placed into the record at the hearing, and disclosed to Broadcasting last week, are regarded as an indicator of the tacit testimony which will take before the committee.

Typical are these:

Treasury Dept.—Has notified Sen. Langer that enforcement does not presently lie with its supervision [CLOSED CIRCUIT, Sept. 19, 1949]. “The bill relates to a matter of national policy which is primarily for determination by the Congress and not of especial concern to this department,” it advised the committee.

Deputy—In general... indirect controls of this sort using the commerce power should only be exercised when the final objectives cannot be achieved by direct means.

Justice Dept.—...A question of legislative policy concerning which this department prefers not to make any recommendations...

State Dept.—No comment.

FCC—Congress has “the requisite power to enact such legislation and the measure would not violate constitutional guarantees” dealing with freedom of the press.

FCC—Cited its previous decision in the KRLD Dallas-Sam Morris case and reminded acceptance of liquor ads is considered in the overall public interest when it reviews station licenses.

The liquor hearing, prompted partly by Sen. Johnson’s indignation over Schenley Industries’ declared intent to use hard liquor ads in radio broadcasts (now tempo-

heavy with cows?

The criteria just add, multiply and divide...30,000 of ‘em in the KGVO-CBS Missoula area divide a cool $6 million. Now add 55,000 farms and ranches worth $450 million. Consider all Montana’s seven major industries (diversification means sales stability) and you find retail sales totaling $108 million. (1948)

If you want sales in Montana, the Mosby stations SELL THE ART MOSBY STATIONS KGVO-KANA

* NOT ONE, BUT SEVEN MAJOR INDUSTRIES

Page 36 • January 2, 1950

LINCOLNTON AM

FCC PROPOSES Denial

INITIAL decision reported by FCC Thursday to deny application of Carolina-Piedmont Broadcasters Inc. for a new AM station at Lincolnton, N. C., to operate on 1560 kc with 1 kw day.

Hearing Examiner Basil P. Coop-

er found that the applicant had failed to present satisfactory evi-

dence of need or public interest and that the proposed station would operate in conformity with FCC’s rules and standards and would not cause interference with any other station in N. C. No adequate showing was made either regarding areas and populations to be served within the several contours of the station, the report found.

Carolina-Piedmont is composed of Dr. L. A. Crowell Jr., president 28.04%; Dan Boyd, vice president and part owner Glenn Mills Inc.

vice president 37.4%, and R. S. Reinhardt Jr., insurance, secretary-treasurer 37.4%. There are 18 other stockholders.

Small Space · Big Story

MORE people

MORE times

LESS money
Paramount
(Continued from page 29)
50% interest in Paramount Richards Theatres Inc., a subsidiary theatre operating firm which it acquired is the 50% owner of WSMB Inc. United Paramount Theatres is to acquire the other 50% interest in Paramount Richards for about $3,500,000 from E. V. Richards.

The reorganization plan presented the court specified that these various transactions were to take place on and between Dec. 31 and Jan. 3. It was for this reason prompt FCC action on the station transfers was sought.

DuMont's Status
It is proposed that Paramount's 29% interest in Allen B. DuMont Labs., television manufacturer and operator of WABD (TV) New York, WPTG (TV) Washington and WDTV (TV) Pittsburgh, is to be included within the new Paramount Pictures Inc., as likewise subsidiary Paramount Television R'Productions Inc.'s KTLA (TV) Los Angeles.

Each of the two new Paramount firms would be allowed to own five television stations under FCC rules, whereas Paramount now has that maximum if the Commission were to make final its proposed finding that the film company controls DuMont. DuMont has TV applications pending for Cincinnati and Cleveland in addition to the three stations it operates.

Concerning its refusal to act immediately on the transfer requests, the Commission noted that Paramount stated "that the stock transfer must take place on Jan. 1 or 3, 1950, pursuant to the court decree, that it has not been possible to file these applications at an earlier date, and that if the Commission cannot determine whatever issues are involved in these transfers prior to Jan. 1, 1950, that the Commission grant the applications subject to such later considerations and determinations as the Commission might make." To this FCC added:

It is noted that you characterize the transfers covered by these applications as involuntary. We do not understand that the consent decree adjudicated the specific transfers for which applications have been filed with the Commission. Nor do we understand that the transferor was adjudged liquidated as of Jan. 1, 1950; but that such date was chosen voluntarily by the transferor in its reorganization plan filed with the court. Pursuant to the Consent Decree does not understand the District Court decree to deprive the Commission of its reorganization powers under the Communications Act to pass upon the qualifications of the transferee to be a licensee of the Commission.

The Commission is unable to process these applications in sufficient time to make a decision thereon prior to Jan. 1, 1950, as you requested. The Commission will consider the transfer applications on their merits as soon as possible in the light of the problems involved therein.

Officers of United Paramount Theatres include the following:

Leonard H. Goldenson, vice president of Paramount Pictures in charge of theatre operations, president and director; Walter W. Grosjean, general manager of Paramount Pictures theatre department, vice president, director and general counsel; Robert H. W. Filderman, president of Paramount Pictures, secretary-treasurer and director; J. L. Brown, assistant to the treasurer of Paramount Pictures, assistant treasurer; Simon B. Siegel, controller of Paramount Pictures theatre department, comptroller; John A. Coleman, member Adler, Coleman & Co., stock brokerage, director; E. Chester Gersten, president of The Public National Bank of New York, director; William T. Killborn, president of Flannery Bolt Co., Bridgeville, Pa., director; Walter Marshall, president of Western Union Telegraph Co.

As of Oct. 31, 1949, Mr. Goldenson was reported owner of 1,100 shares individually and of 700 shares jointly with his wife of Paramount Pictures.

NAMES BIDDLE
To Advise Defense Trust
NATIONAL Security Resources Board has named Eric H. Biddle, State Dept. official, as consultant on civil defense planning. Appointment was made last Wednesday by John R. Steelman, presidential assistant and acting chairman of the board.

CBS
(Continued from page 20)
Chicago and assistant general manager of WBBM.

Mr. Mickelson joined WCCO in 1943 as a consultant in establishing a news department and became WCCO news director in June of that year. In 1946 he became director of news and special events public affairs and production manager. He is a past president of the and in 1948 was made director of National Assn. of Radio News Directors.

Taylor Joined in '33
Mr. Taylor joined CBS in 1933 as an announcer and entered the network's production department later that year. In 1937 he became director of the CBS music division and a few months later became assistant to the vice president in charge of broadcasts and shortly afterward assistant director of programs.

In 1944 he became chief of the radio section of the Psychological Warfare Division of SSHAEP, succeeding William S. Paley, then president and now chairman of CBS, in the post.

In 1945 Mr. Taylor rejoined CBS as director of programs and before the end of the year was elected vice president and director of programs. When Mr. Robinson was hired for that job in 1947, Mr. Taylor became vice president and director of public affairs.

AGENCY EXPANDS
Cecil & Presbrey Adds 12
WITH acquisition of the Electric Auto-Lite Co., Toledo, account, a nearly $3 million advertiser, Cecil & Presbrey, New York, will add at least 12 new executives. All are former employees of Newell-Emmett Co., which previously held the account and which dissolved a fortnight ago to become Cunningham & Walsh.

T. J. Maloney, partner of Newell-Emmett, had previously been announced as joining Cecil & Presbrey. The account executive on Auto-Lite will be Frank Gilday, who held the same post at Newell-Emmett. Mr. Gilday has been associated with Newell-Emmett since 1942 and before that was with Mr. Maloney in the latter's agency.

The new television director at C&P, George Foley, joined Newell-Emmett's public relations department in 1946. In 1947 he was named an account executive and when the agency organized the television department in 1948, Mr. Foley was called on to head that operation.

Auto-Lite sponsors Suspense on CBS-TV, Tuesday, 9:30-10 p.m.

May Use Radio
RAILWAY Express Agency, New York, has appointed Fuller, Smith & Ross, New York, to handle its advertising effective Jan. 1. Radio may be used.

The Answer to a Disc Jockey's Prayer

by DAVEN

It is now possible to minimize the chance for human error in program control work. The Daven Company has once again pioneered in the field of audio communications controls, and developed a foolproof Miniature Switch. This type*, SW-1000, is a notably compact, low voltage, low current control. It is a cam operated single pole double throw switch, with an OFF position in the center. An outstanding feature of the SW-1000 is that it may be obtained on standard Daven attenuators without increasing the overall dimensions.

This switch may be used to:

* Operate a relay which can start or stop a turntable motor.
* Function as a cueing control.
* Control indicator lamps.

This switch is rated at 1 Amp.-48 Volts.
Available on Daven LA-350 Series of 20 Step Ladder Attenuators

For further information write to Dept. BD-3

January 2, 1950 • Page 37
In the Public Interest

[Editor's Note—In The Public Interest this week is devoted to Christmas public service activities reported last week by stations at the conclusion of their holiday efforts. A roundup of other Christmas promotions and programming was in Broadcasting, Dec. 19, 1948.]

KFH Fetes Children
On Christmas Eve, 1,500 underprivileged children in Wichita, Kan., were guests at the first annual Christmas program and party jointly sponsored by KFH and KFFI-FM, the Salvation Army and the Wichita Amvets. The party, a good portion of which was broadcast, ran from 2 to 4 p.m. Candy, nuts, fruits and toys were donated by the local merchants and collected by the Amvets for distribution during the party by Santa Claus. On the two Saturdays preceding the big Christmas party, a two hour show was held for adults and children. Admission to this show, called the “Christmas Neighbor's Club,” was obtained by canned or preserved foodstuffs which were turned over to the Salvation Army.

Goodwill Gesture
An international gesture of goodwill that featured two stations plugging each others programs and brought joy to a 5-year-old burned boy and a 9-year-old orphan girl was offered by WTOP Washington and CJCH Halifax, Nova Scotia. All Christmas week, late night listeners heard Gene Klavan of WTOP and Norman Riley, CJCH disc jockey, collect Christmas greetings and toys for the two children. Mr. Riley told Mr. Klavan he had heard about the injured Washington, D.C. Rector, and asked the Washington announcer if Christmas greetings collected in the Maritimes for Mike, could be sent him via Mr. Klavan. Agreeing to this, Mr. Klavan and his family agreed to return Canada’s kind. He was told that Marjorie Dobbin, orphaned since she was two and a hospital case all her life, was coming home for her first Christmas to St. Joseph’s orphanage in Halifax. The Washington announcer saw it to that Marjorie received 87 presents and 100 cards.

Aids Salvation Army
WHHH Warren, Ohio, aided the Warren Christmas Charity Shows, Inc., with gifts for the area’s needy which were distributed by the Salvation Army. On Dec. 16, a four-hour disc show was aired. The disc spinners were recruited from among the area's most prominent civic leaders, business and professional men who asked each listener to pledge a sum for gifts for the needy. Both the station and the Charity Shows Committee reported results far beyond expectations.

WTAG Helps Girl
In Worcester, Mass., a 20-year-old girl named Arlene was assured of having a specially constructed artificial arm after one announcement during the five-a-week “Letters to Santa” feature on WTAG-AM-FM’s Julie 'n' Johnny program. Miss Chase read a letter from Arlene, a cardiac case whose left arm had been amputated because of blood clots. Julie and Johnny received gifts for the air, with the number of strips received.

WLS Neighbors Club
Again this year, WLS Chicago's Christmas Neighbors Club was active in solicitation of funds from listeners for purchase of children's hospital equipment. Contributions amounted to about $40,000—the yearly average since 1946. In the 14 years since the club was organized by WLS staff members and Dr. John W. Holland, Midwest listeners have given more than a quarter-million dollars.

Patients Remembered
Exceeding all expectations was the Christmas Card campaign conducted in Havre de Grace, Md., by WASA's Disc Jockeys Norman Wain and Dick West. Listeners were asked to send cards which the station would then distribute to patients in local hospitals who otherwise might not receive one. When it became evident that there would be more than enough cards to go around, the campaign was altered to have listeners send greetings which would help to brighten dull hospital wards during the holiday season. Over 2,500 cards of every size, shape and description were sent to WASA studios.

WNBR Collects Presents
WNBK (TV) Cleveland's Three and Easy program devoted its Christmas period schedule to collecting presents for the Holy Family Homes for Children. Vocalist Ken Ward, Jack Elton, pianist, and Tom Halsey, announcer, decorated a tree on their show and viewers sent presents to put under it. To give each orphanage or children's home an unprejudiced selection, the boys wrote the names of the 20 homes on slips of paper and the one chosen was drawn from a hat during the television show. On the Friday before Christmas, the tree was transported to the Holy Family Home along with all the presents.

Old Newsboys Fund
WJR Detroit offered a week-long schedule of Christmas programs. One of the highlights was on Friday, Dec. 16, when the station sponsored the 26th annual "Old Newsboys Goodfellow Fund" pro-

CREDITED to the gift fund with which Christmas presents for homeless children were bought was this record number of more than 60,000 coffee strips and labels received by WIBA Madison, Wis. Collection was the annual "Christmas for Orphans" promotion conducted by the station for the makers of Butternut Coffee. At the final counting are Diane Tucker (l), newscaster on the Butternut-sponsored broadcast, and C. W. Wallis, merchandising director, who supervised the counting. Sponsor set up a gift fund based on the number of strips received.

A Dog For Georgie
WKMH Dearborn, Mich., gave Santa a helping hand in seeing that a blind boy, five-year-old Georgie Woodrow, got the dog he wanted for Christmas. Santa, who was visited by the boy in Dearborn's Montgomery-Ward store, didn't know the boy's name at the time. To find out his name, he finally called the Kay McCoy program on WKMH and described the boy. "Well, who knows," Santa said, "Maybe the little boy's mother is listening, too." Kay told about it on the air and in very short time, Kay was back on the phone, telling Santa that the boy's mother was

Corny?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.
listening. Not only did he get his log for Christmas but employees of Ward's organized a campaign to raise from $1,200 to $1,400 so Jorgie can have a Leader dog when he grows up.

Christmas Seal Day
In keeping with the spirit of Christmas giving, WWJ Detroit 'gave a day' to help prevent tuberculosis. Mention of the Tuberculosis and Health Society Christmas Seal sale was made on 24 shows and newscasts Dec. 14.

Personnel of WWDC Washing- ton manned a collection depot for Christmas gifts for distribution to the District Home for the Aged and the Infirr.

**WLAW Upheld**

The licensee of a station can reserve to himself the final decision as to what programs will best serve the public interest, according to a precedent-making ruling by a federal judge in Boston on Dec. 23. Ruling upholds the right of a station to break a contract if it believes a proposed program does not best serve the public interest.

U. S. Judge Francis J. W. Ford, in delivering the finding, dismissed a civil suit brought by the Massachusetts Universalist convention against WLAW Lawrence. Suit alleged breach of contract in WLAW's refusal to broadcast a sermon on Easter Sunday. It asked damages and an order forcing WLAW to broadcast the sermon next Easter.

The Universalist organization filed civil suit asking damages and a court order requiring WLAW to broadcast the rejected sermon next Easter. WLAW, represented by James Lawrence Fly of Fly, Pitts & Shubeck, moved to dismiss the suit for "failure to state a claim upon which relief can be granted."

Summarizing the case, Judge Ford's decision states: "Plaintiff's contention is that under the Communications Act the business of radio broadcasting is affected with a public interest and that, in consequence, contracts between the owner of a broadcasting station and persons seeking to broadcast are likewise affected with a public interest. Therefore, the plaintiff urges that the Communications Act, in imposing on licensees a duty to broadcast in the public interest, by implication, confers on those contracting for broadcasting time a right, notwithstanding any contractual provisions for rejection of programs, to have their material broadcast except where the content of the broadcast is not in the public interest."

"Such an interpretation of the Communications Act must be rejected," the decision declares. "Certainly the act does not confer on anyone any right to broadcast any material at any time, whether or not it has a contract for such a broadcast. Nor does there seem to be any basis for the implication of such a right. There is nothing in the Act to indicate that the mere fact that one party to the contract is a licensee under the Act gives to the other contracting party any greater rights than those which the law ordinarily gives to parties to a contract."

"It is true," Judge Ford continues, "that licensees under the Act have a duty to operate their stations so as to serve the public interest. The licensee has the duty of determining what programs will be broadcast on his station's facilities, and cannot lawfully delegate this duty or transfer the control of his station directly to the network or to the advertising agency."

"He cannot lawfully bind himself to accept programs in every case when he cannot sustain the burden of proof that he has a better program. The licensee is obliged to reserve to himself the final decision as to what program will best serve the public interest. We conclude that a licensee is not operating in accordance with the express requirements of the Communications Act if he agrees to accept programs on any basis other than his own reasonable decision that the programs are satisfactory."

**Radio Exhibit Room**

WALTER EVANS, Westinghouse Radio Stations Inc. president, officially starts a "History of Radio" exhibit room at the Carnegie Museum in Pittsburgh next Tuesday (Jan. 10), his firm has announced. During the KDKA (Pittsburgh) Day program of the Pittsburgh Radio and Television Club on that date, Mr. Evans will present an item of historical significance to the Museum as the official beginning of the new room. The exhibit will be open to the public during National Radio Week next November.
### RACE HORSE SHOWS

**WTUX Renewal Favored**

HORSE RACE programming in itself is not bad broadcasting, but the determining factor rather is how much of it is used in relation to other subject material and in what manner it is presented. In brief that is indicated to be the general conclusion of FCC Hearing Examiner Jack P. Blume in his initial ruling fortnight ago to renew the license of WTUX Wilmington, Del. [Broadcasting, Dec. 26]. WTUX was the subject last spring of Commission investigation upon complaint by Wilmington police alleging that the station’s race results broadcasts aided illegal gambling [Broadcasting, June 20, July 4, 1949].

The decision commented, however, that no consideration had been given “the repeated requests” of the Wilmington Police Dept. “for general rules on horse racing programs to guide all stations, since this proceeding is obviously not the appropriate forum for such rule-making.”

