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

ONE THING AT A TIME, PLEASE

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

WOR regards this as singular laziness. For in one day

WOR sells more
more often
for more people
to more people
than any other station in the United States.

CONSIDER THE ANTIQUE ALBATROSS

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

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

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

YES, WE HAVE NO IMPORTED WITCHES TODAY

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

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

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

our address is:

WOR

that power-full station
at 1440 Broadway in New York
How Come? Filling the guest book is easy when a station's programming makes it an important member of society. Only people who listen and like what they hear will swarm into a station . . . as have our Kentuckiana friends in less than six months.

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

The only radio station serving all of the rich Kentuckiana market
WNAC Boston

and its YANKEE NETWORK Stations (28)

from Bangor to Bridgeport have an

IDENTIFIABLE PROGRAM PLAN

designed for one minute announcements (live or transcribed)

***

The plan is built around these MGM programs:

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

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

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

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

"M.G.M. Theatre of the Air"
John Garfield — Deborah Kerr
Van Heffin — 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, COnnecticut 6-0800

***

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

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

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
FIRST QUICK scanning of 1949 time sales gives impression year's business will pass $402 million 1948 figure despite network dip. Local business at least equal to 1948 with spot apparently increasing. Network decline, curiously, just matches TV national time sales. TV local sales hard to figure.

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

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

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

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

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

LATEST proposal looking toward economy in FM operation confronting FCC is that for (Continued on page 78)

**Upcoming**

Dec. 5: National Institute of Municipal Law Officers, Muehlbacher Hotel, Kansas City.
Dec. 5-6: NAB Dist. 14, Utah Hotel, Salt Lake City.
Dec. 14-15: NAB Dist. 17, Benson, Portland, Ore. (Other Upcomings on page 26)

**Business Briefly**

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


KING SPOTS • King's Tropical Inn French Dressing, Los Angeles, Friday launched spot campaign (15 to 20 weekly) on KLAC same city. Firm plans to add other western stations shortly and expand to other areas in next three months. Spots also carried on returning TVM Los Angeles. Agency, Ross, Gardner & White Adv., Los Angeles.


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

**INTERIM PAYMENT PLAN FOR ASCAP TV MUSIC**

TELEVISION industry's per program committee and ASCAP announced Friday temporary TV music licenses would be extended from Dec. 10 deadline to period of committee's negotiations with ASCAP. Also that committee would recommend independent TV stations make interim payments to ASCAP during negotiations, subject to adjustment at time stations sign either per program or blanket licenses. Interim payments to be flat, monthly fees retroactive to Jan. 1, 1949, or date station went on air, and varying in amount according to station's income bracket. ASCAP to send out per program and blanket forms simultaneously and stations have 30 days after receipt to make choice. Stations to be indemnified by ASCAP during temporary license period.

**EDGAR BILL STRICKEN**

EDGAR L. BILL, president of WMBD Peoria, Ill., suffered serious heart attack Thursday night at Palmer House, Chicago, shortly after returning from International Livestock Exposition. He was still under oxygen tent late Friday and Dr. E. F. Addenbrooke, hotel physician, said it would be dangerous to move him to hospital. Mr. Bill went to stock show in company with his wife and Mr. and Mrs. Merle V. Watson, of Peoria. Mr. Watson is associated with him in National Radio Personalities, Peoria enterprise.

BROADCASTING • Telecasting
The thought any client will appreciate most: select WFBR as the key Baltimore station on his 1950 radio schedule.
He Pulls Lumber Sales Out of Thin Air

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

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

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
The biggest program payoff in all radio is the mystery-drama... consistently delivering to advertisers more customers-per-dollar than any other classification.

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

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

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

The strange case of the sleeping sponsor

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

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

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

Plain to see your sales message belongs on the station the most people listen to most!

CONTINENTAL SOAP Co., Chicago, for "bubbulated" Fast, appoints Schiit,mer and Scott, Chicago to handle spot radio campaign. Firm's other product, Cain's English Muffins, now using TV participations on WBKB Chicago with expansion probable.


ROMAN MEAL Co., Seattle, increases sponsorship of Night Editor to four Pacific Coast and 12 CBS mountain stations Sunday, 10:15-10:30 p.m., PST. Contract for 25 weeks. Agency: Guild, Bascom & Vonfigli, San Francisco.

NOMA ELECTRIC Corp., New York, (Christmas tree lights and decorations) using extensive television spot campaign which started yesterday (Dec. 4). One-minute and 20-second announcements will be used on 32 TV stations in 11 cities from New York to Los Angeles. Albert Frank-Guenther Law Inc., New York, is the agency.

STANDARD OIL of CALIFORNIA announces its weekly Standard School Broadcasts, now on NBC's 23-station Western Network and 35 other western stations, adds KENI Anchorage, KFAR Fairbanks, KINY Juneau, and KTEN Ketchikan, Alaska, to line-up of stations. Contracts for 20 weeks.


HSS Shoe Stores, Los Angeles, starts sponsorship of half-hour weekly Flying Feet on seven ABC California stations Saturday 10-10:30 a.m., PST. Contract is for 52 weeks. Agency: Honig-Cooper Co., Los Angeles.

GENERAL CONTROLS, Los Angeles (home thermostats), today (Dec. 5) starts two weekly spots on WTMJ-TV Milwaukee. Firm recently started similar schedules on WDAP-TV Kansas City, and KTIA (TV) Los Angeles with plans to extend to other stations later. All contracts for 52 weeks. Agency: Hixson & Jorgensen Inc., Los Angeles.

**Network Accounts • • •**


CAPEHART-FARNSWORTH Corp., Ft. Wayne, Ind., to sponsor annual Christmas day presentation of Lionel Barrymore in Christmas Carol over full MBS network. Show aired from 3-3:30 p.m. J. M. Mathes Inc., New York, is agency.

QUAKER OATS Co., Chicago, sponsors Quick As A Flash, Mon.-Wed.-Fri. 11:30-12 noon on all ABC stations. Show replaces Quaker's sponsorship of Talk Your Way Out of It. C. J. La Roche & Co., Chicago, is agency.

**Adpeople • • •**

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

Washington's First Lady of Radio

Ruth Crane
whose popular program

"THE MODERN WOMAN"
11:30 a.m. to 12 noon—Monday thru Friday

... is heard by more people* than any other woman's participating program in the rich Washington area ... and judging by year after year renewals of such top accounts as Birds eye, Bon Ami, Colmano, My-T-Fine etc. etc. —it's the advertiser's favorite, too!

At right, Ruth Crane talks with "Modern Woman" announcer Jackson Weaver, one of Washington's most popular M.C.'s, and Mary Burnham, Assistant Director of Women's Activities and the "Modern Woman" food expert.

*American Research Bureau (Oct. 15-16, 1949)

WMAL-TV
THE EVENING STAR STATIONS
WASHINGTON, D. C.

WMAL-FM

Agencies

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

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


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

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

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

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

DUANE JONES, president of New York agency bearing his name, spoke Nov. 23 at meeting of Washington, D. C., Advertising Club.

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

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

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

ROCHE-ECKOFF & Assoc., Hollywood, moves to new quarters at 6705 Sunset Blvd. Telephone: Granite 3192.

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

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

Station WFAA
1105 Santa Fe Building,
Dallas, Texas.

Gentlemen:

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

NAME

ADDRESS

CITY STATE

WFAA

PREMIER STATION OF THE SOUTHWEST

820 KC · NBC · 570 KC · ABC
TEXAS QUALITY NETWORK
Radio Service of the DALLAS MORNING NEWS
Represented Nationally by Edward Petry and Company

December 5, 1949 · Page 13
Lauds 'Foreign Market'
EDITOR, BROADCASTING:
Please accept congratulations... on the fine article by Herman Brandschain on the "Foreign Radio Market."...

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

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

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

Wants Luggage Data
EDITOR, BROADCASTING:
I have a luggage store in Santa Barbara (whose population is less than 50,000), which insists that newspapers can do a better selling job than radio.

The owner wants success stories of retail luggage stores who have used radio successfully. If any of your readers can furnish me with this information, I know we shall all benefit from another satisfied user of radio advertising.

Bill Simpson
Radio Manager
KTMS-KCOY Santa Barbara, Calif.

More On Xmas Music
EDITOR, BROADCASTING:
... Dave Baylor's letter (BROADCASTING, Nov. 28) is taking altogether too much of my thinking time...

If I didn't know Dave and had only his letter on which to judge him, I'd set him up as an octogenarian hypochondriac who had a grudge against Santa because of non-delivery of roller skates the Christmas after he learned to walk. As it is, knowing Dave as I do, I believe he has merely stepped off on the wrong foot somewhere.

Christmas music is a tradition. From the days of the old wind-up, tin-horn phonograph, I've been hearing Christmas music from about December first...

... Frankly, I believe that Dave's letter is an admission that he has lost control of his programming and production. I believe his argument is without poor programming and production rather than with Christmas music. Christmas music such as "Adeste Fidelis" and "Silent Night" will not be used as fill or incidental music on any station that maintains control of its programming, which means that it will not be used as such on this station. If our competitors want to use it that way, I have no objection at all. By comparison it makes our production sound that much better.

Come on Dave, take a bi-carb and let's think this Christmas music proposition out again.

Bob Maynard
WSVS Crewe, Va.

Community Sponsor
LATEST to come under the heading of sponsorship is a San Fernando Valley (Calif.) community advertising itself. The group is sponsoring the ABC co-op Martin Agronsky five-quarter hours weekly on KECA Hollywood to advertise the advantages of living in Encino Park. The area is a community project in the San Fernando Valley.
TV stole what PM audience from what AM?

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

But what stations?

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

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

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

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

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

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

BOSTON · 50,000 WATTS

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

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

At the time Mr. Sterling took over the job, the station dropped its rates on the 6:7-45 a.m. period from the $135 per one-minute announcement, charged during Mr. Godfrey's seven-year service, to $100 a minute. Within three months the Godfrey rates were restored.

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

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

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**Feature of the Week**

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**On All Accounts**

I T WAS INEVITABLE that Harriet Brewer's kid brother should have looked to radio for a career. As a boy in short pants, Billy Brewer had watched Harriet perform in Northwestern U. musicals, and he was an avid student of broadcasting techniques by the time the famous Chicago contralto had moved into stardom on The North-erners, Hymns of All Churches, and the Chicago Theatre of the Air.

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

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

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

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

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**Hooper Station Listening Index**

**WSJS STAYS ON TOP!**

- Morning
- Afternoon
- Evening

*Hooper Station Listening Index

Winston-Salem, N. C.

December, 1948

**No. 1 Market in the South's No. 1 State**

- WINSTON-SALEM
- GREENSBORO
- HIGH POINT

---

**WSJS**

**AM WINSTON-SALEM FM**

THE JOURNAL-SENTINEL STATIONS

**NBC AFFILIATE**

Represented by HEADLEY-REED COMPANY

Page 16 • December 5, 1949

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**Profits Await Advertisers in these Markets**

WGAL
LANCASTER, PA.

WORK YORK, PA.

WEST EASTON, PA.

WKBO HARRISBURG, PA.

WRAW READING, PA.

---

Clair R. McCollough, Managing Director
Represented by ROBERT MEEKER ASSOCIATES
Los Angeles • New York • San Francisco • Chicago

STEINMAN STATIONS
**ERIE'S ONLY 5000 WATT STATION**

*Erie's Leading Station is your best Buy—*

- **POWER**—Erie's only high power station. 5000 watts day and night.
- **COVERAGE**—Full regional coverage blankets the entire Erie retail market.
- **PROGRAMMING**—Tops in local programming plus ABC Network gives listener preference—check our latest Hooper.

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

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

---

**Greatest ADVERTISING MEDIUM IN THIS MARKET**

**NATIONAL REPRESENTATIVES**

TAYLOR BORROFF & CO., INC.

- new york
- chicago
- atlanta
- dallas
- san francisco
- los angeles
- portland

ABC affiliate

December 5, 1949 • Page 17
Housing Problem Solved

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

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

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

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

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

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

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

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

Johnson Withholds Comment

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

Cuba's proposals, the latest in what reportedly has been a series of demands advanced during the conference, include:
- Rights on three additional U.S. 1-A clear channels and power increases on three others.
- Establishment of Cuban Class 1 stations on 11 channels (7 regional, 4 clearer).
- A total of 108 assignments on some 79 channels to serve an island of approximately 5 million population.
- Increased protection on many channels, with Cuban power boosts openly threatened against two stations unless they reduce radiation toward Cuba.
- A ban on further licensing on at least 590, 690, 890, 950 and 1010 kc throughout Florida and in southern Georgia, Alabama, Mississippi, and Louisiana.
- Some 17 U.S. 1-B stations were reported facing "incomplete" protection if the Cuban plan were adopted.

Cuba would give up its 1-kw assignment at Oriente on WMAQ Chicago's 670 kc clear channel and apparently would also relinquish 1 kw day and 560 w night at Santa Clara and 260 w at Artemisa on the 680 1-B frequency on which KNBC San Francisco is dominant.

Three Days of Study

The vote of the U.S. industry delegation recommending rejection of the proposal came after three days of careful study. The plan was presented at an extraordinary session of the U.S. group Monday morning following Washington presentations of FCC Comm. Rosel 11 Hyde, delegation chairman, with FCC and the State Dept. preceding week (Broadcasting, Nov. 21). Stations affected by the proposal had been polled by telegram.

The vote:

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

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

The CCBs vote opposing Cuba's terms was cast by Louis G. Caldwell, Washington attorney, representing the treaty conference veteran, even though only one CCBs member station—WJR Detroit—would be affected. Mr. Caldwell reportedly felt he must oppose any clear-channel breakdowns. Additionally, observers felt that if the plan were accepted and subsequent adjustments became necessary, then Cuba might grasp at other clear stations.

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

U.S. Advisors Prefer No NARBA

Among the other opponents, NBC stood to have its WNBC New York's clear channel broken down; CBS faced the same prospect for its WBMB Chicago; and WBT and WFBC would be among the chief victims of other Cuban proposals. ABC, voting for a treaty even at the expense of meeting Cuba's bids, presumably felt almost any agreement is better than no agreement. ABC was the hardest hit in the 1946 Interim Agreement between the NARBA nations, which officially expired last March 29. Westinghouse evidently also felt even a bad treaty would be better than none.

KPRC Action

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

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

CUBA'S TERMS FOR ETHER PEACE

(Continued on page 80)
Cuban Channel Raid

(Continued from page 18)

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

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

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

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

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

Economic Factor

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

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

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

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

Some of the Cuba's who would benefit from accomplishment of the proposals, it was contended, are members of the Cuban delegation.

Senate Majority Leader Lucas signaled the Cuban demands in a telegram to Chairman Hyde, with copies to

Secretary of State Dean Acheson and FCC Chairman Coy.

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

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

Cuba has given little idea of the degree of protection it will seek for the Cuban Class 1 stations it demands. Generally it would follow these lines with respect to future U.S. assignments on 590 and 960 kc, two of the regional channels staked out for use as Cuban Class 1 frequencies, and 860 and 1010 kc, Canadian 1-A's.

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

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

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

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

Plan 50 kw Operations

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

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

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

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

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

Directionals To Be Used

All these proposed Cuban operations would employ directional antennas. The U.S. dominant and Class 2 stations on 640 kc would be accorded the protection to which they were entitled under the old NARBA, but the U.S. would make no future 640-kc assignments that would increase interference to CMQ Havana (830 kc) and WENR-WLS (890 kc) would be protected as in the case of 660, 760, and 780 kc, though Cuba expects difficulty in giving full protection to WENR-WLS.

