Small talk? It became the talk of the town ... when our man-about-town, Jim Grady, aired his newsboy's worldly-wise comments on the opening of the San Francisco Opera on his new KCBS morning show, “This is San Francisco.”

So much so that San Franciscans from all over the Bay Area went out of their way—all that day and the next—to buy papers from the newsboy's out-of-the-way stand. Total sales in 24 hours: 2,475. More than three times more than he had ever sold in a similar period.

Small talk? Perhaps. Or a mighty significant bit of information on how the new local live programs on the new KCBS are moving people to move goods in the nation's seventh-largest market.

KCBS
San Francisco - Columbia Owned
5,000 watts - 740 kc
Represented by Radio Sales
Public Service Institutions KNOW the Draw-Power of these Radio Stars

Constantly requested for community events, fairs, charity programs — all the places where entertainment experts have their choice of the finest talent — these and two dozen more WLS radio stars are in demand all over the city of Chicago and the broad Midwest around it. This demand shows the way audiences feel about them — and that's why advertisers, too, find these WLS folks and our production staff can create anything from a simple one-man show to a giant network production. Yes, they're public servants, popular personalities...

Radio Stars and PRODUCT SALESMEN on A Clear Channel Station

890 Kilocycles, 50,000 Watts, American Affiliate, Represented by John Blair and Company
it takes
POWER

Radio Baltimore

WBAL

50,000 Watts

NBC AFFILIATE

Only WBAL covers the rich Baltimore area and wide surrounding territory* with 50,000 watts power . . .

*4,225,000 people live in the WBAL coverage area and spend more than $3,290,000,000 annually in retail sales

represented nationally by EDWARD PETRY & CO.
Upcoming

(Other Upcomings on page 81)

Bulletins

CHEVROLET Motor Division of General Motors, Detroit, starts heavy spot campaign on more than 500 stations end of this month, announcing new 1950 line of passenger cars. Time has been bought on all. Agency, Campbell-Ewald, Detroit; account executive, Henry Little. Duration of campaign has not been set.

WWDC WASHINGTON SALE NEAR COMPLETION

NEGOTIATIONS near completion Friday for purchase of WWDC and WWDC-FM Washington by Peoples Broadcasting Corp. of Ohio, operating WRFD Worthington, Ohio, suburb of Columbus. Purchaser is wholly-owned subsidiary of Farm Bureau Mutual Automobile Insurance Co. Understood price will be around $125,000.

With FCC approval of transfer, Capital Broadcasting Co., present WWDC owner, will take over WOL and WOL-FM Washington facilities from Cowles interests. Capital, owned chiefly by Joseph Katz, Baltimore agency executive, bought WOL last August for $300,000 and transaction has been approved by FCC subject to sale of present facilities.

WWDC, now operating on 1460 kc with 250 w as independent, would take over 1250 kc, 5 kw WOL facility and retain WWDC call letters. Peoples Broadcasting plans to use WOL call letters, subject to FCC approval. Understood FM stations would retain present dial positions. Capital plans to move to 1267 K St. NW, present WOL studio-office site, with Peoples taking over 1000 Connecticut Ave NW space now used by WWDC. Peoples would acquire present WDC downtown transmitter and Silver Spring FM and AM-booster site.

Negotiations being conducted by Ben Strouse, WWDC general manager, and Thomas Dow, of Pierson & Ball, for WWDC, and James E. Moore, general manager of WRFD, for Peoples, with Howard E. Stark, radio director of Smith Davis Corp., as broker.

SUFFERS HEART ATTACK

LESLEIE ATLLASS Sr., CBS Central Division vice president, reported in "much improved" condition late Friday by his physician, Dr. W. D. Jack, after what he termed "serious" heart attack in Mr. Atlas' office that morning. Mr. Atlas, who has a chronic heart ailment, has suffered two other serious attacks. He is expected to remain at Henrotin Hospital, Chicago, several days.

Business Briefly

P&G RENEWAL • Procter & Gamble Co., Cincinnati, renew Fireide Theatre on NBC-TV, effective Jan. 3. Filmed dramatic show, telecast Tuesday, 9-9:30 p.m., signed for 52 weeks. Products advertised are Ivory soap, Crisco and Duz. Agency, Compton Adv., New York.

WALTHAM TO RETURN • Waltham Watch Co., New York, plans to return to air next spring. Current Share The Wealth series on ABC Monday, 8-8:30 p.m. cancelled effective Jan. 9. Agency, Hirshon-Garfield, New York.

‘LADIES HOME JOURNAL’ PLANS JANUARY TV SERIES

LADIES HOME JOURNAL will start five-minute film and one-minute spot on television effective early in January to promote serialized feature article on private lives of English royal family.

Film made by BBDO, New York, agency for Curtis Circulations, and United World, division of Universal International Pictures, will be titled "The Little Princess" as is the article running in magazine in January.

Negotiations being conducted to place films in major cities throughout country. Among stations already picked to carry five-minute film are WJZ-TV New York, WENR-TV Chicago and WMAL-TV Washington.

CBS GRANTED DELAY

CBS granted Federal District Court continuance to Dec. 21 in Chicago where Salt Valley River Broadcasting Co. filed suit Nov. 17 for specific performance of network affiliation contract. Salt Valley, for KOY Phoenix and KTUC Tucson, claims CBS is cancelling or terminating affiliation without proper official notification. Delay was granted on claim of CBS attorneys they have not had enough time to answer. Normal limit is 20 days after initial filing of charges.

NETWORKS' GROSS BILLING

GROSS TIME sales of four radio networks for October 1949 totaled $16,413,585, according to tabulations of Publishers Information Bureau, which reports gross network billings of $155,522,760 for ten-month period. Combined gross of four TV networks, according to PIP figures, was $1,818,662 for October, $5,277,186 for January-October period.

CBS SALES SHIFTS

ALFRED J. HARDING, WCCO Minneapolis sales manager, transferred by CBS to New York TV staff of Radio Sales as account executive Jan. 3. Sam Cooke Digges, former Radio Sales account executive in New York, named TV manager for Radio Sales in Chicago.

BROADCASTING • Telematins
KRLD-TV Opened With the Nation-Stirring Football Game Between Notre Dame-SMU and With the Great CBS-TV Shows

22,000 RECEIVING SETS

are now installed in the Dallas-Fort Worth area—and the number is growing by the thousands each month.

The eight counties which are either entirely or partially within KRLD'S 0.5 My line, present a million-and-a-third dollars retail sales market, according to 1949 Sales Management figures.

There's a NEW PICTURE in the Dallas-Fort Worth area . . . presented by KRLD-TV and the great CBS network shows.

AM FM KRLD TV
The TIMES HERALD Station * Channel 4

The Branham Company Exclusive Representatives
Humphrey Ireland, of the H. B. Humphrey Company, Advertising, handling the account of Greystone Press, writes us... "Want to congratulate you for the fine mail count you are giving us on our Mr. Fix It show. Dollar for dollar WIP is showing up as the best buy we have made for Mr. Fix It in the past year, and we have bought time on about 120 stations and three networks for the same show." What do YOU have to sell?

Example #20

Humphrey Ireland, of the H. B. Humphrey Company, Advertising, handling the account of Greystone Press, writes us... "Want to congratulate you for the fine mail count you are giving us on our Mr. Fix It show. Dollar for dollar WIP is showing up as the best buy we have made for Mr. Fix It in the past year, and we have bought time on about 120 stations and three networks for the same show." What do YOU have to sell?
More Radio Impressions for WMRI-FM at Marion, Ind.

Newest thing on the Grant County horizon is this Truscon Self-Supporting Steel Radio Tower which lifts its Collins S-ring, side mounted FM antenna 336 ft. into the Hoosier sky.

Radio personnel of the Chronicle Publishing Company naturally wanted only the finest equipment when they established WMRI-FM in December, 1948. And, just as naturally, they turned to Truscon for the best in radio tower facilities . . . specifically tailored to local conditions.

Five months later they had it. Truscon engineered the tower and it was erected in May, 1949. This new tower-antenna team now is faithfully transmitting WMRI-FM's 33kw signal on its frequency of 106.9 megacycles . . .

making more and more favorable audio impressions in north-central Indiana homes.

Truscon offers a world-wide background of experience to call upon in fitting Radio Towers to specific needs. Whether your own plans call for new or enlarged AM, FM, or TV transmission, Truscon will assume all responsibility for tower design and erection . . . tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section. Your phone call or letter to our home office in Youngstown, Ohio—or to any convenient Truscon District Service Office—will rate immediate, interested attention . . . and action. There is no obligation on your part of course.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON COPPER MESH GROUND SCREEN

BROADCASTING • Telecasting

December 12, 1949 • Page 7
Today these top-notch stations are reaching 40% more radio homes than they did in 1943—and at a lower cost per thousand. Want the proof?

Free & Peters, Inc.
Pioneer Radio and Television Station Representatives
Since 1932

New York Chicago
Atlanta Detroit Ft. Worth Hollywood San Francisco
### EAST, SOUTHEAST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
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<td>WGR</td>
<td>Buffalo</td>
<td>CBS</td>
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<td>IND.</td>
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<td>NBC</td>
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<td>Raleigh</td>
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<tr>
<td>WDBJ</td>
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<td>Duluth-Superior</td>
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<tr>
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### MOUNTAIN AND WEST

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<td>Denver</td>
<td>ABC</td>
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<td>KGMB-KHBC</td>
<td>Honolulu-Hilo</td>
<td>CBS</td>
<td>5,000</td>
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<tr>
<td>KEX</td>
<td>Portland, Ore.</td>
<td>ABC</td>
<td>50,000</td>
</tr>
<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
<td>50,000</td>
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*CP
Their Atomic Interview
Was Radio-Active

One of the biggest stories of the year broke Dec. 2 when Fulton Lewis, Jr. interviewed Major George R. Jordan, former air force Lease-Lend inspector at Great Falls, Mont. Major Jordan charged that Russia obtained atomic bomb secrets, plans and uranium from the U.S. in 1943 and 1944 through orders from high officials in the White House. Two investigations (by the House Committee on Un-American Activities, and the Joint Congressional Committee on Atomic Energy) were immediately started as a direct result of the broadcast.

Preceded by two months of checking of the story by Lewis and his staff (including prior reports to the FBI), the interview is one more example of the Fulton Lewis, Jr. role as a public servant, uncovering situations and getting them corrected. His program offers a ready-made audience, network prestige, local time cost with pro-rated talent cost. Though currently sponsored on more than 300 stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Heads turn, too, on Oklahoma highways where these handsome four color 24-sheet boards greet passersby! This is another example of the aggressive promotion which helps keep KVOO, Oklahoma's Greatest Station. To reach and sell more people at lower cost . . . year in and year out . . . use KVOO, the leader, year in and year out!

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

NBC AFFILIATE
Feature of the Week

WHEN a station is picked on by gunmen the best way it can fight back is to broadcast the incident and thus let the whole town know about it a few minutes after the holdup happens.

That is what occurred Nov. 26 in Amarillo, Tex. Quick thinking by Chief Engineer Browning A. Clopton, KLYN Amarillo, set sirens wailing on the trail of three notorious fugitives, James Farris and the Rader twins, minutes after the holdupmen stormed the station's transmitter building, tore out telephone lines, stole Mr. Clopton's automobile and raced toward town.

Without hesitation, Mr. Clopton broke in the CBS show, Borden's County Fair, reporting that he had been robbed and his car stolen. He also supplied detailed information as to which route the bandit trio was taking.

Shortly after the dramatic message was flashed over KLYN, the Rader twins and James Farris, were objects of a wide dragnet laid over the area by the police. A few hours later, the men were captured in downtown Amarillo.

The bandits, who had escaped from the County Jail three days earlier, had been the choice public enemy plums sought by the local police department, the sheriff and the Texas Rangers.

KLYN noted that soon after Mr. Clopton's plea was broadcast, the station, the police and the sheriff's office were swamped with hundreds of telephone calls from law-abiding citizens who wanted to relay the SOS they heard break into the network program.

On All Accounts

TOM BROWN of Harvard is no fictional hero of a childhood classic to members of the advertising fraternity in New York. In fact, the only conceivable similarity between Cambridge-educated Thomas Brown Jr., vice president of C. E. Hooper Inc., and his literary namesake is the somewhat similar and improbable pattern of success that attended both of them.

A year after receiving his law degree at Harvard, the youthful Mr. Brown was invited to join one of the nation's largest advertisers, American Home Products, to assist in setting up the legal department.

Inevitably his talent and enthusiasm spilled over into spheres other than the law. He became an administrative force in the organization and only four years removed from law school he was appointed, in 1941, vice president and general manager of Anacin, a division of American Home's Whitehall Pharmacal Co.

Four years later he was named secretary and general counsel for the present company, American Home Products.

In November 1945, he was offered and accepted a post with Dance-Fitzgerald-Sample, the agency which handled much of Whitehall's advertising budget. He joined DFS as executive assistant to H. M. Dance, president. A few months later he was named general manager of the radio department.

In December 1947, Mr. Brown resigned from the agency to take over the presidency of the Radio Council of National Advertisers. He remained head of that organization until its dissolution this year.

Last February he was named to his present post with C. E. Hooper. One of the keystones of the firm, he is concerned with the sale of the rating service to national advertisers.

Mr. Brown makes his home in Summit, N. J. He has three children; Thomas III, 13, Valerie 9, and Stephanie 5 years old.

Athletic by nature, his hobbies are boating, swimming and tennis, although at school he played football and managed the boxing team.

Club-wise, he holds active membership in the Harvard Club and the Kex Club.

"VIC" DIEHM says:

IT TAKES ALL KINDS of SPONSORS to make a Station Manager Happy!

But I love 'em all!

for further endorsement write to Vic Diehm 90

HAZLETON, PENNA.

REPRESENTATIVES:
Robert Meeker Associates
521 Fith Avenue, New York City 17, N. Y.
Milestone celebration of Chicago & North Western Railway's 4,000th broadcast of 400 Hour on WMAQ (NBC). Chicago was occasion of luncheon attended by network, agency, sponsor and program officials. Norman Ross and Pat Gallicchio (standing, 1 to r), emcees on the five-weekly 6:05 a.m. program, receive watches from I. E. Showman (seated, c), vice president of NBC Central Division. Also present are F. G. Fitzpatrick (r), vice president of railroad, who received a plaque from NBC, and Ralph N. Hartting (r), president of Caples Co., agency.

Gayle V. Grubb, general manager KGO-AM-TV San Francisco, celebrated his 25th year of broadcasting last week. He entered radio at KFAB Lincoln, Neb., in 1924, leaving there in 1926 to work with WKY Oklahoma City where he remained for 17 years. He joined KGO in 1945. Under his guidance, station increased its power to 50 kw in December 1947 and last May its TV affiliate went on the air.

First anniversary of KOB-TV Albuquerque, N. M., was celebrated Nov. 29.

KFUO Clayton, Mo., observed its silver anniversary Dec. 4 with a public service broadcast in the auditorium of Concordia Seminary, St. Louis.

Dec. 10 marked the 27th birthday of WDRC Hartford, Conn. Station was founded by Franklin M. Doolittle, who now is its president.

Ten years of broadcasting are being celebrated this month by KXOX Sweetwater, Tex.

Card telling in biblical style the story of WREL Buena Vista, Va., was distributed to announce station's anniversary of its first year of operation, Nov. 14.

Jack Swift, KDKA Pittsburgh news chief, began his sixth year of newscasting for C. F. Mueller Co. with the signing of a 52-week contract late last month. Staff Announcer Paul V. Shannon of KDKA completed ten years' service with the station Nov. 16.

Second year of writing and narrating History in the Making for WBRK Pittsfield, Mass., in-school listening project, has been celebrated by Leon C. Beeler, news chief at WBRK.

Twenty-three years as a radio announcer were observed in November by Maury Rider, now chief announcer and production manager of KIRO Seattle. He started with KIT Yakima, Wash., in 1926. In 1923 he had been heard on the air in Seattle as a tenor in a quartet.

Dave Edelson, who aided in organization of eight Chicago-area stations, observed 27 years of broadcasting activity Nov. 15. President of Commercial Broadcasters and vice president of WMOR (FM) Chicago, Mr. Edelson helped organize the former WTL Chicago in 1923 and WTDY Chicago. He held positions as station director of WTAY Oak Park, Ill. (now WGES Chicago), manager of WSQL Chicago, vice president and director of WEDO Chicago, and announcer and salesman at WJSS Gary (now WIND Chicago). For eight years he was Illinois State radio director under Gov. Dwight Green.