The decision did not indicate whether FCC might be planning such a rule-making proceeding to tackle the racing program problem, which would be patterned after the lottery and similar cases.

### National Problem

The Wilmington police in their requests for such general rules to ban or restrict racing shows had emphasized that the problem of broadcast aid to bookies and illegal gambling is not a one-station or one-community matter, but rather a national problem since radio signals cross municipal boundaries.

In the WTUX initial ruling, Examiner Blume concluded that the programs questioned “were not intended or designed to be of assistance to persons engaged in unlawful activities, but were subverted to that end.” He added that although they were not so designed, they were with an almost reckless disregard of their potential use for this purpose.”

In favoring renewal for WTUX, the examiner noted that the station’s basic program policies were in the public interest although actual programs in some instances did not fully implement these policies. He observed that WTUX was a relatively new station and was managed by newcomers to radio who, “because of financial limitations, were without the benefit of experienced radio counsel.”

The decision further observed that when the station owners did retain counsel and during the hearing “previous programming errors were pointed out, applicant’s principals were quick to attempt to remedy them.” Thus, before the hearing concluded, WTUX had tailored its horse race broadcasts to the point where Wilmington police stated they no longer were an aid to illegal betting, the decision said.

The examiner also gave consideration to what remedial purpose would be served by refusal to grant renewal and noted the police had stated further that to delete WTUX from the schedule would “serve to encourage enforcement program ‘since other stations can and do supply bookmaking establishments with the racing information needed by them.’”

In considering further whether deletion of WTUX would serve any remedial purpose, the initial decision that WTUX had devoted substantial periods of time to the needs of civic, charitable, religious and other community organizations, and had provided the only source in Wilmington of valuable foreign language broadcasts, both of which community services would be eliminated if the station were deleted.

Particular notice was made of WTUX’s promises as to future programming, the examiner said. He added that these promises

### FCC DENIALS

**Cite Business Ability Lack; Study Religious Issue**

An FCC hearing examiner has recommended denial of one application for lack of business ability on the part of the applicant, and tentative denial of another until the Commission decides the First Amendment’s applicability to religious stations.

The case involved rival applications of Kansas City Broadcasting Co., seeking to establish a new AM daytime station at Kansas City, and of the Reorganized Church of Jesus Christ of Latter Day Saints, to operate the same facilities at Independence, Mo.

Examiner J. D. Bond said in an initial decision a fortnight ago that he could not conclude that disputed charges of racial and religious prejudice raised against Evangelist Wendell Zimmerman, president and underwriter of the Kansas City applicant firm, justify his disqualification as a licensee.

Examiner Bond ruled, however, that Mr. Zimmerman’s “management of his own business affairs and evidence in him either a lack of understanding of, or a lack of appreciation for, elementary business principles and responsibilities,” he said Mr. Zimmerman’s brother, Fred Zimmerman Jr., who is secretary-treasurer of the company, “demonstrated by his testimony a gross lack of understanding of fiscal matters.”

The decision concluded:

This non-operating, recently formed corporation has evidenced such deficiencies in coping with relatively simple business problems as to show clearly that the intricacies and complexities of operating its business as a going concern would prove insurmountably impractical. We doubt that operation of a station here might ever be achieved or maintained in the public interest by this applicant.

In connection with the Reorganized Church’s application for independent status, the decision noted that the station would be “used completely to foster the religious and educational interests of the applicant on a non-commercial basis.”

But, Examiner Bond maintained, “it has not yet been determined that this Commission may or should grant a permit under these circumstances.” He referred to the forthcoming hearing—based on an FM petition of the Southern Baptist Convention and the Baptist General Convention of Texas to determine whether FCC may, under the First Amendment of the Constitution, establish a specific category of religious broadcast stations [Broadcasting, Oct. 10, Nov. 21, 1949].

The same question is involved in the Reorganized Church’s application, he said, recommending that it be denied without prejudice to the Church’s right to petition for reconsideration when the religious radio question has been decided in the Texas case.
Don Lee Renewal

(Continued from page 28)

hearing while the instant proceeding has been pending, equal justice under the Commission's network rules requires that the licenses of Don Lee Broadcasting System be renewed," Comr. Jones declared.

Comr. Webster saw a possibility that in some future case an applicant in similar circumstances "may—without claiming that it is not engaged in alleged violations, and without assuring the Commission of an intention to operate henceforth in conformance with the provisions of the Act, or the rules and regulations—cite the Don Lee case as a precedent for renewal of its license without hearing."

But, he observed, "since every individual case must be judged on the basis of its merits, I do not consider that my position in this case precludes me from reaching a different conclusion as to what would serve public interest in another case based upon the particular circumstances of the case under consideration."

'Violations Shown'

Chairman Coy held flatly that "the licensee has violated the network regulations. He has stated on the record that he did not believe in the enforcement of the regulations which he felt were inconsistent with the economic interests of Don Lee. Thus, willful violations are shown. In the circumstances I cannot vote for the renewal of the application."

Comr. Hennock, in a lengthier dissent, wanted to know:

"Without completely vitiating the Commission's authority to regulate, can this proceeding have any result but denial?"

She said:

"Each rule here involves provides that 'No application will be granted for a standard broadcast station ...' which engages in the conduct set forth. The decision that such a result would flow from this type of activity was affirmed by the Supreme Court. These rules have never been conditioned by this Commission; as soon as they were brought to our attention we took measures to abate it, and setting the license renewals for hearing. The hearing developed the fact that violations had actually occurred, and also showed that there were no mitigating circumstances.

... We have, in the past, when confronted with such deliberate violations, not been reluctant to invoke the 'harsh' penalty of deprivation of license. And in the cases of WOKO and WORL (WOKO Albany and WORL Boston, both based on alleged concealment of ownership), the exercise of our authority was upheld by the Supreme Court of the United States.

Comr. Hennock maintained the previous decision was made for another reason. She pointed out that two transfer applications are pending—one for transfer of control of the licensee company from the late Donald Lee to his son, Thomas S. Lee; the other for transfer from Thomas S. Lee, who has been pronounced incompetent, to the guardian of his estate, Mr. Weiss and Willet H. Brown, president of the network.

Thus, Miss Hennock reasoned:

... By granting these license renewals, the Commission is committing the operation of these stations to the hands of persons whom it has never approved as broadcast proprietors. Those who comprise the active management of the stations have manifested a flagrant disregard for the mandates of the Commission... If a licensee can continue to reap the benefits from the use of a property without actually assuring the FCC that he exercises no control over the manner of its use, and in a case in which the frequency has been used in a manner which violates fundamental policy of the Congress and the FCC, he has acquired what, in my view, is a perpetual right to use of the frequency in any manner that he sees fit.

The Commission found that Don Lee's formal, standard affiliation contract "conforms in its terms to the Chain Broadcasting Regulations," but that the network and its officials had "caused," "forced," or "induced" affiliates to give up rights granted by FCC's rules.

The majority held that Don Lee exerted "unremitting and insistent pressure" on affiliates, sometimes including implied threats to break off affiliation.

The Commission particularly cited Don Lee dealings with KCVC in San Antonio, KVEC San Antonio, and KFXM San Bernardino, KFRE Fresno, KDON Monterey, and KYOS Merced, Calif.; KMO Tacoma and KWLK Longview, Wash.; and KGIN Portland; KRRR Roseburg and KFJJ Klamath Falls, Ore.

Mr. Weiss, it was pointed out, said that because of his experience in operating stations ranging from 250 to 60,000 w, and because he had FCC and industry respect, he felt he was justified in substituting his judgment for that of a licensee whose license was limited to operation of one station.

He contended, however, that Don Lee had not used force or coercion. Further, he said, the network and its affiliates had a clear understanding that the final decision on station policies was to be made by the licensee. Conversations and correspondence with affiliates, he said, must be viewed in the light of that understanding.

NAB Advertising List

BIBLIOGRAPHY on "Public Service Aspects of Advertising" has been compiled by NAB's research and library staffs. They will be mailed by NAB on request. The list is divided into four groups—public interest and welfare, information and education, consumer attitudes, and economic aspects.

Orr Agency Promotes

TWO EXECUTIVES of the Robert W. Orr & Assoc., New York agency, were promoted last week. They are John H. Baxter, vice president in charge of creative activities, who has been appointed executive vice president and member of the board of directors, and Eldon Sullivan, vice president named assistant to the president and board member.

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA

A prime radio combination in the rich industrial market of Central Pennsylvania.
Represented by ROBERT MEEKE ASSOCIATES

BROADCASTING • Telecasting

First 15 Program Hoopetings—Dec. 30 Report

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<th>Program</th>
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<td>Jack Benny (CBS)</td>
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<td>Radio Theatre (CBS)</td>
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<td>Mojoe &amp; Molly (NBC)</td>
<td>160</td>
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<td>Godfrey's Talk Show</td>
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<td>Amer. TV Andy (CBS)</td>
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<td>My Friend Irma (CBS)</td>
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<td>Bing Crosby (CBS)</td>
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<td>Bob Hope (CBS)</td>
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<td>F. B. I. in Peace &amp; War (CBS)</td>
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*K* Second broadcast on some day in some cities provides more than one opportunity to hear program.

Illustrated is a perfect example of Johnson craftsmanship—phasing equipment exactly duplicating style and color of transmitter cabinets.

All Johnson phasing equipment is individually designed for the job. Adequate safety factor of all components, ample front panel control and adjustment of each circuit is provided.

In addition, Johnson Phasing Equipment offers optimum circuit design, heavier component parts with a wider range of tuning adjustments and automatic switching from directional to non-directional operation.

Johnson, for many years a leading supplier of antenna phasing equipment, manufactures units with power ratings from 5 to 50 kw. Standard as well as custom cabinets to match your equipment are made in the Johnson plant. Your inquiries are always welcome.

E. F. JOHNSON CO.

WASCA, MINNESOTA

January 2, 1950
MARCH OF DIMES
Adds to Radio-TV Staff

SIX STAFF members to augment the Radio-Television Div. for the 1950 March of Dimes campaign were named last week by Howard J. London, director of motion pictures, radio and television for the National Foundation for Infantile Paralysis.

Those added to the Radio Div. are: Jeanne C. Austin, former commercial writer and assistant daisy time script writer for WJZX; Thomas E. Thompson; Barbara Booth, former television writer for Standard Brands and member of the writing staff of CBS; Ann Lou Davis, previously a radio writer for Compton Advertising; Joe Gratz, former CBS producer and director; and Edward E. Scovil, former director of public affairs for CBS, Washington.

John Becker continues as assistant to Mr. London with Kirk B. Alexander as production assistant, Charles C. Bennett as radio script writer for Michigan Kroll as script editor. John Swallow is West Coast production chief in Hollywood and Jack Fisher serves as Chicago national radio representative.

Connie Martin Ryan, formerly with Veterans Hospital Camp Shows and CBS trade news editor, is handling radio publicity for the the campaign.

'50 Outlook
(Continued from page 25)

of National Broadcasting Sales Ltd., Toronto, looks for slightly larger radio revenue next year, with the overall radio picture rising 4 or 5% and the Canadian industry undergoing a 6 to 7% increase. He expects a slight (3%) increase in general business and a jump of 7% in operating costs.

The heretofofore undeveloped French-language market will aid radio in experiencing a 10 to 15% rise in volume, according to John R. Fox, general manager of Omer Ranaud & Co., representative firm in Toronto.

The "increased interest in Canada by U.S. customers, especially soap companies, who are buying local programs, sot announcements, and quarter-hour programs," will help make 1950 a good year for Canadian radio, according to A. A. McDermott, sales manager of H. N. Stovin & Co., Toronto. Automotive sponsors also will contribute to the increase in AM spot and sales. Overseas will increase, but general business will go up with it, says Mr. McDermott.

Manufacturers

Westinghouse Electric Corp. will increase TV set output 75% in 1950, according to F. M. Sloan, manager of the Home Radio Division, with factory facilities being increased one-third. Increased efficiency will make possible reductions in costs of sets, he said.

Mr. Sloan predicted the unprecedented demand that exhausted supplies of name-brand radios and TV sets at Christmas will be depleted into the first quarter of 1950. Despite record production, the Westinghouse division was unable to fill orders and the biggest problem in the fourth quarter was not sales but allocation, he said.

The long-range market for television shows great promise, he added, with over 24 million families to come within range of TV stations by the end of 1950.

John W. Craig, vice president of Avco Mfg. Corp. and general manager of its Crosley Division, said: "The sale of 10 million radio sets in 1949 and the fact that fall and winter buying have produced an actual shortage of radios on the market, firmly refute the contention made in the earlier days of television that radio was on its way out." He estimated there would be a market in 1950 for some six million home radios, 3 million auto sets and 2,260,000 TV sets.

Dr. W. R. G. Baker, vice president of General Electric Co. and general manager of its Electronics Dept., predicts the electronics market will set new sales records in 1950, spurred by TV's "tremendous sales potential" and a substantial market for radios and radio-phonographs.

The public will spend over $800 million for TV receivers; plus $100 million for installations; plus $150 million for general audio equipment, he said. Color TV is at least five years away on a national scale, he explained.

Dr. Baker believes the nation will have 500 TV stations by the end of 1951. He says TV and radio have their respective spots in the field of public service and one will not replace the other. He referred to the surprising consumer demand for small radios and radio-phonographs in the last quarter of 1949.

AFRA vs. WSTV

NLRB Upholds Union Claim

NATIONAL Labor Relations Board last Friday upheld recommendation of a trial examiner that WSTV Steubenville, Ohio, "cease and desist" certain alleged unfair labor practices in its bargaining activities with American Federation of Radio Artists.

Case arose from a charge filed by AFRA's Pittsburgh local Nov. 10, 1948, that the Valley Broadcasting Co., WSTV licensee, had refused to bargain with the union. Trial Examiner filed his recommendations last summer [BROADCASTING, May 16, 1949]. The labor board noted that AFRA was the duly-designated representative and urged Valley Broadcasting Co. to "cease and desist" from refusing to bargain collectively and engaging in other unfair practices. Order affects announcers, newscasters, sound effects men and those who play records and transcriptions. Musicians are excluded.

CATHOLIC SERIES

Three 1950 Programs Open

THE NATIONAL Council of Catholic Men launched two of its 1950 program series and the third is scheduled to begin on Thursday of this week.

The Rt. Rev. Monsignor Fulton J. Sheen, nationally known religious speaker, began his 21st series on The Catholic Hour (NBC, Sunday, 6:30 p.m. EST), and Clare Booth Luce, author, lecturer and former member of Congress, was the first guest of Dr. Urban Nagle on the new Hour of Faith (ABC Sunday, 11:30-12 noon EST). On Thursday, Jan. 5, Fr. Richard Ginder, associate editor of the magazine, The Priest, will begin a series of talks on the MBS program series called Faith in Our Time (Thursday, 10:15-10:30 a.m. EST).

Gates has it

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BROADCASTING STATION
GATES RADIO COMPANY

QUINCY, ILLINOIS
WASHINGTON, D. C.

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TELEMETROPOLITAN 0522

BROADCASTING • Telecasting
TRY DU MONT DAYTIME TELEVISION

If you have a message for the Homemaker, you'll find Du Mont Daytime Television is a mighty economical way to show her while you tell her. Remember, Du Mont pioneered Daytime Television and Du Mont has the pick of the Daytime shows—both for Network and local sponsorship. Buy what you want—one market or many. For anything in Television, call:

America's Window on the World
515 Madison Avenue, New York 22, N.Y.

An afternoon in an imaginary department store with delightful segments on food, fashions, glamour, homemaking, photography, song and entertainment.
Filmed, processed, edited and narrated completely by fast-moving WBAP-TV newsroom personnel is “Texas News,” a 10-minute newsreel recently named the nation's best by the National Association of Radio News Directors.

Aired at 6:45 p.m. Sunday, Tuesday, Thursday, Friday and Saturday* on the Star-Telegram's WBAP-TV, an average “Texas News” covers eight stories — four from the Dallas area, and four from the Fort Worth area. No story is over 24 hours old, and many of them develop as late as two hours before air time.

“Texas News” staffers often travel over 300 miles by auto or chartered plane to get one story. Their filmed stories have been telecast repeatedly over NBC and other stations across the nation.

“Texas News” is a top example of station programming. WBAP-TV, the Southwest's first television station, can serve you best in the Fort Worth-Dallas area. Complete facilities for live programs, commercial film production (program or spots) are at your disposal at WBAP-TV. Contact the station or Free & Peters for details.

*Sponsored by Texas Electric Service Co. Tues., Fri., Sun. and the Southwest Chevrolet Co. on Thurs.
SATURDAY NIGHT ON NBC-TV

2½ Hour Show Proposed

NBC Television Network last week asked interconnected affiliates to clear time for the two-and-a-half-hour Saturday night program that Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, has been shaping up for more than two months.

The network advised its affiliates it would compensate them at their regular half-hour network rates for five half hours, 8:10-10:30 p.m., Saturday. The affiliates were told the program was scheduled to begin Feb. 11.

According to Mr. Weaver's plan, the two-and-a-half-hour show will be sold to several sponsors, whose commercials will be telecast on a rotating basis. There will be three one-minute network commercials in each half hour.

The regular 30-second chain breaks prevailing in ordinary network schedules and available to stations for spot sales will not be disturbed, a network spokesman said.

It was understood that NBC-TV would need to clear its Saturday night program on at least 15 stations if the project were to succeed. Stations must agree to carry the entire two-and-a-half-hour show if they carry it at all. A network spokesman was careful to point out that although the show fell within network option time, affiliates could reject it if they chose.

The exact format of the program that NBC intends to put in the Saturday night period was not yet disclosed. It was known, however, that Mr. Weaver had been contemplating a "Saturday night on the town" which would cover a variety of entertainment. The idea is that the home audience will be taken to the theatre, to night clubs, to the movies and to other sources of amusement without leaving home.