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

So would WSN St. Petersburg, Fla. (620 kc), while WJBO Baton Rouge (1150 kc) would have to adjust or alter its present antenna. WKNX Richmond (740 kc) might have to be moved to 730 kc. WKAQ San Juan (620 kc) would have to reduce radiation toward Cuba, and we can't be too sure what further steps would be necessary here had been determined.

U.S. 1-B stations which would find themselves with "incomplete" protection under the Cuban proposals were listed as WCFI Chicago (1000 kc); WBB New York (1040 kc); KKY Philadelphia (1060 kc); KRKD-HC Hartford (1080 kc); WBAL Baltimore and KTHS Hot Springs (1090 kc); WBT Charlotte (1110 kc); WNEW New York and KWW Shreveport (1120 kc); WRVA Richmond (1140 kc); KVOS Tulsa and WWVA Wheeling (1170 kc); WOWO Fort Wayne (1190 kc); WTOP Washington, D.C.; WMOMA Oklahoma City and WKBW Buffalo (1520 kc).

The NARBA conference has been in progress since mid-September. The proposed Full Agreement of 1946 expired last March 29, but

Page 20 • December 5, 1949

BROADCASTING • Telecasting
AD CLUB PROTEST

Fears Spread of Ark. Tax

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

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

The Little Rock Ad Club has adopted a strong resolution protesting the tax. Its parent organization, Advertising Federation of America, has taken the matter under consideration. The AFA concern centers around the feature of the tax law by which individual salesmen are taxed. The city ordinance also places a $50 tax on the generation of electromagnetic energy for broadcast purposes.

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

Tax Termed Unfair

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

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

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

“This ordinance could have the effect of setting up a pattern that all salesmen will have to pay a special tax, salesmen to sell tickets at the movies, soda fountain employees and millions and millions of others who earn their living selling. And the tax of $50 a year can be just a ‘starter’ for each year it can be raised to $100 or $200 or perhaps $1,000 a year. There’s no limit once the tax is imposed.

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

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

Text of the resolution as adopted by the club follows:

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

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

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

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

MBS RENEWALS

Include Two Top Shows

MBS announced last Wednesday the $1,300,000 renewal for 52 weeks of Bill Henry and the News by John-Parma Corp. The program, heard from 8:55 to 9 p.m. Mon.-Fri. will continue over more than 400 Mutual stations. The contract, effective Jan. 2 , was through J. Walter Thompson, New York.

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

COLESON NAMED

Is Ad Council Representative

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

Mr. Coleson managed the NAB western office from 1946 to 1948, and recently has been the club’s radio representative in Hollywood on a part-time basis. His new, fulltime duties embrace all media. His new post for The Advertising Council will be in the Taft Bldg., Hollywood Blvd. and Vine St.

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

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

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

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

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

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

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

Credit to Radio

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

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

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

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

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

(Continued on page 88)

December 5, 1949 • Page 22
BRYSON RESIGNS
Mickelson Heads CBS Discussion Div.

Mr. Mickelson, widely known as a radio newsman, has just finished a term as president of the National Assn. of Radio News Directors. He has been with WCCO since 1948.

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

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

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

Mr. Bryson

Mr. MICKELSON
NAB CONVENTION OUT?

First open indication that the membership feels all is not well in the NAB setup despite the board’s streamlining operation developed last week as District 16, meeting in Phoenix, Ariz., called for abolition of the annual convention and a “sweeping study” of the whole association problem.

In a controversial resolution, the Phoenix meeting, 18th of the autumn series of 17, decried from the series of perfunctory actions at other sessions by proposing a three-plex reorganization project.

First, District 16 (San. Calif., Ariz.) recommended that the board start a large-scale study which it described as “desirable and imperative.” After proposing that the convention be dropped in favor of district meetings, it was recommended that the number of districts be reduced in number, with fewer members on the board.

Finally the district recommended that results of the study be distributed to the membership for consideration.

Calvin J. Smith, District 16 director, has been an advocate of intensive reorganization and economies in the whole association setup.

Started Last Year

The streamlining project at NAB developed a year ago when the board called for a study of the headquarters functioning. This culminated in a revamping program which was put into effect at the July board meeting. Division heads were named for radio and television, serving between departure heads and the president.

At its Phoenix meeting, held at Paradise Inn, District 16 urged NAB to notify the United States representatives at the Montreal NARBA conference to maintain the status quo established by the Havana treaty (see NARBA story page 1).

The 60-odd District delegates heard Gene Dockwall, business manager of Foote, Cone & Belding, Los Angeles, call on radio to “tell its story directly” and effectively utilize basic research.

The broadcast medium is suffering competitively due to the lack of proper research accompanied by interpretation of such data, he said.

Referring to BMB, Mr. Dockwall declared that above everything else stations and networks need coverage figures, and these are now being supplied by BMB. The second BMB study, he said, will be much more usable than the first, and will be widely utilized by the timebuyer. In addition to BMB, audience measurement figures are needed especially by urban stations, he explained.

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

Too Complicated

Most research tools for radio are too complicated, he said, in contrast to ABC figures for publica-

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LEVER CHANGES
Adv. Posts Announced

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

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

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

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

George T. Duram, formerly media director for Dancer-Fitzgerald-Sample Inc., has been appointed media director for Lever Brothers.

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

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

DOUBLEDAY BUYS
Time Around ABC Opera

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

Campbell Campaign

CAMPBELL SOUP Co. has launched an eight-week winter campaign featuring “Good Hot Soup” jingle on Dick Hymes Club 15 (7:30-45 Mon.-Fri.) and Edward R. Murrow’s or Steve Allen (7:45-8 Mon.-Fri.) over CBS and Walter O’Keefe’s Double or Nothing over NBC (2:25 Mon.-Fri.). Agency is Ward-Wheelock.

LOBBY GROUP
Hilmer is Staff Director

APPOINTMENT of Lucien Hilmer, Washington, D.C., attorney, as staff director of the House Select Advertising Committee was revealed last week by Rep. Frank Buchanan, D-Pa., chairman of the investigating group [CLOSED CIRCUIT, Nov. 28].

Simultaneously, Rep. Buchanan announced the appointment of Floyd Mattie, Justice Dept. attorney, as general counsel of the group [BROADCASTING, Nov. 14]. Complete staff personnel will be announced next week, according to Congressman Buchanan. About a dozen members have been assigned to the committee, he added.

Mr. Hilmer, former assistant general counsel of FCC and later associate counsel to the Senate Interstate Commerce Committee, will supervise organization of the lobbying committee staff and compilation of research, to be undertaken prior to hearings next January. Fields slated for exploration have not been selected, Rep. Buchanan said.

DAWSON & JACKSON
New Chicago Package Firm

DAWSON & JACKSON, Chicago radio-television package production and consulting firm, has been formed by Stuart V. Dawson, former president of Feature Productions, and Lowell E. Jackson, former executive vice president of Radio Features, both Chicago.

The firm, which headquarters at 300 N. Michigan Ave., offers eventual ownership of shows to purchasers. After three years of sponsorship, the package can be bought by the agency or client, who pays Dawson & Jackson “a small royalty” after that time, Mr. Jackson said. He is former president of Monogram Radio Programs. Mr. Dawson has been radio director of Foote, Cone & Belding and Young & Rubicam, both Chicago.

Union Oil Signs

UNION OIL Co. of California has signed a contract with the six-inch Alaska Broadcasting System for a 15-minute newscast six days a week, it was announced last week by ABS representative, Pan American Broadcasting Co., New York. The contract, through Foote, Cone & Belding, Los Angeles, is for 52 weeks and represents more than $27,000 in gross bills—a 50% increase in Union Oil’s Alaska appropriation.

Langley Leaves BMB

CORTLANDT LANGLEY resigned last week as assistant to the president and director of subscriber service to Marcus B. Bower. He will form his own television package program company.

BROADCASTING • Telecasting
**NETWORK RULES**

AN “AGGRESSIVE” approach to present network-station regulations, already under scrutiny by FCC, was predicted last week by Rep. Harry Sheppard (D-Calif.), looking toward action in the next session of the 81st Congress.

Rep. Sheppard, author of legislation (HR 2410) which would divest networks and manufacturers of station properties, said he would press for hearings by the House Interstate & Foreign Commerce Committee in the next year “because the functions of public service are not being lived up to under present chain broadcast regulations.” He promised a thorough exploration of network-station relationships, ranging from the issuance of license permits to the increase in commercial or sponsored broadcasts by network stations.

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

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

The Sheppard bill, by divorcing station operation from network-manufacturer ownership, would enable them to purchase as much as $150 million worth of properties from the market for sale.

**Other Provisions**

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

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

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

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

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

Congressman Sheppard said a number of House Interstate Commerce members favor an exploration of radio matters, and that Commerce Chairman Robert Crosser (D-Ohio) had received a number of communications, many in connection with the McParland FCC procedure bill, from affiliates dissatisfied with present network-station structure [Broadcasting, Aug. 29].

**Common Complaints**

Most common complaints center around time options, sales representation, etc. Meanwhile, Sen. Edwin C. Johnson (D-Ohio, chairman of the Senate Interstate & Foreign Commerce Committee, declined comment on the Sheppard bill. He said it had received “careful scrutiny” from committee members, but added he didn’t know the committee’s position as a whole.

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

A House Judiciary monopoly subcommittee has indicated a desire to review broadcast operations, and has hinted it may invite industry spokesmen, probably from NAB, to testify in next session.

**FCC Actions**

THREE new AM stations granted by FCC and three existing stations given improved facilities. Five transfers approved, including sale by John A. Kennedy of WCHS Charleston, W. Va., for $650,000 to Lewis C. Tomney (D-Ohio). One TV outlet and four AM authorizations deleted. For details of these and other FCC actions, see Radio Facts beginning on page 76 and Actions of the FCC beginning on page 68.

**TIME COSTS**

Night Rate To Drop—Clyne

PREDICTION that station rate cards, possibly within the next two years, will no longer show nighttime costs at twice their day-time figures, was made by C. Terence Clyne, vice president of the Blow Co., at a joint luncheon meeting of the Boston Advertising and Radio Executives Clubs Tuesday (Nov. 29) at the Hotel Statler.

“We may live to see the time when this ratio will drop to the present level of four costs that will be half those of daytime,” Mr. Clyne told the gathering of 260 advertising, agency, and radio executives.

Citing a 90% TV tune-in as against 10% for radio between 8 and 10 p.m. in television homes, he declared that radio and TV are definitely competitive. Although convinced of the penetration of television, he said that it would be at least three to five years before half the radio homes have TV and that this lesser circulation will be the basis of radio’s strength. “Radio is still the only true mass medium” he said.

Mr. Clyne advised advertisers to take advantage of the impact of both radio and TV, but he suggested that they study how to use radio most effectively in view of the competition of video. He asked them to consider the question: “Should we switch our money to daytime advertising?”

**NEW MALONE SHOW To Start on ABC Dec. 12**

TED MALONE, ABC’s poet and storyteller, will start a new series of quarter-hour programs, scheduled for Monday-Friday, 11:15-11:30 p.m., effective Dec. 12. The programs will replace Joe Hasel’s sports shows and will be offered to local sponsors in ABC cities on a cooperative basis.

The new program will be in addition to his current shows.

December 5, 1949 • Page 25
FIRST 15 PROGRAM HOOPAETINGS—Nov. 30 Report

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor &amp; Agency</th>
<th>Year Ago</th>
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<tr>
<td>Sadie Theatre (CBS)</td>
<td>175</td>
<td>100 American Tobacco (BD&amp;O)</td>
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<td>Jack Benny (CBS)</td>
<td>175</td>
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<td>22.5</td>
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<tr>
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<td>KOY-KTUC Tuscon</td>
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KOY-KTUC Tuscon

CBS Has Week To Answer

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

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

**Upcoming**

- Dec. 5-6: CBC Board of Governors, Ottawa.
- Dec. 9-10: Southwestern Institute of Radio Engineers second meeting, Baker Hotel, Dallas.


NAB ELECTIONS

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

The new board is charged and the eight even-numbered district directors will be elected. The forms mailed last week allow each member station to designate its voting representative and make its representative eligible for nomination and election to the board. District elections may be held by mail ballot or at special district meetings, at the choosing of the district director.

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

**DALTON LEAVES ECA**

Returns to WHAS Position

NEIL DALTON, director of information for ECA, is returning to Louisville, Ky., to resume his position as public relations director of WHAS and the associated newspaper properties, the Courier-Journal and the Louisville Times. He had served with ECA on leave of absence from his Louisville post since last January.

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

'Town Meeting' Cut

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

LABOR LEAGUE

Plans Program Expansion

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

The league's radio campaign this year includes 86 quarter-hour interviews with leaders in public life. They feature AI Hamilton, of the league's radio staff, as interviewer. Titled Special Report From Washington, the programs were carried by 50 stations when they started in April, reaching a peak of 189 stations in 43 states, District of Columbia, Alaska and Hawaii.

One of the league's special programs, a three-episode half-hour series titled Mr. Congressman Replies From Abroad, carried by MBS, was edited from 300 hours of recordings.

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

**Johnson FCBA Speaker**

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


Page 26 • December 5, 1949
Now! owned and operated by The San Antonio Express and SAN ANTONIO EVENING NEWS

New TRANSMITTER
Latest and finest transmitting equipment including 4 new towers in directional array assure top broadcast transmission.

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

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

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

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

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

Listen! more and more people say, “It’s on KRTSA AM/FM SAN ANTONIO.

F R E E & P E T E R S, I N C . N a t i o n a l R e p r e s e n t a t i v e s
FCC's ROLE

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

He called attention to the Commission's Blue Book on programming, its Chain Broadcasting Regulations, the newspaper ownership investigation and the present "newspaper policy" on applications, multiple-ownership rules, the WHRC-Columbus decision on broadcasting's "public interest," the "new" Mayflower decision giving licensees the right to editorialize, the Port Huron decision banning censorship of radio broadcasts, and the currently suspended anti-giveaway rules.

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

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

They abridge his freedom to dodge his responsibilities to operate his station as an open forum for all the concerns of the community, instead of as a private chatel to do with as he will. They abridge his freedom to evade his responsibilities as a trustee.

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

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

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

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

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

Chairman Coy said that "despite deviations and deregulations such as

Wiggy CDF's ROLE in College Address

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

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

Vigilance Is Indispensable

He felt, however, that "it is not safe to assume that things will always so continue," and that "here, more than in any other field, eternal vigilance is indispensable."

Nor did he think it "safe" for the public to rely upon broadcasters alone to "resist any tendency to undue control over radio facilities." The answer, he said, is "an organized and informed public" which will keep watch against government encroachments and also assist government in opposing restrictions advanced by industry or pressure groups.

WBRC-FM OFF AIR

Hanna Cites FM Disinterest

WBRC-FM Birmingham, described as the most powerful radio station in the world because of its 546 kw output, was to go off the air at midnight Saturday, Dec. 3.

The station had been focal point of a network of 24 AM stations in Alabama and Tennessee, operating since last Feb. 14, as Associated Broadcasting Service [Broadcasting, Aug. 29]. The network was developed by Mrs. Eloise Smith Hanna, president of Birmingham Broadcasting Co.

Mrs. Hanna said, "The decision was brought about due to the fact that FM has not been accepted by the general public. Therefore, consistent with the policy of the Birmingham Broadcasting Co. serving the people of Alabama it was decided that it was in the public's interest to concentrate all efforts on WBRC and WBRC-TV. Plans for the expansion of WBRC-TV facilities will be announced later."

Three FM stations still operate in Birmingham—WGN-FM, WAFL-FM and WJLN (FM). The WBRC-FM network had operated in the past at the rate of $9,000 a month last winter but this had reduced to $3,000 by May. Last summer Mrs. Hanna was quoted as predicting it soon would be paying more than the present. The station's signal is said to have been easily picked up over a 200-mile radius.