BROADCASTING Telecasting

December 12, 1949 • Page 13
Business, Buyers and Broadcasting

A Statement by the Publisher

Books soon will be closed on 1949. It has been an eventful year in world power politics, in national affairs, in science and industry—all interwoven into this atomic era.

And it has been a momentous year for radio—the mass radio media.

When 1949 began, radio was afflicted with jumping jitters. There was alarm about television, unrest about business, and what many saw as an inevitable depression. Competition was becoming keener. A few ran for cover.

What actually transpired hasn't greatly disturbed radio's equilibrium, service-wise or economically. There have been intramural stresses, but the art and industry expanded its horizons. Instead of losing business, 1949 actually will show another overall increase.

Back in 1931, when Broadcasting was founded, there were 600 stations, many splitting time. Radio's gross was $56 million. There were 15 million sets and the payroll didn't exceed 2,000 souls.

Today—more than 18 years later—there are nearly 3,000 operating stations (2,000 AM, 740 FM, just short of 100 TV). Radio's gross (with TV) will eclipse $600 million. The number of sets exceeds 85 million, and total employment (without regard to manufacturing) surpasses 35,000.

In 1931—when that 1929 depression was scraping bottom—Broadcasting made its bow as a semi-monthly, dedicated "to the American system of free, competitive and self-sustaining radio enterprise."

That original concept of our obligation to the art and business of broadcasting has never been altered. Our staff has grown from 6 to 60; our offices from one to five; our circulation from scratch to better than 15,000 paid. Our display lineage each year has increased, and each year has aggregated more than the total business of all other radio journals combined.

After a decade as a semi-monthly, Broadcasting (which then used the sub-title Broadcast Advertising) in 1941 began weekly publication, in tempo with radio's steady advancement as the greatest and the only true mass medium.

Broadcasting's headquarters from the start have been in Washington. Our thesis then was that radio was not show business per se; that it was a combination of the theatre, the newspaper, the school, the church, but with a more intimate and penetrating voice than any of them. Hence, American radio
was not typified by New York or Chicago or Hollywood. It was Main Street, U. S. A.

We have never changed that view. Television’s spectacular advent does not change it. TV is imbued with show business to a greater degree, perhaps, than radio, but the underlying thesis is the same—Radio (or TV) by The American Plan.

Back in 1931, when Broadcasting’s circulation was a few thousand, our display advertisers found that it reached for them most of those who placed the radio business on the stations of the nation. The record is replete with their success stories. This didn’t just happen. It accrued through reader confidence in an all-inclusive, independently owned trade journal devoted solely to the interests and welfare of broadcasting and broadcast advertising. Our clients knew then and know now that Broadcasting has no alliances with any other medium or any publication; no outside or absentee ownership or special interests.

Broadcasting did not succumb to press-agentry. It fought radio’s battles where it found them.

Today, with more than 15,000 paid subscribers, Broadcasting-Telecasting to a greater extent than ever before, reaches the top decision-makers in the business of broadcasting and telecasting. More than one-third of its paid circulation reaches radio advertisers and advertising agencies—the influential concentration of buying power.

Many of radio’s decision makers were weaned on Broadcasting—as announcers, or salesmen or page boys or engineers, as mail clerks or secretaries at agencies. The newer generation—if they attended journalism or radio courses at top universities—used Broadcasting as mandatory text.

Broadcasting-Telecasting has the greatest concentration of readership among radio-minded advertisers and agencies. Its circulation (15,438 paid) is the largest among radio trade papers. Its renewal rate (82.61%) probably exceeds that of any business paper. Its advertising renewal percentage (86%) is unequalled in the tradepaper field; and its annual business volume (nearly 5000 pages) apparently exceeds that of all radio journals combined.

These factors, we believe, converge to deliver to Broadcasting’s advertisers more people responsible for spending the radio dollar than any other trade medium.

We of Broadcasting are not unmindful of our responsibility. We gratefully acknowledge the wholehearted cooperation and endorsement given us by all segments of broadcasting and broadcast advertising during nearly two decades of publication. Those decades have seen the flowering of broadcasting as the most vital and most important medium of all time; the next decade will witness TV’s matriculation, not as a replacement of sound radio, but as a companion medium.

We of Broadcasting—all 60 of us—hope that we have contributed in some small way to the wholesome emergence of the mass radio media. During these past years we’ve had lots of fun and not a few troubles. We have made many friends and some enemies. We have been shot at from all sides, but seldom hit. We have called them as we’ve seen them, irrespective of size, scope, or station.

So, as we round the bend into 1950, we of Broadcasting-Telecasting again pledge ourselves to unremitting support of the mass radio media, by The American Plan of Free, Competitive Enterprise.

All good wishes,

Ed Taubhoff

EDITOR AND PUBLISHER

Broadcasting • Telecasting
WASHINGTON NEW YORK CHICAGO HOLLYWOOD TORONTO
Likes NARBA Editorial

EDITOR, Broadcasting:

Congratulations on your editorial "AM Alive or NARBA Dead." Also, congratulations on your complete coverage of Thursday's fireworks at Montreal.

Chas. Crutchfield
V. P. & Gen. Mgr.
WBT Charlotte, N. C.

Thanks from WCAU-TV

EDITOR, Broadcasting:

... I want to express... the thanks of everyone here at WCAU-TV for that wonderful story in the Nov. 21 issue. ...

... I never realized before how many people read Broadcasting. The acknowledgements and response have been overwhelming, and the story certainly excited a lot of interest in the trade. ...

Robert N. Pryor
Promotion Manager
WCAU-TV Philadelphia

Boys Will Be Boys ...

EDITOR, Broadcasting:

Since you are so cooperative and so favorably disposed toward P. I. deals, I'm gonna let you and your magazine in on the slickest, surefire, money-maker devised to date.

All you have to do is print a double-page spread (or two) advertising the merits of our P. I. Baby Pills, guaranteed to produce for expectant mothers a baby of any sex they desire—they just take pink pills for a girl—blue ones for a boy, and they get their money back if the P. I. Pills don't work.

Radio News Problems

EDITOR, Broadcasting:

In reference to your editorial, "The Newsperson's Niche," in the Nov. 28 issue of Broadcasting, I'm not quite sure if you've helped or hindered the problems of radio news, and the men responsible for its gathering, editing, rewriting and airing. ...

... To my mind it's the job of the station manager to employ personnel capable of doing a job. They are available. But not in the form of glorified announcers—men who "Rip and Read." They are to be found in the ranks of the "combination men." Men who have perhaps been schooled in journalism in college, and then have gone, either directly into radio news rooms, or into radio news via the newspaper. ...

Can you blame the radio news director for wanting what you (Continued on page 46)

Radio's Story

WMIL Milwaukee feels it's time that radio quit "hiding its light under a bushel" and it has taken radio's story directly to its listeners. Every hour, all day long, station air spot announcements pointing up medium's selling power, Jerome Sill, WMIL general manager, reports.

Typical are these questions: "Do you know how radio helps sell more goods—cheaply—to bring prices down? ... How quickly and completely radio advertising helps a merchant tell his story? ... How little radio advertising costs? ..." WMIL points out radio costs a merchant "as little as a 50th of a cent per listener" and that as many as 28,000 different people listen at the same moment to the same WMIL program.
ALL THE HORSESHOES in Santa Anita won't guarantee good luck to a Coast campaign based upon a "plus market" that actually doesn't exist. So be sure to keep an eye on the superstition that only one network reaches most of the Coast towns outside the big cities.

BASE YOUR BUY ON BMB and you won't need a rabbit's foot to bring you extra value in Pacific Coast radio. BMB shows that ABC delivers 96.7% coverage of the entire Coast... big markets and small, from little Lemon Cove in the Sequoia's shadow to bustling Long Beach.

CHECK UP WITH AN ABC representative if you want "get lucky" in Coast radio. You'll learn that 22 stations on ABC's Coast network are strategically located to cover not only smaller towns outside metropolitan centers, but the big buying, big city audiences, too.

On the coast you can't get away from ABC

FOR COVERAGE... ABC's booming Pacific network delivers 228,000 watts of power—44,500 more than the second-place network. This power spells coverage—ABC primary service area (BMB 50% or better) covers 96.7% of all Pacific Coast radio homes.

FOR COST... a half hour on ABC's full 22-station Pacific network costs only $1,228.50. Yet you can buy as few as 5 stations for testing or concentration. And ABC is famous for the kind of audience-building promotion that helps slice the cost-per-listener.

Whether you're on a coast network or intend to be—talk to ABC.
"Interested in Shapes?"

Then take a look at WHTN's .5 mV contour

WHTN's .5 mV/m contour wraps up the rich Huntington market better than that of any other station, regardless of power. Cost is lower, too. Add to this an FM bonus on WHTN-FM, most powerful FM station in the Central Ohio Valley, and you've got a low-cost, high power medium for tapping the gold in these hills. Take a look at the Huntington Market . . . $300,000,000 in retail sales . . . then make up your mind to get your share by using WHTN and WHTN-FM.

Gnome Bakeries, New York (pre-baked rolls and breads), appoints Lester L. Wolf Inc., also New York, to handle its advertising. Agency plans for radio and television still nebulous, but Eastern market will be used. Campaign calls for use of spots at first, with possible addition of shows to promote product.

Frederick & Nelson, Seattle department store, launches concentrated Christmas season campaign including four to five spots daily on KIRO and KOMO Seattle, plus five-week sponsorship of Sheelah Carter newscast on KJZ Seattle [Broadcasting, Nov. 28]. Agency: Hiddleston, Evans & Merrill, Seattle.

Hudson dealers, New York metropolitan area, composed of 88 dealers, name Kiores & Carter, New York, to handle advertising. Dealers will sponsor Easy Aces, Wednesday, on WABD (TV) New York starting Dec. 14 and Ridgewood Grove boxing show, Saturday, 9-11:30 p.m. on WPIX (TV) New York, beginning Jan. 7.


Chicago Western Corp. (Pinafore Chicken) begins TV campaign early in the year with one-minute film commercials in about 10 markets through Phil Gordon Agency, Chicago. Frequency of spots will vary. John Gillis is account executive.

Ganeles-Lenger Wine Corp., New York, through its agency, Parkin-Wilbur, also New York, planning extensive advertising campaign for its kosher wines, to start in January and continue through March. Drive includes current spots on WEVD and WBNX both New York, and 15 minute video program that agency is developing to place on one New York TV station, and possibly one Philadelphia station. Television show also will be submitted by agency to advertisers of other kosher products for participating sponsorship.


Mohawk Carpet Co., sponsor of Morton Downey and Roberta Quinlan on NBC-TV, switches Miss Quinlan from Tues. and Thurs. 7:30-7:45 p.m. spot to Mr. Downey's Mon.-Wed.-Fri. spot, at same time, dropping Downey program. George B. Nelson Inc., Schenectady, N. Y., is Mohawk agency.


Arwell Inc., Waukegan, Ill. (sanitation engineers), appoints Schoenfeld, Huber & Green, Chicago, as agency. Plans include use of radio next year.

New York's Bank for Savings, 130-year-old institution, enters first radio venture in its history with purchase of daily quarter-hour on WMCA New York, as test campaign. Contract, to start Jan. 9, calls for 15-minute across-the-board participation in Top Tune Time program, 1:15-1:30 p.m. William Irving Hamilton Inc., New York, is agency.


MacFeeters Creamery, Toronto (Golden Bar butter and cheese products), starts spot announcements on number of Ontario stations, marking company's initial use of radio. P. H. Hayhurst Co. Ltd., Toronto, is agency.

Network Accounts

Kellogg Co., Battle Creek, Mich., through its agency Kenyon & Eckhardt, New York, will sponsor Mark Trail, 15 minute five-time-weekly show (Closed Circuit, Nov. 22). Network and time will be announced shortly. Company has dropped sponsorship of Mother Knows Best which was heard on CBS's Pacific Coast Network and on WCBG New York.

Adpeople

George Duram, media director of Lever Brothers Co., New York, is the father of a boy, George Thomas Jr., born Nov. 29.
**a COMPLETE LINE of CAA APPROVED**

**TOWER LIGHTING EQUIPMENT**

**by Andrew**

**Designed for Dependability... Immediate Delivery...**

**300 MM CODE BEACON, Type 660.** Sturdily constructed, completely dependable. To provide steady, uninterrupted service for many years of exposure to rigorous weather conditions, metal parts are made of cast aluminum with hardwear of corrosion resistant bronze. Insects are kept out by screens placed in ventilating openings.

**ISOFORMERS, Types 2015 and 2030.** Interlocking ring, air-insulated lighting transformers; particularly adapted for use with towers that develop a high voltage across the base insulator.

**REPLACEMENT LAMPS,** for code beacons and obstruction lights. Carried in stock in variety of filament voltages.

**LIGHTING FILTERS,** for use with insulated towers developing moderate voltages above 1 MC. Models available unhoused or in weatherproof steel housing.

**BURNOUT INDICATORS,** to show lamp failure.

**PHOTOELECTRIC CONTROL SWITCHES,** to turn tower lights ON and OFF.

**FLASHERS,** for code beacons.

**COMPLETE TOWER LIGHTING KITS,** including conduit, wire, and all fittings for towers of any height.

---

Write for descriptive bulletins or further information—today.

---

*CAA approvals cover only lighting fixtures themselves. Associated equipment is not subject to CAA regulations but more than meets all local regulations.*

---

**Andrew Corporation**

367 East 15th Street - Chicago 19

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**WORLD'S LARGEST ANTENNA EQUIPMENT SPECIALISTS**

---

**TRANSMISSION LINES FOR AM-FM-TV • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT • CONSULTING ENGINEERING SERVICES.**

**BROADCASTING • Telecasting**

December 12, 1949 • Page 19
DON LEE alone reaches 99.8% of West Coast radio families!

The DON LEE Network covers the whole West Coast...both the "Inside" metropolitan centers and the 5,675,000 consumers outside the big cities. Only DON LEE blankets this "Outside" market...using twice as many "outside" stations as all other networks combined!

As West Coast buyers know, the DON LEE-owned stations in the two key markets of the Coast, KHJ, Los Angeles and KFRC, San Francisco, represent top spot advertising values.

DON LEE collects listeners and keeps them with fine DON LEE programs. Again and again these loyal listeners pay off in profits for the many advertisers collected by JOHN BLAIR during 12 years of aggressive representation! Today, as always, DON LEE is the outstanding radio buy on the Pacific Coast...as any JOHN BLAIR man will gladly prove. Ask him!
DON LEE delivers you this growing share of the U.S.!

LEWIS ALLEN WEISS
Chairman of the Board, Don Lee Broadcasting System.

WILLET H. BROWN
President and General Manager, Don Lee Broadcasting System.

WARD INGRIM
Vice President in Charge of Sales, Don Lee Broadcasting System.

LEE - represented for 12 years by

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

OFFICES IN CHICAGO, NEW YORK, DETROIT, ST. LOUIS, SAN FRANCISCO, LOS ANGELES
<table>
<thead>
<tr>
<th>Time</th>
<th>WHK</th>
<th>NET. B</th>
<th>NET. C</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 - 6:10 P.M.</td>
<td>5.3</td>
<td>6.2</td>
<td>5.1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>WHK</th>
<th>NET. B</th>
<th>NET. C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating Average</td>
<td>952,244</td>
<td>874,385</td>
<td>705,393</td>
</tr>
<tr>
<td>HOMES Primary Area</td>
<td>50,469</td>
<td>54,212</td>
<td>35,975</td>
</tr>
<tr>
<td>HOMES Reached Daily</td>
<td>$60.75</td>
<td>$91.13</td>
<td>$72.04</td>
</tr>
<tr>
<td>Cost per Thousand Homes</td>
<td>$1.18</td>
<td>$1.68</td>
<td>$2.00</td>
</tr>
</tbody>
</table>

Available M. - W. - F. - See your Raymer representative about the "6:00 P.M. News"

(1) Hooper—Fall-Winter 48-49
Winter-Spring 48-49
(2) Based on coverage patterns on file with the FCC; and HOME Survey of Buying Power, 1949
(3) Projected rating for primary area
NARBA RECESS

Meeting Collapse Averted; Four Month Hiatus

STALEMATED and tense, the Montreal NARBA conference narrowly averted collapse last Thursday by approving a four-month recess after the U.S. refused to yield on channel concessions demanded by Cuba [BROADCASTING, Dec. 5].