By distributing the cost of the show among a number of sponsors, whose commercials will be charged among the various half-hour segments from week to week in order to give them equal time advantages, the cost-per-sponsor will be less than that an individual advertiser would have to pay for a half-hour program of similar merit, according to Mr. Weaver's plan.

Whether NBC-TV had acquired sponsors for the program was not known. In its message to its stations, the network did not identify possible sponsors nor did it explain the format of the show.

FOLSOM REPORTS

Says TV Rise Unprecedented

A SPECTACULAR rise, unprecedented in the industrial history of the United States, has been made by television, according to a year-end statement by Frank M. Folsom, president of RCA.

"During October, after only three years of production, television achieved the going rate of a billion-dollar-a-year industry," Mr. Folsom said. "No other enterprise of the past has moved so fast in so short a time."

Pointing out that it took the automobile industry more than 10 years to reach a similar mark, Mr. Folsom said the wholesale value of all TV sets purchased by the American public exceeds $1 billion—another unequaled record.

Set Demand Great

"So great was the public demand for television receivers, particularly in the last half of 1949, that some of the major producers were from two to eight weeks late in deliveries," Mr. Folsom said. "The total number of sets produced and sold during the year amounted to 2,500,000, or 500,000 more than had been predicted. In New York City alone, the number of television sets in use rose to 1 million."

Turning to 1950, Mr. Folsom said the outlook is exceptionally good, asserting that industry may be expected to produce and sell between 3,500,000 and 4 million receivers, bringing the total number of sets in use by the beginning of 1951 to more than 7 million and the potential television audience to at least 25 million persons.

"To achieve new production records in 1950," Mr. Folsom continued, "industry reports indicate that capacity will be increased by nearly 50%. This will be accomplished through the addition of new manufacturing facilities. The only limiting factor that can be foreseen at this time will be, as it was in 1948, the ability of component parts manufacturers to keep pace with demand."

He cited as one of the outstanding developments in TV during 1949 introduction by RCA of the new 16-inch metal cone kinescope, or picture tube, "more economical to produce than its all-glass counterpart, enabling substantial reductions in the cost of large-screen, direct-view television receivers. Their success was immediate," Mr. Folsom declared, "and all the time during the year was RCA able to produce 16-inch receivers in sufficient quantity to meet the public demand."

The impact of television on the national economy is already having far-reaching effects, Mr. Folsom said. He pointed out that vast amounts of raw materials are being drawn from all sections of the country, and tens of thousands of workers are being employed to turn these materials into television set components and sub-assemblies. "This activity, together with the larger operation of manufacturing complete receivers, contributed substantially in helping to stop the general industrial slump experienced in the early part of the year," he stated.

According to Mr. Folsom, the reasons for the public's "enthusiastic and whole-hearted acceptance of television as a fundamental addition to home life are clear" and he stressed these points:

1. High standards of performance and value adhered to by most manufacturers in the television industry.

2. Rapid increase in the number, (Continued on Telecasting 10)

DEPARTMENTS

Film Report... 14 Telefile... 4 Telebuyer... 13 Telestatus... 8
Telefile:

DON LEE'S KTLS (TV) MARKS 18 YEARS IN TELEVISION

TODAY KTLS (TV) Los Angeles operates secure in the knowledge that the area boasts a set circulation in excess of 300,000, but W6XAO started just 18 years ago knowing its maximum audience did not exceed five sets.

Besides observing the Yuletide season, the Don Lee Broadcasting System last month celebrated the 18th anniversary of KTLS which first took to the air as W6XAO Dec. 23, 1931. Present at the start were the late Don Lee, founder of DLBS; Harry Lubcke, now director of television research, and a staff of three men.

Despite the long history of Don Lee in television, the firm is still looking forward to its future, according to Willet H. Brown, DLBS president. In his words, "television is not 'old hat' to Don Lee Television-KTLS (W6XAO). Television is not merely a matter of looking at the recording; to us television remains a challenging future."

Mr. Brown is not a man who believes in the status quo. He recognizes that pioneering still remains for his organization. "Until 1939," he reminds, "we were obliged to manufacture all of our equipment, including receivers, to carry on. However, we managed to continue leading the way, albeit scarcely more than a 'baby' ourselves in a then truly infant industry. Now during television's similarly trying introduction to commercial operation, Don Lee seeks further progress. What we enjoy today in TV is not the ultimate; there's more to come."

The spirit of Don Lee's continued forward movement in television as guided by Lewis Allen Weiss, board chairman, and President Brown, is reflected in their recent selection of Charles Glett, motion picture executive, as vice president in charge of television, and Cecil Barker as executive producer, thereby injecting motion picture thinking into television.

"Don Lee has engaged in TV research and operation for a longer period than any other network," Mr. Brown points out. "Recently Don Lee also participated in the development of the new 'Electra-Zoom' lens for television cameras. And so it goes, Don Lee continues to seek the proverbial better mousetrap, content only with the most, and best possible, since the days when we built the first structure ever erected specifically for television atop Mt. Lee" (overlooking Hollywood).

Among the various historical television accomplishments claimed by the Don Lee organization are:

- May 10, 1931—First time in Los Angeles that a television image was transmitted from one side of a room to the other on newly developed all-electrical equipment.

- Dec. 23, 1931—W6XAO, one of the first—if not the first—television transmitters of the present-day type, went on the air, telecasting one hour per day, six days a week.

- May 21, 1932—First known reception of television images in an airplane. Made in a Western Air Express tri-motorized plane, carrying Los Angeles news representatives.

- March 10, 1933—First showing of full length motion picture, "The Crooked Circle," then being shown in theatres.

- March 23, 1933—First television coverage of a disaster by means of rapidly processed newsreel film, showing scenes of Long Beach earthquake.

- April 4, 1933—First showing of current Pathe newsreels.

- Aug. 30, 1937—Published seven rules for taking motion pictures intended for TV, formulated from having telecast three million feet of movie film.

- Dec. 23, 1940—Mt. Lee television completed, the largest, highest and most complete plant built specifically for television up to that time.

- Sept. 30, 1946—First tennis match to be played on a television stage, when National Champion Ted Schroeder, and others, participated in exhibition matches on regulation court set up on stage of Mt. Lee studios.

- Dec. 23, 1946—Fifteenth anniversary of W6XAO on the air. To that date station had telecast 7,331.6 hours and exhibited 13,601-600 feet of film via television.

- May 21, 1947—Started first sustained daytime telecasting with several weekly presentation of Queen for A Day radio program and presented simultaneously.

- April 1, 1948—Telecast first symphony west of New York, with Los Angeles Philharmonic.

- Dec. 7, 1948—First Air Force plane-to-television station images. Air Force B-17 used to show viewers extensive scenes of greater Los Angeles from air. Images beamed direct from moving plane to trans-
mitten and relayed.

Aside from making it technically possible for Don Lee to launch itself in television, Mr. Lubcke has substantially contributed to the lore of television in the west. While still a student of engineering at the U. of California in Berkeley, he built his first television set. He recalls reception with this set of TV transmission from Washington, D.C., in 1929-37; it was nothing more than a repetitious image of a girl bouncing a ball, transmitted by a man named C. Francis Jenkins via the two-megacycle band.

Also before graduating from college, Mr. Lubcke had delivered a technical paper at a meeting attended by Philo Farnsworth. Impressed with the youth, Mr. Farnsworth offered him a job at his laboratories. Upon graduation, Mr. Lubcke became assistant director of research, working directly under Mr. Farnsworth. From there he went south in 1930, where he contacted the late Mr. Lee, Mr. Weiss and Mr. Brown, talked television and has been with the organization ever since.

Thanks to Mr. Lubcke’s memory, historians may learn that the first Los Angeles TV fan was Howard Treasurer, a motion picture studio engineer, who had built his own set. From him came telephone calls and notes commending the station’s programming and transmission in its early days. From an audience which was so personell, Mr. Lubcke has seen television grow to a mass communications medium in Los Angeles.

Now that television’s next big technical step will be color, Mr. Weiss and Mr. Brown have a man with an ideal background for the post they created as director of television research in charge of color—Mr. Lubcke. While he will venture no guesses on the “when” of color television, Mr. Lubcke firmly believes that the system to gain commercial approval will not be one existing system but rather a combination of two or more.

SUMMING up the position of the technical progress of his organization, Mr. Brown says:

“Don Lee is proud that it developed and demonstrated successfully the first all-electronic system known west of the Mississippi and is very proud for having assisted in the formation of present-day approved standards. This projection goes on, which makes it possible to look toward the future with considerable confidence. The recording system Don Lee will use.”

TELECASTING on Channel 2, KTSW transmits on 66-72 me with 16.2 kw visual and 8.7 kw aural. Its current transmission site atop Mt. Lee is approximately 2,200 feet above sea level but the plan is to move the site to Mt. Wilson as soon as possible. FCC approval has been sought.

Overseeing Don Lee’s television operations is Charles Glett, vice president. Mr. Glett formerly was managing director of the Motion Picture Center and previously a vice president in charge of David O. Selnick production and studio operations. His is a background in motion pictures which extends from financing through production. Additionally he has had experience in the production of industrial films as well as in talent management. During the war he supervised more than 20 film production units while serving as an officer with the Signal Corps.

Mr. Glett states frankly that he believes TV to be a motion picture medium—whether the fare is produced live or on film. But he has to explain that “when the man with the screwdriver got off the motion picture camera, the motion picture business became creative.” The time is past, he says, when an electronic engineer is all that is needed on a television camera. He has no objection to a cameraman who also knows electronics, but he insists that his cameramen have an understanding of such matters as lighting and setting up.

Not at all one-sided in his view of television as a motion picture medium, Mr. Glett readily admits that there are facets of TV production from which the motion pictures could profit. He cites as an example the sustained “take” of a live television show which calls for a performer to go through the length of the program whether it is 15, 30 or 60 minutes in length. This he feels will certainly alter the picture of the brief “takes” of motion pictures which are sometimes as short as 30 or 60 seconds.

Mr. Glett does not believe in running sustaining “live” programs or a prolonged period of time. In fact he would consider it ideal if KTSW telecast no such programs, except for public service programming. Thus, most “live” KTSW programming is commercial except for those segments which are being showcased for sale, and the public service programming.

He fully recognizes that a program has to be seen to be bought but doesn’t think it need run interminably as a sustainer. The station selects programs which are considered likely entertainment and they are thoroughly rehearsed before ever being seen on the air. Additionally, a “preview” technique is being developed to show programs to a studio audience via closed-circuit. Each attendant is provided with a card for critical comment. After compiling the comments along with the critiques of the station’s staff, program revisions may be undertaken. When the program is then adjudged ready to roll, it may be telecast a few times and kinescoped. With this visual presentation, the station’s sales force has a handy product to sell. That which is sold may be put on the air and that which lacks commercial appeal need not have endless money expended, Mr. Glett reasons.

AT the present time, KTSW is telecasting approximately 20 hours weekly on a Monday through Friday basis. Within 60-90 days, Mr. Glett intends to expand the station’s schedule to include weekend nights and by spring he hopes to add about 10 hours of daytime programs to the station’s weekly schedule.

Of the present average of 20 hours each week, about one third is live, including remotes. Kinescoped programs, obtained through the station’s affiliation with DuMont, presently provide about two more hours a week; early in 1956 this will be increased by two more hours. All other programming seen on the station is film.

In addition to this mode of operation, Mr. Glett told TELECASTING definite plans have been drawn to evolve a motion picture workshop group as still another source of programming. He said that the first story property had been obtained and only formal negotiations had to be completed before an announcement is made.

This group will work in both live and studio modes.

(CONTINUED ON TELECASTING 18)

HISTORIC pieces that typify Don Lee pioneering in television:

Above—The first transmitter used by WSXAO for over-the-air transmission back in October 1931 when Don Lee was operating from Seventh and Blis Sts. and the initial signals were picked up on a receiver in a vacant lot a block away. Later the distance was increased to 10 miles. Transmitter is shown without its protective cabinet.

Below—Harry R. Lubcke, director of TV research in charge of color for Don Lee-KTSW/WSXAO, explains component parts of the first-known TV receivers in Los Angeles to his daughter, Joan, now 13. Joan is believed to be the veteran television of her generation, the Lubcke home having had a television set since she was born.
Examina the Petry TV map are (1 to r): Jose DiDonato, director of sales service, Petry TV department; Douglas MacLatchie, Petry TV time salesman; and Joseph Allen, director of public relations, Bristol-Meyers.

AM and TV sales direction, sales force and sales promotion—e'en down to physical separation of our office space. As a matter of fact, we have even been kidded about the fact that our AM salesmen don't even know our TV men, and vice versa. There's some truth in that. We want it that way.

"We believe that's the way to do a better job for our stations, for advertisers, and for their agencies," he concluded.

Kiggins for TV

Turning from thought to action, Mr. Petry engaged Mr. Kiggins, veteran network executive, to build and operate his TV division. Mr. Kiggins, who had topped off his long service in sales and station relations at NBC and ABC with two years as an officer and consultant of Television Assoc., agreed with the Petry reasoning and went to work to carry it out.

By the end of September, Mr. Kiggins had his office space well populated. There were—and are—five salesmen: Douglas MacLatchie, who had joined the Petry sales staff in February, moving from WFIL-TV Philadelphia; William Cornish, former agency radio and TV director and time salesman for the Dumont TV Network and Dumont's own video stations; Donald P. Campbell, veteran network salesman with NBC, ABC and MBS experience; Robert S. Wilson, formerly in charge of cooperative program sales for Mutual's Central Division; Richard Arubuck, previously space representative for (Continued on Telecasting 11)

Divorce of the Visual From the Aural

Keynotes Firm’s Television Success

"AM was in its infancy, station representatives before they could represent competing stations in the same market. In founding The Petry Co. 17 years ago we felt differently and established the now accepted practice of exclusive representation." He continued: "And now ever since television came to life as an advertising medium, every radio representative has faced the temptation to rationalize the feasibility of a combined AM-TV sales operation.

"His thinking goes somewhat like this: Ownership of stations is often the same; in many agencies the buyer is the same; often, too, the advertiser is the same. Why, then, shouldn't the seller be the same?

"That's an easy bill of goods to sell yourself," he commented. "It's cheaper; it's easier. And it's just as good... isn't it? You don't need initiative, added effort, and the willingness to invest considerable money in a new and separate operation. Actually, you don't need to do anything. Long live Status Quo!"

But let's not kid our stations, advertisers or ourselves," Mr. Petry advised.

"At the risk of being called simple and old-fashioned," he said, "we maintain that a good salesman must first of all believe in and be enthusiastic about what he has for sale to the exclusion of all else. For the salesman who really deserves the name there are no two ways about it. He simply cannot wholeheartedly and honestly sell two things which compete for the same advertising dollar. He can't sell Sunday supplements and daily papers—or car cards and billboards—or network radio and spot—or AM and TV—no matter what their superficial similarities."

Mr. Petry explained, "We at the Petry Co. believe this so completely that we have entirely separated our

The Petry Philosophy:
SELL VIDEO SEPARATELY

ON THE FIRST day of September 1949, Keith Kiggins took occupancy of the second floor of the building at 343 Lexington Ave., New York, and set out to build an organization that would live up to the new gold letters on the door, reading "Edward Petry & Co. Inc.—Television Department."

Reason for the new office space, half a mile across Manhattan from the Petry headquarters at 424 and Madison, was the same as for the new department, itself. Edward Petry, president of the company that has been among the leading station representative organizations since the early 30s, had been thinking about television and sound radio and had reached some definite conclusions.

Mr. Petry observed that when

FOR streamlined service, Edward Petry & Co. has such reports as its "TV Availability Report," listing the complete facts and figures that the timebuyer and sponsor want to know.

Page 6 • TELECasting

January 2, 1950

BROADCASTING • Page 48
GET "CLEAR SWEEP"
TELE-SELL IN THE SAN FRANCISCO
BAY AREA WITH...

San Francisco's
Highest
TV Antenna

KRON-TV's modern antenna was created especially to serve this multi-County market. It rises 1,480 feet above sea level...has 14,500-watt power (is designed for 100,000 watts directional power)...occupies San Francisco's highest and finest telecasting location.

Telecasting from “Television Peak”—atop San Bruno Mountain, just south of San Francisco—KRON-TV brings NBC network and popular new local programs to the Bay Area's fast-growing television audience.

For “Clear Sweep” television advertising in the San Francisco area...check KRON-TV first!
In the first 11 months of 1949 the number of television advertisers increased by over 210%.

Between the December 1948 and November 1949 reports, total advertisers jumped from 680 to 2,196. The number of reporting stations increased from 41 to 86 with television markets going from 23 to 51 in the 11 month period.

Total advertisers increased from 1,891 to 2,196 between October and November of 1949, the latter figure excluding the spot and local business of two stations which did not report.

This information is based on figures supplied to TELECASTING by the N. C. R. Corporation, publisher of the monthly Rorabaugh Report on Television Advertising. Network figures cover all stations for the entire month and are obtained directly from the networks’ headquarters. Spot and local business information is supplied by the stations and covers the week of Nov. 6-12. Two stations did not report their business in November.

Total network advertisers moved up from 76 in October to 78 in November. Although this would indicate the network field had settled down for the fall-winter season, there were seven network sponsors who dropped entirely from the picture while nine new ones were added. In addition, there were four advertisers included in the October total who placed additional business in November. Conversely, several advertisers who were included in the totals for both months decreased their time purchases. A few new sponsors in November made their time purchases for special one-time-only programs.

New Advertisers

Goodyear Tire & Rubber Co. started the half-hour Paul White- man Goodyear Review on 40 stations. Ford Motor Co. purchased time on 12 stations for two, hour-long programs each day, five days a week, from the United Nations. Gulf Oil Corp. switched We the People from CBS-TV to NBC-TV and increased the number of stations to 29.