Page 28 * December 5, 1949
Look into Lang-Worth . . .

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

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


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

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

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

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

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

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

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

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

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

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

Look into . . .

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

"A Quality Service—Complete and Compact"
search paper on the measurement of audience impact. Roy Battles of WLW Cincinnati was elected NARFD president at a business meeting Sunday morning. He succeeds Wallace Kadderly of KGW Portland, Ore. Phil Alampi of WJZ New York, retiring secretary-treasurer, was elected vice president. His former post was taken over by Chris Mack of WNAX Yankton, S. D. Retiring vice president is Gordon Louden of the Agricultural Extension Service at Louisiana State U.

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

Seeks Farm Audiences

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

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

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

Serve Audience First

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

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

"The battle starts after the program is sold," according to Mr. Sullivan. His recommendations: Guard against misunderstandings with the agency and the client; salesmen shoule go into the field with the farm men; lie in work with the promotion and merchandising departments, and promote "sponsors conservation."

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

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

Promotion Ideas

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

The program for the sixth annual meeting was planned by Paul Vissel, director of agriculture at NBC Chicago. At the concluding session, Sam Schneider of KV00 Tulsa directed summation and general discussion.

Buchanan Named

TEENSEE Valley Chemical Corp. has appointed Buchanan & Co., New York, Chicago, Los Angeles and San Francisco, to handle the advertising for two new products, Tev plastic starch and Tev wick deodorizer. Radio will be used.
TIGHTEN YOUR GRIP
ON THE NATION’S THIRD MARKET!

- To step up your sales in the rich, responsive Philadelphia market-area... use sure-pulling, hard-working KYW!

KYW is the station that’s always on the job! On the job with its new, more powerful antenna system to give you extra coverage. On the job with new, stimulating program formats to bring you extra listeners. On the job with audience checks that show an ever heavier response!

At any time of day or night, your sales message will get action on KYW! To tighten your grip on the nation’s third market, call KYW or Free & Peters.

PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

KYW
Hooper (Continued from page 21) director, outlined the method used.

In January-February 1949, 3,114 families, distributed geographically in proportion to population, reported on diaries the radio programs to which they listened during seven consecutive days. "Among the programs broadcast was a daytime serial, broadcast five times weekly and transmitted over about four-fifths of the stations available on its network. This program was sponsored by a soap manufacturing company, and the same individual product of this company had been advertised on this program since June, 1943, a period of about five and one-half years prior to the time the listening reports were made. "During the months of February-March 1949, 2,861 families who had reported their radio program listening also returned questionnaires giving the family usage of various product brands, of which household soaps and cleansers were one. The survey of product 'use' was so conducted as to be associated in no way with 'listening' survey in the respondents' minds.

2,361 Replies

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

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

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

Overlap Indicated

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

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

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

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

Sample Comparison

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

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

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

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

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

He believes its strongest appeal will be to advertisers. Present plans contemplate two sales impact rating each year, even though greater frequency may be attained in the future, Mr. Hooper said.

Sarnoff Citation

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

The ceremony will precede an NBC television discussion on freedoms of information made from Carnegie Hall, New York, Dec. 10, 5:15-5:45 p.m. The program will be rebroadcast on NBC's radio network Sunday, Dec. 11, 1-1:00 p.m., and will be repeated on the U. of Chicago Round Table program. Benjamin Cohen, UN Assistant Secretary-General in Charge of Public Information, will present the citation to Gen. Sarnoff.

Goodyear Renews

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

WIOD

Miami, Florida


Page 32 • December 5, 1949

BROADCASTING • Telecasting
The other day, Norman Ross brought in the 4000th consecutive broadcast of the "400 Hour" with the usual relaxed skill which has always marked this Chicago institution on WMAQ.

Length of time on the air alone — now almost 13 years for the same sponsor, the Chicago and North Western Railway — would be enough to make the show an institution. But there’s more to it than that.

"Uncle Normie's" 55 minutes starting at 7, six mornings each week, sends commuters down to the Loop whistling only the finest classical and semi-classical tunes. For that's the music Ross spins (although he refers to their composers as Dick Wagner, Jack Brahms, or Pete Tchaikovsky). Interspersed is pleasant chatter about time, weather, public service — and effective selling plus good will for the C&NW.

It's an unusual show — for an unusual sponsor: one to be congratulated on finding the ideal way to reach millions of potential passengers. And having found that way, to use it year after year with such telling effect.

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

THE WCKY JAMBOREE DOES IT AGAIN!

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

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

Dear Mr. Topmiller:

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

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

Our congratulations and heartfelt thanks!

Yours very truly,

THE LE BLANC CORPORATION

Dudley J. LeBlanc
President

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

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

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

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

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

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

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

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

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

or

C. H. "Top" Topmiller
Cincinnati
Cherry 6565
TWX: CI 281

FIFTY THOUSAND WATTS OF SELLING POWER
AM Alive or NARBA Dead

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

Cuba, after feinting, bluffing and grimacing all over the Montreal landscape, asks for 108 assignments. It seeks protection from our regional stations, entailing a junior reallocation of their present sets, including that ugly, beastly news station, 1-A. It would knock down three additional of our major 30-1-3's. For an island population of about 5 million it wants facilities adequate to serve practically everything in our hemisphere south of Florida.

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

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

If there is no treaty (and that would happen, according to experts), then NARBA has convinced that there would be no chance of Senate ratification, then the alternative presumably would be an “ether war.” Such an eventuality, of course, is undesirable, but to American broadcasters, you must be preferred over complete subjugation and the inevitable clamor from others for corresponding treatment.

In short, there’s an ether war on now. Cuba is occupying about every facility it has demanded. The difference is we are not fighting back with our own watts. Our State Dept., of course, might use such repressive measures, but we feel national pride and self-preservation would prevail through an outraged Congressional reaction. Those members of Congress already apprised of the Cuban capidity have had the same reaction: Let’s have “jungle warfare” if they want it.

Why should our State Dept. shrink when mention is made of economic reprisals? Are broadcasters more honest than they think? Are not listeners in America, where radio was born, nurtured and developed, entitled to service as good as that accorded our Cuban cousins? The station is 150 million of us; 5 million of them, and you could put all of Cuba in the vast pocket of Texas.

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

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

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

But, whatever the diplomatic stresses or the political strains, has U.S. radio alive, or NARBA dead.

Rev. Francis Edmund Corkery, S.J.

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

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

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

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

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

(Continued on page 41)
CONFLUENCE

Two powerful currents meet at WOV...

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

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

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

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

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

—Webster's New International Dictionary

Originators of Audited Audiences

WOV NEW YORK

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

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

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

Football Guests
WSBT South Bend, Ind., and the Paul H. Raymer Co. last month joined in entertaining advertising agency people in New York and Chicago on two football parties. In New York, the agency representatives were entertained at a luncheon at the Hotel Roosevelt and then were guests at the Notre Dame-North Carolina football game at Yankee Stadium, Nov. 12. On Nov. 26, Chicago agency personnel were brought from the Windy City to South Bend where they were entertained at a luncheon at the Indiana Club and then witnessed the Notre Dame-Southern California game.

HILLIS W. HOLT resigns as general manager of WHAY New Britain, Conn., to become chairman of board of directors and chief engineer of station which is owned by Central Connecticut Broadcasting Co.
HOMER GRIFFITH, formerly head of his own station representation organization, joins executive staff of KAFY Bakersfield, Calif.

T. O. M. McCULLOUGH, part owner and former general manager of WMBM Miami Beach, joins Gerflair-Michigan Corp. (Dishtime dishwashing machines, manufacturers and distributors of die cast and plated products), as sales manager. He will headquarter in Chicago and retain his radio interests.
DON MACKAY, station manager of CIGJ Calgary, Alta., elected mayor of Calgary on Nov. 24.

HUBBELL ROBINSON Jr., CBS vice president and director of programs, is in Hollywood for two weeks conferences.

JOHN CARL JEFFREY, general manager of WIOU Kokomo, Ind., is the father of a girl, Janelle Anne, born Nov. 16.

CANADIAN radio listeners have paid more than $18,000,000 in radio license fees over past three years, according to report tabled in Parliament at Ottawa by Transport Minister L. Chevrier. Annual license fee is $2.50.

NEW ENGLAND GROUP 
K-C Forms Unit

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


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

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

MAINE—WABI Bangor, WLAM Lewiston-Augusta, WFDH Portland, WTVL Waterville; New Hampshire—WFBA Manchester, WKNE Keene, WLNH Laconia, WJSF Berlin, WNOH Tewksbury, WJOY Burlington, WSHI Montpelier-Barre; Massachusetts—WAGE Chicopee-Springfield, WALE Fall River, WBEC Pittsfield, WBKA Brockton, WBSM New Bedford, WEIM Fitchburg, WHAV Haverhill, WKOX Framingham, WNEB

RADIO MAIL 
Favors the Program

WHILE unsolicited letters written to radio programs probably overemphasize the unfavorable side of audience reaction, still almost every letter received is, in a way, a mark of approval. These are two of several conclusions drawn from a survey of fan mail conducted by Leo Bogart, member of the public relations department of the Standard Oil Co. of New Jersey.

Mr. Bogart's findings were based on an analysis of mail received on behalf of the New York Philharmonic Symphony Orchestra concert broadcasts, sponsored by the Standard Oil on CBS, Sunday (3-4:30 p.m.). His report appears in the fall, 1949 edition of the Public Opinion Quarterly, published by Princeton U. Press.

Mr. Bogart explains in his summary that while the critic seizes his pen monthly under the impression that it is easy for the listener who dislikes what he hears to switch to another station. Therefore, Mr. Bogart believes that one who takes the trouble to write expresses criticism evidently is attracted strongly to the program. Solicited mail also produced a typical response, he explains, because persons influenced by appeals for mail already feel some favorable involvement with the program.

H. M. GOLDBERG 
Dies In Plane Crash

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

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

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

Thomas H. Murray

THOMAS HENRY MURRAY, 48, administrative assistant to William J. Norfleet, chief accountant in charge of FCC's Bureau of Accounting, died Nov. 27. He had been a cooperator under the operation when he suffered a blood clot, it was reported. He is survived by his wife and two children.

Merry Christmas

KELO

Midcontinent Broadcasting Co., Inc.
Sioux Falls, South Dakota

NBC 5000 Watts National Representative John E. Pearson Co.
To the PRESS and RADIO:

Subject: COMPETITION -- THE AMERICAN WAY

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

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

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

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

Sincerely yours,

William T. Faricy
Commercial

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

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

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

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

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

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

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

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

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

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

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

JAMES E. FOX, account executive of WGR St. Louis, is the father of a boy, Dennis Leslie, born Nov. 8.

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

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

TRANSIT RADIO Faces New Battle in D.C.

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

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

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

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

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

RADIO STRENGTH Campeau Cites AM Power

ABILITY of AM radio to withstand TV competition was voiced strongly last week by J. E. (Ted) Campeau, president of CKLW, Detroit-Windsor, Mutual's 50 kw outlet in that area. He said in an interview with one station's sales figures, AM radio is far from being "on the way out," as CKLW's business is operating 28% ahead of a year ago with local and national commitments pointing to a banner year in 1960.

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

He cited an upturn in the sale of AM sets in the Detroit area and the increase in his station's accounts, concluding that radio advertisers and listeners are accepting AM broadcasting "as the mass-appeal medium for a long time to come."

LATIN BROADCASTER, Elements senior Martinez (r), founder of Radio Programas de Mexico, largest radio network south of the Rio Grande, is host to Percy Hodgson, president of Rotary International. Mexico City Rotarians honored Mr. Hodgson and his wife during a brief visit in Mexico recently. Senior Martinez is president of the Mexico City Rotary Club.

LEVY AGENCY

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

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

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

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

KPRC

590 KILOCYCLES - 5000 WATTS

NBE and TON on the Gulf Coast
Jack Harris, General Manager
Represented Nationally by Edward Patry & Co.

Page 40 * December 3, 1949
At the same time, since KGA continues to be operated as a commercial, there have been no major changes in the program schedule or emphasis. Harvey Wixson continues as station manager, and the officials of Gonzaga have retained the services of the entire staff.

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

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

KGA's Primary Purpose

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

While Father Corkery has had no previous experience directly in radio management, he does have an extensive background in administrative and business affairs. Prior to his presidency of Gonzaga U., a post he assumed on April 12, 1946, he was for nine years president of Seattle College (now Seattle U.) where, during his term of office, the student enrollment leaped from 200 to 1,500. Gonzaga has experienced similar growth in recent years, and a peak registration of 2,000 was reached last fall.

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

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

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

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

Major Expansions Made

Under Father Corkery's presidency, Gonzaga U. had taken several major steps in its expansion program prior to the acquisition of KGA. First big step was construction of the $500,000 engineering building, recently completed. Next came the announcement, in the fall of 1948, that after more than 60 years of an all-male student body, the university would open its doors to coeds. More recently, plans were announced for construction of the Crosby Memorial Library, financed by a gift from Bing Crosby, Gonzaga alumnus and a classmate of Father Corkery.

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

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

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

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

Arch Kepner

ARCH KEPNER, 34, continuity editor of WQXR New York, died on Nov. 27 at New York's Mt. Sinai Hospital. He had been ill for two months with cancer. Mr. Kepner joined WQXR in 1937.

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

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

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

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

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


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

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

ADMIRAL Corp., Chicago, appoints four new vice presidents. Executives and their new positions are: RICHARD F. DOOLEY, vice president in charge of real estate; FRANCIS KAZIA, vice president in charge of purchasing; CY S. ROSSATE, vice president in charge of production, and EDWARD D. THAYER, vice president in charge of engineering.

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

HENRY TAYLOR

Cited in FTC Order

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

Mr. Taylor's firm makes and sells printed waxed paper inserts used by bakers for advertising media. According to FTC, he purportedly licensed other manufacturers on a royalty basis, and collected about $1,300,000 from 1981 to 1945. The company used the trade mark Ad-Seal L.

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

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

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

WHO Buys WE Units

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

KVOO SHINES

In Promoting Shoe Polish

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

The news article quipped that to even the U. of Oklahoma-Oklahoma A&M "scores box score" and Griffin Oklahoma press box has an elevator but the Aggies' box doesn't. A&M would offer free shoeshines to newsmen on the day of the A&M-Tulsa big game. "Guano Parker, Stillwater's shoe shine star..."
ROBERT SCHAKNE, former International News Service and PM reporter in New York, named acting news director at WMOR (FM) Chicago.

ARTHUR LODGE appointed to handle film operations for NBC's video news and special events department, succeeding PAUL ALLEY, resigned.

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

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

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

JACK BRICKHOUSE, sports manager of WGN Inc. and sportscaster for WGN-AM-TV Chicago, is one of nine Bradley University students elected to school's sports Hall of Fame.

LEONARD O'CONNOR, who conducts News on the Spot daily on WMQB Chicago, is father of a boy, William, born Nov. 17.

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

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

The staff, over 500 hours direct from the International Live Stock Show, Chicago's biggest annual event and live stock's "grand finale," special programs came from the 4-H Club Congress, 4-Hers were guests on half a dozen WLS programs, and 900 4-H Club Members came to the WLS National Barn Dance on Saturday night. WLS talent was provided for the annual meeting of Agricultural Editors and for a banquet given by Wilson and Company Watch and Clock Makers during the Live Stock Exposition. And so for a few days, the WLS staff ate and slept "in the saddle.""
WCHS
Charleston, W. Va.

Paul Shumate, formerly producer at KMOX St. Louis, joins WRCF Cincinnati as director, succeeding Harvey Cary, who has joined station's sales force. Mr. Shumate has been active in radio since the early '40s.