The sessions broke up Thursday night without action on station assignments that are in dispute, but with these plans fixed:

* U.S. and Cuban delegations will confer in Havana starting Feb. 1 in an effort to iron out broad differences on the island nation's assignments, which had threatened to wreck the conference.

* The NARBA conference itself will then resume in the U.S. on April 1 to continue the negotiations which got under way three months ago.

The recess came after a day of chaotic sessions highlighted by a new Cuban proposal on interim action which authorities maintained would have tied FCC's hands against virtually any assignments until a new treaty is reached.

The U.S. delegation had rejected Cuba's terms for either peace earlier in the week—on instructions from the State Dept. over-riding a 4-to-1 recommendation of the FCC. Even before the action became known, Cuba on Monday offered a "corrected" copy of its earlier demands, watering down many of the proposals which previously had been represented as "the minimum" (see story and list of changes, this page).

Submission of the modified demands, coupled with the last-minute proposal on interim handling of assignments, brought the Commission about-face and lined it solidly with the State Dept. in opposition to the Cuban plan.

FCC Comm. Rosel Hyde, head of the U.S. delegation, advanced the recess plan at an 11 a.m. meeting Thursday. At that time, observers said, Cuba appeared inclined to go along with other nations in general observance of the terms of the expired NARBA, pending agreement on a new treaty.

In subsequent sessions, however, Dr. Jose R. Gutierrez, head of the Cuban delegation, reportedly told the conference that Cuba could not return to the old NARBA but indicated she would attempt to maintain the status quo—that is, not go beyond assignments already made.

Cuba's Intent

Dr. Gutierrez reaffirmed Cuba's desire for a treaty and said she would notify signatory nations of any assignments made and would try not to jeopardize the chances of reaching an ultimate agreement.

Mr. Hyde previously had voiced U.S. willingness, during the interim, to abide by the old NARBA terms "on a reciprocal basis" with any nation which would take the same course.

Canada and the Bahamas reportedly indicated they would make assignments in conformity with the expired treaty, while the Dominican Republic was said to have held it must continue existing assignments (which include 1040 kc, 1-A clear channel used by WHO Des Moines) rather than return to the old agreement.

While the Feb. 1 U.S.-Cuba sessions were fixed definitely for Havana, the site of the full conference resumption on April 1 was not determined except that it will be in the U.S. Presumably the April 1 date would be delayed if the U.S. and Cuba were unable to reach agreement in Havana, but authorities felt the two countries would be able to come to terms in two months if at all.

All non-technical parts of the treaty were agreed upon in the Montreal sessions. But the allocations and other engineering phases—the most vital portions—remain to be worked out in next Spring's deliberations.

The State Dept's decision to reject the Cuban demands over-riding a 4-to-1 vote of the FCC, technical advisors of the department, recommending acceptance of the proposal for the sake of securing a treaty.

Broadcasters' protests, coupled with strong objections from CapL

(Continued on page 40)

GIVEAWAYS GOING THIS A'WAY

GIVEAWAY programs—a generic term almost as loose as the pocket-books of people who broadcast them—last week appeared to be settling expected to occupy for some time, court action does not put them out.

* A year ago the network count was in about the same ratio: ABC 18, CBS 9, NBC 8 and MBS 6.

Of the 31 giveaways now on the air, 21 were on a year ago. Of the 31, the popularity ratings of eight have improved in that time. The ratings of 13 have fallen.

* Wit and Nitwit

The program enjoying the biggest rating increase was Groucho Marx, who went up 6.8 Hooper points. The rating improvement may be largely attributed to the transfer of the program from ABC to CBS at a better time. It may also be speculated that his listeners admire the attitude that Mr. Marx has toward contestants on his program.

He is unable to conceal his belief that all of them are nitwits.

The giveaway that suffered the greatest decline in popularity was the Music, the big noise with which ABC drowned out NBC's Fred Allen. A year ago Stop the Music's Hooping ratings was 16.9, in the latest ratings it was 10.6. It is perhaps partly because of this cheering news that Mr. Allen has been reportedly considering emerging from his retirement.

Among giveaways which were introduced less than a year ago, (Continued on page 41)

December 12, 1949 • Page 23
NEWELL-EMMETT To Dissolve; New Agency Set

NEWELL-EMMETT Co., New York, with a $26 million annual billing and a strong user of radio and television, will dissolve its partnership on Dec. 31. A corporation to be known as Cunningham & Walsh Inc. is being formed to carry on the business.

The incorporating stockholders will be present Newell-Emmett partners, John P. Cunningham, George S. Fowler, William Reydel, Richard Strobridge, Fred H. Walsh, Earl H. Ellis, G. Everett Hoyt and Robert E. Newell.

Clarence D. Newell, who founded the Newell-Emmett Co. in 1919, and Clifford S. Walsh, an original associate, are retiring from business and will have no financial or other interest in the new company.

Thomas J. Maloney, a partner of the firm since 1942, when he merged his own agency with Newell-Emmett, told BROADCASTING that he would become a member of Cunningham & Walsh and an executive officer, effective Jan. 3, 1950. Mr. Maloney at Newell-Emmett was a partner in charge of public relations and merchandising and co-partner in charge of radio and television. He will be joined at Cunningham & Walsh by a number of his present staff, he said.

He is expected to make an announcement about some of his clients this week.

**STOCK EXCHANGE**

Radio, TV Trading Up

IN A SUDDEN spurt of trading in radio and television issues on the New York Stock Exchange last Wednesday, 11,300 shares of ABC changed hands—a record figure for the past six months—and the price of CBS A and B issues rose to the highest levels of the year.

During the day ABC rose $1 to a high of 84, closing at 83. There was no proof that the buying of ABC shares was concentrated, and the speculation of informed observers was that because of its relatively cheap price the stock may have reacted to a general interest in radio and television that day in the market.

CBS A stock rose 3 3/4 to a high of 26, 3,000 shares were traded. The network's B stock rose in a high of 20 with a volume of 800 shares.

The same day RCA led all stocks on the exchange in total volume traded; 33,300 RCA shares changed hands as the price rose in a high of 13 3/4, 1 1/4 below the highest level it has reached this year. Observers guessed that the favorable action of the stocks resulted from recent reports of increased buying of television sets.


drawn by broadcasting by Sid Hix

"...And now Coiffure Curler Co. reminds, tonight's beauty sleep is tomorrow's guarantee of glamor!"

MILES LABS Buys 'One Man's Family'

MILES Labs has bought One Man's Family on the full NBC network beginning Feb. 5, it was announced Thursday. The show, on NBC since April 29, 1932, has been a sustaining for several months. Wade Advertising, Chicago, is the agency.

Heard 3 to 3:30 p.m. Sunday, the program is one of four NBC house-packaged shows to be sold recently. Others are Dagney, to Liggett & Myers (Fatima); Baby Snooks to Lewis-Howe (Tuna), and Screen Directors Playhouse to R. J. Reynolds (Camels). Miles has not yet assigned a product to the show.

STOKELAN-CAMP Adds Stations in Market Drive

STOKELAN-CAMP Inc., Indianapolis, formerly a heavy magazine advertiser, sponsoring locally produced shows in four major markets, will open in a fifth market today, and in a sixth Jan. 3, it was announced by Gardner Advertising, St. Louis. The company has signed 52-week contracts with WSCN-TV-MTV Minneapolis, WJRT, Memphis, KFAM-TV and KHJ Los Angeles, WMJ Miami, WFPA Dallas and KPRC Houston. The Detroit market will be invaded by Feb. 1, the agency reports.

Account executive for Gardner is Roy Lang, and he is being assisted in the campaign by James Marshhutz and James Cathey.
REALIGNMENT of top personnel in Lever Brothers' advertising department and creation of a new post of television manager ( Broadcasting, Dec. 5) resulted in appointment of (1 to 5): George T. Duram, media director; John R. Allen, television manager; George B. Smith, brand advertising manager; Paul Laidley Jr., assistant brand advertising manager, and Howard R. Bloomquist, brand advertising manager.

NAB BOARD AGENDA

THE JOB of winding up NAB's basic reorganization and making the new setup tick will face the final meeting of the present NAB board of directors. The board meets Feb. 8-10 at the San Marcos Hotel, Chandler, Ariz.

Through the rest of two months away, talk of dividing NAB into fewer districts and reducing the size of the board is being heard again among directors and member associations. Some of the more active groups have advanced plan to set up a basic headquarters operation plus special services carrying special fees and the move to abolish the industry's annual convention, urged a fortnight ago by District 16 ( Broadcasting, Dec. 6).

This will be the final meeting of the present board since seven of the 18 directors whose terms end next April will be ineligible for re-election. The nine directors representing a voluntary districts will serve until 1951 but the eight even-numbered directors and the 10 directors-at-large come up for re-election January.

Last Term

Ineligible to run again because they come within the new by-law, effective next year, which limits directors to two consecutive terms and the board voted last April to elect Howard J. Hanna, WHCU Ithaca, N. Y.; Campbell Arnoux, WTAI Norfolk, Va.; Hugh B. Terry, KLZ Denver. Directors-at-large with the limitation are Howard Lane, WJJD Chicago; G. Richard Shafo, WIS Columbus, S. C.; Clair R. McCollough, WGAL, Lancaster, Pa.; Everett L. Dillard, WASH (FM) Washington.

As the reorganization plan moves forward, NAB has absorbed FM Assn. (see story page 28) and has attracted nearly two-score TV members. Television Broadcasters Assn. is still operating though merger gestures continued a year ago. NAB's TV expansion brought two more members to the board at a time when trimming of the board's size was actively discussed.

Meeting of the board's Structure Committee, headed by Mr. McCollough, is planned to resume, with a chance of another session just before the board itself convenes in Arizona. The committee will have a chance to review the workings of NAB's headquarters staff under its newly chartered structure. The NAB standing committee structure has been sharply cut in the streamlining operation and new Radio and Television Divisions created along with an FM Department. Even with the added funds made available to Broadcast Adverting Bureau, the annual NAB budget has been aligned.

Mr. McCollough told Broadcasting no, the board had considered reduction in the number of directors by the redistricting process and elimination of the annual convention. Neither idea was approved by the board, he reminded.

He said the streamlined structure was new and could not be expected to operate at full efficiency immediately. He recalled that the board deferred reports of the Radio and Television Divisions heads to its February meeting.

The idea of setting up NAB headquarters with a basic structure, supplemented by special services calling for special fees, was advocated plan to be followed by Merrill Lindsay, WSOY Decatur, Ill., director-at-large for small stations.

Mr. Lindsay submitted some of his ideas on reorganization in a letter to President Justin Miller and board members. It is understood he was critical of the Radio-Television Division setup and some of the provisions of the NAB-PMA merger.

Creation of a general manager to take some of the management job off Judge Miller's shoulders and a complete study of the headquarters personnel operations were proposed with the idea of increasing efficiency, it is understood.

Queried by Broadcasting, Mr. Lindsay refused to discuss the letter. Asked specifically about his thoughts on reorganization, he described himself as a "Federalist." He said NAB members should pay dues for such basic association jobs as government relations, public affairs, legal and research, for example. They would pay special fees for the special services.

The total bill for this operation should be little higher than the present budget, and perhaps some savings could be effected, Mr. Lindsay said. Not everyone would buy everything, he added, suggesting the plan would provide a quick picture of what services the members actually want.

Favors Increased Dues

He favored an increase in the minimum dues paid by stations. "NAB hasn't reached its ultimate efficiency," Mr. Lindsay said. "The Structure Committee's streamlining has been a step in the right direction but there are more steps to take. Perhaps we should have an ad hoc committee take up the whole problem of personnel and administration.

"NAB should have a stable staff. It pays higher than average wages because it offers no security but the board should make it possible to have some career people."

Mr. Lindsay said he doubted if any further reorganization plans should be submitted to the membership in advance, as proposed by NAB District 16 at Phoenix. It's hard for a thousand or more people to do anything, he explained, but insisted the members must have the right to criticize.

While board members discuss NAB operations among themselves via telephone and letters, some confusion is apparent at headquarters over the relation between department heads and the Radio and Television Division directors. The division officials will have a chance to expand their original November reports by Feb. 10 on the basis of additional experience. Ralph E. Bloomquist, division director, and C. E. Markham, Television Division director, have talked with members in many areas in attending meetings of the Division.

Their original reports prepared for the November board meeting were based on detailed function descriptions supplied by department heads along with suggestions for improving services to members. Judge Miller had directed department heads to provide this information.

One special problem arose in the case of BAB, which operates under a specific board mandate separating it from the rest of the structure. The structural chart provides that the BAB director, Maurice B. Mitchell, report directly to the president.

BAB's selling tools and its loud entry into a competitive media field have brought acclaim from the membership at the district meetings. It is understood BAB feels it should operate outside of the division setup at NAB if it is to do the sales promotion job in line with the board's directives.

Reorganization Faces Feb. 8-10 Meet

TAX HEARING DENIED

Nationally Levy Seen

TAX officials of cities all over the nation are preparing to saddle radio stations with a set of municipal levies based on the Little Rock case, Ark., ordinance upheld by the U. S. Supreme Court ( Broadcasting, Nov. 14). The court last Monday denied the request of two Little Rock stations (KDKA, KARK) and NAB for a rehearing.

With the last-ditch effort to obtain a Supreme Court hearing having failed, attorneys who have been watching the Little Rock case indicated the only course left to the industry is an entirely new case. This case would probably come from another city attempting to copy the Little Rock tax strategy.

The word was spread officially last week among city tax officials that broadcast stations offer a treeful of unpicked revenue plums. Thomas J. Gentry, Little Rock city attorney, divulged the tidings to the National Institute of Municipal Attorneys in giving its annual convention at the Hotel Musesholm, Kansas City.

Gentry Surprised

Nobody was more surprised than Mr. Gentry, author of the taxing idea, at the Supreme Court's blanket endorsement of the Little Rock ordinance. "I frankly was surprised that the Supreme Court upheld the entire ordinance," Mr. Gentry told Broadcasting.

"I wanted a test case in this matter so I put everything in the ordinance, so that if it was thrown out. The Supreme Court in recent cases has been much liberal in permitting taxing of previously exempted bodies."

The highest court's latest action merely listed the appeal in a group of cases which were denied rehearing. No explanation accompanied the listing. The court's Nov. 7 decision, in which it refused to hear the Little Rock stations' appeal, was a one-sentence rejection which not only surprised broadcasters an actual court hearing but also upset the tax exemption stations have enjoyed under the Fisher's. Blended decision.

Because of the Supreme Court's final decision broadcasters can expect cities everywhere to take up the Little Rock ordinance in their communities. One of KDKA's is a $250 annual tax on each station for the local generation of electromagnetic energy when sound waves enter a microphone, plus a $50 annual fee for each salesman who sells radio advertising intraste.

Advertising Federation of America (Continued on page 80)
Miller Gets Champagne Results

On A Beer Budget

By BILL THOMPSON

LIKE MOST Notre Dame linemen, Fred Miller plays an unrelenting game. Strong on fundamentals, he gains a little at a time—and always holds his ground.

Such is the radio history of Miller Brewing Co., Milwaukee. Headed by Knute Rockne’s 1928 captain and All-America tackle, the maker of Miller High Life beer cautiously bought local spots and sponsored a Milwaukee musical show from 1940 to 1944, moved locally into Sports Highlights the next two years, bought time on both a Milwaukee and Chicago station for a Wayne King recorded show in 1946, and during the last three years sponsored Milwaukee Brewer baseball. Not until last summer did Miller go network.

When Lawrence Welk and his orchestra launched High Life Revue June 1 over ABC from New York, seasoned radio advertisers presumed it was “just another band show.” But they hadn’t reckoned with Miller’s advertising director, Roy J. Bernier. He had designed this comparatively low-budget ($400,000) weekly half-hour series as a public relations campaign to key up distributors, helping them in their own bailiwick by originating the network show there, saluting their local civic projects and improvements.