The biggest losses between the two months were the hour-long Fireball Pen-for-All sponsored by Buick Div. of General Motors and Crusade in Europe backed by Inc. The Buick program appeared on 35 stations and Crusade in Europe on 33.

The 78 different network advertisers in November sponsored 35 ABC programs dropped from 18 advertisers in October to 15 in November. CBS went from 35 to 33 and the DuMont TV Network lost one advertiser, giving it four in November. Four new advertisers appeared on NBC-TV bringing the November total to 36. (If an advertiser sponsors more than one program on a network he is counted only once for that network. If he sponsors programs on more than one network he is counted in the total for each network where the station is located.)

Total number of advertisers in the national-regional spot field increased by 21, going from 399 in October to 420 in November for the reporting week. There were 75 newly active accounts, the difference being due to accounts dropped. Most of the addition and deletion activity was confined to networks.

(Continued on Telcasting 14)

Weekly Television Summary

Based on Jan. 2, 1950, TELECASTING SURVEY

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number of Sets</th>
<th>Source of Estimates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KONV-TV</td>
<td>1</td>
<td>Newspaper</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV, WSF-TV</td>
<td>20,500</td>
<td>Distributors</td>
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<tr>
<td>Baltimore</td>
<td>WJZ, WBAL-TV, WMAR-TV</td>
<td>137,770</td>
<td>TV, Circ. Comm.</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WBRC-TV</td>
<td>5,290</td>
<td>Dealers</td>
</tr>
<tr>
<td>Boston</td>
<td>WSB-TV</td>
<td>2,900</td>
<td>TV, Circ. Comm.</td>
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<td>Buffalo</td>
<td>WKBW, WGR-TV</td>
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<td>Dealers</td>
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<td>Cincinnati</td>
<td>WTVN-TV</td>
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<td>TV, Circ. Comm.</td>
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<td>Columbus</td>
<td>WOIO-TV</td>
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<td>Dealers</td>
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<td>Dayton</td>
<td>WRTV, WKEA-TV</td>
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<td>Kansas City</td>
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<td>TV, Circ. Comm.</td>
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<td>KOOL, KOLD</td>
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<td>Utica-Rome</td>
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<td>Wilmingon</td>
<td>WDBL, WDBL</td>
<td>21,804</td>
<td>Dealers</td>
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</tbody>
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Total Markets on Air: 57; Stations on Air: 97; ** Also claims coverage in Utica-Rome area. Telecaster and cable areas.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To adjust this there are many scattered sets in areas not included in the survey.

** Sets in Use 3,395,407

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Report 921

Rorabaugh November Report

Page 8 • TELECASTING

January 2, 1950

BROADCASTING • Page 50

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The first year is the hardest. 1949 was a year of accomplishment and achievement for "The Eyes of the South." A steady and persistent schedule of topflight programs has already established a record set population in the Atlantic area.

1950 will be even more significant. For the policy of market dominance with superior programs will be maintained—and augmented.

If Atlanta is on your television planning board—and it should be—get the facts about WSB-TV from your Petry man.
VIDEO FILM

ANTIQUE AND inefficient television film projection equipment used by video stations across the country was named last week by National Television Film Council as one of the major causes of poor reception of film and TV programming.

At the group’s third quarterly forum, held Wednesday at New York’s Astor Theater, stations were criticized by several of the speakers for using equipment that is nothing better than home movie equipment" and “portable projection machines" in the telecasting of film. No specific stations were named, such as much work originating there, and it was inferred that with few exceptions the situation was general.

While most of the producers are aware that film for video can be improved, it was agreed that even with tailor-made TV film an educational job among stations is necessary before transmission will be of quality level.

Morning session on distribution was headed by John Mitchell, United Artists television sales manager, and W. W. Black, vice president of Official Television, both New York. Mr. Mitchell revealed that UA is considering a policy of omitting submission of audition prints to video stations for the latter to sell in favor of selling directly to the advertiser. He feels that there is a big untapped market for TV films if advertisers are properly contacted. According to Mr. Mitchell, his firm’s experience with stations has not been profitable, as station sales organizations are inadequate.

Pointing out that advertisers are interested in continuity—larger packages such as a series of programs—Mr. Black invited qualified producers to submit such packages for distribution to stations and advertisers. Official TV, he said, is conducting research to ascertain the type of film that will justify production of a large series. He decried the omission of audience and merchandise promotion plans with TV films.

“The distributor,” he said, “must be organized to visit advertising agencies with fool-proof presentations.” Film must equal or surpass so-called “live program.” Money,” he concluded, “is waiting and available for financing of films if investors can be shown market and profit possibilities through station and sponsor acceptance.

Few films produced to date are any good for video according to Russ Johnson, newly appointed vice president of Jerry Fairbanks Productions, East Coast office, and stations are not helping with antiquated projection equipment. Mr. Johnson, who recently resigned from NBC-TV’s film department, questioned the merit of photographic sound for television film, pointing out that FM transmission, used in TV, is the most critical in the world.

Stations need better productions, as well as better equipment, he said. “Even if you could get a picture,” he added, “the present electronic talk will not re-produce sound faithfully.”

Favorable Factors

He stressed as factors favorable to the use of film the recording of programs for perpetuation, the overcoming of time zone differences and elimination of cable costs “It’s a waste of money to produce a program, throw it into the air and lose it,” he emphasized.

High key illumination with no more than 1-20 ratio between the darkest black and the lightest white, or one-sixth of the lighting ratio used for motion picture was advocated for production of television films by Dr. Frank Back, inventor of the Zoomar lens.

Speaking at the afternoon session on production, headed by Henry Morley of Dynamic Films, New York, Dr. Back outlined several reasons why films that show up well in screening look badly on home receivers. The most important factor, he said, is the increase in contrast differences, causing loss of half-tones, of detail in shaded areas, and blackness at the picture’s borders. Explaining that each link through which a film must pass before reaching home sets acts as a gamma amplifier, sometimes increasing contrast by four or five times its original gamma reading, Dr. Back stressed the need of either processing negatives to low gamma readings or working with low contrast to begin with. Another method, he said, is to light as if photographing in color, avoiding bright highlights and deep shaded areas.

Titles, Dr. Back said, as well as the focal point of the screen being photographed should be well centered on the focus line for use in 16 mm projection. Night scenes should either be avoided or made lighter on the right and at the lower border, so fill details should be eliminated, close-ups used whenever possible.

The production forum concluded with screenings of spot commercials prepared by Trans Pacific, Audio Productions and Sarra, all New York film producers, and brief discussions of each firm’s work.

At a forum on television stations, headed by Robert Paskow, film director at WATV (TV) New-ark, and Helen Buck, of WCAU-TV Philadelphia, Joe DiDonata, in charge of sales service for Edward Petry & Co., TV Dept., suggested video film firms present packages to station representatives for spot promotion, also outlined the advantages to TV stations of carrying filmed programs over those offered by network programming.

Rate Question

Don’t Kearney, of the Katz Agency, New York, mentioned that quicker TV stations get in the black, the less inclined they’ll be to raise rates. As it is, there are very few kicks from advertisers on station calls, he said, urged that producers call on station representatives to sell advertisers on 15-minute “selective” programming in individual markets. He asked producers to submit to representatives lists of available programs. He pointed out that stations get as much as $2.25 per 100 of the advertiser’s money for spot programming, while they get only from 9% to 35% of the network advertiser’s dollar.

Film programs spotted at poor ratings, the speakers agreed, are in poor ratings, Peter James, of Weed & Co., station representatives, asserted. He suggested that film manufacturers send to stations good promotional material on their film packages, as motion picture companies do to theater operators.

Pointing out the advantages of “spot” programming, Mr. James recalled the Ford Dealers’ sponsorship of the Big Ten football games in various markets last year. Stations, he said, got more money from the deal than they would have received had the show gone network, and the advertiser in turn received special promotion of and sign-off conducted by stations in many cities.

Mr. Paskow concluded the meeting with the outline of NTFC’s television station manual, to be published shortly by the council. The manual outlines every requirement thought by council experts to be necessary to efficient operation of video station film departments.

Folsom Reports

(Continued from Telecasting 2)

variety and quality of television programs.

Mr. Folsom said the social implications of TV’s wide public acceptance already are becoming apparent. The question is which evidence to show that it is becoming an influential factor in establishing closer family relationships—reversing a trend set in motion by other entertainment forms.

Sound Position

While the progress of television held the spotlight during 1949, sound broadcasting steadily advanced, Mr. Folsom said. “Far from being doomed—as some pessimists predicted—broadcasting continued to function as the greatest single medium of mass communication to the American people. Reflecting the soundness of its position is the fact that the radio industry expects to produce and sell between 8 million and 10 million receivers during 1950. Moreover, there is every reason to believe that there will be a market for 6 million to 8 million radio sets a year for an indefinite period in the future,” he said.

Commenting on the phonograph field, Mr. Folsom said that in October, “only seven months after the 45" [45 rpm record] was introduced, the new records were being produced and sold at the rate of 20 million a year and the new record players at the rate of 65,000 a month.”

Mr. Folsom concluded: “The major advances of the radio-television-phonograph industry in 1949 are built on a basis of still better things to come. At no time in the history of the radio-electronic arts have conditions been more favorable for continued growth and expansion in service to the American public. For the fulfillment of this promising outlook, RCA wholeheartedly dedicates its facilities and services in scientific research, manufacturing and communications.”

DuMONT thrones at the Christmas party given by the Advertising Club of New York at New York’s Hotel Astor, one of the scenes at the event is shown on the opposite page, assistant director, DuMont TV Network; Dr. Allen B. DuMont, president, Allen B. DuMont Labs Inc., and Tom Gallery, network’s sales director. Party featured scene of DuMont’s “Rumson” receiver as the proscenium arch of the stage from which several acts from Cavalcade of Stars, network’s Saturday night show, provided entertainment.

Page 10 • TELECASTING

January 2, 1950

BROADCASTING • Page 52
Mr. PETRY

**TV DIRECTORS**

Networks Recognize Guild, Avert Strike

A THREATENED strike of New York television directors against three major networks and WOR-TV New York, which the companies recognized the Radio bargaining unit for floor managers.

The guild had already been recognized by ABC-TV and NBC-TV as representative of floor managers. However, CBS and WOR-TV had contended that class of employees at their studios had not claimed the guild as a bargaining unit. Floor managers at CBS and WOR advised the companies at mid-week that they had chosen the guild to represent them. The ensuing recognition of the guild on behalf of the floor managers averted a strike that the guild had threatened to call for Dec. 31.

At the same time the companies and the guild accepted a proposal by Frederick Bulen, executive secretary of the New York State Board of Mediation, that negotiations of the union's demands for wage raises and revisions in working conditions proceed for another month.

The guild's contracts with ABC-TV, CBS-TV and NBC-TV expired at midnight Dec. 31. The acceptance of the state mediator's proposal virtually insured a no-strike period to Jan. 31.

**January 2, 1950**

**THIS PAGE RECOMMENDATION REPORT**

**TELECASTING** • Page 11
Telefile
(Continued from Telecasting 5)

film, he said. Initially, the plan is to get programs going on a live basis to see how they work out before making the transition to kinescoped films.

This he said was in line with the company's thinking that television activity must be extended beyond the viewing area of the station.

Thus, even though the first program packages, it would be possible for Don Lee to enter the syndication field thereby bringing his programs to its local audience as well as to stations in other areas.

The quality of programming is more important to Mr. Glett than the volume. In fact, KTSI currently carries no children's programming at all, simply because they haven't found a good program, Mr. Glett explains. And, he adds, the station will not carry any one type of program merely because it lacks one of that type.

While Mr. Glett is decided on a commercial turn of mind, he is no wise unless he is aware of the station's responsibility to its viewers. Among the station's many public service activities was its observance of Armed Forces Day. No commercials were aired by KTSI after 8:30 p.m. In place of normally scheduled programs, a program consisting of films made by the several services was presented. All were preceded by a specially filmed and recorded message by Secretary of Defense Louis Johnson, made exclusively for the network.

Assisting Mr. Glett in all creative and production matters is Cecil Barker, executive producer. Like his boss, Mr. Barker is a veteran of the film field having been associated with the Selznick Studio for the past dozen years.

While all program production has been shifted from the Mt. Lee studios to those facilities in the million-dollar home of Don Lee in Hollywood proper, KTSI still has access to 6,000 square feet of space on Mt. Lee. In the studio, there are two stages, 1,500 square feet each, both accommodating studio audiences of 850 people.

There are two other similarly sized stages which could be made available if needed. For remote's, the station is equipped with two complete sets of facilities to handle a mobile unit which can be used to convert a non-television studio site into a usable one.

Of the station's average of 20 hours of programming weekly, 12 are commercial, according to Robert Hoag, sales manager. A two-sided nature of the station rate card does not disclose any scale of production charges and Mr. Hoag promptly explains that each such cost estimate is made as the specific program's needs are made known. In the matter of film facilities, "rates listed include film facilities. If film programs require rehearsal of an announcer, cueing of additional material or sound effects etc., film facilities charge is made at the rate of $40 per hour for such rehearsal, with minimum of one half hour required."

Station time rates are as follows on a one time basis: Class A, one hour—$400; 30 minutes—$240; 15 minutes—$160; five minutes—$100. Class B covers 7-11 p.m.

Class B covering 5-7 p.m. weekdays and 12-7 p.m. Sat. and Sun.: One hour—$300; 30 minutes—$180; 15 minutes—$120; five minutes—$75; one minute—$60; 20 seconds—$33.75.

Class C covering all other time: One hour—$50; 30 minutes—$30; 15 minutes—$20; five minutes—$10; one minute—$6; 20 seconds—$22.50.

* * *

MONG the station's most successful commercial formats are weekly wrestling pickups from the Hollywood Legion Stadium, presented by the TV Buick Dealers—five individual dealers banded together to defray the cost. Commercial calls for the dealer during the series, utilizing no more than one a week. Their commercials accentuate their neighborhood locations and an effort is made to personalize the dealer as a local neighbor. The dealers here reported store traffic directly traceable to television, as well as sales results.

Camels, through William Esty Co., has been sponsoring boxing via KTSI on a spot market basis. Local interest in the weekly bouts each Friday is made to personalize the Hollywood Legion Stadium has run high and handling of the commercials by the cigarette firm has been a source of actual contact. A sample product identification has been enjoyed without hammering. Summing it up, Mr. Hoag describes it as "the happy service of two masters—sponsor and viewer, alike."

Two other highly successful programs have been sponsored by Thrifty Drug Stores (chain) through the Milton Weinberg Advertising Agency in Los Angeles. One is locally produced and titled, What's The Name of That Song, featuring Bill Gwinn as m.c. Thrusdays at 8 p.m. The other, Cinema populated is seen by the m.e. and commercials well integrated.

The same sponsor's second program is a kinescope feature from DuMont, titled Cavalcade of Stars, seen on Monday evenings. It is a good example of "straight" radio production, according to Mr. Hoag, of a network caliber program produced properly for single market sale.

* * *

OTHER examples of KTSI success stories:

Klever Kook, a seasoned ball game, has used newspapers and radio before buying a participation on KTSI. Directly coincident with the first use of TV, sales showed a noticeable hike, according to Spinwell—Shackleford, the agency.

Utilizing a one-minute spot as a test and anticipating mild results, Franilla Ice Cream through The Tullis Co. purchased a Friday night spot to announce a week-end TV special. Viewers were advised they could phone a certain number or visit their neighborhood dealer. Not only were the local dealers happy over results but two telephone girls handled all the calls physically possible for 45 minutes following the spot.

On a participating show featuring Norma Young in a variety of household hints, a self-sealing jar was demonstrated and viewers were told to send their checks to a given box address. Although results were not made known, more than 1,100 orders for the product were directed to Miss Young in addition to known sales increases at two Bullock's department stores, carrying the item exclusively in the Los Angeles area.

To plug its children's line, Karl's, Shoe Stores, thru its agency, J. B. Kiefer Inc., purchased spot showings of 16 second spots in 30 local markets during specific models. Stores reported selling out the lines advertised within a couple of days following each show.

One of the most satisfying agency-client reactions, according to Mr. Hoag, came from Challenge Cream & Butter through Ross Savings. There were week-long sales results without the hearing which the Commission has ordered [Telecasting, Aug. 8, Dec. 12, 1949].

Mr. Hoag, in the questions raised by FCC for the present consideration to be answered after the tests and some seemingly could not be answered before, Zenith contended in a petition filed by Kaiser, K. Wheeler of the Washington law firm of Wheeler & Wheeler.

The petition pointed out that Zenith proposes to test its system of subscription television for three months in some 300 homes, charging each subscriber $1 for each Phonovision program he wishes to see. The Phonovision will also have standard TV broadcast sets, so they may choose between standard and Phonovision programs.

To dispose of any theory that the test may be merely to show how a product can be marketed, Zenith said it would give all proceeds to charity.

Zenith's "pay as you see" system of television, which broadcasts a scrambled picture that can be unscrambled only by means of a "key" signal sent by standard telephone lines, has been on the air from Zenith's test station on K5XBS since March 1947. Its technical feasibility has been proven, the petition asserted, adding:

Whether the system will operate successful where a large number of "keys" are used remains to be demonstrated. However, the most important remaining question to be answered is whether the public will accept the philosophy of Zenith. The petition explicitly of the proposed tests it to obtain a definitive answer to that question.

Zenith maintained that its proposed tests were limited than those of Muska Corp. which FCC authorized in 1941 with respect to Muska's "pay-as-you-hear" radio system.

Page 12 • TELECASTING January 2, 1950 

BROADCASTING • Page 54

PHONEREVISION

Zenith Asks for Tests Now

ZENITH RADIO Corp. asked FCC last Thursday to let it proceed with its proposed $400,000-plus test of "pay-as-you-see" television without the hearing which the Commission has ordered [Telecasting, Aug. 8, Dec. 12, 1949].