Don Thurston and Jerry Johnson join staff of WTN St. Johns, Vt., as combination-men. Mr. Johnson was formerly with WOR Bangor.

CLARENCE E. (Bud) Day Jr. joins WJW Detroit as associate producer. He was previously with Broke, Smith, French & Dorrance, Detroit.

Stephen Wood promoted from continuity editor to program manager at WMOR (FM) Chicago.

Henry Allin appointed program director of WLAP Lexington, Ky. He served as chief announcer and production manager of station for past three years. He succeeds J. B. Faulconer, resigned to enter insurance business.

Mrs. Mayme M. Allison joins KBON Ranchdale, Okla., as director of women's activities. She will be featured on 15-minute 'Round the Town show.

Norman Wain, formerly of WLOW Norfolk, Va., and WNYE New York, joins WASA Havre de Grace, Md., as early morning man and staff announcer.

Bob Chamlee, recent graduate of Broadcasters Network Studies, Hollywood, joins staff of KROS Clinton, Iowa.

Jack Gibbons, former program director for WAMS Wilmingtion, Del., joins WONE Dayton, Ohio, in same capacity.

Robie Rostmann, Smith, announcer at WABI Bangor, Me., for 25 years, resigns from station. Future plans have not been announced.

Tony bello, former news and sports editor for WCNT Centralia, Ill., joins announcing staff of KWW St. Louis.

Gene Klavan, former disc jockey and announcer for WCBM Baltimore and after that with WITI and WAAM (TV) both Baltimore, joins WTOP Washington.

Ozzie Johnson appointed program director for KSIE Pittsburgh, Kan. He has been announcing for station since it took the air two and one-half years ago.

Jane Rydstrom, assistant producer for WAAM (TV) Baltimore, named producer-director for station.

Perry W. Ward joins KRMG Tulsa, Okla., as program director. He started his radio career in 1931 as announcer for KYO Tulsa, moving to WYK Oklahoma City in 1936. He was a producer-m.c. with NBC-Blue and has done production and programming with A.B.C., CBS and NBC in Hollywood. In 1947 he was appointed program manager at KOGM Oklahoma City. For past two years he has been free-lanced.

Bill Hellman, formerly with KSUM San Francisco, joins announcing staff of KSJO, same city.

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

Gertrude Berg, star of CBS and CBS-TV program The Goldbergs, will be honored Dec. 15, by National Cinema Lodge of B'nai Brith, for her "ceaseless efforts in promoting interfaith understanding."

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

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

Martha Deane, woman's commentator at WOR New York, elected to board of governors of Fashion Group International.

The Three Take Ziv Show

The Frederic W. Ziv Co. "Mr. and Mrs. show, Meet the Menjou," featuring Adolph Menjou and his wife, Three Terese, has been sold to three more stations, according to an announcement by the firm. New stations taking the show are KGVO Kansas City, Mo.; WNDN Midland, Mich., and KDIX Dickinson, N. D.

Wons sale

Yankee-'Times' Pact Not Set

Negotiations between Yankee Network and The Hartford (Conn.) Times for purchase of Yankee's WONS Hartford are still just in the talking stage, it was reported last week. In fact, Yankee has received several other offers for purchase of the station, it was said.

The Times, licensee of WTHT Hartford, 250 w local ABC outlet on 1230 kc, at one time sought to switch WTHT to 1410 kc but lost out in the competitive proceeding to WHAY New Britain. WONS is assigned 5 kw on 1410 kc and is a Mutual-Yankee affiliate.

In October Yankee received permission from FCC to lease its WAAB Worcester, Mass., and WMWT Portland, Me., to Radio Enterprises Inc. for three years at $40,000 yearly, with re-lease options and certain other rights [Broadcasting, Oct. 10]. Yankee also is licensee of WICC Bridgeport and WNAC Boston.

VBS Renewals

A group of six Southern stations have renewed their contracts for the transcribed library service of the World Broadcasting System, the firm announces. Stations which have renewed the service are: WEED Rocky Mount, N. C.; WKRC North Wilkesboro, N. C.; WMGY Montgomery, Ala.; KALB Alexandria, La.; WKEY Covington, Va., and WFTC Kinston, N. C.

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WATL CASE

Labor Board Approves Tact With Unions

GENERAL approval of WATL Atlanta's conduct in bargaining negotia-
tions with AFRA and IBEW and specific indictments of certain union
practices to the extent of "restrain" certain em-
ployees in the exercise of certain rights.

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

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

The WATL-AFRA-IBEW case
last August prompted the artists' union to petition FCC for revoca-
tion of WATL's AM-FM licenses, contending the station had violated
labour relations laws and FCC reg-
ulations.

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

Furthermore, WATL, advised
the Commission, the station had com-
piled with citations on its techni-
cal setup as studied by an FCC in-
vestigator earlier this year. AFRA
had charged that the station vi-
lated FCC technical regulations.

NLRB's intermediate report, re-
leased last Thursday, noted that
the board had never authorised an
election at WATL among announc-
ers, technicians and engineers, but
had held that both union locals had
written contracts designating them as representatives.

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

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

Dismissal Recommended

Mr. Gardner recommended dis-
missal of the complaint alleging
WATL's refusal to bargain col-
vectively "and in good faith."

With respect to IBEW, the find-
ings noted that while the techni-
cians did not strike, "they reed
to cross the AFRA picket lines"
and there definitely had been a
"stoppage of operations," thus vo-
lating the 1944 contract. Hence,
the station was not obligated by
the contract after Dec. 30, 1948,
when it was abrogated entirely, to
collectively with IBEW, they noted. Thus, AFRA and
IBEW were reprimanded for sec-
ondary boycotts.

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

Charges originally were filed by
AFRA's Atlanta Local on March
24, and by IBEW Local 1120 on
March 22. NLRB filed its com-
plaint on March 25.

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

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

Spotsy, the Panther
SERIES of promotion pieces from WQWQ Washington center around Spotsy, panther who attacked minx scarf in station's studios during program recent. Letter from station, bearing Spotsy's signature—red print of panther paw—tells of publicity in newspapers, radio, TV, newspapers and photographs resulting from . . . just 30 seconds on WQWQ, the smart) Ingram's of which LATEST work and local spot program promotion debuted Twenty Questions
Ingram's magazine. Piece shows broadcast script and changing records. New address of station is No. 15 Vermont Ave., N.W. Phone: Executive 8676.

Promoting FM
EXCLUSIVE Chicago-area events carried on FM only are described in four-page, well-designed, colorful brochure sent last week by FM Broadcasters of Chicagoland to its member stations. Recommended listening included special sports, dramatic, educational, musical and religious events broadcast by 24 FM stations in area. Points cited in favor of FM — "favorite regular network programs free from static and interference, even in worst of weather. In the many network shows which crowded AM stations don't bring in some areas, but FM stations do; local sports broadcasts and other events not carried by AM stations, and beautiful recordings and transcriptions Can't give beauty and fidelity not possible on AM."

Miss Glove/Gloveteen Competition
BRANCHCHILD of Aileen Blake, morning host, WENT Cleveland, Ohio, and Manager Harry Weiner of Smallley's Johnstown Theatre has grown to astounding proportions in one year. Competition for Miss Glove, conducted by Mr. Blake, selects most representative teenage-aged girl to model manufacturing cities of Gloversville and Johnstown, N. Y. Competition started on morning radio show, Wake With Blake, and this year many local merchants participated by awarding prizes to winners.

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

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

Big Ideas
FOLDER made of reprints of two-page ad in Broadcasting, Nov. 14, distributed by Columbia Pacific Network shows part of man's face and is entitled, "What's the Big Idea."

Promotion

Northwest Newshawk
LATEST promotion piece from KSTP Minneapolis-St. Paul is bulletin, part of which is made up of reprint from trade magazine. Piece begins: "Bill Ingram's "News News is KSTP's Hot test Availability—News News" with Bill Ingram raked up an 8.1 Hoorapulating, July through September 1949. Since 1946 this quarterly-hour period on KSTP has maintained a healthy 9.9 average.

Mario S. Tietjens

YOUR OWN CAll LETTERS
Hand-lettered in gold on luxurious MAROON SATIN

TIES

HAND MADE

Allow 2 weeks for delivery
Add 3c sales tax for Michigan residents.

35.00 Port Paid

No C.O.D.

Your Man's Shop.
Lobby, Hotel Statler.
Detroit, Michigan.

Please send me . . . . CAll LETTER

TIES with the following call letters

NAME

ADDRESS

This card represents $ . . . .

in checks/money order.

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

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

INDEPENDENTS

McGrath Outlines Advantages

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

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

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

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

Cuba's Terms
(Continued from page 19)

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

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

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

890 kc (WENR-WLS Chicago)—Interim Agreement gave Cuba Class 2 station at Camaguey, 1 kw, DA. Cuba proposes to change this to Havana, 5 kw, DA. See 790 kc, above, for conditions.

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

690 kc (Canadian 1-A under NABBA)—Cuban Interim Agreement Assignment: Havana, 25 kw, DA. NABBA assignment as of 3-29-49: Havana, 10 kw. Cuba proposes Class 1 station at Havana, 50 kw, DA. Exact protection to be accorded Cuban Class 1 assignment is as yet undecided.

The protection contemplated from U.S. stations is along the following lines: (a) Certain adjustment in the operation of new Jacksonville, Fla., assignment on 690 kc and of WNEL, San Juan, P.R. on 680 kc; (b) No further assignments of new stations in the U.S. within the area south of latitude 31 degrees and east of longitude 93 degrees; (c) Boundary protection to Cuba was said to exceed 15 kv. This degree of which is yet to be determined and may depend upon the general treaty rules for Class 1 protection.

It was said that to afford the degree of protection desired by Cuba, the proposed Jacksonville grant was to be deleted.

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

740 kc (Mexican 1-A)—Existing Cuban assignment: Havana, 10 kw, DA. Cuba proposes 10 kw, DA, at Camaguey and 1 kw at Pinar del Rio. It was reported that Cuba desires additional protection from WIBS Santurce, P.R. (110 mw/m maximum radiation) and 15% of skywave at border of future U.S. assignments. Cuba would increase limit to WIBS to approximately 10 mw/m. Tentative solution, it was said, is to change WIBS frequency to 730 kc.

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

810 kc (KGO San Francisco and WGY Schenectady are U.S. 1-B's)—Cuba uses 1 kw day and 250 w night at Santa Clara, L.V., proposal to change this to Oriente, 5 kw, DA. Cuban use of DA will not be subject to interference in excess of that which would be permitted from another Class 2 station under regular Class 2 protection rules. See 690 kc for contemplation of protection of Cuban Class 1 assignments.

830 kc (KOA Denver is U.S. 1-B)—Cuban Interim Agreement Assignment: Oriente, 2 kw; assignment as of 3-29-49 is Santiago de Cuba, 2 kw. Cuban proposal: Oriente, 2 kw. See comment on 860 kc, below.

860 kc (Canadian 1-A)—Under Interim Agreement, Cuba uses 860 kw at Havana with 15 kw DA. Cuban proposal is to boost this to Class 1, 50 kw, DA, at Havana. See 690 kc for contemplated protection of Cuban Class 1 assignments. It was said that to afford the degree of protection desired by Cuba, WNEL San Juan would exceed the interference at the eastern tip of Cuba to less than 125 uv/m. Cuba would increase limit to WNEL to 9 mw/m. Tentative solution is to change WNEL frequency to 850 kc.

900 kc (Mexican 1-A)—Cuban assignment as of 3-29-49: Guanica, 250 w. Cuba proposes 250 w at Martinez and 5 kw at Oriente.

990 to 1500 kc

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

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

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

1060 kc (WBZ Boston is U.S. 1-B)—Cuban assignment as of 3-29-49: San Cristobal, 250 w, day. Cuban proposal: Pinar del Rio with 250 w day; Las Villas with 250 w, Oriente with 250 w. Protection to WBZ, it was said, would be incomplete.

1050 kc (Mexican 1-A)—Cuban
(Continued on page 18)
Cuba's Terms
(Continued from page 47) assignment as of 3-29-49: Holguin, Orte., with 250 w. Cuba proposes to move to Havana and increase to 10 kw DA.
1060 kc (KYW Philadelphia is U.S. 1-B)—Cuban assignment s of 3-29-49: Camaguey with 250 w, DA, and Havana with 10 kw, DA. (U.S. has formerly protected Havana assignment). Cuba proposes to use instead at Las Villas and Oriente with 250 w. Protection to KYW would not be complete, it was thought.
1070 kc (KNX Los Angeles is U.S. 1-B)—Cuba has no assignments under NARBA but proposes to use at Pinar del Rio with 5 kw, DA, and Camaguey with 250 w.
1080 kc (KRLD Dallas and WTIC Hartford are U.S. 1-B's)—Cuba has no assignments under NARBA but proposes to use at Havana with 250 w. This, it was felt, would result in incomplete protection to KRLD and WTIC.
1090 kc (KTHS Hot Springs and WBAL Baltimore are U.S. 1-B's)—Cuban assignments as of 3-29-49 (U.S. protecting nighttime use in both cases): Havana and Ecuencuadja with 250 w, day, 100 w, night. Predicted result: Incomplete protection to WBAL and KTHS.
1110 kc (WBT Charlotte and KFAB Omaha are U.S. 1-B's)—Cuba has no assignments under NARBA but proposes to use at Havana and Camaguey with 250 w. Incomplete protection to WBT was forecast.

Sell
THE NINTH LARGEST TV MARKET
with
WLW-T CINCINNATI
WLW-C COLUMBUS
WLW-D DAYTON
3,030,100 Population
80,250 TV Sets

Cincinnati Broadcasting Corporation
CINCINNATI 2, OHIO

Page 48 • December 5, 1949

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.

Availabilities and costs from Ra-Tel will give you:
WSAP . . . "sharing advertising problems" in Virginia's FIRST MARKET.

By Walter Huffman, General Manager

Ask Ra-Tel!
WAR BROADCASTS

Begin On WNEW New York

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

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

PROPOSED CUBAN STATION ASSIGNMENTS

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<tr>
<th>Frequency</th>
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<td>Las Villas</td>
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<td>Las Villas</td>
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<td>810 kc</td>
<td>Havana</td>
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<td>820 kc</td>
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<td>830 kc</td>
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<td>840 kc</td>
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<td>2 kw, DA</td>
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<td>850 kc</td>
<td>Havana</td>
<td>1 kw, DA</td>
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<tr>
<td>860 kc</td>
<td>Havana</td>
<td>5 kw, DA</td>
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<tr>
<td>870 kc</td>
<td>Havana</td>
<td>5 kw, DA</td>
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<tr>
<td>880 kc</td>
<td>Havana</td>
<td>0.25 kw</td>
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<tr>
<td>890 kc</td>
<td>Havana</td>
<td>0.25 kw</td>
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<tr>
<td>900 kc</td>
<td>Matanzas</td>
<td>0.50 kw</td>
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<td>910 kc</td>
<td>Havana</td>
<td>5 kw</td>
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<tr>
<td>920 kc</td>
<td>Las Villas</td>
<td>5 kw or 10 kw, DA</td>
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<tr>
<td>930 kc</td>
<td>Havana</td>
<td>Class I, DA</td>
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<tr>
<td>940 kc</td>
<td>Matanzas</td>
<td>0.50 kw</td>
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<tr>
<td>950 kc</td>
<td>Havana</td>
<td>10 kw, DA, Class I</td>
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<td>960 kc</td>
<td>Matanzas</td>
<td>0.50 kw</td>
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<td>970 kc</td>
<td>Havana</td>
<td>10 kw, DA, Class I</td>
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<td>980 kc</td>
<td>Havana</td>
<td>10 kw, DA, Class I</td>
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<tr>
<td>990 kc</td>
<td>Pinar del Rio</td>
<td>0.25 kw</td>
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<tr>
<td>1000 kc</td>
<td>Matanzas</td>
<td>0.25 kw</td>
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<td>1010 kc</td>
<td>Havana</td>
<td>Class I, DA</td>
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<tr>
<td>1020 kc</td>
<td>Havana</td>
<td>Class I, DA</td>
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<tr>
<td>1030 kc</td>
<td>Pinar del Rio</td>
<td>0.25 kw</td>
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<td>1040 kc</td>
<td>Las Villas</td>
<td>0.25 kw, DA</td>
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<td>1050 kc</td>
<td>Havana</td>
<td>10 kw, DA</td>
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<td>1060 kc</td>
<td>Las Villas</td>
<td>0.25 kw, DA</td>
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<td>1080 kc</td>
<td>Havana</td>
<td>0.25 kw, DA</td>
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<td>1090 kc</td>
<td>Las Villas</td>
<td>0.25 kw</td>
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New Transmission Measuring Set

Daven Type 11A Transmission Measuring Set is fast proving itself a "must" for FM and AM station engineers. This instrument offers an ideal solution for making measurements required by FCC "proof of performance" regulations.