Six weeks before an original 26-week High Life Revue contract was to have expired, Miller extended its commitment for another 26 weeks. Here is why:

● Lawrence Welk’s first cross-country sweep created such a heavy demand for High Life beer that by mid-November Miller stood out as the only major brewer in the nation without surpluses. In an interview Nov. 10, Russel H. Hopkins, executive manager of the National Beer Wholesalers Assn., told of growing beer stocks and warned that a price war could ruin many wholesalers and a number of brewers. Meanwhile, Miller distributors across the country were claiming for more beer. In Lincoln, Neb., for example, 72 out of 73 accounts couldn’t get enough of it.

● Cities on the High Life Revue route, without exception, gave the show a “hero’s welcome.” With coaching from Miller headquarters, distributors were successful in obtaining permission to hang “Welcome” banners on “Main Street” and to stage parades of the High Life motor caravan. Usually, the mayor appeared, and at several stops governors of states spoke on the network show.

● Lawrence Welk opened up brand new territories for Miller by featuring the company’s “Champagne of Bottle Beer” buckets as music stands, tying in with his own “Champagne Music” tag, during dance engagements at out-of-the-way places. A large banner, featuring the Miller “Girl of the Moon” trademark, formed the backdrop for the band at every stop. The Pacific Northwest, Idaho, and Utah were opened up to Miller in this manner, aided to a large de-
M. Bernier's thoroughness in the High Life Revue project comes from close association with his boss, the legendary Mr. Miller. Fred Miller always has been a perfectionist—on the gridiron, in the cockpit of a plane, or as head of the brewing corporation founded by his grandfather in 1855.

He has been radio minded since his Notre Dame days when he watched with interest the preparations for broadcasting Irish games. He was a star lineman at South Bend for three years, being forced to rise to All American caliber his senior year by an ambitious study named Frank Leahy.

But Fred Miller was not only a perfectionist at football and handball (at which he once held state championships in both singles and doubles). He maintained, while in school, the highest scholastic average of any nonmigrant winner. For this, he was awarded a special trophy. And he graduated cum laude.

One of Notre Dame's most loyal alumni, Mr. Miller flies his amphibian to South Bend twice weekly during the football season to help with the team as assistant line coach. He regularly pilots the plane between his house on Oconomowoc Lake and Milwaukee.

When the brewing company made plans several years ago to invest $12,500,000 in expansion, Mr. Miller threw himself into the project with the same vigor and aggressiveness that marked his exploits as a younger man. As a result of his leadership, the Miller firm last July dedicated three new brewery buildings in Milwaukee and has since doubled its production. Its combined brewhouse and grain elevator, costing $3,500,000, is acknowledged by the industry as the most modern brewing unit of its kind. Twelve stories high, it houses storage bins with a grain capacity of 300,000 bushels, sufficient for 30 operating days.

THE forceful theme being followed so successfully in the High Life Revue is the same used in all of Miller's promotional and advertising activities. But the "Champagne Bucket" which has been converted into music stands for the Welk band is one of the most outstanding successes in Miller's long line of point-of-sale displays. The company's alert advertising manager, Mr. Bernier, dreamed up the bucket with the help of A. R. Schutz of a Chicago firm of display designers and produc-

This insigne has played an important part in the Revue tour because after dancers and diners see 14 of the buckets all evening in front of Lawrence Welk's musicians, then spot them in retail establishments, a bottle of Miller High Life is as good as sold. One of the most important facts to remember about the Revue tour, Mr. Bernier points out, is that the Welk performers also have these displays in front of them on every non-broadcast engagement. Miller wisely encourages the band to move out between broadcasts for one-night stands.

The display consists of three principal plastic parts, a metal back, and a lighted device which causes constant change of color in the lettering around the sides of the bucket. A special heat-resistant silver finish developed for this application is sprayed on the inside surface of the bucket to simulate an actual metallic surface. The height of realism is achieved in the ice-cube top piece, which is molded to show blue white highlights above the inexorable bulb which also lights the color changes. The molded plastic Miller High Life beer bottle is a full-size replica, even to the use of an actual gold foil label and neck-wrap. Beer retailers jump at the opportunity to use the attractive displays in their stores.

On tour with the show, Robert Long, account executive with Klaus Van Pietersom-Dunlap Assoc, Miller agency, reports that some of the smaller places where the Welk band has played one-nighters formerly were dispensing little or no Miller beer. After the band's appearance, many of them reported average sales of 100 cases nightly. And these increased sales have been sustained weeks after the band's departure, according to an agency check. Mr. Long believes that sales-wise the tour is "one of the most unusual in the history of the agency."

"The distributor feels that the brewery really is doing something for him," says Mr. Long. "The effect of the show is to give the distributor the feeling that it is he who is sponsoring it. This is a big boost for him in the eyes of his townspeople."

Mr. Long did valuable spadework before the Revue took the air by juggling Lawrence Welk's schedule so that he would be booked in towns most advantageous to Miller. This called for frequent conferences with Music Corp. of America, under whose management the band is routed. Bob Long is credited with bringing about an arrangement with MCA that pleased both Mr. Welk and the sponsor.

Mr. Long travels with the show, working out promotion plans between the distributor and the local ABC station, and also selecting prominent guests to appear on each (Continued on page 56).
FM ASSN. DISSOLVES

To Merge With NAB

The three-year career of FM Assn., promotional agency comprising nearly 200 stations, comes to an official end about Jan. 1.

Decision to accept NAB's merger invitation was reached last Monday by the FMA board after a meeting in Washington. The invitation was extended by the NAB board at its mid-November meeting.

Under the FMA liquidation plan, which has been sent to FMA's membership, assets of the association will be distributed as soon as details can be handled. The FMA board did not vote to submit the dissolution plan to members for referendum vote.

Many FMA services are to be continued by NAB, with policy recommendations drafted by a new FM Executive Committee consisting of three members of the FMA board and two NAB board members.

A full-time paid director is to be appointed by NAB President Justin Miller. An executive director and two board members have been recommended by Edward L. Sellers, FMA executive director, be named to head this department. It is understood FMA has a gentleman's agreement with President Miller and the NAB board providing for Mr. Sellers' appointment.

Sellers In Charge

Details of the FMA liquidation are being handled by Mr. Sellers. President Miller said Tuesday that "details of the merger and considerations of personnel must be worked out to complete the plan." This will be a matter of first consideration immediately on completion of the district meeting tour and will come before the NAB board for confirmatory action in February. NAB stated that most FMA members also belong to NAB.

FMA was organized Jan. 10, 1947, in Washington following the late 1945 merger of the predecessor FM Broadcasters Inc. into NAB. FMBI was officially dissolved Oct. 21, 1946, during the NAB convention and at the same time a group of FM station executives set in motion the FMA project. First president was Roy Hofheinz, KOPY (FM) Houston, followed by Everett L. Dillard, WASH (FM) Washington and William E. Ware, formerly KFMMX (FM) Council Bluffs. Mr. Ware did not attend the FMA board meeting last Monday.

First executive director of FMA was John N. (Bailly) Bailey. He was succeeded last January by Mr. Sellers.

After the dissolution action was taken, C. M. James, Jr., consulting engineer and FMA board member, said the action will promote the best interests of the FM broadcasting industry. "FMA has been purely a promotional activity which has now served its purpose," he said. "All broadcasters can now consolidate their interests in one organization which will intensify production of FM receivers as well as keep before the public the important aspects of FM broadcasting."

"During its existence the FMA has been successful in focusing attention on the problems of a growing industry, which we believe at the present time has reached a stage of wholesome maturity. The united effort of all broadcasters is all that is needed to make FM service a reality in every community in the United States."

A combined statement of policy was adopted by FMA and NAB to guide operations of the FM department, which structurally comes within the NAB Radio Division under Director Ralph W. Hardy.

FM-only stations absorbed by NAB probably will pay the same scale of dues as AM members, starting with a $6.66 monthly minimum ($7.50 minus current 12½% discount). Many FMA members also belong to NAB through AM affiliates. In such cases the dues will be based on the combined AM-FM income. NAB's board may take up the whole dues structure at its February meeting. FMA's dues have been $100 a year, though some manufacturer members have paid larger sums to aid the association's work. At present FMA has 150 members in good standing.

Committee Members

Members of the new FM Executive Committee of NAB from FMA are Josh L. Horne, WFMA (FM) Rocky Mount, N. C.; Matthew H. Bonebrake, KOCY (FM) Oklahoma City; Edward A. Wheeler, WEAW (FM) Evanston, Ill. NAB members are Frank U. Fletcher, WARL-FM Arlington, Va., and Mr. Dillard.

The NAB-FM policy statement follows:

"It shall be the function and duty of the FM Executive Committee to advise with the FM director in carrying out the following activities under the direction of the president."

(A) to gather, assemble and compile all available information for dissemination to NAB FM member stations on

(1) FM operation and progress including but not limited to set distribution, in the various markets to be determined by continuing research studies.

(2) FM listener and measurement studies.

(3) the status of FM broadcasting stations, including number, power, location and all other pertinent matters.

(4) successful sales plans developed and results achieved on FM stations.

(5) the exchange of programs and promotional ideas developed by FM stations and of particular value to other FM stations.

(6) management studies of different types and forms of FM operation.

(B) to furnish such of the foregoing as may be feasible so that they may be made a part of the permanent records of NAB stations.

(C) to render guidance, suggestions and information and provide data to NAB FM members on problems and developments of peculiar interests to them.

(D) to cooperate with all other departments of NAB to the extent that where applicable all publications include appropriate reference to FM operations and that all material issued by such departments be made available on an equal basis to FM member stations.

In any manner consistent with NAB policy with outside agencies dealing with FM.

WCAM CAMDEN CASE

FCC Ruling Favors Outlet

COMPLAINT against WCAM, Camden, N. J., and request for revocation of WCAM's license, filed by the New Jersey Council of Christian Churches and Bible Presbyterian Church, Collingwood, N. J., was denied by FCC last Thursday.

The evangelical group charged WCAM with discrimination and censorship in religious programming in violation of the Communications Act and FCC's rules [BROADCASTING, May 16]. The Commission's memorandum opinion, according to the complaint, has not been released.

The petition in addition to citing WCAM's refusal to continue selling time for religious programs, alleged that the station discriminated and censored in the appointment of the sustaining time provided for religious programs. The petition further revealed that a resolution had been adopted in March attacking certain unidentified individuals within FCC itself and requesting Congressional investigation of the Commission.

Brock-Hall Plans

BROCK-HALL Dairy Co., New Haven, has appointed Charles W. Hoyt Co., New York, to handle its advertising. Radio is being considered, but on a strictly local basis, and advertising is distributed only in New Haven, Waterbury and Bridgeport, all in Connecticut.
PURCHASE of the SESAC music library by Broadcast Music Inc., industry-owned copyright group, was proposed by NAB District (Mountain states) at its Monday-Wednesday meeting last week at the Utah Hotel, Salt Lake City.

District 14 urged that the subject be explored after discussing the oft-heard request for per-program licensing of SESAC music.

The subject has been discussed at many district meetings in the last several years.

The topic came up in a questionnaire period following an off-the-record talk by Carl Haverlin, BMI president. Kolin Hager, representing SESAC, said the copyright group "is perfectly willing to meet with an NAB committee to discuss such matters as per program licensing."

NAB President Justin Miller assured Mr. Hager such a committee will be named quickly. The SESAC resolution adopted by District 14 members thanked Mr. Hager for SESAC's willingness to meet with an NAB policy group on the subject of per program licensing and added the request that the purchase of SESAC by BMI be explored.

Mr. Haverlin reported "phenomenal gains" for BMI, crediting stations "in grassroots regions" with putting most of the leading tunes on the hit parade. He said BMI hopes to own half the music performed by broadcasters before another decade.

112 Delegates Attend

Despite the vast area covered by District 14, 112 delegates were registered for the three-day meeting. The district presented Judge Miller with a watch "in recognition of his services to the industry." District Director Hugh B. Terry, KLZ Denver, told the members they voted for a new board member in early 1950. Mr. Terry is ineligible under the new rule limiting NAB directors to two successive terms.

Invitation was received to hold the next district meeting at Albuquerque, N. M.

The district had a three-day agenda instead of the usual two-day programs at other meetings. NAB headquarters officials were heard Monday and Tuesday. The third day was a "district roundtable" at which Rex Howell, KFXJ Grand Junction, Colo., presided. District affairs were discussed, with delegates exchanging ideas and problems as well as sales successes.

Robert J. Dean, KOTA Rapid City, S. D., exhibited sales ideas and William C. Grove, KFBC Cheyenne, Wyo., demonstrated his low-cost mobile unit. Salt Lake City television stations, KDYL-TV and KSL-TV, provided studio tours and entertainment Monday and Tuesday nights.

Maurice B. Mitchell, director of

BROADCASTING • Telecasting

Proposed by NAB District 14

the current 12½% discount in NAB membership dues be rescinded, with the funds restored thereby going to BAB.

Firm support was given the policy of rendering financial and legal support to protect industry interests in such cases as the Arkansas tax appeal. Apparently not aware that the U. S. Supreme Court had refused a rehearing in the Arkansas case, the district called for Supreme Court review of its decision. Judge Miller warned that other jurisdictions will levy radio license taxes (see Arkansas tax story page 25).

Judge Miller warned that television must take immediate steps to improve its programming or suffer the type of attacks that deluged broadcasters a few years back. He said numerous letters had been received from churchmen, educators and legislators who oppose liquor advertising on the air. He expressed belief that Petrillo trouble is in the offing, with the American

(Continued on page 44)
AD COMMITTEE

CLOSER working arrangements between the advertising industry and the Dept. of Commerce are sought by means of an Advertising Committee named last week by Secretary of Commerce Charles Sawyer.

"I feel that the advertising industry is one of the keystones of national prosperity," Secretary Sawyer said in commenting on advertising's fundamental role in advancing the American economy. He called the first meeting for Dec. 9 in his Dept. of Commerce office.

On the opening agenda were problems of organization; methods for collection and dissemination of data of importance to advertising and marketing; a program for closer liaison between the industry and department.


Government-Industry Group Named

Fulton, Outdoor Advertising Inc.; Philip J. Everest, National Assn. of Transportation Advertising.

RCA RECORDING

SALES PROGRAM MEET IN NEW YORK

GREATEST sales campaign in Thesaurus history was touched off last week by a well-spoken national conference at RCA's recorded program services, according to a release from the firm. Thesaurus itself was until a short time ago part of NBC.

James P. Davis, manager of custom record sales, who presided, said he was elated at the reaction this new series of programs. It was called "a steady parade" of new talent to be added to the Thesaurus roster in the near future.

Among others in attendance: Wade Barnes, sales head; Bert Wood, program manager; Ben Rosner, promotion manager; and the following sales representatives: Ad Amor, New York; Bill Reilly, Chicago; and Bill Gartland, Hollywood.

TWO ARE NAMED

BY COLUMBIA RECORDS

KEN McALLISTER today (Dec. 12) was appointed director of advertising and promotion for Columbia Records Inc. and Jeff Wilson was named general sales manager of the firm by Paul Southard, vice president in charge of merchandising.

In announcing the appointments, Mr. Southard said Mr. McAllister will direct merchandising activities and personnel, advertising, promotion and publicity. Mr. Wilson's duties include charge of all district managers and distributor activities as well as chain store and export sales.

Mr. McAllister has been with Columbia Records since 1941 when he became manager of its popular record promotion department prior to that date, he worked in advertising and publicity for General Electric and WGY Schenectady. He has been manager of distribution and promotion for Columbia since early this year.

Mr. Wilson has been with Columbia Records since 1928. He became manager of its record department last year.
The 1949 Iowa Radio Audience Survey* proves that multiple-set ownership means additional listening—that the number of hours of extra listening is in almost direct proportion to the number of extra sets. (In homes having four or more sets, for example, an average of 67.7% of the families use two sets simultaneously, daytime, as against 26.4% with only two sets.)

Iowa families are really radio-equipped. 45.7% of them have two or more sets in their homes... 51.9% of all car-owners have car radios... 9.7% of the truck-owners have radios in their trucks... 12.5% of the barn-owners have radios in their barns!

More than that, the 1949 Survey shows that radio-minded Iowa families listen more than twice as much to WHO as to any other station. This top-heavy preference for WHO of course applies to multiple-set families as well as to single-set families—hence gives advertisers a substantial bonus audience that is not ordinarily measured.

The Iowa Radio Audience Survey is a MUST for every advertiser who wants to know all about Iowa listening. Ask us or Free & Peters for your free copy, today!