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FRED FREELAND'S innate inventiveness and technical approach to all things—including television—are birthrights from his father, an industrial engineer and former Swiss bell ringer in vaudeville. Any bell ringing Fred now hears comes from befuddled inventors of his work as television director of Ruthrauff & Ryan, Chicago.

Always interested in creative dramatics and factual electronics, Fred is one of the few agency TV men permitted to call his own shots in station control rooms. Director of TV shows and spots for 30 accounts, Fred spends much of his time on film comedies.

His fascination for films began (and almost ended) in his hometown of Canton, Ohio—where he was nine years old. The exploits of Harold Lloyd were being reeled at the Freeland basement on 2,000 feet of highly explosive nitrate film when they could catch fire. Then, house, and Fred's head, were saved by a quick-thinking father who threw the reel out the back door. Fred immediately turned his efforts to production of pseudo radio and stage shows in the living room, surrounded by pulleys, mikes, curtains, props and turntables.

After years of homespun histronics, he became a full-fledged announcer at WTRC Elkhart, Ind., when he was 14 and a Middlebury High School senior. His first job, at $3 a week as a substitute announcer, was snagged through the program director, who had tutored him in mike technique. "When it came time for me to ask for a job, he couldn't say no and prove he wasn't teaching me anything," Fred says.

When WHBC Canton lured him with a $20-a-week announcing job, he adjourned to Ohio, remaining until 1941. There he produced and announced shows, mainly musical. While auditioning applicants for an amateur hour one evening, he heard a "real cute gal who tried to sing, but couldn't." Her name was Norma Faust—and she still can't sing," Fred says. They were married in Canton, and now have a 13-year-old son, Dick. They now live in Ft. Wayne, Ind., where Fred spends his weekends.

At the time of his marriage, Fred was fast becoming a sound expert. He offered his services and the station facilities, both free, to an industrial film producer. Together they shot location movies for such organizations as the Timken Co. and Republic Steel. Fred later produced movie shorts for Warner Bros.

Fred's next job was in uniform—he entered the Army. Going from Mississippi to Louisiana to Texas, he worked on an infantry radio staff and aided in production of several CBS network shows from WHAS Louisville. On his return to civilian life, he went to the Studebaker Corp. in South Bend, Ind., as foreman in the high frequency static suppression department. Locked in his laboratory daily for security reasons, he developed noisemakers for Army vehicles.

Transferring to WOWO Ft. Wayne, operated by Westinghouse along with WGL (later sold) and the experimental FM station, W49FW, Fred was one of a program staff of 100, but in nine months became production manager.

Early in the war he produced the film feature "Bombs Over Ft. Wayne" for the local civilian defense unit. The documentary was later taken over by the War Dept. and released nationally. It earned an Army citation for him in 1942.

While at Westinghouse, Fred became involved in the television department operations, and earned three patent awards from the firm for inventing (1) a mixing circuit for long-set shots, akin to a traveling mask in the movies, (2) an electronic zooming lens, and (3) a pulse-time transmission system, a single instant of a double.

After putting TV technical and programming theories to test at the Farnsworth experimental station there, he went briefly to WBJZ-TV Boston as director of television. He returned to Ft. Wayne in January 1948 to promote and produce the "Hooiser Hop, " 20-year-old western and folk show, and special productions, including several for the Indiana State Fair. After turning out television film commercials and more industrial movies as a freelance, he was hired by WBKB (TV) Chicago as production supervisor last January. From there it was a quick jump to Ruthrauff & Ryan in June.

Fred directs or supervises all of the agency's TV shows and film commercials, most of which are made in Chicago. With enough technical knowledge to know his own limitations, Fred has a simple formula for successful shows and commercials—"Shoot everything as a minute movie, and follow motion picture techniques exclusively."

ON THE
WASHINGTON SCREEN
As We Enter January, 1950

WMAL-TV
presents, between 6 and 11 p.m.
7 1/2 hours

of Local and National Spot Advertiser
Sponsored Programs Weekly
more than double the other 3 Washington
TV stations combined

WMAL-TV COMMERCIALS, JANUARY, 1950

"Telenews Daily"—7 to 7:15 PM—Mon. thru Fri. sponsored by Valley Forge Brewing Co.
"Tailwaggers"—7:30 to 7:45 PM—Mondays sponsored by Arcade-Pond Co.
"Boxing" (Turner's Arena)—9 to 11 PM—Mondays sponsored by Globe Brewing Co.
"Shop By Television"—7:30 to 8 PM—Tuesdays sponsored by Hecht Co. Department Store
"Sports Cartoon-A-Quiz"—7:30 to 8 PM—Wednesdays sponsored by L. P. Steuart, Inc.—DeSoto Dealer
"Wrestling" (Turner's Arena)—9 to 10 PM—Wednesdays sponsored by Sinclair Refining Co.
"Wrestling" (Turner's Arena)—10 to 11 PM—Wednesdays sponsored by Phillip's Radio & Television Co.—RCA
"Capital Close-Up"—7:30 to 7:45 PM—Frudays sponsored by the Occidental Restaurant
"This Week in Sports"—7:15 to 7.30 PM—Saturdays sponsored by Trew Motor Co.—Dodge Dealer
"Hollywood Screen Test"—7:30 to 8 PM—Saturdays sponsored by Duffy-Mott, Inc.
(13/2 hours of these programs are Local Live Productions)

WMAL-TV ALSO SCHEDULES
Hours Weekly of Night Participating Programs—Currently 90% Sold Out

CHANNEL 7
WMAL-TV
WASHINGTON, D. C.
Represented Nationally by ABC SPOT SALES.
Telestatus

(Continued from Telecasting 8)

advertisers using one to three stations. Biggest new spot account reported by Rorabough in November in point of stations used was D. L. Clark Co., which placed business on 11 stations. No big spot accounts dropped or decreased their station list to any extent with the exception of Kaiser-Frazer Corp. which dropped from 16 stations in October to two in November.

The Dodge Div. of Chrysler Corp., which had placed spot business on only two stations during the October check week, increased its schedule to include 51 stations in November. Eleven new stations were added by the Alliance Mfg. Co. for 38 in November while American Tobacco Co. and Pioneer Scientific Corp. bought 10 new outlets. They placed business on 49 and 26 stations respectively in November. Benrus Watch Co. and Bulova Watch Co. continued as heavy users of television spots.

Greatest Gain Local
Greatest gain in the number of advertisers was made in the local field. This category jumped from 1,416 advertisers in the October report to 1,697 for November.

Food & Food Product advertisers, which have consistently led in the number of active sponsors, gained 50 new accounts for a November total of 348 (Table II). Although no network spot account was lost—Derby Foods Inc. which had backed a half-hour segment of Super Circus—substantial gains were made in the spot and local fields.

Advertisers of Automotive, Automotive Equipment & Accessories increased by 30 to remain in second place with 271 accounts. One network sponsor dropped in this classification—Buick Div. of General Motors. Spot advertisers remained at 14 with the gain being made at the local level.

Increases in all the major classifications kept Household Furnishings, Equipment & Supplies in third place with 247 advertisers. Hotpoint Inc. sponsored a special one-hour Thanksgiving Day program on four stations and Nash-Kelvinator Corp. which had started participations in the Monday through Friday Homemakers Exchanges in October was included in the November report. Three new spot advertisers were added and the remaining gains were made locally.

In fourth place for number of accounts was Radios, TV Sets, Phonographs, Musical Instruments & Accessories with 239 advertisers. Although the number of network advertisers remained at five in November, Admiral Corp. started a second program, Lights Out, on 33 NBC-TV stations. There was one new spot advertiser, with the remaining 35 new accounts being placed locally.

BING CROSBY Enterprises, Hollywood, in first television film venture, has been signed to produce 10 26-minute films for Procter & Gamble's Firestone Theatre series on NBC eastern TV stations. According to agency for P&G, Compton Adv., Hollywood, each film will cost between $8,000 and $12,000. Production to get underway after Jan. 1 will be directed by Frank Wisbar, who produced earlier series for P&G for Teleplay Productions.

Standard Television Corp., New York (film distributor), concluded agreement with J. Arthur Rank, London, for distribution by Standard of 76 feature films; aggregate production costs on this series are expected to have been $50 million. About 50 films never shown in U. S. have been made in past two years, according to Standard. Others, such as "I Know Where I'm Going," "Waterloo Road," etc. have already been box office hits during U. S. theatre runs. Eclair (IV) Theatre in New York also started telecasting new 45-minute series The Comics. Based on comic strip characters, series is made up of films leased from United Features Syndicate. Among those acquired thus far are 13 episodes of Flash Gordon, Red Barry, Ace Drummond, Tim Tyler, Smiling Smitty, Window and Winnebago. Two different series are being shown each week, in 20-minute segments.

Castaic Productions, Hollywood, doing up to 15 quarter-hour travel films, titled "Sketchbook," will be the half-hour TV series to be based on comic strip character has been prepared by Brink Productions, Hollywood. Plans are to produce two half-hour film episodes weekly for series. Jean Gerard is producer, Al C. Ward directs and Helen Parrish, film actress, takes lead role.

Alan Brown, formerly with Time Inc. and recently special assistant to Secretary of the Navy, has joined the Princeton Film Center, Princeton, N. J. Mr. Brown will be director of client relations as well as executive assistant to the president. He now resides in Princeton but will spend a large part of his time in Film Center's New York office, which moved to 110 West 46th Street, New York, recently completed six one-hour video commercials for Lever Bros'. NBC-TV show The Clock, Archer Productions, New York.

Penguin Pictures Inc., New York, producing filmed musical series, "Thee Wed," planned as three 15-minute weekly episodes. Cost of series said to be less than comparable live show. Series currently being offered to national sponsor and which will be re-organized thereafter on market-by-market basis.

BROADCASTING • Page 56

Table II

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<tr>
<th>Advertiser Type</th>
<th>Network</th>
<th>Spot</th>
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<td>2. Apparel, Footwear &amp; Access.</td>
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<td>1</td>
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<td>3. Automotive, Automotive Equip. &amp; Access.</td>
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<td>4. Beer &amp; Wine</td>
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<td>5. Building Materials, Equip. &amp; Fixtures</td>
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<td>6. Cigarettes &amp; Soft Drinks</td>
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<td>23. Toiletries &amp; Personal Care Products</td>
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WCON-TV's Tower

WORK is progressing on the WCON-TV Atlanta, Ga., tower. Harvey J. Aderhold, chief engineer, claims the tower will be the tallest in the world. A 114-ft. guy derrick mast is being used to hoist steel for the tower which will point skyward at some 1,000-ft. above the ground. Mr. Aderhold said. Tower was designed and fabricated by International Derrick Co., Columbus, Ohio. An RCA Pylon is on top.

PACIFIC COAST TELECASTING - TELEVISION & FILM REPORT - JANUARY 2, 1950

Page 14 • TELECASTING
1950
The Broadcasting Yearbook
and your business . . .

the only single source book of radio-tv information, facts, and figures . . .

How much do advertisers spend for spot, network, regional and local campaigns—
who handles the account?

Which are the top radio-TV advertising agencies—their gross billings?

You'll find these answers—and many, many more hard-to-get facts—plus the following exclusive features in the 1950 BROADCASTING • TELECASTING Yearbook.

Gross network billings by advertisers, by agencies, by product classifications, by months ● Comparative radio costs vs. newspapers and magazines ● Year's top ratings and program trends, awards ● Economic analysis of 1949 broadcast advertising ● Advertising agencies (and personnel) handling radio-TV accounts ● National and regional advertisers directory ● More than 50 directories covering AM-FM-TV stations, executive personnel; equipment manufacturers; national representatives; film, transcription and related services.

These and a thousand facts/charts more are the BROADCASTING • TELECASTING Yearbook, classified under easy-to-find headings, indexed for quick reference.

There's nothing like the Yearbook for radio-active agencies, advertisers or any radio-connected business. It's your indispensable year round tool.

The Yearbook comes free to BROADCASTING subscribers as of February 1, but a limited supply of copies will be available at $5.00 each.

BROADCASTING • TELECASTING
National Press Building
Washington 4, D. C.

Please enter a year's subscription to BROADCASTING immediately and be sure to send me the 1950 Yearbook, free of charge, as part of this subscription.

☐ I enclose $7.00

☐ Please bill me

Name

Street

City Zone State

$7 pays for 52 weekly issues and includes 1950 Yearbook.
With more and still more telecasters it's Du Mont TV camera equipment because of outstanding DEPENDABILITY.

DU MONT
Type TA-124-B
Image Orthicon Chains

Many TV stations either on the air or under construction, are Du Mont-equipped throughout. That means the Du Mont Type TA-124-B Image Orthicon Chain for studio and remote pickups, alike.

But of even greater significance is the growing use of Du Mont cameras and auxiliary equipment by TV stations originally using other makes of equipment; by in-store television demonstrations; by wired television installations; by movie producers experimenting with television production possibilities; by TV training schools; by government agencies both here and abroad.

The Du Mont advantages are many: Split-second action through quick set-up; finger-tip controls; superlative image pickup with precise electronic viewfinder check-up; accessibility for time-saving inspection and immediate maintenance; handy matched units, jiffy-connected, for all required power, synchronizing, amplifying, and monitoring functions, plus the latest camera effects.

But the outstanding characteristic of this popular Du Mont Type TA-124-B Image Orthicon Chain is DEPENDABILITY. That, in the final analysis, is the all-important consideration. For "The show must go on," regardless.

Consult us on your TV plans and requirements. Literature on request.
CLEAR CHANNELS
Farmers Urge Power Boost

CLEAR-CHANNEL stations' frequencies should be "held inviolate by international agreement" and power increased to permit further service to farmers, the American Farm Bureau Federation resolved Dec. 15 at its 1949 meeting, affirming a resolution adopted in 1946 and reaffirmed in 1947 and 1948. Sub-stations are advocated by the federation to serve special needs of farmers.

Service by KFI Los Angeles to the Great Western Live Stock Show held in that city a few weeks ago was praised in a letter sent to General Manager William B. Ryan by C. J. Lump, representing the Great Western Live Stock Assn.

KXXL RENO CASE
FCC Issues Initial Decision

INITIAL decision to deny renewal of license to KXXL Reno, Nev., and dismiss as moot a request to sell the station to Chet L. Gonce, its original owner, was reported by FCC last Wednesday. KXXL, destroyed by fire in November 1948 and off the air since that time, is assigned 250 w on 1290 kc.

Hearing Examiner Fanning N. Jitviv found that Byron J. Samuel, now sole owner, had acquired without Commission consent the one-third interest each held by Ed- ward Margolis and Frederick W. Kirske, who had been partners with him in the license. The re- port showed further that Mr. Samuel did not desire to renew the KXXL license and did not wish to rebuild or operate the station.

The examiner found that Mr. Samuel wished renewal only for the purpose of transferring it to Mr. Gonce for cancellation of a $10,000 debt due the latter. At the hearing, Mr. Samuel further stated he wished to "withdraw" both the renewal request and the transfer bid. Mr. Gonce was given FCC approval in 1947 to sell to Mr. Samuel and his associates for $30,000.

Edward A. Malling appointed

EDWARD A. MALLING appointed sales manager for component parts in General Electric Receiver Div., Syracuse, N. Y. He has been with company since 1935.

Carroll Gardner appointed

CARROLL GARDNER appointed account executive for Frederick W. Ziv Co. Formerly general manager of WLEX Lexington, Ky., he will cover Florida and Southern Georgia with headquarters in Jacksonville. Mr. Gardner formerly was general manager of WAPI Bir- mingham and later was with WMFB Jacksonville.

Mr. Gardner

Mr. Gardner

AIR KING PRODUCTS Co., Brook lyn, N. Y., reports its new console and table model television receivers will make use of rectangular video tubes. Called "soft-lite full view," tubes are said to show picture exactly as it is telecast from transmitting station with no loss of view from cut corners or masking.

COMMODORE JOHN D. SMALL, executive assistant to the president of Emerson Radio and Phonograph Corp., New York, named vice president of corporation in addition to his present duties. ABRAHAM ROSEN, controller, appointed assistant treasurer. A. A. VOGEL, former assistant controller, named controller. JOSEPH LONGIN, former assistant controller, named as sistant to the executive vice president.

Dr. Albert W. Hull

Dr. Albert W. Hull, assistant di- rector of General Electric Research Lab., Schenectady, N. Y., retires. He will continue to serve company as a consultant.


Equipment

ELIZABETH K. TAYLOR appointed an assistant secretary of A&T, first woman in organization to hold that post. She joined company in 1921 as stenographer and later became secretary to the president.

TUBE DIVISIONS of General Electric Co., Syracuse, N. Y., announce following appointments: E. F. PETERSON named manager of sales of tube divi- sions, with headquarters at Schenec tady, L. B. DAVIS appointed manager of receiving tube division at Owennboro, Ky., and K. C. DeWALT named manager of cathode ray tube division at Syracuse.

UNIVERSAL MOULDED PRODUCTS CORP., Philadelphia, announces mar- keting of Reelset, portable tape re- corder with "twist-track" which elim inates interruption for rewinding; automatic tape threader, and volume indicator.

SPECIFICATIONS

Frequency Response:
At 7.5 ± 2 db., 50-15,000 cycles
Signal-To-Noise Ratio: The overall unweighted system noise is 76 db. below tape saturation, and over 60 db. below 35 total harmonic distortion at 400 cycles.

Manufactured by Ampex Electric Corporation, San Carlos, Calif.

DISTRIBUTED BY
BING CROSBY ENTERPRISES • GRAYBAR ELECTRIC CO. INC.
9028 Sunset Blvd., Hollywood 46, Calif.
420 Lexington Ave., New York 17, N. Y.