For an accurate versatile gain set, at a moderate price — specify The Daven Type 11A.

Write today for additional information. Dept. BD-3
ADVERTISING REVENUE

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

MORE advertising revenue for television, less for magazines and radio, with advertising going into 1960 at about the present level, will give 1949 a total advertising media volume the same or better than last year's peak of $4.8 billion, is predicted by Standard & Poor in its current analysis of the printing and publishing industry.

Noting that the declining trend of magazine advertising is continuing, S&P reported that "radio time sales have made a good showing in recent months, considering the rapid growth of television. Gross billings of the four leading networks receded only 1% in the first half of 1949; after deducting discounts, the net in billings probably was somewhat greater. Despite this comparatively good showing, competition for accounts and the costs of developing television have caused a further decline in operating results.

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

CBS is the only broadcasting company included in the 18 firms individually covered by the report, which noted that while the CBS gross for the first nine months of 1949 was up 4% from the previous year, the net was down 35%. Report on CBS continued:

Despite a seasonal fall during the summer months, radio revenue shows promise for 1950.

FM ASSN. MEET

Will Mull NAB Merger Bid

MEETING of the FM Assn. board will be held today (Nov. 21) in Washington to consider the invitation extended by NAB to merge with the industrywide association. NAB's board voted at its mid-November meeting to invite FMA to merge, accepting the recommendation of a joint NAB-FMA liaison committee [BROADCASTING, Nov. 14].

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

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

Jergens Renews

SUNDAY EVENING Hollywood commentary of Louella Parsons, The Jergens-woodbury Journal, has been renewed over 263 ABC stations by the Andrew Jergens Co., Cincinnati. Program, aired 9:15-9:30 p.m., has been renewed for 26 weeks effective Jan. 1, through Robert W. Orr Assoc., New York.

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

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

50,000 WATTS OF SELLING POWER

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

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

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

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

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

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

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

LET OUR NATIONAL REPS. GIVE YOU THE COMPLETE STORY

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

Owned and Operated by Sarkes and Mary Tarzian

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

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

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

KRON-TV presents top NBC network television programs, assuring strong audience tune-in. Local programming will include some day-time television. Check KRON-TV First for Television Advertising in the San Francisco Bay Area Market!

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

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

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

Common Carrier Issue

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

Hence the Commission proposed to require interconnection with these “temporary” private facilities, and would so require even after common carrier facilities were available, until such time as the private broadcaster could reasonably amortize his investment. FCC’s report held that refusal by AT&T to interconnect with facilities authorized by the Commission would constitute an illegal restraint of trade as covered by FCC determination of what is in the public interest.

John T. Quisenberry, AT&T

**IN THIS TELECASTING**

Oral Argument Heard on AT&T Relay Policy

National Boxing Group Plans Study Of Video’s Effect

**TELECASTING**

FCC Heirs Oral Argument

**BOXING**

**National Group Plans Study Of Video’s Effect**

TELEVISION’s impact on boxing will be the major consideration this November of the National Boxing Ass’n’s executive board which will meet at a date to be fixed shortly. J. Greene, NBA’s national commissioner, said he planned to hold the board meeting in December.

At that time, according to Abe TBA, held that AT&T’s claim for the reasonableness of its tariff policy is not supported in the record. Mr. Roberts also held that the phone company’s suggested modifications of its proposed tariff regulations would still tend to make impractical any use of private facilities.

Henry B. Weaver, Philco counsel, explained that because of Philco’s achievements AT&T is converting to 85% radio relay. He said AT&T doesn’t realize that broadcasters are its customers and not competitors. In supporting Western Union’s position, however, Mr. Weaver thought that more than one common carrier would be a healthy competitive situation. He also felt private links should be allowed permanently.

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

**WKTV (TV) UTICA Affiliates With ABC-TV**

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

ABC-TV now totals 46 stations, five of which are owned and operated by the network, and 40 of which are on the air.
Telefile:
HISTORY OF WNB T'S OPERATION TYPIFIES STORY OF TV'S GROWTH
By BRUCE ROBERTSON

On July 1, 1941, NBC's television station in New York dropped its 11-year-old experimental call of WNJSB to become WNB T, the country's first commercially licensed television station.

The same day, the WNB T program schedule opened with a visual Bulova time signal, first paid-for advertising ever to be telecast (previously some commercial video material had been aired, but on an experimental basis, without any time charges). Before the day was over, three other advertisers also made use of WNB T's facilities: Lever Brothers, Procter & Gamble Co. and Sun Oil Co., the last presenting the first sponsored simulcast in TV history by putting a camera into a news studio to pick up Lowell Thomas doing his regular evening news commentary broadcast.

By the end of 1941, Alfred H. Morton, then NBC vice president in charge of television, proudly reported in his year-end statement that WNB T had four regular commercial accounts—Bulova watches, Adam hats, Gold Mark hosiery and Botany nighties.

Other advertisers who had used the station during its first six months of commercial operation were Frank H. Lee Hat Co., Missouri Pacific Railroad, Bloomingdale's and Abraham & Strauss (New York department stores), L. Bamberger & Co. (Newark department store), RCA and the Hat Style Council. The outlook for more sponsored programs was "excellent," Mr. Morton stated.

SUBSEQUENT history has proved Mr. Morton an able prophet. WNB T's schedule for the last week of November included 6 sponsored local programs, 30 commercial network programs and 5% of advertisers presenting a total of 93 announcements, station breaks or participation spots. An analysis of WNB T programs for the month of October (see adjoining table) shows that of a total of 215 hours and 54 minutes of broadcast time, the sponsored portion amounted to 123 hours and 21 minutes, or 57.1%.

This program breakdown shows that changes other than advertiser took place at WNB T between July 1941 and October 1949. The October table reveals children's programs getting 20.9% of the station's total air time, more than any other program category. Sports shows ranked second, with 17.4% of total time; dramatic programs were third with 17.1%; no other program class got as much as 10%.

WNB T's program schedule for the week of June 30-July 5, 1941, shows a total of 19 hours and 15 minutes of air time of which 15 hours was devoted to sports pick-ups—Monday night boxing bouts, Tuesday afternoon baseball and the Eastern clay court tennis championship matches each afternoon Wednesday through Saturday. The remaining 4½ hours comprised Mr. Thomas's newcast, a half-hour video version of radio's Truth or Consequences, excerpts from "Bottlenecks of 1941," camp show of the Fort Monmouth Signi Corps Training Center, a lecture (subject unspecified), a spelling bee, a group of USO Drive speakers, a feature film and a movie short.

The changes in program structure, the increase in total program time (48½ hours during the last week of November 1949, about 2½ times as much as in the first week of July 1941), have been accompanied by an increase in the number of TV homes in the WNB T service area from about 4,500 in 1941 to some 75,000 this November, an increase of 19,344%.

Along with this tremendous growth in circulation have come some increases in WNB T's time and facility charges. Its first rate card—also the first in video history—listed a base evening hour rate of $120, plus $250 for use of the main studio, $75 for either the small studio or a film studio. There also was a $75 minimum charge for remote pickups. WNB T's current rate card, No. 6, gives the base evening hour rate as $1,500, with minimum fees of $200 for a live studio, $125 for a film studio and remote "quotations on request."

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

JUST as WNB T's commercial development since 1941 epitomizes the complete field of American TV broadcasting, so does the station's

(Continued on Telecasting 8)
‘VEEP’ AND BRIDE
NBC-TV Records Famous Wedding Ceremony

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

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

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

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

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

‘CRUSADE’ SPONSORS
First Two Contracts Made
FIRST local sales of the ABC-TV film series Crusade in Europe were announced last week by the network.

Detroit Edison Co., starting early in January, has signed with WTV-5 Detroit, for the week of January 3.-5. Sale includes the entire 25-week series of telecasts. Account was placed through Campbell-Ewald Co.

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

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

KRLD-TV DEBUT
Notre Dame-SMU Opener

KRLD-TV, Dallas’ second television station and third for the Fort Worth-Dallas area, began scheduled operations Friday, Dec. 3, with a telecast of the Notre Dame-Southern Methodist University football game in the Cotton Bowl.

Humble Oil & Refining Co. sponsored the debut program, Clyde W. Rembert, KRLD managing director, announced.

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

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

Station, which test patterned two weeks prior to the debut, features a six-day antenna said to be the first built by General Electric in the U.S., the station reports. It will give KRLD-TV, on Channel 4, a potential power of 28 kw. Programs, including film and live shows, will be aired seven days a week with 31 hours 21 minutes scheduled for its first week of operation.

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

SANTA'S HELLO

WEAR-TV, ‘News’ Promote

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

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

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

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

Many hours of preparation by the combined promotion staffs of WEAR-TV and the Daily News preceded St. Nick’s visit to Chicago aboard the “S S Santa Claus.” Here’s WEAR-TV’s story:

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

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

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

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

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

Nov. 19—Contest winners and the cast of WEAR-TV’S Super Circus joined Santa at 9 a.m. along with sports personalities and radio’s Bob Hope. The boat docked at the Fox Theatre at 10 a.m. where thousands awaited it.

Chicago traffic experts estimated that more than a million persons lined the banks of the river, jammed the plaza, and later bordered State St. during the demonstration. WEAR-TV carried more than 80 S-Day announcements in the period from Oct. 31 to Nov. 19. The proceedings were filmed and condensed into a 30-minute series which WEAR-TV telecast the night of S-Day and on the following Sunday.

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

WYNN FOR CAMELS
Speidel Drops Its Plans

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

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

The program is telecast Thursdays, 9-9:30 p.m. now, but the same time has not been definitely signed up by Camels. William Esty Co., New York, is the agency for Camels.
Among non-owners, television owners do that most of the rest of America doesn't do is look at their television sets. "Some 75% of television owners told us that almost any evening you're likely to drop in to see them, they will probably be looking at their video screen," Mr. Roper said.

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

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

Women Watch More

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

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

Milton Berle Leads

In November Pulse

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

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

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

For the test week of Nov. 1-7 (Continued on Telecasting 18)
We've Got
LIGHTNING IN THE BOTTLE
IN HOLLYWOOD
Everybody’s Watching
KLAC-TV
LUCKY CHANNEL 13
DAYTIME PROGRAMMING
Here’s the biggest news that’s hit television!
Look at These Ratings at the Beginning of the Second Week of
AL JARVIS MAKE BELIEVE BALLROOM
The first television program that dares to be different

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<th>HOOPER RATING SHOW</th>
<th>PULSE RATING SHOW</th>
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<tr>
<td>Average tune-in: 10.1%</td>
<td>Average tune-in: 15.6%</td>
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<tr>
<td>Highest two-hour average tune-in: 12.9%</td>
<td>Highest tune-in: 20.5%</td>
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<tr>
<td>KLAC-TV average share of audience: 76.5%</td>
<td>KLAC-TV average share of audience: 77.6%</td>
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<td>KLAC-TV highest two-hour share of audience: 80.8%</td>
<td>KLAC-TV highest share of audience: 84.6%</td>
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Everybody’s Climbing Aboard the KLAC-TV Bandwagon!
Everybody’s listening to
KLAC
570 On Your Dial
DAYTIME PROGRAMMING
Take a look at these batting averages!

<table>
<thead>
<tr>
<th>HOOPER RATING SHARE OF AFTERNOON AUDIENCE</th>
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<tr>
<td>KLAC</td>
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<td>Network Station A</td>
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(Latest available HOOPER figures as of August and September)

YOUR BEST BUY IN TELEVISION AND RADIO
KLAC and KLAC-TV
Telefile

continued from Telecasting 4)

Fire history typify the full story of the growth of electronic telecasting.

For the first years after its inception (July 30, 1930), W2XBS served primarily as a field testing laboratory for RCA's video developments. From its 10,000-foot site atop the world's loftiest skyscraper, W2XBS sent out picture signals for experimental purposes from 260 feet in 1932 to 343 feet in 1936, 141 in 1937 and 528 in 1941. In 1937 RCA-NBC began making the first TV remote pickups with its two mobile vans.

By the end of 1937 video transmission techniques were sufficiently perfected to insure reasonably regular delivery of reasonably good pictures to sets in the homes of NBC-RCA engineers throughout the New York metropolitan area. Now, for the first time, NBC program people began to concern themselves seriously with whether or not their television station was going to transmit. Outstanding among their 1938 experiments was the television filming of radio plays. Television pictures of scenes from that year's Broadway hit, "Susan and God," starring Gertrude Lawrence.

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

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

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

Within six months of the beginning of WNBT's commercial operation the country was at war and for the next two years the station's most notable programs were its training courses for air raid wardens and fire guards.

As the war progressed, WNBT's programming was cut to a token four hours a week, almost entirely film. Then in October 1942, John F. Royall, who served as Mr. Morton, NBC's TV vice president, arranged for WNBT to pick up a number of the sports and special events from Eastern Coast stations. These telecasts were primarily for the benefit of wounded service men who watched them on sets donated by the manufacturers and installed in the service hospitals by NBC. In 1944, boxing and wrestling were added to WNBT's sports schedule, which proved to be almost as popular with New York's civilian viewers as with the service men. On Sept. 24, 1944, Gillette Safety Razor Co. began sponsoring boxing matches one or two evenings weekly, first on WNBT alone and later, since Nov. 8, 1946, on the NBC-TV Network. Gillette thus stands as television's oldest continuous program sponsor.

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

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

PROGRAM PLANNERS at the studio of NBC's New York television outlet—WNBT (TV)—discuss future schedules in this huddle. L. to r: John C. Warren, sales manager, Thomas B. McFadden, program manager, and Reid R. Davis, network television operations supervisor.

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

Baseball serves as a good example of the effects of WNBT's network duties on its local operations. In 1947 WNBT covered all home games of the New York Giants, both day and night, on a sustaining basis. In 1948 it again planned for such coverage and sold sponsorship of the Giants telecasts to Liggett & Myers Tobacco Co. On Sept. 21, 1949 it was announced that the assurance of network advertisers was such that WNBT soon found it necessary to farm out the night games to another station, WPIX (TV) New York. This past year, WNBT eschewed baseball altogether, except for the pooled World Series, and WPIX telecast the complete Giants home schedule for Chesterfields.

A year ago WNBT's operations were integrated with those of NBC's New York radio stations, WNBC and WNBC-FM, under the direction of Thomas E. McPadden, general manager. This semi-autonomous set-up gives WNBT for its own use the hours before 10 a.m., 1-5 p.m., 6-7 p.m. and after 10:30 p.m. Last February the station launched a 2½-hour afternoon schedule of women's programs, but this was discontinued in June and there is presently no thought of re-entering the daytime field "unless we get a particularly sensa-

tional idea and until a lot more studio space is available," a station spokesman said last week.