* The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State. It is widely recognized as one of the nation’s most informative and reliable radio research projects.

The Iowa Radio Audience Survey...
INITIAL DECISIONS

Three Grants, Three Denials Proposed

INITIAL decisions were reported by FCC hearing examiners last week to:

- Grant Payne County broadcasters new AM station on 1600 kc with 500 w daytime at Cushing, Okla.
- Grant Jackson Assoc. Inc. new 1520 kc with 1 kw fulltime and to grant WCRB Walkham, Mass., switch from 500 w to 1 kw, operating daytime on 1430 kc.
- Deny George F. Haddican new AM station at Delano, Calif., on 1540 kc with 350 w fulltime.

The several reports also would deny the competitive bid of Cushing Broadcasting Co. in the Oklahoma proceeding and deny the applications of Massasoit Broadcasting Corp. and Taunton Radio Corp. for new AM stations at Taunton, Mass., on 1520 kc with 1 kw daytime, the Massachusetts case.

Examiner Elizabeth C. Smith preferred Payne County broadcasters over Cushing Broadcasting because of greater ownership-operators integration and to provide greater diversification of control over local media for mass communication. Cushing Broadcasting is headed by Otto H. Lachenmeyer, publisher of the only local paper.

Basis for Disqualification

Examiner Smith also found in her Massachusetts ruling that both Massasoit Broadcasting and Taunton Radio failed to participate in the hearing and hence were disqualified from consideration. Although both the Jackson Assoc. and WCRB proposals failed to meet FCC engineering standards in certain respects, grants were merited in view of the respectively new first local service and increased service to be rendered.

Denial of the George Haddican application was proposed by Examiner Fanney N. Litvin on grounds the applicant had not shown he was qualified to be a licensee. The conclusion of the report said: "Haddican's evasive, uncandid and at times untruthful presentation of facts both in his application and in his testimony at the hearing...raises grave doubts as to whether he can be entrusted, in the future, if his application..."
These monkeys have every seat in the theater. The show must be good to play to such a packed house.

Just like the shows on W-I-T-H. Day after day, night after night, W-I-T-H attracts more home listeners-per-dollar than any other station in Baltimore. And in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in barber shops, 49.3% were tuned to W-I-T-H.

That means low-cost results. That means that small appropriations accomplish big results on W-I-T-H. Call in your Headley-Reed man and get the full W-I-T-H story today.
How to Get

the difference is MUTUAL!
Every Sixth Radio Home...FREE

After serving as the “different” network for nearly 15 years, we now find that difference branded—in earthy, fiscal terms—by the authoritative Mr. A. C. Nielsen. His studies reveal that the price of five radio homes on other networks will get you six on Mutual. In terms of actual audience millions, this plus can shape a Rainier-size peak on your sales horizon.

One thing we like about the Nielsen “Homes per Dollar” Index is that it reports just that. It takes full note of ratings, but it keeps an equally clear eye on the cost of each rating. By dividing net time and talent costs into homes actually delivered, it comes up with data to warm the heart of any comptroller.

Another thing we like about the Index is the way it weighs all four networks—strictly by homes-per-dollar—during the latest winter-peak period of January-April, 1949:

<table>
<thead>
<tr>
<th>Network</th>
<th>Homes Delivered per Dollar of Actual Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>All 4 Networks</td>
<td>336</td>
</tr>
<tr>
<td>Other 3 Networks</td>
<td>328</td>
</tr>
<tr>
<td><strong>MUTUAL</strong></td>
<td><strong>398</strong></td>
</tr>
</tbody>
</table>

Based on Total Audience data. Programs sponsored by religious organizations omitted.

Here is dollars-and-sensible proof of the matchless economy of network radio...the nation’s only true mass medium. Here, too, is challenging evidence of how much more your radio program can accomplish on this “different” network.

The Difference is MUTUAL!

**Remember These Other Mutual Plus-Differences:**

- Lowest Costs, Hookup by Hookup, of All Networks
- 500 Stations; 300 the Only Network Voice in Town
- Maximum Flexibility for Custom-Tailored Hookups
- "Where-To-Buy-It" Cut-Ins Available at No Extra Cost
AM Lives; So Does NARBA

TRAGEDY on the air-waves was averted last week.

In a surprising move that ran counter to recent diplomatic experience, the U. S. delegation to the NARBA conference in Miami rejected Cuba's untenable demands for AM assignments that would have pulverized service in large areas of the United States.

Action came by mandate of a singularly alert and informed State Department. It overruled the FCC, which previously had voted 4-1 in favor of a treaty at Cuba's terms.

The end achieved—a recession—is desirable. It means simply that a crisis has abated. The second session of the Third NARBA Conference convenes in the United States on April 1. Certainly Cuba should scale down its demands. It is to be hoped Cuba will promptly return to the pre-conference "status quo" by removing from our channels those stations now playing neda.

This hiatus is no permanent solution. Rejection of Cuba's treaty demands was premised not only upon their Gargantuan scope, but also upon the manifest undesirability of devising continental allocations without knowledge of the allotments to Canada and Mexico, as well as the lesser signatories. NARBA must consider the entire mosaic of limited allocations territorially and nationally. We can't conceive of one much more minute geographically than Cuba.

We, who had harsh words last week for the State Department, now dock our hats to Under Secretary of State James Webb and his telecommunication experts. That action, of course, was not wholly spontaneous. The Department had heard from many broadcasters and communications experts, including a Senate Majority Leader Scott Lucas. It was abundantly clear that even if we had capitulated—as the FCC first agreed—there would be opposition to Senate ratification. Strong medians, that.

What motivated the FCC to vote for a treaty we cannot fathom. Only Conn. Sterling—an engineer—of the five who voted, sang solo against Cuba's terms. He thought it was too high a price. His judgment was vindicated not only by the State Department reversal but also when Cuba made an 11th-hour proposal substantially modifying downward its previous minute requirements.

And at the 11th hour and about 90 minutes, Cuba became unglued again and offered wide-open proposals that even the FCC couldn't stomach.

Delegation-Chairman Clyde had handled a rough assignment as best he could. His job, we presume, was to get a treaty on the best terms possible. He was under State Department rather than FCC direction and his final instruction was against a treaty now. We think the FCC advice was sour. The fact that it did not sway the State Department is a tribute to that agency and to the fast-footed and head-work of the broadcasters and their attorneys and engineers who were effective in getting the Senators and Congressmen on the job despite the Congressional recess.

There should be no recriminations now. The FCC had handled Mr. Hyde the always sticky job of attempting to compromise an inevitable NARBA dispute. It should have been obvious, however, that Cuba's demands were so high that we delivered a solar plexus blow to American radio.

So AM lives and NARBA lives, too. This, however, represents merely the negotiation of the first phase. The second comes in February in Havana, and the third somewhere in the II. C. in April. As always, vigilance is the price of radio liberty.

Our Respects To

LEWIS SCOTT FROST

WHEN Lewis Scott Frost began his business career as a serious, young couple—W. S. and Betty took on the task of dealing with the inevitable. They were both acutely aware of the difficulties involved in striking a balance between their personal lives and the demands of their professional responsibilities. They decided to take on the challenge with determination and resilience.

Today they are as happy as they can be—working together in their own business, enjoying the fruits of their labor, and raising their two children. They have come a long way from their early days in business, but they remain committed to the principles that have guided them throughout their careers. They believe in hard work, dedication, and mutual respect, and they are proud of the accomplishments they have achieved as a team.

As they look to the future, they are excited about the opportunities that lie ahead. They are committed to continuing to grow their business, to expanding their influence and impact, and to serving their clients with the same level of excellence that has made them a trusted name in the industry. They are truly a force to be reckoned with, and they are proud to be able to share their story with others who are seeking inspiration and guidance in their own pursuits.

Home, Sweet Home

HAVE YOU ever tried to carry a crate of grapefruit piggyback from a skyscraper office to a cab near a station at rush hour? Or perhaps a Smithfield ham from Virginia, an oversized carton of dates from Arizona, cigars from Puerto Rico, a hickory smoked turkey from the Catskills, and two gallons of maple syrup from Vermont? At this season, when Kris Kringle begins his jaunts from the hinterlands to agency, advertiser, network and station offices, the beleaguered but pleased grateful recipients wonder whether the donors realize that people do not live at their offices, despite the grinding radio pace. They can't say so openly without looking a gift horse in the mouth, but they'd much prefer to think the generousities about that Home, Sweet Home address.

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BROADCASTING • Telecasting
Whether you sell... Architects' Buildings... Caloric Dinners Effecting Favorable Gastronomical Happiness... Intricate Jade Knick-Knacks... Lovely Maidens' Negligees Or Pajamas... Quality Retail Staples... Tapestry Upholstery... Veneered Wooden Xylophones... Yachts... Zippers... Better Buy Radio... Better Buy WGN!

Yes, from A to Z. WGN can do a selling job for you. And currently WGN has a fabulous array of new shows available that are the most potentially potent, high-rated sales makers WGN has ever offered to sponsors. Here's your opportunity to sponsor great name programs featuring star studded casts... at a cost designed to fit any pocketbook. Just look at this list of programs and the amazing galaxy of stars—THERE'S A SHOW HERE TO FIT YOUR NEEDS!

M-I-M THEATER
A weekly, hour-long dramatic program featuring great screen plays with TOP Metro-Goldwyn-Mayer stars... including Marlene Dietrich, John Garfield, Brian Aherne, Van Heflin, Margaret O'Brien. Here's a show comparable to the best, at considerably less cost.

AT HOME WITH Lionel Barrymore
Three fascinating quarter hour visits per week with one of the most colorful, beloved stars of stage, screen and radio. A sparkling addition to your radio sales staff.

CRIME DOES NOT PAY
Thirty minutes, once a week, of tense, terrific entertainment. Screen Academy Award Winner, now on radio with a top cast, headed by a well-known Hollywood player each week. A sure favorite with listeners.

THE Adventures of DR. KILDARE!
Now, this unforgettable show comes to the air, with the popular stars that listeners remember... LEW AYRES and LIONEL BARRYMORE. Here's a half hour once-a-week show of thrilling, wonderful listening.

MAISIE
A half hour each week of hilarious adventure starring the one and only ANN SOTHERN in her original role. A sure favorite in any radio schedule.

JUDGE HARDY'S FAMILY
Once-a-week, 30 fun-filled minutes with America's funniest family... featuring the stars who made the Hardy Family so famous: MICKEY ROONEY, LEWIS STONE and PEARL HOLDEN. You can't miss the family audience with this great feature.

Don't Delay... make your Best Buy today with WGN!

WGN reaches more homes each week than any other Chicago station.—1949 Nielsen Annual Report
NATIONAL GUARD SUCCESS
Radio Credited in Recruiting Drive

COOPERATION of the radio industry was a "major contributing" factor in the successful windup of the National Guard's two-month recruiting campaign which closed Nov. 30. This factor was stressed at a luncheon held by Maj. Gen. Kenneth F. Cramer, NG bureau chief, last Thursday.

The recruiting drive, which exceeded original objectives set for the campaign, was spurred by a national public information program. Maj. Ernest L. Smith, a veteran of the radio industry for some 16 years and for the past year chief of NG's information office, initiated and guided the plan.

The program was launched Sept. 19 when the Guard's total aggregate strength comprised 363,700 officers and enlisted men. The nationwide program, with radio playing a major role, much of it on a public service basis, shot the total up to 391,160—exceeding previous personnel top during World War I. Cooperation of advertisers also was cited as another major factor.

Major Smith formerly was program director at WBIG Greensboro, N. C. He also helped establish, in 1946, KTUM San Rafael, Calif., a 1 kw station licensed to Marin Broadcasting Co. Major Smith served as vice president and general manager of the outlet in which he held part ownership at one time.

A highlight of the two-month drive was the success of the National Guard's 13-week dramatic show. Produced in Hollywood by C. P. MacGregor, it was carried by over 800 stations as a public service. The series, an open-ended feature devoted to Plywood talent, has drawn such favorable station response that another 13 week series is being made, General Cramer said.

Only expensive attached to airing of the series was that involved in producing the programs. Stations were solicited on a voluntary basis.

NEWS DINNER
Committees Are Announced

WILLIAM R. MCANDREW, NBC Washington, will head the committee charged with providing entertainment at the Radio Correspondents Assn.'s eighth annual dinner for the President to be held at Washington's Statler Hotel Feb. 4. Other committee assignments also were revealed last week.

The dinner committee is headed by Elmer Davis, ABC commentator, president of the correspondents' group, and Bill Henry, MBS, general chairman, who will serve as ex-officio chairman of all committees.

The two news analysts were slated to visit New York last week to arrange details for the dinner. NBC will handle arrangements for entertainment at the 1950 dinner. Serving Mr. McAndrew are Hollis M. Seavy, MBS; Walter Compton, WPTO(TV); Washington, and Theodore F. Koop, CBS.

Other committee personnel:

Staff arrangements—Albert L. Wagner, ABC chairman; Francis W. Tully Jr., Yankee Network; George S. Reed, Associated News; Mencken, MacGregor

Guest list—Bill[i—a]—CBS, chair-

byron

B, ABC; Roger Coelos, DuMont;

E. T. Tully, and Seavy; Secret service con-

chairman, MBS; Robert N. Menen-

Raymond Baldwin Radio Gallery, and

Mensch, WFAA, MBS; Hillman, MBS; Robert N. Menen-

Hillman, MBS; Robert N. Menen-

man; Printing—John Edwards; ABC

naug, Hillman, McGraft, Menen-

chairman; Ticket delivery—Mr. Me-

head table—Bex Coan, Trans-

Rex Baldwin; Radio Gallery, and

men; McGraft; Cocktail party—Earl Godwin; McGraft; McGraft;

Singers—Roger Coelos, DuMont;

Electoral Co.]; ABC chairman; Ticket delivery—Mr. Me-

naug, Hillman, McGraft, Menen-


AFRA V.S. WATL
Union Files 60 Exceptions

AFRA's New York office last week disclosed that the union has filed some 60 exceptions to an intermediate report filed by an NLRB trial examiner, with collective bargaining negotiations between WATL Atlanta and the Atlanta Union

The recommendations, filed by NLRB Trial Examiner Hamilton Gardner and released by the labor board early this month, were based on findings that WATL, owned by J. W. Woodruff Sr., and licensed to Atlanta Broadcasting Co., had consistently bargained "in good faith" with both AFRA and IBEW, and that the union had engaged in unfair labor practices only to the extent of employing others' union affiliations.

BROADCASTING, Dec. 5, incorrectly said the report was "not disputed" rather than released by NLRB.

The labor board will review the exceptions before handing down a decision. Had no exceptions been filed, the recommendations would have been put into effect 20 days after notice of preliminary findings. In a "substantial number of cases," the recommendations of the trial examiner usually are upheld, a NLRB spokesman said.
DREW PEARSON, ABC commentator and newspaper columnist, last Wednesday filed a motion in New York Supreme Court to amend his original complaint against Westbrook Pegler, raising the damages sought from $500,000 to $200,000.

Mr. Pegler countered the next day with a column renewing his attack on Mr. Pearson, whom he called "droop," with a lower case "d." In the column, Mr. Pegler also attacked members of the new law firm representing Mr. Pearson. The firm is Poletti, Diamond, Roosevelt, Freidin and Mackay, of which Franklin D. Roosevelt Jr. is a member.

Mr. Pegler quoted his own answer in the case which charged that Mr. Pearson "has acquired enormous power by his fantastic lies over a national hook-up."

Mr. Pearson, whose motion to amend the complaint will be heard tomorrow (Dec. 13), added to his libel suit against Mr. Pegler the further charge that Mr. Pegler violated a 1946 agreement between them that neither would comment adversely upon the other.

Mr. Pearson is now asking $300,000 from King Features and Mr. Pegler jointly; $200,000 from Mr. Pegler for violation of the alleged agreement; $200,000 from King Features alone, and $500,000 from Hearst Consolidated Publications Inc.

EXECUTIVES of KRML Tulsa and officials of John Blair & Co., Chicago, met in Tulsa Dec. 1 for a consultation on plans for the new station's opening. They are: Cundey Aker, vice-president of KRGM; John Blair of John Blair & Co.; Robert B. Jones Jr., KRGM general manager, and Wells Barnett, Blair Co. Owned by Sen. Robert S. Kerr (Okla.) and associates, KRGM will be represented by the Blair Co. and will operate on 740 kc with 50 kw. Station will be an ABC affiliate.