January 2, 1950 • Page 59
December 22 Decisions . . . BY COMMISSION EN BANC

Request Granted

KVNJ-AM-FM Fargo, N. D.—Granted request to remain silent for 90 days pending reorganization and relaunching. WMMJ Peoria, Ill.—Granted authority to remain silent 90 days from Dec. 23, pending assignment of license.

KOPP Ogden, Utah—Granted renewal of license for period ending Nov. 1, 1952.

Modification of CP

KTED Laguna Beach, Calif.—Granted mod. CP to change directional antennas and designated for hearing in Washington, D. C. on March 13, 1950, application to increase nighttime power from 250w to 1 kW and make KOKA Oklahoma City, party to proceeding.

December 22 Applications . . . ACCEPTED FOR FILING

License for CP

WJH West Point, Ga.—License to cover new CP AM station.

AM—1310 kc

KLIX Twin Falls, Idaho—CP to change from 1340 kc 250 w untl. to 1310 kc 1 kw untl. DA—N AMENDED to request 1310 kc 1 kw untl. DA—1.

AM—790 kc

KNEW Spokane, Wash.—CP to change from 1430 kc 5 kw DA to 790 kc 5 kw untl. DA—N AMENDED to request 790 kc 5 kw DA—2.

CSA—730 kc

WLQ Merrill, Wis.—CP to change from 700 kc 1 kw to 730 kc 250 w for period ending Nov. 1, 1952, AMENDED to request SSA for same period ending not later than Nov. 1, 1952.

License Renewal

Applications for license renewals AM stations: WBGR Atlanta, Ga.; KXNO Des Moines, Iowa; KWWN Waynesboro, Wash.


Modification of CP

Mod. CP for new CP AM station for extension of completion date: KPOR Riverside, Calif.; WCON-FM Newman, Ga.; WACX-FM Chicago, Mass.; WFMF Mayodan, N. C.

December 22 Applications . . . ACCEPTED FOR FILING

License for CP

WJH West Point, Ga.—License to cover new AM station.

December 23 Decisions . . . ACTION ON MOTIONS

(By Commissioner Jones)

WMMJ Peoria, II.—Granted petition to discontinue application to change to 970 kc, 1 kw untl. DA—N.

WLEA Hornell, N. Y.—Granted petition for leave to amend application to change to 970 kc, 1 kw untl. to beam to Deal O. Wilkins and Howard M. Young (as Coast Guard) to change from WAIM to WOR, to change applicant from corporation to partnerships to delete all references to WAIM employees, and to change to coast guard financial data.

FCC General Counsel—Granted petition for extension of time to Jan. 3 to file exceptions to initial decision in proceeding upon application of Worchester Boft Co., Worcester, Mass.

FCC General Counsel—Granted petition for extension of time to Jan. 3 to file proposed findings of fact in proceeding re WBGP Evansville, Ind. and WMRO Aurora, Ill.

(By Examiner Basil P. Cooper)

KFTV Stephenville, Texas—Dismissed as moot petition for continuance of hearing.

Western Massachusetts Best Corp., Great Barrington, Mass.— Granted petition to change time of day of new station from Dec. 21 to Jan. 9 at Washington.

(By Examiner Hugh B. Hutchison)

WGBR Grand Rapids, Mich.—Granted petition for leave to amend application to change to 970 kc, 1 kw untl. and to make changes in proposed DA—N, installation of DA—D and increase nighttime power to 5 kw in lieu of 1 kw untl. On Commission's own motion, application as amended is removed from docket.

WMZ Fitchburg, Mass.—Granted petition to reduce proposed D operating power from 5 kw to 1 kw and certain changes in proposed D radiation pattern.

(By Examiner Panney N. Litvin)

WCET Corbin, Ky., and WISE Asheville, N. C.—Granted petition to change time of day to 3 in Washington in proceeding which was inadvertently scheduled Jan. 1, legal holiday.

(By Examiner Hasin, Mont.—Granted petition for continuance of hearing re application for license to cover new AM station in Mont. from Jan. 9 to Feb. 20 in Washington.

(Examiner Elizabeth A. Smith)

Antelope Valley Bestg., Co. Inc. Lancaster, Calif.—Granted joint petition for leave to amend respective applications in light of acceptance of affidavits attached to petition, for purpose of correcting defects resulting from variances and discrepancies between dates of engineering affidavits and those of any modifications.

December 27 Applications . . . ACCEPTED FOR FILING

Modification of CP

WDZ Tuscola, II.—Modified CP to move trans. and studio sites to change hours power. AMENDED to request change from 1000 kc to 1010 kc DA—N, 1 kw untl.


License for CP

WBRR Greensboro, N. C.—License to cover new CP AM station.

(WJAR(FM) Providence, R. I.—License to cover CP FM station.

(Continued on page 68)
# Consulting Radio Engineers

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Office, National Press Building, 1339 Wisconsin Ave., N. W. Washington, D. C.</td>
</tr>
<tr>
<td>SILLIMAN &amp; BARCLAY</td>
<td>SPECIALIZING IN ANTENNA PROBLEMS, 1011 New Hampshire Ave., Washington, D. C.</td>
</tr>
<tr>
<td>WALTER F. KEAN</td>
<td>CONSULTING RADIO ENGINEERS, Exec. offices: 40 East Ave., Laboratory: 114 Northgate Rd., Riverside, Ill., Riversides 6652 (A Chicago suburb)</td>
</tr>
<tr>
<td>McNARY &amp; WRATHALL</td>
<td>RADIO ENGINEERS, 906 Natl. Press Bldg., 1407 Pacific Ave., Washington, D. C.</td>
</tr>
<tr>
<td>A. D. RING &amp; CO.</td>
<td>26 Years' Experience in Radio Engineering, MUNSEY BLDG., REPUBLIC 2347 WASHINGTON 4, D. C.</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1703 K ST., N. W. STERLING 7932 WASHINGTON 4, D. C.</td>
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<td>JOHN J. KEEL</td>
<td>Warner Bldg., Wash., D. C. National 6513</td>
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<tr>
<td>ANDREW CORPORATION</td>
<td>CONSULTING RADIO ENGINEERS, 356 E. 75th St., Triangle 4400 CHICAGO 19, ILLINOIS</td>
</tr>
<tr>
<td>E. C. PAGE</td>
<td>CONSULTING RADIO ENGINEERS, BOND BLDG., EXECUTIVE 5670 WASHINGTON 5, D. C.</td>
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<tr>
<td>WILLIAM L. FOSS, Inc.</td>
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<td>GUY C. HUTCHESON</td>
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</tr>
<tr>
<td>LYNNE C. SMEBY</td>
<td>&quot;Registered Professional Engineer,&quot; 820 12th St., N. W., EX. 8073 Washington 5, D. C.</td>
</tr>
<tr>
<td>ADLER ENGINEERING CO.</td>
<td>TELEVISION AND BROADCAST FACILITIES, 729 Milton Road, Rye, N. Y. RYE 7-1413</td>
</tr>
<tr>
<td>ROYAL V. HOWARD</td>
<td>CONSULTING RADIO ENGINEER, 225 Mallorca Way Fillmore 6-5705</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg.—STERLING 0111 WASHINGTON 4, D. C. Member AFCEC*</td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>1469 CHURCH ST., N. W., DE. 1232 WASHINGTON 5, D. C.</td>
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<tr>
<td>RUSSELL P. MAY</td>
<td>1422 F ST., N. W., Kellogg Bldg., Washington, D. C. Republic 3984 Member AFCEC*</td>
</tr>
<tr>
<td>ANDREW CORPORATION</td>
<td>CONSULTING RADIO ENGINEERS, 1820 Jefferson Place, N. W., Washington 6, D. C. Republic 7236</td>
</tr>
<tr>
<td>E. C. PAGE</td>
<td>CONSULTING RADIO ENGINEERS, BOND BLDG., EXECUTIVE 5670 WASHINGTON 5, D. C.</td>
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<tr>
<td>JOHN CREUTZ</td>
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<tr>
<td>H. V. ANDERSON</td>
<td>AND ASSOCIATES, Consulting Radio Engineers, 134 Clarence St., Phone 7-277 Lake Charles, La.</td>
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<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant, Executive 5551 1833 M STREET, N. W. Executive 1230 WASHINGTON 6, D. C.</td>
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<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING RADIO ENGINEERS, HIGHLAND PARK VILLAGE DALLAS 5, TEXAS JUSTIN 8-6108</td>
</tr>
<tr>
<td>WELDON &amp; CARR</td>
<td>WASHINGTON, D. C. 1605 Connecticut Ave., MI 4151 DALLAS, TEXAS 1728 Wood St. Riverside 3611 Member AFCEC*</td>
</tr>
<tr>
<td>G. R. Bittar</td>
<td>CONSULTING RADIO ENGINEERS, 4125 Monroe Street TOLEDO 6, OHIO Telephones—Kingswood 7631, 9541</td>
</tr>
<tr>
<td>LEE E. BAKER</td>
<td>Consulting Radio Engineer, 825-28 Landers Bldg.—Ph. 3621 SPRINGFIELD, MISSOURI</td>
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On All Accounts
(Continued from page 16)

Manchesters—followed the Brew- sters to the U. S.

Gordon's stint in New York radio production, copywriting and other agency work was stopped temporarily in 1942 when Uncle Sam beckoned and he donned a Navy uniform. The war took the young Manchester away from memories of Willimantic, Conn., near Hartford, where he was born, and out of Gotham's melee. In the service, he was trained as an electronics engineer in the Navy, transferred to the Marines in the Pacific, and later, as a liaison officer attached to the Air Forces. Finally, he wound up with the Navy again in Hollywood on Naval film production. Latter assignment lasted three months and added to his basic grounding already gained in film work.

Back from the war in 1944, Gordon re-entered agency freelance work in New York. Four years later, he joined the Ryan agency, at 726 Jackson Place N. W., Washington. Since that time, Gordon has aided in the agency's mounting radio billings.

Selling Ability
Selling is the main credo breathed by Gordon. His successes have been pinned to ability to place advertising. This ability has been cultivated through meticulous testing, results of which in the Washington area, he found, warranted substantial reallocation to radio of advertising budgets. Principles evolved have been carried still further into other market areas.

In one of these tests, Mr. Manchester found that rural and low-income people in Washington, Virginia and part of Maryland, were receptive to radio introduction of an unlikely brand name, Covered Wagon, produced by Mills Stream Cereal Co., Bonner Springs, Kan. A good slice of the budget went into placements on the WINX Washington disc jockey show emceed by Jerry Strong; on WRNL Richmond, and on WARL Arlington, Va.

How Gordon sells rough ground corn meal to this population can be seen from the following sentence taken out of context of typical radio copy: "Honest to Pappy's buckskin britches friends—you've never eaten corn meal makins 'til you've used Covered Wagon corn meal."

Heavy Radio Scores
For the more cultivated taste in the city, Gordon draws on the appeal of the fried shrimp delicacy, packed frozen. But the principle is the same—heavy radio placement. In this case, all placings are spot. Again success.

In Minneapolis, and other such markets, Gordon reports that surprisingly the mass consumer is unfamiliar with the tang of shrimp. Only a thin sprinkle of consumers were aware of its attraction. National placement of one-minute spots in 45 markets made known Jekyll Island frozen shrimp. Other packaged food brands which he handles are Dixiana-South and Dewkist. Another account placed by Mr. Manchester is that of the Mid-Atlantic Div. of Safety Stores (supermarket chain). Gordon likes the use of 100% local copy.
spot nationally because it allows flexibility. Regional and local advertising, he says however, include varied placements, depending on the peculiarities of the areas served.

In addition to AM radio, efforts of Gordon and the Ryan agency have been directed in the FM and TV fields with varied success. On the FM side, Gordon cites mail response of "thunderstorm proportions" in spot-placing of Tru-Ade for FM baseball broadcasts in a local region. Television has centered on children's programs with plans underway for expansion of sales campaigns using this medium, he adds. The Ryan agency also handles film work for the Assn. of General Contractors.

Gordon Manchester, versatile and active, has the build of an athlete. In fact he did play varsity football at the U. of the South. But he says his prowess on the gridiron was nothing to speak of; anyhow, now he's making all his touchdowns in radio.

**Steel Outlet**

Expect WEIR on Air May 1

CONSTRUCTION of a 1 kw station, WEIR, operating unlimited on 1430 kc, is to begin this week, according to a report from Steubenville, Ohio, where the outlet will be located. Station will have studios in both Weirton and Steubenville, covering an area of more than 300,000 population. It is scheduled to be on the air May 1.

According to the report, the call letters, WEIR, will honor Ernest T. Weir, chairman of National Steel Corp. and its subsidiary, Weirton Steel Co. Station will be operated by Tri-State Broadcasting Co., a recently-formed West Virginia corporation, president of which is Thomas E. Millsop, also president of Weirton Steel Corp. and mayor of Weirton, W. Va.

THREE WRX New York advertisements, conceived and written by Joseph Snider, station's promotion director, are included in Jo Stine's 1949 Newspaper Advertising Annual, collection of year's outstanding ads in American newspapers.

**Programs**

KWKW Pasadena, Calif., today (Jan. 2) doing two-hour-on-the-spot broadcast of Tournament of Roses Parade Pasadena. Station will feed broadcast to Armed Forces radio stations and to eight California stations including KMPC Hollywood; KPAC KLAC Los Angeles; KFWX Glendale; KRNA San Bernardino; KSMA Santa Maria; KSFA Santa Paula; KVEN Ventura. Carnival Co. (ice cream) sponsoring broadcast on KWKW; Carnation Milk Dealers on KVEN. Bill Garr, KWKW Special Events Director, is in charge of production. Parade announcing choruses are being shared with him by Wes Mears and Bob Wilson.

French Salute

WNUR New York broadcast special Salute to French Radio Dec. 27, 9-9:30 p.m. in celebration of 50,000th program produced by International Division of Radio Diffusion Francaise. Program included excerpts from French programing.

New WMBG Show

Five-minute show on WMBG Richmond has been recently inaugurated under title Washington Correspondence. Program features station's Washington correspondent giving day-by-day account of happenings in nation's capital and hints as to what further developments can be expected. Show is sponsored by International Wood Products Co., Richmond, Mon.-Wed.-Fri. 6 p.m.

Early Xmas Viewing

THREE Cincinnati TV stations made Christmas Day "TV Day" all day in that city. WKRC-TV went on the air at 8 a.m. Christmas morning from a local orphanage; WCPG-TV placed a test-pattern on at 6 a.m. and began regular telecasting at 7, and WLWT (TV) began telecasting at 8 a.m. Early programming was designed to accommodate recipients of TV sets as Christmas presents.

Students Take Over

ONE of the tenth anniversary features of KYFD Ft. Dodge, Iowa, was inaugation of series, "School Day," in which students from local high school and junior college take over operation of station and its FM affiliate, KFMY, from 6 p.m. to midnight. Students do news show, play programs, give play-by-plays of games of interest to listeners and generally take complete charge of operations of station.

"Something To Do"

NEW show, Something To Do, on WTMJ-TV Milwaukee, finding enthusiastic reception from children and their mothers. Show is aired Mon.-Wed.-Fri. 5-10:30 p.m. and teaches children simple arts and crafts. Prizes donated by sponsor, Boston Dept. Store, Milwaukee, are awarded to nine children in viewing audience weekly and children participate in show during following week.

Christmas Every Day

LATE last November, WFBF Baltimore's locally-produced programs urged listeners to start writing letters to people who express Christmas cheer throughout the year. Special committee of boys and girls wrote letters and selected invitations to writers to bring the persons they had written about to the studio for special 45-minute broadcast last month. During program, writing mc. pinned orchids on letter-writers and Santa Claus writes to women who were selected as year-round St. Nickis. Choir and interviews with personalities rounded-out show.

Teen-Age Talent

YOUNG people who have organized under name, Teen-Age Talent Inc., produce Spotlight on Tomorrow, half-hour variety show on WLDW (TV) Dayton, Ohio. Time and facilities of station are loaned to group by WLDW. Shows feature songs, instrumental selections, comedy routines and dance numbers. Program is also carried by WLWT (TV) Cincinnati and WLWC (TV) Columbus.

Mid-Winter Baseball

BASEBALL is already "hot" with bi-weekly half-hour Hot Stove League show on WNOW Norfolk, Va. Featuring Earl Harper and Jack Harris, station's baseball announcers, program brings listeners late baseball developments and news, and interviews baseball celebrity guest. Special feature of show is three inning baseball quiz game. Teams of three men each are headed by Messrs. Harper and Harris. Correct answers to questions merit home run for team. Incorrect answers count as strike outs. Upshot of quiz will be "Hot Stove League World Series" between two champion teams which will be played off before regular WNOW baseball season begins.

Youth Program

SPECIAL program on WTVR (TV) Richmond featured five 10-year-old boys who demonstrated work being done by Richmond YMCA with youths in the city. Boys were members of physical educational program at the Y and performed acts of balancing, tumbling, and boxing as a forth for the televiewing and studio audience. Entire show, emceed by Jack Lewis, was aired February 13 and WTVR was made up of boys' performances.
Help Wanted

Manager

For busy 250 watt successful small southwestern station. Give complete experience history. Box 861D, BROADCASTING.

Traffic manager, male, must be experienced, well established, fulltime affiliate in midwest. Give experience, background and photo. Box 911D, BROADCASTING.

Station manager, 1 kw day and FM. Desirable 10 years experience in highly desirable city and market. Must have in mind to run own broadcast business, be a good salesman and advertiser, and know every aspect of the business. Good proposition for right party. Write Box 556D, BROADCASTING.

Salesmen

Southern 5000 watt station invites top radio salesmen with loyalty and pursuit of personal ambition to join growing, permanent man only. Will consider experienced and untrained. Good salary, plus commission. Apply. Box 553D, BROADCASTING.