IN addition to General Manager McPadden, top executives are Donald A. Norman, assistant manager; John C. Warren, sales manager, and John H. Reber, program manager. The services of program people are rented from NBC, along with the network's video studios and equipment. This currently comprises 10 studios in the RCA-NBC building on 106th and Park Ave., two theatres for audience shows, 25 studio cameras and 12 field cameras, three 16mm and four 35mm motion picture projectors, and slide projectors. Studio and transmitting equipment is, of course, RCA.

Studio 5H, NBC's original TV studio at Radio City, is 30 by 50 by 18 feet. It is equipped with the Eddy-type lighting fixture, using both incandescent and fluorescent light units which can be electrically controlled and remotely oriented from the light bridge. A catwalk for lighting extending around all four walls is equipped with three Eddy-type cameras. The floor is level and small audiences such as Howdy Doody's Peanut Gallery are sometimes used. Lap dissolves and split screen can be integrated with film sequences.

Studio 6G, 50 by 90 by 18 feet, contains four permanent "non-standard" cameras, each equipped with a three-feet dolly. These were the first Image Orthicon studio cameras and were custom built to NBC specifications. This studio, which was used in March 1948, is the only Radio City studio with control room equipment specifically designed for video operations. Lap dissolves and split screen can be accomplished by the cameras or integrated with the film studio (5F).

Studio 3A, 48 by 78 by 18 feet, is equipped with three RCA field-type control rooms, its control rooms are on the studio floor level.

Studio 6B, converted for video use last September, is an audience set with a 25-foot square stage and a 36-foot by 38-foot stage 38 by 45 feet. Including the stage it measures 48 by 115 by 18 feet. It has three RCA field type cameras. Backstage permanent dimmer boards and switches, audience and front stage lighting and various types of stage lighting give this studio, where the Tenco Star Theatre originates, what NBC believes to be the best studio lighting in the country. This is only the Radio City TV studio which also is used for films.

The Uptown Studios for live programs are A, 74 by 94 by 32 feet; B and C, each 30 by 60 by 21 feet. Lighting for A and B is counterbalanced; C has the Eddy-type system. Each of the three is equipped with three RCA studio cameras.

NBC has 11 Fearless dolls and 11 life-size puppets for its TV shows. The New York studio operations. Their distribution varies from week to week. There are two film studios.
ELLISON TO ARCHER

Named Sales Vice President

PAUL S. ELLISON, former chairman of the Asm. of National Advertisers, last week was named vice president in charge of sales of Archer Productions, New York, commercial film and television producer.

He previously was executive vice president of Control Systems for Management, New York; director of advertising, public relations and sales promotion of Sylvan Electric Products Inc.; advertising manager of Brunswick-Balke-Collender Co., Chicago, and a former director of Advertising Council, Advertising Research Foundation and Audit Bureau of Circulations.

Interstate Enters TV

INTERSTATE BAKERIES, Los Angeles (Butternut Bread) enters TV for the first time Dec. 10 when it sponsors the hour-long Hopalong Cassidy feature film on five stations—WLW-TV Grand Rapids; WDAF-TV Kansas City, Mo.; WENR-TV Chicago; WLWT (TV) Cincinnati and WOW-TV Omaha. Agency is R. J. Potts, Calkins & Holder, Kansas City, Mo.

LEGGIEN BY TELEVISION

Wiley Urges Soloncast Plan in Defense Report

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

In a 1,200 word statement urging all-out dispersal of government units, private industry and population groups, Sen. Wiley urged a three-point program: (1) Appointment of a Council of Decentralization to initiate dispersal of key military and other facilities; (2) authorization of funds to provide for decentralization; and (3) redoubling of efforts by agencies and officers on the city and state levels.

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

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

"CISCO" FILMS

Ziv Signs Krasne

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

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

InterCity Color Exhibit

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

WGN-TV IS TOPS IN CHICAGO

...IN TECHNICAL EQUIPMENT

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

...IN LOCAL PROGRAMMING

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

...IN SPORTS COVERAGE

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

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

(Continued from Telecasting 6)

This is the way the Pulse ratings lined up:

## CINCINNATI

ONCE A WEEK SHOWS

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<td>Mr. Black</td>
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**MULTI-WEEKLY SHOWS**

| Captain Video           | 31.5 | 19.6 |
| & Om Theatre            | 18.0 | 18.0 |
| Kukla, Fonne & Ollie   | 15.7 | 18.5 |
| Cap'n The Clown         | 15.7 | 17.4 |
| Hevery Dutiful          | 13.0 | 12.9 |
| Mahawk Shoowroom        | 12.0 | 16.0 |
| Film Serials            | 12.0 |      |
| Camel News Caravan      | 11.9 | 11.6 |
| News & Sports          | 11.5 | 11.1 |
| Lunch Time              | 10.1 |      |

**AVERAGE QUARTER HOUR SETS IN USE FOR WEEK STUDIED**

**Entire Week, 12 Noon - 12 Midnight**

**TELEVISION HOMES**

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## PHILADELPHIA

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**Entire Week, 12 Noon - 12 Midnight**

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## LOS ANGELES

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<td>Wrestling</td>
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* USC-Washington in October

**MULTI-WEEKLY SHOWS**

| Cowboy Thrills         | 12.5 | 10.5 |
| Time for Beauty        | 12.2 | 10.5 |
| Telecenter Club        | 11.3 | 10.0 |
| Neighborhoods          | 9.9  | 8.8 |
| Kukla, Fonne & Ollie  | 9.6  | 11.2 |
| Mahawk Shoowroom       | 8.5  | 7.4 |
| Cowboy Smith           | 8.1  | 4.7 |
| The Town               | 7.5  | 7.4 |
| Newsmen, Weather       | 7.0  | 7.0 |

**AVERAGE QUARTER HOUR SETS IN USE FOR WEEK STUDIED**

**Entire Week, 12 Noon - 12 Midnight**

**TELEVISION HOMES**

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## NEW YORK

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<td>Silver Theatre</td>
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**MULTI-WEEKLY SHOWS**

| Howdy Doody            | 32.4 | 31.5 |
| Captain Video         | 15.7 | 14.8 |
| Small Fry Club        | 13.3 | 13.4 |
| Lucky Pop             | 12.8 | 13.8 |
| Kukla, Fonne & Ollie  | 10.3 | 11.2 |
| Camel News Caravan    | 10.3 | 10.8 |
| Magic Cigarettes      | 8.9  |      |
| Bob Howard            | 8.6  | 10.4 |
| Western Features (7 pm) | 8.3 | 10.7 |
| Mahawk Shoowroom      | 8.3  | 8.3 |

**AVERAGE QUARTER HOUR SETS IN USE FOR WEEK STUDIED**

**Entire Week, 12 Noon - 12 Midnight**

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## KSD-TV PROFIT

Averages $1,500 Weekly

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

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

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

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

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

## DAY PROGRAMMING

**James' Show First on DuMont**

DENNIS JAMES' WABD (TV) New York daytime show, Okay Mother is to be the first daytime video show to go network, starting Dec. 12, according to Tom Gallery, DuMont Network director of sales.

Program's sponsor, Sterling Products Inc., New York, through Dancer-Fitzgerald-Sample, New York, has signed a 52-week contract placing the show on four DuMont TV Network stations—WABD, WFLI-TV Philadelphia, WAAM (TV) Baltimore, and WVTI (TV) Washington. Show will be aired 1-1300 p.m. Mon.-Fri.

Are you looking for Well Trained Men

- to operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have thoroughly, technical training in one of the nation's finest Television-Radio Electronics training laboratories.

- with F.C.C. Licenses and are well qualiﬁed to operate and maintain Television and Radio Electronic equipment. Our graduates are employed by many of the best known TV, Radio-Electronic concerns across the nation. Write, phone or use:

Deforest's Training, Inc.
2533 N. Ashland Ave., Chicago, Ill. Phone (Ask for) 92750
FILM ART FORUM

SDG Looks at Standards

SCREEN Directors Guild, which is trying to raise the standards of non-feature films, including those used for television, held its second public forum last Tuesday to a sell-out house in Museum of Modern Art, New York.

Five films were shown, and their directors, all members of the guild, were present to answer questions about shooting problems of their respective works. The films and directors: "One God," Nicholas Farkas; "A Bottle of Milk," Herbert Kerkow for U. S. Dept. of State; "A Time for Bach," by Paul Falkenberg for Bach Aria Group; "The Truth About Angels Jones," by Erwin Scharf for American Telephone and Telegraph Co., and "Toward Independence," by George L. George for U. S. Army.

KPHO-TV OPENS

Affiliated With 4 Networks

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

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

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

KPHO-TV operates on Channel 2, with 8.7 kw aural, 17.5 kw visual, and is DuMont equipped. Both stations are represented by Taylor-Boroff & Co.

DAYTIME SCHEDULE

WKY-TV Women's Shows

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

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

KPHO-TV's antenna atop the Westward Ho Hotel.

CRADLING equipment, KDLY-TV Salt Lake City technical crew staffs, routed out of bed at 5 a.m., empty KDLY Television Playhouse as flames sweep through a paint shop next door. Firemen fought the blaze from the Playhouse roof. Only damage to KDLY from the estimated $140,000 blaze was confined to a small amount of smoke. Station was on the air that night as usual.

KF&O To Remain

NBC-TV's Kukla, Fran & Ollie will remain on the air throughout the winter months, despite recent plans of co-sponsors Sealtest Ice Cream and RCA Victor to take it off for an eight-week hiatus in January [Closed Circuit, Nov. 21]. Change in plans came about after protest of Burr Tillstrom, creator of the half-hour, five-a-week puppet feature from Chicago. Sealtest asked for the precedent-setting move originally because of an expected seasonal drop-off in ice cream sales. It sponsors the Tuesday and Thursday segments, with RCA paying for Monday, Wednesday and Friday. The Wednesday slot, which is being released, is expected to be sold to a third sponsor soon. Sale negotiations are being handled in New York. Agencies are J. Walter Thompson for RCA and N. W. Ayers for Sealtest.

TELEVISION IN FLORIDA

WTUJ channel 4 MIAMI

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AS OUR NATIONAL REPRESENTATIVES

NOW!

12,000 Television Sets in use in South Florida*

See The Free & Peters Man Today

* Estimated from NBC research and survey of dealers

December 5, 1949
Mr. SPANUTH

Mr. SPANUTH

Mr. Nelson

Mr. Porteous

PA. RESTAURANTS
Seek To Void TV Fee

BY MUTUAL agreement between the Philadelphia Retail Liquor Dealers Assn. and the Pennsylvania Liquor Control Board it was decided to by-pass the Superior Court and go direct to the Pennsylvania Supreme Court (Nov. 21) with the appeal by Philadelphia taproom and restaurant owners that a $120 amusement fee per year imposed between 1946 and 1948 on establishments showing TV programs should be declared void. The PRLDA is making the fight for the tavern operators.

The case history goes back to 1947 when the Liquor Control Board ordered tavern owners showing TV to pay an amusement fee (in Philadelphia, one-fifth of the license fee of $600) on the grounds that TV constituted motion pictures.

TV TEAMS
To Produce, Direct Shows

NEW association, called TV Teams, has been organized to produce and direct programs in local video stations. According to Jay Russell, vice president, the New York firm is unique in that it can supply an entire programming schedule for any station with a qualified, experienced team of production personnel.

The firm also will handle public station relations and time sales, Mr. Russell said. (As "trouble-shooters" they are "able to put any station on the air, program and production-wise." Other officers of TV Teams, located at 316 West 79th St., are Norman H. Bonter, president, and Robert Gale, secretary.

NBC Changes

IN THE NBC reorganization, James Nelson, advertising and promotion director, is to become chief of that department in the TV unit, while Roy C. Porteous, NBC advertising and promotion department manager, is slated to join the newly-organized TV set-up under George H. Frey, director of TV sales [Broadcasting, Nov. 28]. An error in the captioning of photographs which accompanied the publication of this story inadvertently switched the identification of Mr. Porteous and Mr. Nelson.

Reel Takes

HANS AUGUST SPANUTH

TWENTY-FOUR YEAR OLD Hans Spanuth rocked the entertainment world in 1911 when he produced "Oliver Twist," America's first feature film. For more than three decades he worked to improve the cinema art, but in 1946 veered toward television.

H. A. Spanuth, head of Film Studios of Chicago, was Pioneers Inc. to be intrigued by the new entertainment medium, he was the first to plunge into it. His Woman Speaks, a film digest of the activities and achievements of women everywhere, has been telecast for more than four years, and enjoys a wide reputation of having played on many TV stations from coast-to-coast.

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

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

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Currently Serving the Nation's Leading TV Stations

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10 FRANKIE DARRO ACTION PICTURES

12 CHARLIE CHAPLIN COMEDIES

24 WESTERN EACH

26 FEATURE PICTURES ALL STAR CAST

For further information, or the complete file, write to

Commonwealth Film and Television, Inc.
723 Seventh Avenue, New York 19, N.Y.

Page 14 • Telecasting

December 5, 1949
BELIEVING that sign-off should receive same program attention given rest of broadcast schedule, XKO Sacramento, Calif., recently changed from traditional “Star Spangled Banner” to use of different hymn each evening. Hymns used are orphans, primarily those of Phil Spitalny’s All-Girls Band, which are well known songs. Station portion of sign-off precedes hymn, FCC-required portion follows. Change has been so favorably received that station reports fans mail concerning it.

Unique Quiz

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

Santa Claus Parade

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

Santa on Shortwave

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

‘King’s Court’

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

Bridge Opening Aired

DEDICATION of new million-dollar viaduct in Massillon, Ohio, was reported by Al Frances, news and special events director of WBHC Canton. An hour was spent describing festivities in which 95-year-old Jacob C. Cossy, who founded “Coy’s Army” march on Washington, participated as Massillon’s “elder citizen.” Broadcast was sponsored by Reliance Div. of Eaton Mfg. Co., Massillon. Ten thousand persons witnessed opening, station reports.

Telecast of Shrine Events

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

Full Football Schedule

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

TV Cartoons

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

Anniversary Celebrated

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

School Talent

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

Police Featured

IN EFFORT to bring people of Richmond, Va., up to date on work of large police department, WZVR (TV) that city currently is presenting weekly “Calling All Citizens.” Show is taking up work of separate parts of the organization each week, introducing men in charge who briefly explain their problems and how they are handled in individual cases. Films showing what prospective “rookie” goes through in training will be shown.

TV Students

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

Cole-Moran Trade

FORERUNNER of upcoming television show from New York on behalf of National Sclerosis Society was recent trade between Grady Cole, commentator of WBT Charlotte, N. C., and noted press agent Jim Moran. Mr. Moran received a 500-pound bale of North Carolina-grown cotton in exchange for one of Senator Clyde R. Hoey’s neckties during Mr. Moran’s recent visit to Charlotte on behalf of NSS campaign.
November 25 Applications

ACCEPTED FOR FILING

AM-1460 kc
Chamute beige, Co., Chatute, Kan. — CP new AM station 1460 kc B D AMENDED to change name of applicant to Harley E. Walker, Phil Crenshaw, George A. Rountree and James T. Jackson d/b/a Chamute beige, Co., change power to 1 kw.

License Renewal
License renewal applications were filed by following AM stations: WFOJ Florence, Ala.; KBGB Shreveport, Alaska; KQRS Springdale, Ark.; WEXL Royal Oak, Mich.; WBBF Bluff, Mo.; WSTF Steubenville, Ohio; WBCA Cleveland, Tenn. — License to cover CP new AM station.