THE INGENUITY of two newsmen at the Sioux City studio of WAXN Yankton-Sioux City was severely taxed last week, but before the day was over the pair had come through with flying colors.

A desperado who had terrorized the Midwest during an 11-day manhunt was shot and killed at 10:30 a.m., Sunday, Dec. 4, on a country road in Southeast Nebraska. While preparing his 12:45 p.m. news show in Sioux City, WAXN Newsmen Bob Buchanan learned that the gunman had been killed by W. W. Smith, Kansas state patrolman. From his home in Sioux City, Newsmen Bill Slattery began making phone calls all over the area of the capture in an effort to contact Patrolman Smith. Finally Mr. Smith was located but by this time Mr. Buchanan had already gone on the air.

Mr. Slattery set up a three-way conference telephone hook-up between his home, Patrolman Smith and the WAXN Sioux City studio. He was cued into the broadcast by a radio tuned in to Newman Buchanan. By use of the phone hook-up, WAXN listeners were able to hear Mr. Slattery's interview with Patrolman Smith, less than three hours after the gun- man was killed.

1947 Lobbying Act, they felt no violation would be involved if they had failed to register. Misunderstanding over registration requirements will be explored during the hearings.

## FULTON LEWIS

Starts Chain Reaction

CHARGES that the late Harry Hopkins gave vital atomic secrets to Russia during the war, brought out during the Dec. 2 MBS commentary of Fulton Lewis Jr., stirred the nation last week as an investigation was started by the Joint Congressional Atomic Energy Committee.

Mr. Lewis presented on his program George Jordan, former Air Force major. Mr. Jordan supplemented his charges last week with allegation that Mr. Hopkins was instrumental in sending uranium to Russia as a weapon of war.

The revelations brought mixed editorial reaction. The liberal New York Post started a series of articles titled "Reaction's Golden Voice" and castigated Mr. Lewis editorially. The more conservative Washington Star said the charges are "serious enough to warrant a thorough investigation to determine whether there is factual justification for them or whether they are merely a lot of irresponsible poppycock."

Newspapers everywhere devoted large amount of space to reporting results of the atomic committee's investigation as well as to further charges by Mr. Jordan in a news conference.

ABC's Top Ten

A-Bomb Story Heads List

THE discovery that Russia has the atom bomb, and the pennant races of the New York Yankees and Brooklyn Dodgers were voted last week by coast-to-coast ABC news editors to be 1949's top news and sport stories, respectively.

Top 10 news stories according to the ABC poll are:

1. Russia Gets the A-Bomb
2. Lifting 47 U. S. Bombs from the deck
3. Chinese Communist Victory
4. Formation of North Atlantic Alliance
5. essays to Walter Wanger, Communist Leader
6. Devolution of British Pound
7. House Probers, Anti-Communist Leaders
8. PICKUP IN BUSINESS
9. Fight over Unification of Armed Forces
10. Kathy Fausi Tort Flip Death in Well

## NARND MEET

Set for Chicago in 1950

CHICAGO has been chosen as site of the National Assn. of Radio News Directors 1950 convention, it was announced last week by First Vice-President Ben Chatfield of WMAG in Ga. The city was selected from nine nominations, including Denver, Minneapolis, Boston, Washington, Miami Beach, Louisville, Dallas and Yakki Island, Ga.

Mr. Chatfield, who will plan the convention program, will announce dates of his committee meetings and the convention dates in the fall, he announced at a board meeting of directors meeting in Chicago after the first of the year.

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NARBA Recess
(Continued from page 29)

tol Hill and a feeling within the State Dept. that the proposal was untenable, were given credit for
the ultimate decision to risk the prospects of a treaty in hopes of
securing a less disastrous one later on.

Lone Commissioner holding out for the course which the State
Dept. later adopted was George E. Sterling, who argued that the
Cuban terms were too high a price to pay and that the U.S. should
know the demands of all nations—including Mexico, which did not participate in the conference—before
signing an agreement.

Opposing him within the Commission were Chairman Wayne
Coy and Comrs. E. M. Webster, Robert F. Jones, and Frieda B.
Hennock (Comr. Paul A. Walker was absent). Their position
apparently stemmed from a desire to
back up their fellow-commissioner,
Delegation Chairman Rosel H.
Hyde, in his efforts to reach agree-
ment, and also the belief that a
charted course would be better
than an uncharted one.

The final turn of events inspired
a growing belief among observers that FCC would reactivate work on
its long-pending clear-channel de-
cision, in hopes of getting it out
before the April 1 resumption of
negotiations with Cuba. The case
dates to early 1945.

The move for a recess in the
conference’s deliberations was
made by Mr. Hyde at an 11 o’clock
plenary meeting Thursday morn-
ing, which was followed by lengthy

and often heated sessions in the
afternoon and evening before the
final recess was taken.

Mr. Hyde cited the U.S.-Cuban
differences as “probably the out-
standing reason” for the delay in
conference but said “it does appear that further consulta-
tion between these two delegations
can lead to a resolution of these
difficulties.” He continued:

“However, the time that would
be required is uncertain and there-
fore it does not appear to us that

other delegations should be ex-
pected to remain in conference
while the U.S. and Cuba continue
discussions. Under the cir-
stances, it is the belief of my
delegation that the wise course for
us to follow at this point would be
to recess the conference until a
date in the not-too-distant future
and we so move.”

Mr. Hyde praised “the cooper-
ating spirit shown by all delega-
tions” and observed that “I think
we can properly say that we have
accomplished much and overcome
many obstacles that earlier seemed
to be virtually impossible of solu-
tion.”

Throughout the final sessions,
some observers held the belief that
Cuban delegates, their hand called
by the U.S. rebuff, hoped to delay
further negotiations.

Little Reservation Apparent

The Cubans appeared to accept
Mr. Hyde’s recess proposal with
little reservation. But at least in
some quarters it was feared they
would seek to postpone the resum-
ption until next summer when Con-
gressional leaders are engrossed in
re-election campaigns and may be
expected to have less active inter-
est in the negotiations.

Capitol Hill pressures were cred-
ited with a substantial role in the
current developments.

A week ago Senate Majority
Leader Scott W. Lucas (D-III.)
served notice he would fight
against ratification of any treaty
incorporating the Cuban proposals
(Broadcasting, Dec. 5).

This declaration was followed up
last Wednesday by Sen. War-
ren G. Magnuson (D-Wash.), a
member of the Senate Interstate
and Foreign Commerce Committee,
who wired Under Secretary of
State James E. Webb that “radio
listeners and broadcasters in my
section are badly upset by reports
of acceptance (of) Cuban proposals
which will open the door to chaotic
conditions in radio reception.”

Obviously referring to Mexico’s
failure to take part in the
conference, he said: “If Mexico follows
the Cuban, there will be chaos in radio
reception on the Pacific Coast and
in my state of Washington—not
only in the cities, but in sparsely
settled areas where radio is an all-
important factor in day-to-day living.”

Sen. Magnuson called attention
to Sen. Lucas’ position and said “I
sincerely hope this matter can be
straightened out.”

Given a channel-by-channel
breakdown of the Cuban demands
the past weeks with the under-
standing that they were Cuba’s
minimum, FCC and the State
Dept. officials. Meanwhile Charles
R. Demny, executive vice presi-
dent of NBR, the former FCC chair-
man, also conferred with Under Secre-
ty Secretary Webb.

FAST WORKERS

On KLMX Transmitter

WHEN it comes to getting a trans-
mitter ready for operation in rec-
order time, KLMX Clayton, N. M.,
says it can take its place among
the champions. Three engineers
from KVOR Colorado Springs,
Colo.—Cozy Strang, Milton Norton
and Bud Edmonds—were engaged
to ready the KLMX transmitter.
When the trio arrived on Sunday
night, they found only a building
and a tower. All the countess
mechanisms were still in the ship-
ning boxes. The men caught a
few hours sleep and went to work
early Monday morning.

Mr. Norton took over installation
of the operating and music con-
trols; Mr. Edmonds assembled the
transmitter and frequency modula-
tion monitoring equipment, and Mr.
Strang furnished the coaxial cable to
the antenna and made the tower
measurements. This was the first
day’s work. Tuesday morning, cor-
rections and cleanup work was
finished.

Just 41 hours and 20 minutes
after Messrs. Norton, Edmonds
and Strang walked onto the
tower, KLMX was ready to go
on the air. The three attributed
part of the success they attained to
the expert coffee brewing of
Mike Dillon, a former KVOR an-
nouncer.

REVENUE from commercial programs
on Canadian Broadcasting Corp.
stations and networks, increased from
$773,521 in 1939 to $2,217,129 for
1949.'
Revised List

(Continued from page 28)

tions, power increases were shown for many of the higher frequencies.

In submitting the "corrections," Dr. Jose R. Gutierrez, head of the Cuban delegation, said the changes were in keeping with assignments agreed upon by the U. S. delegation. U. S. officials reportedly were preparing a formal denial of the assertion that they had agreed to any assignments. When the Cuban delegation were challenged on the point, they were said to have claimed privately that it was a mistake made in translating the Spanish statement to English.

Channels on which the new Cuban list shows revised demands are listed below. Included are all channels originally marked as Cuban 1-A's, since the original list did not specify what powers would be used on many of them. "DA" means a directional antenna is proposed.

550 kc—Havana: Changed from Class 1, DA, to Class 1-B or a new class between 1-B and 2, with 10 kw, DA.

560 kc—Oriente: Changed from 250 w to 5 kw DA.

570 kc—Las Villas: Changed from Class 1, DA, to Class 1-B or new class between 1-B and 2, with 10 kw DA.

590 kc—Havana: Changed from Class 1, DA, to Class 1-A or 1-B, with 25 instead of 50 kw.

620 kc—Havana: Changed from Class 1, DA, to Class 1-A or 1-B 25 kw, DA.

640 kc—Las Villas: Changed from Class 1, DA, to Class 1-A or 1-B, 15 kw, DA, instead of 50.

660 kc—Havana: Changed from 10 to 5 kw, DA.

690 kc—Havana: Changed from Class 1, DA, to Class 1-A or 1-B, 50 kw, DA.

730 kc—Havana: Changed from 10 kw to 5 kw DA; Oriente assignment from 250 w to 1 kw.

810 kc—Oriente: Changed from 5 kw DA to 250 w, new 1 kw assignment at Santa Clara.

830 kc—Havana: Changed from 5 kw DA to 5 kw day and 1 kw night, DA-N.

850 kc—Oriente: Changed from 2 kw DA to 250 w.

860 kc—Havana: Changed from Class 1, DA, to Class 1-A or 1-B, 50 kw.

900 kc—Delete Matanzas 250 w assignment; 5 kw at Oriente unchanged.

910 kc—Las Villas: Changed from 5 kw DA to 10 kw with DA to straight 5 kw.

920 kc—Havana: Changed from Class 1, DA, to Class 1-B or new class between 1-B and 2, with 10 kw.

950 kc—Havana: Power remains 10 kw, DA, but classification changed from Class 1 to Class 2.

980 kc—Havana: Power remains 10 kw, DA, but classification changed from Class 1 to Class 1-B or new class between 1-B and 2.

1000 kc—Oriente: Changed from

PITTSBURGH'S Mayor David L. Lawrence (l) makes it official as he presses the button turning on equipment that put WWSW Pittsburgh's 1450 kw transmitter on the air Nov. 27. With Mayor Lawrence are Allegheny County Commissioner John J. Kane (center) and O. M. Schloss, WWSW president and general manager. Station also switched from 1490 kc to 970 kc.

the most ambitious is Hollywood Calling, NBC's somewhat faltering answer to the CBS match of Jack Benny, the first Hooper radio show. Hollywood Calling last Sept. 15 was 4.1. By last week it had climbed to 5.6.

Green Watch Co., however, did not consider the rating improvement spectacular enough to justify its continued investment in the show. "Hollywood Calling" in another couple of weeks will be without a sponsor.

Hollywood Calling is the only NBC giveaway now using the telephone to permit participation by the home audience. ABC has three such shows—Betty Crocker, Chance of a Lifetime and, of course, Stop the Music. CBS has two, Hit The Jackpot (which will be dropped the first of the year by Plymouth-De-Soto) and Sing It Again, sponsored by Ludens Inc. and, Carter Products. Mutual has no shows using a telephone.

Following is a list, by networks, of giveaways now on the air. In the case of those which were also broadcast a year ago, Hooper ratings for this year and the same time last year are given. For purposes of definition, BROADCASTING has considered a program a giveaway only if the principal ingredient of the show is the giving of prizes.

PROGRAM

Nov. 30, 1949

Betty Crocker

ABC

Magazine

3.7

3.3

Breakfast in Hollywood

1.4

2.1

Giveaways

(Continued from page 28)

Bride and Groom

3.6

4.4

Chance of a Lifetime

7.3

DCB, 1948

3.9

7.4

ABC

NBC

Candidates

2.3

4.2

CBS

Stop The Music

10.6

16.9

Give And Take

4.0

Sugar House

Pillbury Houseparty

4.0

Talk Your Way

2.6

Think Fast

2.6

ABC

CBS

Mirror

Hit The Jackpot

8.6

11.1

Bob Hawk

15.0

13.6

Sing It Again

9.2

8.8

Gin And Tonic

7.0

4.9

County Fair

4.8

6.7

Grand Slam

5.9

7.3

Groucho Marx

(moved from ABC)

16.6

9.8

(CBS)

(MBS)

Queen For A Day

2.6

3.6

Ladies Fair

1.5

*Quick A Flash

7.6

4.1

Take A Number

4.0

2.7

Meet Your Match

*Quick A Flash being dropped on

MBS by Helbro Watches and picked up

by Quaker Oats for a transfer to ABC.

NCR

Truth or

Consequences

14.3

13.3

People Are Funny

15.0

13.9

Take It or Leave It

14.2

12.7

Hollywood Calling

5.6

ABC

Double or Nothing

3.6

Betty Crocker

WELCOME TRAVELER (moved from ABC)

2.9

4.2

(NBC)

Break the Bank

(NBC)

11.7

12.7

(NABC)

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ASCAP Attorney

FRED E. AHLELT, ASCAP president, announced Thursday the board of directors has designated Herman Finkelstein as general attorney. Mr. Finkelstein, Yale Law School graduate, has been the group's resident counsel for the past seven years. He is a member of the Copyright Committee, American Bar Assn., Assn. of Bar of the City of New York, Interna-

ional Law Assn. and Inter-American Bar Assn. Mr. Ahlert also serves as the firm of Schwartz and Krohlich, New York, will continue as general counsel.

First In The Cities

Davenport, Rock Island, Moline, East Moline

AM 5,000 W

FM 47 Kc.

TV CP 22.9 Kc, reeal

dual, Channel 5

Basic Affiliate of NBC, the No. 1 Network

Monday through Sunday morning, afternoon, evening, WOC Hooper Ratings average as much as 3.8 points higher than the national averages for the same programs. That's the story told by the last Fall-Winter Quad-City and Comprehensive Hooper Reports. Thus WOC gives NBC Network and spot advertisers bonus audiences in this wealthy industrial area, proof of the listener-loyality that makes WOC the "Quad-City's First Station."

Col. J. B. Palmer, President
Emmett Sanders, Manager

Davenport, Iowa

FREE & PETERS, INC., National Representatives

December 12, 1949 • Page 41

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FREE & PETERS, INC., National Representatives

December 12, 1949 • Page 41
TIMEBUYER for one of the large automotive account agencies has condemned the practice by some smaller city and rural town stations of going to the local car dealer and quoting him a "local" rate after the agency has already set up a spot program. Speaking in an interview in Detroit, this buyer stated:

"If [this is] not stopped, spot radio will exist only in the metropolitan areas for factory-dealer programs. We will continue to buy this time, but may be forced to turn to other media in the rural belt."

His first experience came last winter when he presented an integrated spot program to the dealers' convention.

"When I quoted a rate of, say, $12, for spots in one area, a dealer stood up and said, 'I can get it for $5. How come?' How can you set up a program under those circumstances?"

Another evil that was mentioned was that of stations going to local dealers and trying to get existing campaigns changed to include their station rather than the first choice of the agency. Many times, because of personal relationships, great pressure can be brought to bear on the factory and its agency. He went on to say that a few forced changes like that could "riddle" a program.