Experienced salesmen with good business background and personal background. Guarantee first three months with commission basis thereafter. Named wanted. Successful track record on previous affiliation. Submit photograph, complete business background. For appointment write. Box 562D, BROADCASTING. Large Southeastern market. Potential exists. Write Box 563D, BROADCASTING.

Announcers


Disc jockey-anouncer. If you have a successful d.j. you may be able to take over several high rated shows on a leading 5000 watt midwestern station. Some commercial announcing also required, Give full particulars, including present earnings. Previous experience. References, home phone, attach stamped self-addressed envelope. Box 628D, BROADCASTING.

Top echelon announcer with 1st ticket credentials desired for large city valley city of 25,000, car necessary. Station is a powerhouse, radio no holds barred. Lights at once. Start before February 1. K.M.J.

Wanted—Announcer-combination engineer and announcer-salaries. Radio experienced. Must be willing to travel. South Georgia independent wants announces. Must have home phone and emphasis on announcing. Must be able to read news, run record shows, etc. Start $200 per month. WVOP, Telephone 327, Vidalia, Ga.

Technical

Wanted. Experienced combination operations and broadcast engineer program ideas who can sell in spare time to advertising department. 5 years experience. Five months air mail disc and photo. KPRK-Livingston, Mont.

Immediately available—First class licensed engineer with over 4 years experience. Centrally located. Starting salary secondary. Good references. Apt. A, 214 Seymour St., Syracuse, N. Y.


Engineer, 1st phone, single, recent graduate. Loves electronics. Desires transmitter or combination work. Have disc. Wire or write Donald Bentrott, Westport, Iowa.

Engineer-experienced FM-AM. Communication engineering graduate. All experience, 16,000 per year. Johnson, 436 N. Hazel, Danville, Illinois 478.

Engineer, 28 months transmitter and studio experience. Reference, will travel, car, 1st class, 254 Porter. 1142 25th, Des Moines, Iowa.

Production-Programming, others

Experienced program director desires immediate change. Well educated, reliable, resourceful, hardworking. Experience at independent and networks. Have written copy and sold, but prefer concentration on programming with some announcing. Network-quality voice. Versatile—to equally good job in network sales with voice in music, commercials, etc. Top references all employment. Do have detailed references. Box 568D, BROADCASTING.

radio news pays off—NMRD Report. Write for details, E. B. Standlee's new program or perk up lagging department. 10 years radio, newspapers, public relations. Heavy on sports. References. Background, disc furnished. Box 575D, BROADCASTING.

Young woman wants diversified position, preferably with small station. Thoroughly experienced in programming, traffic, music, continuity, public relations, merchandising. Box 576D, BROADCASTING.

Trained continuity writer, 18, male, writes excellent copy. Box 581D, BROADCASTING.

We will maintain our own place in your area. Four years experience in women's and children's program library. Unusual background and training. Voices, news, interview or on request. Box 601D, BROADCASTING.

Continuity writer, thoroughly trained, ambitious, efficient. Good commercial copy. Box 612D, BROADCASTING.

Adept news, continuity writer, experience. Excellent writing ability in announcing, production, featured television, newspaper production. Lives in Chicago. Assuming new position. Well educated. Employed; will relocate to progress with growing station. Box 583D, BROADCASTING.

Television

Production-Programming, others


For Sale

Central Illinois. Making money. Only station in 100,000 trading area. 1 kw FM only. Fine city of 34,000 population. Almost 100 miles of Chicago. 5 kw FM: Can be purchased at value physical assets. Under $100,000. Box 589D, BROADCASTING.

2 kw FM only. Fine city of 34,000 population. Almost 100 miles of Chicago. 150,000 area value over $100,000. Reason for selling is to retire. Liberal terms subject to responsible parties upon request. Box 590D, BROADCASTING.

Equipment, etc.

For Sale—275 watt copper radial copper wire bright brand new on five reels. Also full size power amplifier. WHHH, 2nd National Bank Building, Warren, Ohio.

For Sale—Type-26—Collins limiting amplifier, New. Not yet used. Make inquiries. Box 507D, BROADCASTING.

Wanted to Buy

Interested buying station—low price. Must supply sufficient information in confidence. Experienced broadcaster, will relocate. Box 617D, BROADCASTING.

Equipment, etc.

Wanted—Brand new nine channel latest model Raytheon console. This equipment must be brand new, as we have had our offer, $25,000, accepted by a station in the last two days. Box 628D, BROADCASTING.

Wanted, FCC approved AM frequency and modulation monitors. State model, year, and price. Box 634D, BROADCASTING.

Wanted—Complete 2 kw FM transmitter. State price and condition. Box 635D, BROADCASTING.

Wanted—New 2 kw FM transmitter, complete with siren, 1420 to 1500 kc and model D-1100S antenna coupling unit. Box 636D, BROADCASTING.

Wanted—Electric model 118-A limiting amplifier, complete.

Western Electric model 120-E monitor amplifier, complete.

Western Electric 716 horn rake (2). Box 644D, BROADCASTING.

Alliance 150 feet guyed, basic insulated line. WHHH, 2nd National Bank Bldg., Warren, Ohio.

Situations Wanted

Managerial

AM-TV SALES EXECUTIVE

Seasoned salesman for an AM or TV station is looking for a challenging job for 1950.

Sound background in selling spot, network and TV for past ten years.

Constructive planner, knows his area around advertisers and agencies. Fortune's years young. Best references. Would like to talk to you if you are looking for an aggressive man with ideas. Box 516D, BROADCASTING.

For Sale

Attention Independent Stations!

Veteran radio manager of highly successful independent metropolitan station is available for managerial job with a "non-net" property. Well acquainted with national radio buyers; best references.

BOX 623D, BROADCASTING

Help Wanted

Announcers

Help Wanted—Announcers

New England station has opening for "top" morning announcer, ability to deliver material, good style. Send experience details.

BOX 590D, BROADCASTING

Situations Wanted (Cont'd)

For Sale (Cont'd)

For Sale (Cont'd)

Schools (Cont'd)

Announcers

THE NATIONAL ACADEMY OF BROADCASTING, INC.

Situations Wanted (Cont'd)

Wanted to Buy

AM-TV Sales Executive

Tell us your needs! Our graduates have had through, technical training in one of the nation's finest Television-Radio Electronics training laboratories. These men are high grade... with F.C.C. licenses and are well qualified to operate and maintain Television and Radio broadcast equipment. Our graduates are employed by many of the best known TV-Radio Electronic concerns across the nation. Write, phone or wire:

DEFOREST'S TRAINING, INC.
2333 N. Ashland Ave., Chicago 11, Ill. Phone: Lincro 7-1350

Allis-Chalmers Repeat

ALLIS-CHALMERS Manufacturing Co., Milwaukee, has ordered a live repeat broadcast of the National Farm and Home Hour from NBC Chicago for Mountain and Pacific Coast Time zones starting Jan. 7 at 1:00 p.m. CST each Saturday to 11:30 a.m. and 12:30 p.m. respectively. Program is aired regularly at 12 noon CST. Agency is Bert S. Gittens, Milwaukee.
Feature

(Continued from page 16)

health, infantile paralysis, and cancer societies.

Promotion for the program has been very extensive and is responsible for the biggest slice in the budget. Nineteen different paid program advertisements appeared in each of 18 KUSD area county weekly newspapers and in each of the three dailies. Eighty thousand copies of the "Fight" card, listing the entire series of broadcasts, were printed by the State Dept. of Health and distributed through the local schools. To add to these, 90,000 tickets were printed for use as individual promotion pieces were printed as part of the campaign. One thousand tickets were printed to go with each of the 19 different newspaper ads.

Two of the series (Dec. 1 and 8) were tied in with the annual Christmas seal campaign and were given over to "Churchyard Cough," dramatizing the fight against T.B. Other "Fight" cards included such battlers as "The Crippled" (polio), "Kid Cancer," and "Denture Dan" (tooth decay).

Not only was the promotion a teaser for the sponsors, but as Mr. Merrill explains: "The entire promotion budget has been contributed by the participating organizations which required a bit of promotion in itself."

Next Thursday another round against U. S. Public Enemy No. 1 will be clocked over KUSD, expounding radio participation in disseminating education in public health.

Comedy Writers Guild

A COMEDY Writers Guild has been formed by the Gagwriters Comedy Forum under the auspices of National Laugh Enterprises. A cooperative venture, the guild gives as its main purpose protection of gagwriters and special material writers not covered by the Dramatists Guild and the Radio Writers Guild. The Comedy Writers Guild seek affiliation with AGVA.

OPEN house at opening of WOHI East Liverpool, Ohio, was occasion for distribution of several promotion pieces by station. Over 1,500 visitors received buttons bearing drawing of "WOHI-VIEW." This legend, "1400 on your dial means Good Entertainment," booklet containing opening week's schedule and pictures of "WOHI-VIEW," scene seen from transmitter site and photographs of studio and staff artists. Cuts of Indian were used extensively in local papers.

Timely Attention

CHRISTMAS season display erected by KFt Grand Junction, Colo., was composed of two huge Christmas trees, lighted by more than 500 bulbs, and eight-foot Santa Claus. Trees and Santa were situated on either side of highway junction near building prominently displaying call letters and dial position of KFt.

Group Folder

TWO-color folder sent to trade by WEEI Boston shows graphs of station's listener poll. Cover contains teaser statement, "In Boston, 0.8% don't." Inside explains, "But 99.2% do listen to radio." Two-year graph from Pulse Reports shows WEEI's ratings compared to other local stations. Another graph demonstrates station's share of listeners by quarter hours between January 47-June 49. Back of folder reads, in part, "In Boston, where people listen to people, the station is WEEI."

FM in '59

IN all-out pitch to hold and obtain new business for FM, in particular WCOL (Columbus, Ohio), has sent two-page report to all time-buyers, regional and local clients, entitled, "Don't Forget FM Radio in 1959." Paper points out advantages of using radio and FM and suggests that businesses use at least 36% of their advertising budget for FM.

Cover Promotes

COVER from Dec. 12 issue of Broadcasting has been sent to trade by KCBS San Francisco. Story of success of Jim Grady, commentator for station, is briefly told on sheet. Clipped in same issue is a story on the "Corsairs," in part, "Whether your product comes from Milwaukee, Manhattan, or the factory down the street ... a sales recommendation of R. W. means immediate local acceptance. . . ."

More K&O

RCA has published 16-page illustrated booklet on Kulk, Fran & Ollie to be distributed to network TV set owners, conventions in RCA Exhibition Hall and through company distributors. Booklet is titled, "Feud at Last! A Man Who Doesn't Like Kulk, Fran & Ollie," and tells history and format of show which is alternately sponsored by RCA and Sealtest Division of National Dairies.

Game Promotes 'Firefighters'

DAY before premiere broadcast of "Firefighters" over KBQN Omaha, Neb., promotion stunt was staged at amusement grid classic, Santa Claus Bowling, in Omaha's municipal stadium. Grade-school aged game was played by audience largely composed of children. Signs throughout stadium promoted "Firefighters." No department, warehouse or audience was uninvolved. Promotion was highly successful.

It Happens

LARGE yellow sheet is latest promotion piece sent to trade by WWDC Washington. Page begins, "Silvaceous Lewis says: It Can't Happen Here ... but it did happen on WWDC," Telegram, sent to station by Forjoe & Co., asking for all available time on behalf of Tidwell Toy, follows. Short resume of Talking Toy's success on WWDC follows. Attached is mimeographed sheet showing story of program's position in audience holders in Washington, according to Pulse for Sept.-Oct., 1949.

Birthday Celebration

NINTH birthday of Betty King, reportedly youngest disc jockey in Boston, heard weekly over WCO, that city was celebrated in a special way with U. S. Navy recently. Features aboard ship docked in Boston Navy Yard were attended by 400 of Betty's young listeners who had written in for tickets. Santa Claus distributed toys, movies were shown and the ship's band played. Birthday refreshments were served. Children attending were asked to bring new toys for needy children to be distributed by the Navy.

WOY Pilgrimage

LARGE sheet reprinted from New York Journal-American, Dec. 7, sent to trade by WOY New York, tells briefly story of WOY's successful pilgrimage to Rome as part of 1950 Holy Year celebrations, and announces sailing of pilgrims on that famous trip of Diana Balfour, women's commentator for WOY and its representative throughout pilgrimage, is featured on sheet.

Booklet Surveys

OVERSIZED 20-page booklet, illustrated in color and containing maps, currently being distributed through Pure Oil Co., sponsor of H. V. Kallborn on NBC. Booklet, entitled, "Fifty Fabulous Years, surveys 50 most important people and events from 1900 to the present. Maps showing the changing of territories of various nations is included. Booklet was edited by Mr. Kallborn.

Simple Statements

MIMOGRAPHED sheet from CFQC Saskatoon, Sask., tells simple story designed to interest potential sponsors. Heading is, "More Farmers Pay Income Tax in Saskatchewan Than In Any Other Province." Listing is numbers of farmers paying the tax in all Canadian provinces follows with statement, "CFQC is situated in the heart of the richest farming belt in the West."

Promotion for 'Little Women'

PART of promotion for presentation of "Little Women," CBS-TV recently, was sending of copy to books to editors in all cities carrying the program. Flyer pasted on front cover of book called attention to show, Agency is Kenyon & Eckhardt, New York.

Coles Scrapbook

MINIATURE copies of scrapbook of Grady Cole, WFTL Charlotte, N. C., commentator, have been printed for distribution to his clients and agencies and he delivers more than effective air - salesmanship. Newspaper promotion, all obtained because of new territory he exists in boosting Cole name and indirectly the name of his sponsors.

For 'Magic Cottage'

ATTRACTIVE booklet has been prepared for distribution to sponsors and agencies by DuMont TV Network promoting Magic Cottage show. Picture of Pat Milch's, program's narrator, drawer-in, is on cover and narration inside tells show's success story. "It Happened" demonstrating format of show and history of the "Cottage," with it are included, are merchandise hints, promotion and publicity ideas.

Personnel

WILLIAM WYATT ADVERTISING Co., San Antonio, Tex., appointed to handle advertising for WOAI-AM-TV San Antonio.

LANG-WORTH

30 Stations Buy Library

THIRTY stations have signed contracts in the past ten days with Lang-Worth Feature Programs Inc., New York, for its new eight-inch library.

New stations are: WCAV Norfolk, Va.; KFPM Kansas City, Mo.; KIVY Colorado Springs, Colo.; KMEX Los Angeles, Calif.; WMID Atlantic City, WOAP Owensville, Ind.; WWDC Washington, D. C.; WCO Columbus, Ohio; WAAO Dubuque, Iowa; WWOX Lake Charles, La.; WHTC Fairfield, Iowa; WICT Muskegon, Mich.; WPVB Lakewood, N. J.; WATL Atlanta, Ga.; WVOC Columbus, Ohio; WAXY Jamaica, N. Y.; WHTC Chattanooga, Tenn.; WHTC Cleveland, Ohio; WAAA San Francisco; KUOM Austin, Minn.; WITI Milwaukee, Wis.; KFI Los Angeles; WCAW Dallas; WICT Houston, Tex.; WTVI Los Angeles, Cal.; WOR New York; WWJ Detroit; WBOC Delaware; KWKX Carmel, Ind.; KSQL Alexandria, La.; WMAL Washington, D. C.; WJOH Washington, D. C.; WAMO Birmingham, Ala.; WENZ Buffalo, N. Y.; WGRG Louisville, Ky.; WKOK Sunbury, Pa.
ANTI-SHIT

D. C. Appeal Move Brews

AN APPEAL from a District of Columbia utilities decision sanctioning transit radio operation in Washington was promised last week by opponents of music-equipped vehicles.

Plaintiffs planned to carry the fight to the U. S. Dept. of Justice, members of Congress and Federal District Court if Washington's Public Utilities Commission rejects a petition for rehearing of the case.

FRC ruled fortnight ago that transit FM is "not inconsistent with public convenience and safety" and said the conclusion is "inescapable that radio recep-

tion in street cars and busses is not an obstacle to safety of operation.


Two Washington attorneys—Franklin S. Pollak of the Justice Dept. and Guy Martin—said last week they would file the rehearing plea and, if that failed, take the case to the District Court.

Meanwhile, a small Washington group reportedly has asked James Lawrence Fly, former FCC chairman, and other attorneys to represent it in suits against Capital Transit Co., which takes the service from WWDC-FM, and New York Central Railroad, currently airing broadcasts in New York's Grand Central station. Basis for litigation would be the contention that both types of broadcasts constitute "forced listening" and are unconstitutional.

The organization, which calls itself the National Citizens Committee Against Forced Reading and Listening, said it had asked four members of Congress to support an anti-transit FM legislation.

AWARD of appreciation for cooperation and assistance extended for maintaining and furnishing interests and activities of Marine Corps presented to KXOK St. Louis.

'49 Revenue

(Continued from page 10)

by the 230-odd stations that went on the air last year.

Revenue to stations from sale of network time declined between $1.5 million and $2 million as compared to 1948.

"Regionally, the revenue picture has changed," according to Dr. Baker. "In 1948 the New England area reported an increase in local business; this year (1949) this area reports the greatest decrease. On the other hand, local business on the Pacific Coast has shown a marked improvement in 1949 as compared with losses in 1948. The West North Central Region (Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas, Missouri) again reports sizeable increases in retail business."

"The largest percentage increase in national spot business was reported in the East South Central Region (Kentucky, Tennessee, Alabama, Mississippi). Important increases were also reported in the Middle Atlantic, Pacific and Moun-

tain Regions.

"While the Pacific and Mountain Regions appeared to enjoy large increases in revenue this year, they seem to have been harder hit by in-

creases in operating expenses. The New England and West North Central Regions show decreases in expenses for both of them showed increases last year."