November 28 Decisions

BY COMMISSION EN BANC

Oral Argument

Modification of CP

WWJ-TV Detriot — Mod. CP new TV station extension of completion date to 3-15-50. WWY Newark, N. J. — Same to 7-1-50. WACX Parma, Ohio — Same to 4-6-50. KRMU Tulsa, Okla. — Mod. CP new AM station for extension of completion date.

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

WWMY-FM Martinsville, Va. — Same. WWAS-FM Shreveport, La. — CP new FM station to change ERP to 12.3 kw, ant. height to 380 ft., above average terrain.

November 28 Applications

ACCEPTED FOR FILING

SSA-730 kc

WPIK Alexandria, Va. — SSA to operate on 730 kc with 1 kw D and 256 kw N for period of time as approved for extension to date now on 1-15-50.

License Renewal

WSQY Decatur, Ill. — License renewal.

WGHM Memphis, Tenn. — Same.

WTMJ-FM Milwaukee — Same.

November 29 Decisions

BY THE SECRETARY

KFDA AM, Pan American, Tex. — Granted request for voluntary relinquishment of control of licensee corporation; outstanding capital stock is credited 50% each to J. Lindsay Nunn (father), and Gilmore Nunn (son). J. Lindsay Nunn proposes to transfer 12,500 shares to his son's gift, and outstanding capital stock will then be owned 50% by transferee and 50% by transferor.

KRMG-TV — Same.

November 29 Applications

APPLICATIONS ENGINEER On Duty All Night Every Night

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Page 68 • December 5, 1949

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Presently employed as chief. Seven years in radio. Have built two 1 kw one which we have increased power of 3 kw FM to 10 kw. Graduate Crei. 207 Plus St., Atlantic, Iowa.


Engineer—First phone, desires position with radio station. Will consider any location in New England. Write to or call Sam Seiden, 111 Center St., Sioux City, Iowa. Phone 5077.

Production-Programming, others

Program director-newswriter, 10 years experience in all phases of programming and announcing with major market network stations. My references will more than back me up. Box 381D, BROADCASTING.

Promotion manager. Five years solid experience in highly competitive market. Family man. Excellent references. Widespread experience in all other phases of station operation including sales and programming. Box 351D, BROADCASTING.

Program director, experienced. Now employed desires job or top salary. All letters answered. Box 293D, BROADCASTING.

News editor-program director. 8 years experience all phases, competent, reliable, experienced in large or e.t. Box 278D, BROADCASTING.

Programming, production, administration plus plenty air ability makes top program director. 7 yrs. experience. Prefer midwest, east. Available immediately. Box 349D, BROADCASTING.

Wanted, job for one program director and one announcer. Both employed. Box 349D, BROADCASTING.

Three years, program director. Announcing, selling, ideas, sober, reliable, everything answered. Box 349D, BROADCASTING.

Program director, experienced independent and with excellent record, top references, wants good opportunity. Programs increase sales, building audience. Network quality voice, can do all types jobs. Reply with details references, disc on request. Please state salary. Box 392D, BROADCASTING.

Newman—Three years commercial radio experience. Thoroughly experienced reporting, news writing, editing, announcing and all phases editorial. Polite, well dressed. Box 355D, BROADCASTING.

Young woman desires job as women's program director in Southern market. Qualified to produce women's participation and interview programs. Seven years broadcasting experience. Qualified for either management or graduate. Box 349D, BROADCASTING.

News Editor experienced in writing local and wire copy. High standing Missouri University Journalism graduate. Writer, reporter, on daily newspaper. Was secretary five years. Studied radio speaking. Box 355D, BROADCASTING.

Situations Wanted (Cont'd)

Copywriter-announcer who can turn out volume copy that sells. Married, no children, excellent references. Let me send you sample of my work. Box 383D, BROADCASTING.

Combination continuity writer-director women's activities. Want some time air. Sold women's shows that will sell. Box 359D, BROADCASTING.

Amplified young journalist, experienced reporting, editing, good appearance. Desires top position in network or television news post. College honors graduate. Desires opportunity in central midwest. Box 359D, BROADCASTING.

Want an accurate, conscientious, fast writer. College graduate, young lady experienced in handling accounts and traffic. Box 389D, BROADCASTING.

Television

Technical

TV engineer, graduate American Television Institute of Technology; B.S.T.E. First class phone. Naval electronics experience. Excellent references. Desire position in TV broadcasting. Box 359D, BROADCASTING.

Technical director for progressive station. Experienced in current area. Currently employed in metropolitan television operation. Experienced with camera, editing, shading, switching, film and remote TV. Experienced with major league baseball, football, hockey, audience contests, etc. Box 967D, BROADCASTING.

Production-Programming, others

Hollywood-New York experience all phase production of television, films. Valuable asset to agency, television or film company, College graduate. References, age, education, experience, will be furnished. Box 381D, BROADCASTING.

TV production or TV studio engineer. 2 years Navy, 2 years TV, experienced in design. 2 years TV station, 18 years theater, all phases. Two years engineering draftsman. Now in New York. Box 393D, BROADCASTING.

Job: Radio writer. Rm. 207K, 1106 Larkin St., San Francisco 9, Calif.

Situations Wanted (Cont'd)

For sale, new 250 watt unlimited. City over 100,000. 1940 census, Great Lakes area. Box 381D, BROADCASTING.

250 watt, single station market. 10,000 Mid-Atlantic State. Independent, profitable, two years on the air. Will sell $55,000. Cash. No broker. Box 395D, BROADCASTING.

Equipment, etc.

Five (5) Portable Twin-trax (Amplifier Corporation of America) tape recorders, as demonstrators. Cost $350.00; will sell all for $255.00. Box 379D, BROADCASTING.

One Collins 122-3 four-channel remote amplifier, used various market. Box 389D, BROADCASTING.

Desire position with radio station. Cost $425.00; will sell for $295.00. Box 395D, BROADCASTING.

For sale, RCA 1 kw transmitter. Fair condition. Very reasonable. A. James Ethel, 1452 New England Ave., New Haven, Conn.

(Continued on page 78)

Producer-Announcers


For sale, RCA 1 kw transmitter. Fair condition. Very reasonable. A. James Ethel, 1452 New England Ave., New Haven, Conn.


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A progressive leading manufacturer of broadcast transmitting equipment is continually expanding its operations. Two additional openings will be available for men who are aggressive, sales-minded individuals. One area includes the Mid-Atlantic States and one the Central Mid-Western States. A thorough knowledge of technical broadcasting and broadcasting as a business, and an understanding of various broadcasting station equipment and broadcasting station layouts are necessary. A good personality and a desire to work hard and receive good income are important considerations. In your reply state age, education, complete employment record, marital status, earnings record and section of country in which you would prefer working. These are permanent positions for the men who qualify and produce. Reply to Box 381D, BROADCASTING.

For Sale

Stations

For sale, New York city area AM station. $200,000 broker. Box 390D, BROADCASTING.

Successful 250 watt network station small north midwestern town. Net earnings in excess of $30,000 per year. Fewer competition. Area Assets in excess of $70,000. Price $125,000. Box 392D, BROADCASTING.

Radio station—Long established station in prosperous Pacific Coast metro area. Available for sale with excellent ten year owner retiring because of health. $25,000. Ten year anniversary station. Only. Box 383D, BROADCASTING.

Western New York area AM station for sale. Good market. Moderate down payment or reasonable terms. Selling because of other commitments. Box 383D, BROADCASTING.

Production-Programming, others

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For Sale

Equipment

Expansion program calls for immediate sale present Federal 3 kw FM transmitter, model 192-A with modulator 109-A; also complete set spare parts and tubes. Now set up for 102.5 Mg, but will operate any FM frequency. Perfect condition. Contact Charles L. Jeffers, WOAI, San Antonio, Texas.
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AN even greater attendance than last year is predicted for the second annual Advertising Workshop sponsored by the Advertising Club of Grand Rapids, Mich., by its members.

CLASSIFIEDS (Cont'd)

For Sale (Cont'd)

16 kw BTP-16B FM transmitter and 3 bay HF-38 super turntable antenna. New. Used just long enough to iron out the bugs. Can deliver immediately. Make offer. ( Might sell for more if you are interested in the 2nd amplifier section.) 2-A. R. Moier, KMBC, Kansas City, Mo.

For sale, 250 ft. extra heavy IDECO self-supporting tower with 100 ft. of top section, complete with 30 ft. self-supporting pullman. 25 ft. self-supporting pullman. James Ebel, Radio Station WMBD, Peoria, Ill.

For sale—Two RCA 46BX microphones with desk stands, used few times only. New less than year. Original cost $103.00. Price $25. One RCA radio-microphone (waltz talkie suitable for man-on-the-street, etc.) Type BTP-1A with crystal for $6.17 each. Used only few times, new 7 months ago. Three sets of extra tubes and batteries. Original cost $338.55. Cash $170.00. WRSW, Warsaw, Indiana.


For sale—Complete and modified model 104-B W.E. and No. 1 kw transmitter. Two crystal oscillators with Western Electric power transformers. Two water cooled 345-A and 500 ft. lead in sail in year. In service, but available February 1, 1950. Price $1000. KGVO, Missoula, Montana.

One 3 kw GE FM transmitter 99.1 mc type DP-3D. One 1 kw GE FM circular antenna type BV-2B; one 780 ft. self-supporting tower with 22 ft. antenna support, complete with A-3 lighting unit and 400 ft. 1/4" Seal-Off-Flange Transmission line, dry and unimpaired. Make us an offer. Station WDOS, Oneonta, N. Y.

Wanted to buy Stations

Will buy local AM station, New Jersey or New York, Information confidential Box 3943, Broadcasting.

Wanted, by young radio executive local or regional station, state lowest price, best terms. Please reference, Box 3973, Broadcasting.

Miscellaneous

We offer, frequency measuring service, commercial quartz crystals, new, repairing or repairing any frequency monitor service. "14 years experience." Edison Electronic Co., Box 31, Temple, Texas. Phone 3901.

president, Wesley Aves, in announcing "Forum for '50" at the Pantages Hotel in Grand Rapids on Jan. 27.

Last year, he said, the first forum drew more than 500 advertisers and marketing executives from Michigan, Indiana, Ohio, Wisconsin, Illinois and New York. It is expected representatives from more states will be attracted to the second forum.

Purpose of the workshop is to preview to the advertising, merchandising and marketing executives the blueprint of future plans in the fields as drawn up by the country's advertiser leadership. At the same time, the businessman can obtain ideas to project into his enterprise the latest developments in advertising and related fields, Mr. Aves said.

Sessions will open with a welcome breakfast and continue through to an evening dinner meeting. Among those scheduled as speakers are:没 Fairfax Cone, chairman of the board, Foote, Cone & Belding; George S. McLellan, vice president, Bristol-Smith Co.; Harold J. McCormick, sales promotion manager, Hot Point Inc.; William A. Marsteller, vice president, Rockwell Mfg. Co.; Henry Hoke, publisher of The Reporter of Direct Mail Ad.; Dr. Kenneth Dameron, professor of business organization, Ohio State U., and director of the National Committee on Consumer Relations in Advertising; Elon G. Borton, president of Advertising Federation of America, and Col. Rhys Davies, British political and business analyst.

RMA Names Clement

LEWIS M. CLEMENT, engineer and research director of Crosley Division, Avenel, N. J., has been appointed chairman of the Radio Mfrs. Assn. receiver section's executive committee, according to Dr. W. R. C. Baker, director of the Engineering Dept. of RMA. Mr. Clement succeeds Dorman D. Israel, executive vice president of E. I. Du Pont de Nemours Corp., New York, who resigned after directing the receiver section two years ago.

SCALPED to an "I" is Bill Denton, KWSC Pullman, Wash., sportscaster who predicted on his nightly program over the 5 kw State College of Washington station that the Washington State Cougars would lose to their traditional rivals, U. of Idaho Vandals. Returning home with a 35-13 victory, five members of the Cougars squad invaded KWSC's studios and added Mr. Denton's hair to their trophies. The "I" is for Idaho, or as Mr. Denton said: "In this rocket a guy can use on 'I' in the back of his head."

ALLIED RADIO

FTC Rules on Tube Ads

ALLIED RADIO CORP., of Chicago, has been directed by Federal Trade Commission to cease misrepresenting the number of "fully functioning tubes" in radio sets sold by it. Challenged advertisements were used prior to July 1947, according to FTC.

The order specifically requires the corporation to cease and desist from representations that its radio sets contain a number of tubes "when one or more of the tubes referred to are tubes or other devices which do not perform the recognized and customary functions of radio receiving sets in the detection, amplification and reception of radio signals." The commission found that one of the tubes was advertised as a "rectifier" which did not perform the above-mentioned functions, and that the charges contained in the complaint against Allied were not sustained by the record, FTC added.

KWWL Ex-Staffer Sues

AL LAVAL, former staff member of KWWL Waterloo, Iowa, has named Ralph J. McElroy, KWWL general manager, as defendant in a back overtime pay action suit filed Nov. 19 in Waterloo District Court. Mr. Laval asks approximately $800 in back overtime pay plus an equal amount in damages, interest, costs of the action and attorney's fees. Suit covers period from Nov. 1, 1947, until July 16, 1949.

KSMa Santa Maria, Calif., joins Southern California Broadcasters Assn. as 45th member.

NEWS EXCHANGE

Set by Missouri AP Group

MEMBERS of the Missouri Assn. of Associated Press Broadcasters have voted to exchange news between them and protect AP by collect telephone calls.

Meeting to discuss mutual problems, the radio men agreed that their greatest challenge lay in protecting the cooperative nature of news from their areas. They agreed to call collect on stories of interest to other state members, and to call the St. Louis or Kansas City, AP bureaus for the association's protection.

Re-elected president at the meeting was Bruce Barrington, KXOK St. Louis news director; Jim Monroe, KCMO Kansas City, was re-elected vice chairman.

Guest speaker was Merrill Chilcote, managing editor of the St. Joseph News-Press and chairman of the Missouri AP newspaper members continuing study committee.

Motorola Trains

MOTOROLA Inc., Chicago, radio, TV, communications equipment, has spent $86,000 so far in a comprehensive sales training program for more than 6,800 retailers across the nation. Program was developed by Walter H. Stellner, vice president in charge of merchandising, and Ellis L. Redden, director of advertising, sales promotion and training.

more DIALERS per DOLLAR

- CBS OUTLET
- 600 ON YOUR DIAL
- 5000 WATTS
- SOUTHWEST NETWORK

- As a time buyer, you are interested in the best "buy" for the money in the rich El Paso market. That's KROD—CBS regional outlet, Key Station of the Southwest Network, far-west link of the Lone Star Chain.

RODERICK BROADCASTING CORP.

Dorrance D. Roderick
President
Val Lawrence
Vice-Press & Gen. Mgr.
Represented Nationally by Taylor-Borror & Company, Inc.

KROD Your Southwestern Salesman
EL PASO • TEXAS

December 5, 1949 • Page 73
They Love Us in Alberta

Opening the huge stack of mail every morning at KDYL is always a pleasure, but even our office girl was thrilled by a recent letter from Brocket, way up in Alberta, Canada, ordering a product advertised on "The Old Corral.

A thoughtful postscript said, "The Old Corral is the finest program there is. We listen to it every morning." What more do we need to say?

KDFU PROMOTION

RULED CONFLICT WITH P.O. LAWS

PROMOTION stunt of the treasure-hunt type as proposed by KDFU Twin Falls, Ida., has been held in conflict with postal regulation by Roy C. Franklin, acting solicitor of the Post Office Dept., on the ground that the element of chance is present and that time and effort spent in wind-shopping constitutes "consideration."