"If the small towns are to be equal with a big city list, this practice must stop. Local rates can smash a program.

While admitting that the problem of deciding what was "national" and what was "local" was a tough problem for a station to solve, he gave this rule of thumb to apply to a situation:

Entitled to National Rate

"Any time buying that is done on a national, country-wide basis, and is supported in part, or in the main, by a factory budget should get the national rate, regardless of the fact that the local dealer's name appears in the commercial or ad. On the other hand, if it is a local or area campaign, unconnected with any national program in progress, paid for by the dealer, naturally he should get the rate earned by any local merchant."

He cited the worst evil of this action to be the doubts that it casts in the minds of the client and dealers, of the agencies' sincerity in planning the most effective program at the lowest cost. He said:

"Anything that is even remotely a national account should get the national rate. In the long run it will mean more income and more business for all stations, than the present short-sighted actions can possibly bring."

Evidence that this practice was not yet industry wide was given by two other automotive agencies who claimed that they had had no trouble along this line as yet. Still another gave his opinion that:

"We know the situation exists in radio, just as it does in newspapers, but we don't know of any answer to it. It's always a ticklish question for media to decide."

ALASKA'S KIFW Opens 45 Days After CP Issue

SOMETHING of a speed record for station construction was set by Alaska Broadcasting System when in 45 days it built and opened KIFW Sitka. Construction permit was granted Oct. 4, 1949, and the station officially took the air on Nov. 27.

Sitka has a population of more than 5,000 and is the fifth largest city in Alaska. KIFW operates with 250 w on 1230 kc and is owned and operated by ABS President William J. Wagner, who also operates five Coast Hill Alaska Broadcasting System stations in Alaska. All six stations are represented by Pan American Broadcasting, New York.

PARAPHRASING the old saying that the proof of the pudding is in the eating, A. Siegler (r), executive of A. Siegler & Sons, builders, contracts for increase of his firm's radio advertising budget to a 400 spot announcement campaign over WRSR Cleveland. With him is Willard L. Dougherty, account executive. The home-building firm decided to expand its ad budget after the success scored by a five-minute program on WRSR.

Walter B. Wooden

WALTER B. WOODEN, 67, associate general counsel and head of Federal Trade Commission's appellate proceedings division, died last Tuesday in his Washington, D. C., home. He had been a government attorney for over 40 years. Mr. Wooden joined FTC in 1914 when it was organized, rising to assistant chief counsel in 1939 and to associate general counsel in 1946. He frequently represented FTC before congressional committees on legislation dealing with the commission. He wrote several articles covering aspects on monopolies.

WIRE'S Wires

WIRE Indianapolis wires were nearly too hot to handle for the Indianapolis telephone company fortnight ago when Art Moomy, guest on Jim Lowe's "The Lone Downe," offered listeners who called the station copies of his records and passes to the theatre where he was appearing. An estimated 500 calls swamped WIRE switchboards. The telephone company asked the station to have calls stopped because WIRE wires were so hot they feared the exchange might catch fire. Jim Lowe then asked listeners to stop calling, but not before the police department notified WIRE that it couldn't use its phones because it shared WIRE's exchange.

TRANSPORT BUSINESS

Three Contracts Are Added

TRANSPORT Radio Inc., last week announced the addition of three more contracts in four markets. They are:


KXOK Buys KWK Tower

KXOK-AM-FM St. Louis, Star Times station, has purchased the KWK St. Louis transmitter building which the local Booms Bank Bldg., C. L. (Chet) Thomas, KXOK general manager, has announced. Also purchased from KWK were an FM transmitter and equipment. Mr. Thomas said the tower will be used also for television transmission when FCC approves the station's pending TV application. Purchase of the new transmitter also is subject to FCC approval and, Mr. Thomas said, KXOK will occupy the new quarters as soon as approval is received. The tower is 574 ft. above street level.
Ginzburg Opposes Quarton's Views

By BENJAMIN GINZBURG
President and General Manager
WNLK Norwalk, Conn.

THE ARTICLE of William B. Quarton on "Radio-Press," which is featured in Broadcasting, Nov. 21, says in effect that when a policeman pinches a wrong-doer, the thing to do is to strike up an alliance with the wrong-doer and join together to fight the policeman.

The policeman in this case is the Federal Government, which is suing the (Columbus, Ohio) Journal as a wrong-doer, on the ground that the paper sought to injure WEOL Elyria by refusing to accept advertising from merchants who advertised on the station. According to Mr. Quarton, WEOL did a very thoughtless thing in summoning the government policeman to take action against the Journal, and the result is likely to be a "knock-out blow" for both press and radio....

I know that the big newspaper publishers and radio broadcasting networks sincerely believe that the freedom of the press is a mantle that covers all sins. Of course we hear from the general president of the National Assn. of Broadcasters that any regulation by the FCC of the manner in which private licenses use the public's air waves is an interference with the freedom of the press and radio.

I am not surprised, therefore, to find Mr. Quarton, contending that Federal enforcement of the anti-trust acts—against a newspaper and on behalf of a little radio station—is also an interference with the sacred freedom of the press and radio. But I am a bit amazed that the editor printed Mr. Quarton's screech against the government without allowing himself at least an editorial twinkle in a footnote. [Editor's Note: Broadcasting did its twinking on the "Lorain Affair" case in its issue of Oct. 21 immediately following the Dept. of Justice action.]

If the people of the United States allowed themselves to be guided by the pseudo-logic voiced by the big newspaper and radio interests, not only would they be powerless to regulate the newspaper and radio businesses, but they would be powerless to regulate the other businesses as well. It so happens that as the operator of a small radio station, I am up against the same discriminatory situation as affected WEOL. For the life of me, I cannot see why it is such a bad thing to call in the government to clean up a rotten situation. Those laws have failed. Of course I believe that cooperation between radio and the press on a public interest basis can be very helpful and is helpful to the community. (Such cooperation, which I have freely offered in our own situation, may develop after the situation is cleaned up.) But I do not believe in cooperation against the community—or against the government, as Mr. Quarton suggests.

My advice to Mr. Quarton is not to run down the virtue of the government, nor to run up—if I may use the expression—the virtue of the organized newspaper publishers and broadcasters. The Founding Fathers had a more balanced view of the relations of people and government when they adored, through the pen of Alexander Hamilton, that if men were angels, no government would be necessary; if angels governed men, no restraints on government would be needed.

As long as publishers and broadcasters are not angels, it is necessary for the government from time to time to check their bad practices. As for the bad practices of government—well, we still have the checks and balances written into the Constitution. The courts still function, and the Constitution still stands. And the very fact that Mr. Quarton is afraid of what the courts will do, indicates, to me at least, that he is not so much fighting against the abuses of government, as fighting for the preservation of special privileges for his industry.

P&G Shift

Three Day Show Changes

EFFECTIVE Dec. 12, Procter & Gamble, Cincinnati, will shift products and agencies on three of its daytime radio shows. On that day Lorenzo Jones on NBC, formerly sponsored by Sterling Drug Co., will be taken over by P&G for its Dreyf, through Dancer-Fitzgerald-Sample, New York. Meanwhile, Welcome Travelers on NBC, formerly handled by DFS, will switch to Biow Co. for Lava Soap and Spic and Span. Another daytime serial, Big Sister, on CBS, currently produced by Biow Co., will be serviced by Compton Advertising for Ivory Soap. James J. Seaborn has been named director of the show.

WCSS Amsterdam, N. Y., awarded Disabled American Veterans' Distinguished Service Plaque for outstanding contributions to cause of disabled veterans.

It's a Great Combination

ABC WEAV 1000 W
960 kc

PLATTSBURG, NEW YORK

Monday through Sunday, morning, afternoon and evening, WEAV-WENT Sells more for less in these two rich markets.

CBS WENT 250 W
1340 kc

GLOVERSVILLE—JOHNSTOWN

December 12, 1949 • Page 43
Warning that the Washington trend, while milder, still moves toward a philosophy in which government seeks a larger share in control of broadcast content and supervision, Judge Miller said Blue Book advocates are watching for new opportunities to "throw that book at broadcasters."

Richard P. Doherty, director of the NAB Employe-Employer Relations Dept., addressed a well-attended session on station cost analyses and labor problems. Dr. Kenneth H. Baker, BMB acting president, was unable to attend the meeting because the second BMB study is nearing the final stage.

1950 Site

William T. Kemp, KVER Albuquerque, presented the case for Albuquerque as a 1950 meeting site and reminded the sessions have never been held in the city. He felt it would "help the NAB cause" to let New Mexico broadcasters know that NAB recognizes there are 48, not just 47 states. He added that Judge Miller had assured him he favored Albuquerque as a site.

Like many other districts, the mountain group adopted a stiff resolution calling on the State Dept. and other government agen-
cies to protect the rights of U. S. broadcasters and listeners through an equitable allocation of interna-
tional frequencies [see NABRA story page 23].

The District 14 NABRA resolutions noted encroachment of Cuban and Mexican stations on U. S. facilities, with resulting "unbearable and chaotic interference," emphasized the ill will created among U. S. citizens toward the Latin nations and called for return to the "good neighbor policy."

Resolution Approved

District 14 adopted a resolution approving the board reorganization project and commending Judge Miller and staff for their part in exec-
tuating the plan. High praise was given Mr. Doherty for work of the Employee-Employer Relations Dept., including the station cost studies.

The district urged that ASCAP TV contracts include the principle of clearance at the source and per program payments. A personalized NAB membership drive was advocated.

Steps to insure operation of a bureau of audience measurement were urged, along with a study of methods.

Council for the second time, by a registration fee of $1. No special luncheons were scheduled.

Colorado stations took first steps toward creation of a state associa-
tion, with indication an organiza-
tion meeting may be held early in 1960.

**Roanoke, same nine months, was a Virginia Preferred-City-of-the-Month every month. Business is UP 4½% over the same period in 1948!**

**Roanoke is a preferred medium in a year-round preferred market! Ask Free & Peters!**

Rand McNally  
Sales Management

---

SOUTHWEST VIRGINIA'S Pioneer Radio Station

BUSINESS IS GOOD!

January through September, 1949, the Roanoke Market appeared among the Top Ten in the U. S. three times:

- 5th in March
- 8th in April
- 6th in September

Roanoke, same nine months, was a Virginia Preferred-City-of-the-Month every month. Business is UP 4 1/2% over the same period in 1948!

WDBJ is a preferred medium in a year-round preferred market! Ask Free & Peters!

---

WDBJ Free & Peters, Inc. National Representatives
WNEW SALE

FORMAL APPLICATION for the sale of WNEW New York by Arde Bulova and associates to a new company headed by William S. Cherry Jr., Rhode Island industrialist and broadcaster [Broadcasting, Nov. 21], was filed with FCC last Thursday. The sale price is $1,500,000 plus net quick assets of $500,000—the largest price ever commanded by an independent station.

The purchasing company, WNEW Inc., is headed by Mr. Cherry as president and 49.2% owner with the remaining interests divided among some nine stockholders. Mr. Cherry heads The Cherry & Webb chain of ladies clothing stores in New England and owns WPRO Providence.

WNEW General Manager Bernie Judis and Sales Director Ira Herbert have signed five-year contracts as executive vice president and vice president and sales director, respectively, with options to acquire minority interests up to about 7% each.

Consummation of the sale, FCC was told, will permit Mr. Bulova, chairman of the Bulova Watch Co., to carry out his original intention, announced in 1944, to relinquish all radio ownership interests. He has been identified with ownership of a half-dozen stations during the past 13 or 14 years, and recently sold WOV New York in a transaction predicated upon FCC’s duopoly rules but delayed for several years by litigation.

Associated with Mr. Cherry in the ownership of WNEW Inc. are the following:

Harry R. Playford, St. Petersburg, Fla., banker and principal owner of U.S. Airlines, approximately 20%; Charles W. Knowles, minority stockholder in Cherry & Webb and in WPRO, treasurer and 8%; Harold Tanner, Providence attorney, secretary and 3.5%; Clem J. Randau of New York, broadcaster and publisher, one-time vice president and director of Marshall Field Enterprises and former vice president of United Press, 3.5%; George V. Meehan, New England textile manufacturer, 2.5%; Albert H. Baer, Providence certified public accountant, 3.3%; Alfred Buckley and Godfrey B. Simonds, Providence businessmen, 2.5% each; and Russell C. Smith, Cranston, R. I. businessman, 1.7%.

WNEW Program Director Ted Cott is a vice president but owns no stock.

Mr. Herbert’s contract as vice president and sales director under the new ownership pays him 4% of net receipts from the sale of station time and talent, the payments to continue for one year after termination of this or any extended agreement.

Miss Judis’ contract, also for five years, is at $40,000 a year plus 6/10 of 1% of the first $1 million in time sale receipts for each fiscal year and 5/10 of 1% of all such receipts over $1 million per year.

Last year WNEW is understood to have had gross time sales in excess of $2,300,000, with net income of more than $500,000 before taxes.

The application, filed by the Washington law firm of Dow, Lohnes & Albertson, showed current assets of $1,184,944 and current liabilities of $557,059. Total assets were listed as $3,015,262.

The present owners of WNEW in addition to Mr. Bulova, who owns 61%, are Milton Blow, president of the Blow Co., who has 29%, and Vincent Dailey, New York businessman and associate of Mr. Bulova, who owns 10%.

No changes in the WNEW staff are contemplated under the new ownership. WNEW operates with 10 kw on 1130 kc and is recognized as one of the nation’s most successful independents.

KXLJ Renewal Issue

KXLJ Helena, Mont., last week petitioned the FCC to reconsider and grant without hearing its request for license renewal. Earlier the station had asked FCC to designate the renewal for hearing if more details on programming were desired [Broadcasting, Nov. 14]. KXLJ indicated last week it believed full information could be secured best without hearing procedure and details on programming and other matters were submitted.
We do not cover all of Connecticut, but we DO cover* NORWICH and most of New London county . . . 1948 retail sales $129,364,000.00.

Have you been bypassing this market? Remember you can buy it on a station that has ONE rate both day and night.

**We welcome you at the station!**
WOR-tv

one of America's great television stations, on channel 9, in New York,

announces with delight that the following very bright people have used,

and are using, this station to s-e-l-l

F. & M. Schaefer Brewing Company
I. Lewis Cigar Mfg. Company
Pequot Mills, Inc.
American Tobacco Company
George W. Luft Company
R. T. French Company
U.S. Tobacco Company
American Cigarette & Cigar Co.
Chrysler Corporation—Dodge Division
Greystone Press
Bedford Television & Radio Sales & Service
La Primadora Cigar Corporation
Petri Wine Company
E. V. Carley & Company
B. Eichwald & Company, Inc.
Mahoney Troast Company
Life Electronic Sales
Aaron Lippman Company
Sexauer & Lemke Company
Piel Brothers
Walco Products Company
Oldsmobile Division of General Motors
D’Arrigo Brothers Company
Longines-Wittnauer Watch Company
Flagstaff Foods
Schick, Inc.
Fischer Baking Company
United Air Lines
United Fruit Company
Local Chevrolet Dealers Inc. of N.Y.
GEORGIA TECH basketball games—
the entire home schedule—are telecast exclusively by WSB-TV.
The sponsor is General Electric Supply Corporation and Hotpoint Dealers.
AN INQUIRY into the long-range prospects and present development of Phonovision, Zenith Radio Corp.'s proposed system of subscription television, was ear-
marked by FCC last week for hearing Jan. 16.

The Commission, after a 3-2 vote designating the case for hearing, said it would consider whether Zenith shall be authorized experi-
mental Phonovision operation in Chicago on a limited commercial basis as requested in its petition [BROADCASTING, Aug. 8].

FCC Chairman John W. Dean Coy regis-
tered a dissenting opinion, concurred in by Comr. George Ster-
ling, favoring a grant of the Zenith petition for the test demonstration prior to a hearing. Comrs. Frieda Hennock, Robert Jones and Edward Webster voted for the hearing. Comrs. Rosel Hyde and Paul Walker did not partici-
pate.

Classification Problem

Also slated for FCC exploration are non-technical aspects of such operations as use of telephone fa-
cilities and, whether such a service, if authorized, should fall under "broadcast," "common carrier" or some other classification.