NAB's tabulation of 1949 esti-

mates against the FCC's official 1948 figures follows:

<table>
<thead>
<tr>
<th>Gross Revenues (in thousands)</th>
<th>1948 Official</th>
<th>1949 Estimates</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Networks</td>
<td>$132,723,098</td>
<td>$129,200,000</td>
<td>-3.3</td>
</tr>
<tr>
<td>Regional Networks</td>
<td>$15,353,000</td>
<td>$11,255,000</td>
<td>+3.7</td>
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<tr>
<td>National Spot</td>
<td>$10,576,000</td>
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<tr>
<td>Retail</td>
<td>$17,952,000</td>
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</tr>
<tr>
<td></td>
<td>$165,694,000</td>
<td>$159,652,000</td>
<td>-4.0</td>
</tr>
</tbody>
</table>

* Includes miscellaneous networks and stations.

WINS CASE

Pope Charges WFD (FM)

''Avco Rule'’ Move


In a petition filed Thursday by Marcus Cohn of the Washington law firm of Cohn & Marks, II Progresso contended that WFD’s AP (FM) advertising is “defective” and should be returned because it doesn’t meet FCC’s requirements on engineering data.

The application’s reference to WINS’s present day and night pat-

terns as representing its trend, the brief said, is insufficient under FCC rules. Additionally, the brief asserted, the application does not show that WINS’s antenna site is available to WFD, or that WFD, although willing and able to buy WINS’s equipment, is willing and able to construct a station.

The brief contended that WFD, owned by the International Ladies Garment Workers Union, is at-

tempting to re-establish the now-abandoned Avco Rule when it asks FCC to call in WINS’s renewal application for hearing with its own application and II Progresso’s transmission.

WFD, the Commission was told, wants to have its program plans compared with the foreign-

language plans of II Progresso, not with the plans presented in the FCC's re-hearing, and thus “to do indirectly what the Commission has already deter-

mined [by repeal of Avco] cannot be done directly.”

Seeks Relief

“So obvious is the intention of petitioner to attempt to seek relief under the FCC's rules,” the brief asserted, “that it actually incorporates the required language of that rule” on the point of meet-

ing “the same terms and condi-

tions” as the original applicant.

Meanwhile, the battle over the merits of foreign-language program-

ning continued between II Progresso and the Committee of WINS Employees, who are protesting the sale of the station to the Pope interests. Mr. Pope proposes to inaugurate foreign-language pro-

grams on WFD.

Former FCC Chairman James Lawrence Fly, attorney for the WINS employees, had questioned the “principle” of such programs, and II Progresso had replied by quoting from some of Mr. Fly's own past statements on the subject [BROADCASTING, Dec. 12, 19].

In a further reply, also filed by Mr. Fly the WINS group said:

Here we are, in that the year 1949, in the New York area and in the light of the present facilities for for-

eign-language broadcasting balanced against the present need. It is not sound public policy to subtract this particular facility [WINS] from those being created to general-purpose pro-

gramming and add it to those serving the foreign-language need... .

The question is not what James Lawrence Fly has said about foreign-

language broadcasts in general. It is what does this Commission say about this concrete proposal. We say that question requires a hearing.

The WINS group conceded they made an “inadvertent mistake” in saying Mr. Pope himself had told them he could employ only a few of them at WINS. They said the statement was made instead by Mr. Pope’s son, Gene Pope.

To this II Progresso replied with an affidavit asserting that no representations concerning the future employment of WINS personal-

nel was made at the meeting.

Further, it was contended, II Progresso’s acquisition of WINS would not necessarily mean the number of foreign-language sta-

tions would be increased, since it will be required to sell WHOM Jersey City, now a foreign-

language outlet, which might become a general service station under new owners.

WINS, owned by Crosley Broad-

casting Corp., is on 10,100 kc with 50 kw day and 10 kw night.

Mr. Steen Schlicher

Benning and Brooks

New York City, N. Y.

Dear Sirs:

Happy New Year! I recbin everythin’ is astonin’ all over again—for another year, but here in th’ home-

landin’ ‘WCHS’ folks already is putter listenin’ on th’ half-watch.’

Mr. WCHS has al-

ways been th’ listenin’ habit here in sou-

thern West Virginia—how can we ever more to more. Here’s a coul’ple fellers announcin’ on my regular every other day. One was a-askin’ ‘Ever-

thin’ I want to do is on WCHS! When I am, my favorite dis-

cussion Don Evans is on ya!’ At night I am, an’ he’s on WCHS! ‘WCHS news on sports at dinner time, I dint do it!’ put ‘em’ On WCHS, of course. An’ then all ev’ryone’s listenin’ to WCHS!’ Just thin’ I’d let ya know, Siny ol’ ‘Broadcatty’ was station folks likes to mast.

Yrs. truly,

WCHS

Charleston, W. Va.

January 2, 1950

Page 67
FCC Actions

Continued from page 60

Applications Cont.: License Renewal
Following stations filed applications for license renewal:

Neenah, Wis.: NAW. (Continued from page 30).

Oak, Mich.: WJBX Brookhaven, Miss.; (Continued from page 30).


WDC-FM Washington—CP change from 101.1 mc to 98.7 mc.

TENDERED FOR FILING

KOB Albuquerque.: Extension of SOTA operating permit on 770 kc with 25 kw-N in 15-20 sub., for period from March 15, 1950, for next regular license or period current with next extension of temp. license. Modification of CP

WDSM Superior, Wis.—mod. CP change from DA-DN to DA-W, on 770 kc.

December 29 Decisions...

BY COMMISSION EN BANC

Authority Granted

WGR Rochester, Ill.—Granted au-

tority to change frequency between

March 15, pending completion of re-

organization plans.

KBIB Hillsboro, Tex.—Granted au-
tority to change location from 66 to

68 days from Dec. 31, 1949, pending financial reorganization. CP Granted

WIPI San Antonio, M. —Granted CP to change frequency between 1550-1560 kc.

Argument Continued

Commission on motion continued without date or argument scheduled for Jan. 6 on applications of Electronics Corp., Bridgeport, Conn.

BY THE SECRETARY

WJBJ Mayaguez, P. —Granted lic-

ense for new station and location.

KBUN Little Rock: Granted license for new standard station and地点 studio location (1200 kc 1 kw D). WCBR Portland, Me.: Granted license to use presently licensed alternate trans. as main trans.

ATLANTIC CITY'S

HOTEL OF DISTINCTION

Deigned to be the wish of a discrimi-

nating clientele and catering to their every want, and housing all the ele-

ments of a delightful luxurious hotel. Equipped, Beautiful Lounges—Spacious


When in Atlantic City visit the

FAMOUS FIESTA LOUNGE

RENOWED FOR FINE FOOD

OPEN ALL YEAR

Under the Management

Exclusive Penn., Ave. and Boardwalk

Hotelmstand

Theatre for Sale

The five story office and theatre building, known as the Guild Theatre Build-

ing, at 241-257 West 42nd Street, New York, is for sale for lease in the

proceedings for the reorganization of West 52nd Theatre Co., Inc., Debit, to

151 1/2 West 52nd St.; M. at Room 1305, United States Court House, Foley Square, New York City.

The building is of steel frame and concrete construction, with both theatre and office space. The theatre has a seating capacity of 1500, complete with lights and balcony. The offices are on the 2nd, 3rd, 4th and 5th floors and run along Massive structure, 85 x 33 ft. and 25 x 22 ft. high. The office space has a separate entrance and is serviced by an automatic push button drilling equipment.

The theatre space is presently occupied by Mutual Broadcasting Company on a month to month basis as a radio broadcasting theatre for Station WOR.

The office space is occupied by a large insurance company.

The property will be sold to a subject due mortgage of $577,500. Any bid to be considered must exceed the sum of $59,991.14 above this amount.

Further details and the terms of bidding can be obtained from the Trustee or his counsel.

VICTOR M. TYLER, Trustee

25 Broad Street

New York, N. Y., 4

Telecasting

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

Summary of Authorizations, Applications, New Station Requests, Ownership Changes

<table>
<thead>
<tr>
<th>Class</th>
<th>Total</th>
<th>On Air</th>
<th>Licensed</th>
<th>CPs</th>
<th>Applications Pending Hearing</th>
</tr>
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<tbody>
<tr>
<td>AM Stations</td>
<td>2,055</td>
<td>1,229</td>
<td>477</td>
<td>198</td>
<td>339</td>
</tr>
<tr>
<td>FM Stations</td>
<td>745</td>
<td>477</td>
<td>477</td>
<td>47</td>
<td>49</td>
</tr>
<tr>
<td>TV Stations</td>
<td>97</td>
<td>31</td>
<td>66</td>
<td>81</td>
<td>335</td>
</tr>
</tbody>
</table>

* * *

Four on the air.

CALIFORNIA: KCVR Carthayreille, Mo., (Pompest Broadcast, Inc., 1370 kc, 1 kw day; KGMO) (FCC) Cape Girardeau, Mo., (Cape County Besty, Co., Channel 54, 95.7 mc; KLVI, Panama, Tex., (Felix H. Horne, 1480 kc, 1 kw day); KNNM McAlester, Okla. (Pittsburg County Besty, Co., 1250 kc, 1 kw unlimited); KBIW Flower Springs, Col., (Flower Springs Besty, Co., 1250 kc, 1 kw unlimited); WBCO Bessemer, Ala. (Bessemer Besty, Co., 1460 kc, 250 kw unlimited); WGBG Greensboro, N. C., changed from WHGR (Greensboro Besty, Co., Inc., 1460 kc, 250 kw unlimited).

Docket Actions...

FINAL DECISION

Tariff rate discrimination practices pro-

posed by Bell System applicable to inter-

switched service between telephone

miniseries and facilities furni-

ished on a dial-up basis are noted

and certain respects [See story, page 90, WBCO] to be continued.

Certain licenses and assignments are

ordered in consideration of a different

license for new remote pickup KA-2313. WJAF-MF Meriden, Conn., granted license for new remote pickup station.

KWKX Miami, FL.—Granted license for new remote pickup station.

KGZ New Braunfels, Tex.—Granted license for new station and location.

KIVY Crockett, Tex.—Granted CDP.

KCDP Carlsbad, Pa.—Granted CPs for new station.

WKRK Monroe, La.—Granted CP.

243-FM) New Haven, Conn.—Granted CPs for new station.

National Besty Co.—Granted CPs for new station.

KAVL Wilmington, Del.—Granted CPs for new station.

KRMG Tulsa, Okla.—Granted CPs.

WCHS-TV New York.—Granted CPs for completion of completion.

KCBR Charleston, Va.— Granted request for 30-day extension of time from Jan. 15, 1950, in case of application for renewal of license to WCHS to The Tynder Co., 1024 West Market St., Baltimore, Md., Cedar Rapids, Iowa.

KWY Caribou, Me.—Granted license for new station and location.

WQRX Washington, N. C.—Granted license fee exchange, increased.

GOAN J. James Glaney, Kingman, Ariz.—Granted license for new station and location.

KABE-LP San Angelo, Texas.— Granted license for new station.

KWFL Mo-Ne-Mex Besty Corp., Clayton, N. M.—Granted license for new station and location.

KFCB Morehead, Ky.— Granted license for new standard station.

KWML-AM Des Moines, Ia.—Granted license for new station.

KOWD-FM Youngstown, Ohio.—Granted license for new station.

BOYD Radio and Television, Inc., for new AM station at Lincoln, N. C., 1450 kc, 1 kw day, Decision Dec. 29.

Following actions were taken by Commission on Dec. 22 on applications requesting operation on 790 kc.

(a) WZU New York—Order dismis-

sed after final decision, petition requesting all applications for license for 1 kw be withheld, unless unusual decision in docket. These involve KARM Fremont, Calif.; KWPC Pullman, Wash.; KUTA Salt Lake City, KXYT Houston, KBO Albu-

querque, KBBQ-AM-CP, Blackwell, Okla.; Rafael Ramos Cobian, San Juan, P. R.

(b) KWSC Pullman, Wash.—Returned to file application for license for 1 kw on 100 kc, 1 kw-N, 5 kw-LS, DA-N until conclusion of hearing.

(c) KWBUI Corpus Christi.—Memorandum order and order dismis-

sing order pending without prejudice application for li-

cence to cover S3A on 1950 kc, 50 kw, local service Boston, Mass., to summer, Corpus Christi.

(d) KXYT Houston, Tex.—Returned to file application for mod. CP on 1034 kc, 1 kw-N, 5 kw-LS, DA-N until conclusion of hearing.

(e) KXKU Corpus Christi.—Memorandum dismis-

fault approval order for mod. CP on 1034 kc, 1 kw-N, 5 kw-LS, DA-N until conclusion of hearing.

(f) DKA Spokane, Wash.—Order de-

nancing hearing.

(g) KFMA Clovis, N. M.—Granted CPs for new station.

(h) KWMQ Rockford, Ill.—Granted license for new station.

(i) WAKT-KA-30, Valparaiso, Ind.—Granted license for new station.

(j) WAKT-KA-158, Valparaiso, Ind.—Granted license for new station.

(k) WKVQ Saginaw, Mich.—Granted license for new station.

(l) KJKS St. Louis, Mo.—Granted license for new station.

(m) KXKU Corpus Christi.—Memorandum dismis-

sing order pending without prejudice application for li-

ence to cover S3A on 1950 kc, 50 kw, local service Boston, Mass., to summer, Corpus Christi.
**Deletions...**

EIGHT FM authorizations and one AM license reported deleted by FCC. Deletions 6, 7, 8, 19 and 20 of Table 1 deleted. Total: AM: AM 61, FM 27, TV 13. Deletions, effective dates and reasons follow:

**WGBH Greensboro, N. C.—Greens-**


**WJLA Washington, D.C.—**

Dorothy Bartell, operator, has resigned. License filed for same. Filed Dec. 21.

**KQED San Francisco, Calif.—**

KQED, Inc., has revised its full-time, full-power station license. Filed Dec. 24.

**WFMJ Youngstown, Ohio—**

Asper Broadcasting Co. has applied for renewal. Filed Dec. 24.

**WBOC Wilmington, Del.—**

This station, owned by Joe Smyth, has no reason to use its license. Filed Dec. 7.

**WOPX-FM Houston, Tex.—**

Texas Star Broadcasting Co., CG (on air), Dec. 8. No reason.
FINALISTS ARE NAMED FOR ‘VOICE’ CONTEST


Judges of finals will be Mrs. Raymond Clapper, author and broadcaster; Morgan Beatty, NBC; Wayne Coy, FCC chairman; Douglass Southall Freeman, author; Edward R. Murrow, CBS; Tom Clark, Associate Justice, U. S. Supreme Court; Andrew Holt, president, National Education Assn.; J. Edgar Hoover, director, FBI; James Stewart, actor. Four winners will receive $500 scholarships.

Finalists chosen in competition with million students who participated in school, community, state and regional eliminations in 1,800 communities in 43 states, District of Columbia, Alaska and Puerto Rico, according to Robert K. Richards, NAB public affairs director and chairman of Voice of Democracy Committee. Contest started during National Radio & Television Week. Local Junior Chamber of Commerce chapters cooperated in arranging community contests, with radio dealers giving local prizes.

PILOT INSURANCE DRIVE

PILOT LIFE INSURANCE Co., Greensboro, N. C., has retained Walter J. Klein Co., Charlotte, as local advertising agency for insurance appropriation this year. Company will open 1950 campaign with $14,000 TV sponsorship of Crusade in Ehrono war films on WBTB (TV) Charlotte and WMY-TV Greensboro, N. C. Pilot spent over $100,000 in advertising last year. O. F. Stafford is president and C. R. Andrews is advertising manager. Account executives serving the company will be Walter J. Klein, agency president, and Dan P. Rice.

DuMONT NETWORK SALES UP

DuMONT Television Network announced Friday its total gross billing for network as well as local sales on its owned and operated stations in 1949 would exceed $2,500,000. Gross billings on DuMONT Network excluding local business was estimated at $900,000 [TELECASTING, Dec. 26].

DEADLINE EXTENDED

DEADLINE for generous Pope to disclose purchase of his WGM New York extended for one to two weeks. Under his $512,500 contract to buy WINS New York from Crosley Broadcasting Corp., he was to name WHOM buyer by last Friday.
Small wonder so many new products and advertising campaigns are launched over WLW. For its over-all performance is remarkable.

In four weeks, The Nation’s Station reached FOUR-RIPTHS—80.7%—of all the 3,644,800 radio homes within the WLW Merchandise-Able Area between 6 a.m. and midnight.* That’s coverage!

Of all listening among all radio homes between 6 a.m. and midnight during an average week, WLW received six times MORE listening than the average of the nine major competitors.* That’s penetration!

Of the 258 stations heard in WLW-land, The Nation’s Station received ONE-SIXTH—16.6%—of all listening to all stations.* That’s dominance!

And when you put coverage, penetration and dominance together...THAT’S IMPACT!

If you are planning to launch a new product or advertising campaign, talk it over first with The Nation’s Station. Write or call any of the following WLW Sales Offices:
140 West 9th St., Cincinnati 2, Ohio
360 N. Michigan, Chicago 1, Ill.
650 Fifth Avenue, New York 20, N. Y.

* Nielsen Radio Index, February-March, 1949
The right kind of food builds you up.
And so does Radio Sales research.

Take the case of the food sponsor who wanted to be strong in Intermountain America. A Radio Sales Account Executive—backed by the most resourceful research department in spot radio—showed him how they could get 3 times as many listeners at less than one-third the cost-per-thousand. By switching to KSL in Salt Lake City. So he did.

You, too, can make your advertising so powerful it will pick up extra-heavy profits... in 13 of your most important markets. Just call...

RADIO SALES
Televised Stations Representatives... CBS

Columbia Pacific Network... WCCO, KSL, KNX, KCBS, WCBS-TV, WCAU-TV, AFNI-TV, KTTV... and the Columbia Pacific Network.