KDFU proposed to have merchants display gifts in windows a week before the treasure hunt day, according to Florence M. Gardiner, manager. Street addresses and phone numbers would have been picked to match the total number of gifts displayed by each merchant.

It was planned to have a portion of a house or phone number placed in a window beside each gift on treasure hunt day. Window shoppers would have gone into stores upon finding a portion of their home or phone number, receiving the gift if such was the case.

The post office opinion said, "The winning of a prize in this plan depends upon chance. The element of consideration is also present, in the substantial expenditure of time and effort involved in visiting the various stores in order to ascertain whether one has been selected to receive a prize. The plan is accordingly in conflict with postal laws and regulations, 1948, and all matter relating thereto is non-negotiable."

On All Accounts

(Continued from page 16)

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by ROBERT MERRICK ASSOCIATES

Page 74 - December 5, 1949

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(Continued from page 16)

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Before joining R. J. Potts in Kansas City early this fall, Mr. Brewer had spent several months on WBBG Chicago's television sales staff, and, prior to NBC-TV's midwest inaugural, had done con-
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tion was an experimental outlet. He also was the producer and di-
ger of Musically Yours, a trans-
scribed radio recruiting program for the Fifth Army.

In Kansas City, he is handling radio television for Butternut Bread, Braniff Airways, Forum Restaurants, American Beauty Macaroni, Cook Paint & Varnish, Mid-Continent Petroleum, Muehle-
bach Brewery, and Union Wire Rope.

Bill's full name is William Jewett Brewer—the middle name being his mother's maiden name. His maternal grandfather, the late E. C. Jewett, was president of the State Bank of Woodstock, founder of the McHenry County (Ill.) Title and Trust Co., and a northern Illinois patriot. Bill last July married Virginia Sherman, aur-
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mahated Chicago model, who has appeared on the television show Paradise Island. He is a photogra-
pher of professional rank, but prefers to call this his chief hobby.
Decisions Cont.: FCC General Counsel—Granted petition for extension of time for filing proof of ownership and certification as of law in proceeding on application for renewal of license to KBAB, Inc., Los Angeles, Calif.; all time extended to 12-8-49.

BY Examiner Fanney Litvin

WRFH Bellaire, Ohio—Granted petition for reconsideration of operation in order to change tower type specified in application for renewal of license on WRFH, Bellaire, Ohio.

BY Examiner R. L. W."sew TV change oct.

San Francisco Indefinite Extension of time for filing modification of CP as it relates to amendment of Application for Renewal of license scheduled November 28 in San Francisco, Calif., and for leave to amend application to specify new program plans; hearing continued until further order.

BY Examiner J. Fred Johnson

The First National Bank of Montgomery and Margaret Cowington, Will-Wee, executors or estate of W. C. Cowington, deceased, d. d., Calvert, Md.—Decreased (WWDG) Gadsden, Ala.—Granted petition for indefinite continuation of hearing on application for renewal of license on WWDG, Gadsden, Ala., and for leave to amend application to specify new program plans; hearing continued until further order.

BY Examiner James M. Blemmer

Twentieth Century-Fox of Calif., San Francisco—Granted petition for leave to amend application to show death of Richard Spier, one of officers of WOR, Washington, D.C., to change completion date.

BY Examiner C. C. West

WCAW Reading, Pa.—Granted petition in order to change from completion date determined for hearing application for license to WCAW, Reading, Pa., to March 1, 1950.

BY Examiner C. C. West

WCIJ Cleveland, Ohio—Granted petition in order to change from completion date determined for license to WCIJ, Cleveland, Ohio, to March 1, 1950.

BY Examiner C. C. West

November 30 Decisions

License Renewal


License Renewal


Application Returned

Lincoln County, Bcstg., Mont.—RETURNED Nov. 25 application for renewal of AM new station 1230 kc 250 w unil.

November 30 Decisions

BY A BOARD

License Renewal


License Extension

License of following stations were extended on term. basis for the period Jan. 1, 1950, to June 30, 1950: KPCF Phoenix, Ariz.; WMFQ Boston; W4AB (and aux.) Fort Worth, Tex.; W8TJX Wil- mington, Del.; KOB Santa Barbara; KG5 San Diego; KHA (and aux.) Los Angeles; KF4K (and aux.) San Francisco; WBAL Baltimore; KXKK Reno, Nev.; W8CTX Washington, D.C.; W9QJQ Jacksonville, Fla.; WCCS Charleston, W. Va.; W4VU Pottstown, Pa.; W9NN Schenectady; WSGD Gadsden, Ala.; WBTW Philadelphia; KKAU Little Rock; KWKX Stuttgart, Ark.; KWMW Memphis, Tenn.; KGRA Bryn, Pa.; WINK Fort Myers, Fla.; KOB Albuquerque, N. Mex.; W4MPR Aurora, Ill.; WVOA South Bend, Ind.; WKEU Griffin, Ga.;—Present license further extended on term. basis to March 1, 1950.

BY Examiner C. C. West

November 29 Applications


License Renewal

WAZF Naila, Cal.—Miss.—Granted renewal of license for period ending Aug. 1, 1950, WAZF, Naila, Cal.; KBK, San Diego; BCA, San Francisco; W8AB, Seattle; KRAY, Boise; KDKR, Pasco; KOB, Albuquerque; KBA, Bakersfield; KMRM, Meridian, Miss.; KVIN, Magnolia, Ark.; WPA 45.0 The Quail in WQUA means Quality Service and Quantity among the 225,000 People in the QUAlity Radio Center, Moline, Ill.
The Texas Rangers
"AMERICA'S FINEST WESTERN ACT!"

The Texas Rangers, stars of stage, screen, radio and televi-
sion, early this summer made a personal appearance tour in
the Midwest. In Chicago, they were here in Oklahoma City, when
they were commissioned hon-
orary members of the Oklaho-
a by Governor Roy J.
Turner.
The Texas Rangers transcrip-
tions, used on stories from
cost to coast, have achieved
Hoopertings as high as
27.4.

Advertisements and stories — ask about our new sales plan!

ATHUR P. CHURCH

Productions

KANSAS CITY & MISSOURI
Co., with sales offices of 1,100 km, the same as the previous year, and 1,150 km, the same as the previous year, respectively. The total operating expenses, including depreciation, amounted to $2,171,775, an increase of $1,755,775 over the previous year. The net income for the year, after deduction of taxes and interest, amounted to $2,171,775.

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FCC ASKED TO PROBE NETWORK, RMA FM ROLES

RESPONSIBILITY of networks, set manufacturers and FCC itself for FM's "lack of success" should be brought into open by FCC, according to petition filed with Commission by Frank U. Fletcher, attorney, secretary and co-owner of the WORAL-FM, Arlington, Va., across Potomac River from Washington. Mr. Fletcher is member of NAB board of directors representing FM.

WORAL-FM petitioned FCC Friday to call hearing on proposed rule requiring additional FM operating hours and full duplication of AM schedules.

Networks and set makers are giving their non-AM attention and promotion to TV, WORAL-FM charges, with FM to be saddled with higher operating costs and no increase in revenue, under proposed rule. Petition said:

"FCC, according to Mr. Fletcher, encouraged all AM broadcasters to get into the FM field, and without delay, both at the Chicago meeting of the NAB in 1948 and the Atlantic City meeting in 1947. Less than four years later, and before the FM industry had a chance to develop, Chairman Wayne Coy said practically the same thing about television.

FCC should hold hearing at which all facts could be brought out, WORAL-FM contends, including desirability of amending network rules in regard to furnishing of service to non-asssociated FM stations in same markets as AM network affiliates.

WORAL-FM contends FCC's proposed rule was issued at insistence of FM Assn. which is said to represent less than half of FM stations and which is due to be absorbed by NAB.

NABET LOSES NBC CASE

NABET LOST to NBC Friday afternoon arbitration award which upheld network's right to take TV feed of WOR-TV New York's "Twenty Questions," sponsored by Ronson, although engineers originating show in WOR studios not NABET members. Union claimed origination violated its NBC contract, providing members had right to originate all NBC-TV remotes. Had NABET won, NBC-TV would have had to make substitution Saturday in 8:30 p.m. time bracket occupied by show.

TUBE OUTPUT SOARS

PRODUCTION of receiving tubes increased sharply in autumn, according to Radio Mfrs. Assn. October's output of 24,583,631 tubes nearly 6 million over same month in 1949 and 3 million over September of this year. Of October tube output, 18,920,740 were for new sets, 4,400,186 for replacements, 773,452 for export and 259,283 for government agencies. Due to lower electrical 10-month tube crop by Ex-Chairman Charles R. Denny, encouraged all AM broadcasters to get into the FM field, and without delay, both at the Chicago meeting of the NAB in 1948 and the Atlantic City meeting in 1947. Less than four years later, and before the FM industry had a chance to develop, Chairman Wayne Coy said practically the same thing about television.

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TWO PETITIONS FILED FOR THEATRE TV

TWO NEW petitions for hearing to allocate frequencies for theatre television service filed with FCC Friday.

One submitted by American Theatres Corp., operator of 47 motion picture houses in New England, particularly Boston area; others filed by Neighbor-Theatre Inc., which operates 45 in Virginia.

American Theatres Corp., headed by President Samuel Pinanski of Theatre Owners of America, is theatre TV pioneer in New England through its Pilgrim Theatre in Boston. ATC said it "would plan vastly to expand its efforts if the Commission authorized adequate facilities for such a service."

Like similar requests by other theatre groups in past weeks, petitions hailed theatre TV as opportunity for broader public service, extension of television service, and expansion of program fare, and as means of mass training and education in event of national or local emergency. They were filed by Marcus Cohn and Bernard Koteen of Washington law firm of Cohn & Marks.

PROGRESS IN NEGOTIATIONS WITH DESIGNERS CLAIMED

ALTHOUGH strike of 72 television set and costume designers at ABC, CBS, DuMont and NBC networks and at WPIX (TV) New York continued into twelfth day today (Dec. 5), union and management were reporting progress in efforts to settle. Negotiations, broken off Nov. 23, resumed Thursday and further meeting is scheduled today.

Parties came together when Rudy Karnolt, business manager of union, Local 299, United Scenic Artists, AFL, asked Martin Lacey Sr., president of APL Central Trades of New York, to intervene. Mr. Lacey appointed his son, Martin Lacey Jr., to act as mediator in effort to bring two sides together. Latter arranged meeting Thursday. Union originally seeking parity in wages with designers in other lines, understood willing to settle for less.

NBC RECEIVES CITATION

EDUCATION WRITERS ASSN. awarded NBC citation for "outstanding interpretation of education to public." Fordy Taylor, director of American Press Institute, Columbia, U., was chairman of award committee.

CARLINGS COMMENTARY

CARLINGS Inc., Cleveland (val), sponsoring Bjorn Bjornson, commentator, on WTAP Washington, CBS outlet, six-five minute periods weekly. Mr. Bjornson had been with NBC since 1941. Agency, Leo Burnett, Chicago.

DUMONT DAYTIME SERIES

Dumont TV Network will cable The Shopper Matinee, two-hour daytime, to inhal affiliates starting Dec. 12. Show fashioned so inland stations can sell spots locally. Program to be aired 2-4 p.m.

WILL HONOR STANTON

FRANK STANTON, CBS president, to be initiated Dec. 9 into Alpha Delta Sigma, national honorary marketing fraternity, at New York Advertising Club.

MERGER OF TV GROUPS INTO NATIONAL BODY SEEN

MERGER of Independent Television Producers Assns., New York, and Television Producers Assn., Hollywood, into national body foreseen as mid-December reality Friday by Irvin Paul Sulds, newly-elected president of eastern group, and Mal Boyd, president of West Coast organization.

Mr. Boyd on Friday mailed proposal of merger to Hollywood board, while ITPA New York board had already approved. Tw officers meanwhile starting coordinated drive for merger, with Mr. Boyd to meet regularly with Mr. Sulds and ITPA board in New York, and to handle Coast producers problems by correspondence.

Closed Circuit

(Continued from page 4)

remote control operation of FM transmitter by AM stations to cut technical overhead Several stations hold if authorization is not forthcoming, alternative will be to turn in FM permits. More than 300 FM permits or tentative authorizations have been turned in since 1940.

ALL FOUR networks submitting mystery shows to Helbro Watch Co., New York through Doriland Inc., New York. Decision expected early this week. Helbros has been sponsoring Quick as a Flash on MBS for past three years.

LIGGETT & MYERS (Chesterfields) through Newell-Emmett Co., New York, negotiating for full sponsorship of Cubs games on WINL Chicago and Midwest Baseball Network (composed of 36 stations). Games sponsored for past five years by Old Gold Cigarettes and Walgreen Drug Co.

SIGNS that swift pickup in output of receiving sets is not mere flurry are seen by manufacturers in high-level production of tubes and parts. Set makers predict pace will continue into February, when post-holiday doldrums normally appear.

DANCER - FITZGERALD - SAMPLE, New York, recommending spot announcement campaign as well as network show for 1950 advertising plans to Falstaff Brewing Corp., St. Louis.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), through BBDO, New York, all but completed negotiations for hour-long dramatic television show, starring Robert Montgomery, to be presented every other week, beginning in January. Network probably will be NBC-TV.

CANDY manufacturer currently negotiating with Martin Stone Assoc. for sponsorship of television show, America, featuring Ben Grauer. Show formerly sponsored by Firestone Tire & Rubber Co.


WLS Chicago board of directors understood to have approved expenditure of $25,000 for single station promotion next year, national square dance contest similar to that conducted successfully in Chicago last summer. Sum does not include internal station costs, which will be charged off to overall operation expense.
The KMBC-KFRM Team fulfills a vital daily need in thousands of rural homes in Missouri, Kansas and surrounding states.

The Team maintains a full-time Farm Service department, under the direction of Phil Evans, nationally known expert. Innumerable experiments and developmental projects conducted on the thousand-acre KMBC-KFRM Service Farms, are passed on to rural listeners.

Evans is ably assisted by Ken Parsons, well known agronomist. Together, these two experts, with their up-to-the-minute daily reports, keep rural listeners informed on latest developments in this important business of farming and agriculture.

Third member of this trio is Bob Riley, full-time marketcaster, who spends his entire working day at the Stockyards. He presents the market news several times each day direct from the Kansas City Livestock Exchange.

Other program features are presented by The Team specifically for the farm audience. As a result, The KMBC-KFRM Team is a welcome guest in the homes of those who live in the great Kansas City Trade territory.

The Team has the largest and finest group of artists ever developed by any Midwestern radio station. Pictured here is Hiram Higby, master of ceremonies and entertainment star, heard on the nationally famous Brush Creek Follies, Dinnerbell and Western Roundup...just a few of the top-notch entertainment programs that are a daily feature of The KMBC-KFRM Team.

The KMBC-KFRM Team Serves 3,659,828* People

*1940 Census

7th Oldest CBS Affiliate

KMBC
OF KANSAS CITY
5000 on 980

Represented Nationally by
FAEE & PETERS, INC.

KFRM
For Kansas Farm Coverage
5000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
Advertising men who know their onions know there's nothing like the warm and friendly salesmanship of home-grown talent to solve their sales problems in local areas.

As in the case of one of the nation's largest tobacco companies. Thanks to a Radio Sales Account Executive, they bought WBT's big local star, Grady Cole, and built their entire promotion campaign around him in the Carolinas. Now? Sales are driving ahead of the pack... and this big cigarette advertiser has found that using local live talent gives his coast-to-coast campaign extra momentum.

Illustrates why national spot advertisers now sponsor more than 750 local live talent broadcasts each week on the radio stations represented by Radio Sales...in 13 of your most important markets.