Zenith proposes waiver of any rules to permit its experimental TV station, W9XZV, to test Phone-
vision on TV Channel 2 (54-60 mc) on a commercial basis for three months. It proposes to serve 300 test subscribers, each furnished with a Zenith TV receiver equipped for Phonovision, most of them locat-
ed within ten miles of Illinois Bell Telephone Co.'s Lakeview Ex-
change in Chicago.

The Commission's hearing order noted that FCC rules and regula-
tions apparently make no provision for "subscription radio or television services," and that the pro-
posed experimental tests seek primarily to develop Phonovision as a new commercial service. Further, it is "not clear" how Phonovision should be classified as a service, or what frequencies, if any, are appro-
priate for experimental use.

The commission also said it will seek full information on the rela-
tionship between Zenith and Tele-
vision Entertainment Co. Inc., or-
ganized by certain officers and stockholders of the radio manufact-
urer. TECO would have exclusive right to license others to manufac-
ture and use Phonovision transmitting equipment, and arrange programs and fees for the service. Zenith would retain all rights to manufacture and sell devices embodying receiving portions of Phonovision.

The Commission noted that while Illinois Bell indicated its willing-
ness to participate in the test, the company felt the demonstration should in no way be construed as a "commitment to provide tele-
phone or booking facilities on a going basis for Phonovision or other type of fee television." The telephone firm will lease facilities to Zenith for the proposed test.

Chairman Coy, in dissenting from the Commission majority vote, felt that Zenith's proposal represents "a new approach to the method of meeting the many finan-
cial expenses of programming a television station and that a fair opportunity should be afforded the applicant of testing its system." The Commission will be in a bet-
ter position to determine the issues involved in a hearing held after rather than before the Zenith ex-
periments, having the benefit of data and facts of actual operation, he contended.

Experiment in VHF

Comr. Coy said it would be bet-
ter to have the tests conducted in the experimental band rather than on a regular TV channel, but that, as a practical matter, the ex-
periment should be in the VHF band to be successful, since TV receivers are available only in that band.

He explained that he would favor grant of the petition for a three-
month period, making it plain to Zenith that no consideration would be given to any other service without a public hearing at which all issues would be explored. Comr. Hennock will preside over the January hearing. The Com-
mission will look into the following issues:

1. Full information concerning the technical aspects and operations of petitioner's system of Phonovision.

2. Full information concerning the nature of the proposed experimental operations, including:

(a) The objectives of and neces-
sity for such experimental oper-
tions;

(b) Transmitting and receiving fa-
cilities and services to be em-
ployed;

(c) Telephone company facili-
ties and services to be em-
ployed;

(d) Maximum, minimum and weight-
average airborne distances of test subscribers from the central Phonovision control switchboard;

(e) Charges to be collected from test subscribers and the basis upon which such charges were determined;

(f) Contractual or other arrange-
ments between petitioner and TECO, on the one hand, and test subscribers, persons supplying program material, and the Illinois Bell Telephone Co. on the other hand.

3. Full information concerning the contemplated non-technical aspects of Phonovision operations, if authorized on a regular basis, including the rela-
tionship of petitioner and TECO to each other and to stations transmit-
ing Phonovision, subscribers, per-
sons supplying program material, and telephone companies.

4. Whether under the Communi-
cations Act of 1934, as amended, Pho-

novision, if authorized by the Com-
mission, should be classified as a "broadcast" or "common car-
rier" service, or some other service classification.

5. Whether the conduct of the pro-
posed experiment on the requested frequency band (54 to 60 mc) would be consistent with the Commission's Rules and Regulations, the Commu-

nications Act of 1934, as amended, and existing treaties; and whether the experiment could not be con-
ducted effectively on frequencies available under the Commission's Rules and Regulations for experi-
mental operations looking toward the development of a new service.

6. In view of the evidence ad-
duced on the foregoing issues, to
determine whether a grant of the petition would serve the public in-
terest, convenience and necessity.

New Contracts Issued

NBC TELEVISION last week was busy distributing its new station affiliation contracts, and several stations reportedly had already signed.

Others were expected to do so soon.

The contract, radically depart-

ing from past practices in several pro-
network was hoping to encourage stations to sign for two year terms, a proposal to which some objected.

The network also has proposed that future rates be charged according to individual negotia-
tion with the stations. Some sta-
tions, it was learned, have coun-
tered with the suggestion that a formula be established to provide rate improvements automatically.

One unique provision of the new contract covers what is regarded as a blanket contract deal on music clearance. The contract provides for music clearance at the source whenever possible by the network, and specifies that a percentage of 4.2625 be subtracted from station compensation for the purpose of that amount 3.025 would be for ASCAP clearances and the balance for BMI.

Many of the stations were re-
ported to have stated a preference for per-program music clearance.

WXYZ-TV Day Trial

WXYZ-TV Detroit this week joins the ranks of TV stations using early afternoon time. James G. Riddell, general manager, announ-
ced that WXYZ-TV would schedule its regular daytime programming for 30 days, beginning today (Dec. 12).
By BILL THOMPSON

WISCONSIN'S FIRST and only television operation—WTMJ-TV, the Milwaukee Journal station—observed its second anniversary Dec. 3. But it was exactly 19 years ago that the Journal began experimenting with TV, and when seven years ago, a television studio, control room, and tower were part of the original plans.

Ten months before WTMJ-TV took the air on Dec. 3, 1947, a 19-page outline called "Developmental Plans for the Milwaukee Journal Television Station" was prepared. This detailed operational schedule of program, technical, and personnel projects leading up to, and followed—

Mr. DAMM

WTMJ-TV, Pioneer Wisconsin Outlet, Puts A Second Candle on Its Birthday Cake

RADIO CITY, home of the Milwaukee Journal stations—WTMJ-AM/FM-TV—is located on the outskirts of town. The television tower and transmitter house are located in the rear of the main building.

Mr. DAMM

60,000, and Milwaukee area ranks
second, behind Lancaster, Pa., among U.S. one-TV-station cities in sets per thousand families (40-mile coverage area). Milwaukee and Cleveland are tied for sixth place in sets per thousand families in all U.S. cities, regardless of the number of stations in each city.

- Its original five-day-a-week schedule, with less than 30 hours of weekly programming, has grown to seven days and a 55 to 60 hours-per-week average.

- Starting with local programs only, it boasts today "the finest array of local and network programs in America," picking the "best available programs" of all four TV networks—NBC, ABC, CBS, and DuMont.

- Production facilities which, at the outset, consisted of one large studio (30 by 54 feet) with no overhead lighting, two RCA field cameras (used both in the studio and on remotes), and one film camera, now include, in addition: An auditorium studio with a pro-

Milwaukee area set sales chart is studied by Mr. Herzog (1) and Mr. Winters.
by an independent station to accommodate the three types of broadcasting under one roof...

Mr. Damm, as vice president of radio for the Journal Co., heads all radio and television activities of the organization. L. W. Heiss, who has been station manager and R. G. Wimm is station manager for the three operations. Neale V. Baker is local sales manager for the three.

The television department includes both staff members who devote their entire time to WTMJ-TV and those who also work on the AM and FM stations. The full-time exclusive TV staff consists of Program Manager James Robertson, four program directors, a production manager and two assistants, a special events director, an artist, a film clerk, two secretaries, a traffic clerk, and, in the commercial department, two salesmen. On the technical side are 28 full-time TV engineers, headed by Chief Engineer Philip Lasser and his assistant, Ed Heiss, whose work is in FM and TV only.

Working on all three stations are personnel in the circulation, promotion, publicity, and news departments, and the sales and eighth announcers, headed by Chief Announcer Bob Heiss.

"The present WTMJ-TV organizational set-up is the result of the advancement of automation, and practical experience," says Mr. Damm. "The best thing that can be said about it at the present time is that it fulfills the needs of WTMJ-TV today. As new problems arise, there is every possibility that the organizational set-up will be altered to meet and cope with changing conditions."

** PROGRAMMING **

The programming of WTMJ-TV includes:
- Coverage of local wrestling and boxing matches and basketball games of the University of Wisconsin and local high schools during the first half of the year. In 1949, the sports line-up of all Milwaukee Brewer home baseball games; first TV showing of the World Series in Milwaukee; Green Bay Packers football; U. of Wisconsin football (for which a three-point relay system was set up between Milwaukee and Madison); Marquette U. football; Wisconsin and Marquette basketball; and local hockey, polo, swimming, and track meets.
- Coverage of the 1949 spring elections, including a League of Women Voters Introduction of Candidates show, a four-hour continuous telecast from the Journal city desk, and complete inaugural ceremonies from Milwaukee's city hall.
- Film coverage of last June's U. of Wisconsin commencement exercises at Madison.
- An outstanding TV public service record and includes local origination of civic and state programs, City of Milwaukee shows, Foreign Policy Assn. forums, discussion groups, and many others. Redletter days for WTMJ-TV programming were Sept. 20, 1945, when the station first began receiving live midwest network shows, and Jan. 12, 1949, when the midwest and eastern networks were joined. WTMJ-TV has no set formula for the operation of a local independent TV station.

"The only thing I can say for sure about that line," Mr. Damm says, "is that in the growing pains stage of television, the most important thing for a TV station manager to remember is keep both ears to the ground and allow every single program to find its new position and adjust to any quick change. This calls for an alert, quick-thinking program, sales, and technical staff." Mr. Damm's theories are put into practice at WTMJ-TV. Station management is constantly on the alert to find out viewers' likes and dislikes, and takes the initiative in conducting surveys and explaining frankly just why certain TV program conditions exist.

An outstanding example is its consumer survey, titled "What the WTMJ-TV Area Viewers Think of TV and How They Use It." This was based on the number of sets in use in the Milwaukee area Sept. 1, 1948, which at that time was 32,830. A questionnaire was sent to 1,446 owners. There was a return of 527, or approximately 36%, although there was considerable constructive criticism, the results showed that Milwaukee area viewers were overwhelmingly in favor of WTMJ-TV programming.

Another sampling of public opinion was taken this year when the station sought its gauge the reaction of Milwaukeeans to baseball on TV. About the middle of the baseball season, during which WTMJ-TV telecast all 77 Milwaukee Brewer home games, a few scattered protests started coming in complaining of too much baseball. For the rest of the season, the "squawks" had developed into a deluge, so the station broadcast six announcements asking for comments. Did viewers want complete baseball coverage, partial coverage, or no baseball at all? A total of 3,381 persons replied, with 31.6% voting for complete coverage, 45.3% for partial coverage, and 23.1% for no coverage at all.

Another problem which WTMJ-TV has in common with other one TV-station cities carrying programs from the four major networks is that of scheduling when two or more popular network shows are available for the same time period. The station has dealt with complaints on this subject in a frank manner, inferring, "You can't have your cake and eat it too." In announcements on both its TV stations and in the Journal it points out that national popularity ratings and viewer reaction dictate what show should carry. Use of kinescopes for delayed telecasts also is fully explained.

Local programming has developed into a fairly definite pattern. The day opens at 3:15 p.m. with some afternoon programs built and produced to appeal to a general women's audience, with emphasis on easy-to-see-and-listen-to presentations. Local talent on afternoon shows are established personalities with large personal followings. Titles of a few afternoon shows give some indication of this type of programming: George Comte's Show (poetry-readings-interviews); Gadget Gazette (about usable household gadgets); What's New at the Kitchen? (recipes, demonstrations, interviews with persons interesting to women); Schuster's Song Shop (pianist and singer in light popular songs and chatters). ** NETWORK **

** NETWORK schedule starts at 4:30 p.m. with Howdy Doody, followed by Cactus Jim, then Kuka, Fran & Ollie, although the 5:30 spot usually is filled with such local afternoon programs as Yard-Show, Storj, Musical Explorers Club, Little Amateurs, and such network shows as Roar of the Rails and Lucky Pup. A local Sports Picture show is on at 6:30 Monday through Saturday. **

Network shows dominate the nighttime schedule, with one or more local shows usually telecast early and late in the evening. These are tailored for the Milwaukee area. Most popular are Vi and Jerry (a remodeling program), Square Dance Jamboree, Salute to Wisconsin, Guessing Game, and Gay Rancheros (Pan-American music group). Wrestling is presented every Thursday night, and WTMJ-TV's Grenadiers, TV version of the AM show by the same name that has been on the station duuo for 15 years, goes on Sunday afternoon. News is on every night at 10:30, and the day always ends with a promotion program, Fomteh Television.

** THERE **

THERE has been a growing acceptance of television as an advertising medium by advertisers and agencies in the Milwaukee area ever since the DuMont Network launched its two-hour Shoppers Matinee this afternoon (Dec. 12) extending to the independent affiliates the benefits of a year's experience with daytime telecasting at the network's key station, WABD (TV) New York [TELECASTING, Nov. 28].

Set in a department store atmosphere, the new program will include 21 portions of entertainment and 12 one-minute "store bulletins" (news and announcements of special promotions which may be replaced at individual outlets by commercials for local advertisers.

A network co-op show of television will utilize the "subjective" camera technique, in which the camera takes the place of the woman shopper, making the home viewer feel as if she were in the store in person.

Minnie Jo Curtis, impersonating a store service employe, will tie the show's various segments together, the "Glamour Shop" featuring Susan Rave, songstress; "Kitchen Fare"; "Bite Shop," a fashion information and advice period, and the "Sky Line" set in the store's restaurant.

Although Shoppers Matinee will go on the DuMont Network Monday through Friday, 2-4 p.m., the network will start its afternoon programming with the half-hour OkamY Mother. Sterling Drug Inc., sponsor of the latter show, today extends to the network the show after a one-month trial. The 1:30-2 p.m. period will be filled with a sustaining program which had not been definitely scheduled last week.

** TELECASTING **

*Page 51* BROADCASTING

December 12, 1949

Commdr. Mortimer W. Loewi, director of DuMont TV Network, prepares to throw the switch launching the network's daytime program service. With him are Chris J. Witting (I), assistant network director, and James L. Cuddigan, network director of programming and production.
RISING in three years from a TV billing of $50,000 to one of $2 million, the Campbell-Ewald Agency, New York, has burst to the fore as one of the most active and successful proponents of the video medium.

The success of the agency's operations can be attributed to a decade's planning and work in the field; a search for original programming and selling; and accounts such as Chevrolet which have been quick to recognize and utilize the advantages of TV.

The shows currently produced by the agency range from drama (Tele-Theatre) and high budget musical revue (Inside U.S.A. With Chevrolet) to network football (Notre Dame) and the Roller Derby.

Campbell-Ewald's television history dates back to the late 1930's when its top executives first began to think of video. Its home office in Detroit and the New York branch were constantly promoting the potential of television to clients. But it was in 1946 that the agency actually moved into the medium with Fit for a King to inaugurate an impressive series of "firsts."

The show Fit for a King was the first studio production which used six stages and four cameras. It was sponsored by Chevrolet, the first of the automotive companies to add TV to its advertising list on a sustained basis. The musical program was telecast in collaboration with ABC-TV using the facilities of WABD (TV) New York, DuMont outlet.

A decade later the agency chalked up another innovation when three of its accounts became the first sponsors on the inaugural telecasts on WWJ-TV in Detroit.

CHEVROLET'S Winner Take All combines all the elements of showmanship that have assured its success.

SCRIPT conference on a television commercial by Campbell-Ewald is attended by (l to r): Program Supervisor Tom Hanlon, Writer-Supervisor Ray Mauer, Senior Vice President Winslow H. Case, Don Benkhart, account executive, and Leo Langlois, production chief.

* * *

The advertisers were Detroit Edison (service), Norge Co. (refrigerators) and Chevrolet Dealers.

Another first was set by the agency early in 1947 when it bought for Chevrolet a series of western films on WABD.

The signing of the contract was a tradition breaker in itself. Representatives of the stations, the sponsor and the agency, sitting in separate studios in New York and Washington used television to consummate the deal—the first time that a business deal had been concluded and a contract actually signed via TV.

Favorable reactions to this pathfinding in video by C-E's clients motivated an increased entry into the medium.

During the remaining months of 1947, Chevrolet dealers in Philadelphia, Baltimore and Washington and Norge distributors in New York sponsored the telecast of Princess Elizabeth's wedding via film rushed by air from London. In Detroit, another client, Edison Co., sponsored the opening of the city's Symphony Orchestra. The same winter, Chevrolet and its dealers combined to put the first for-video-only newscast on the air—The INS-Telenews shown in eight cities.

The success of the newsreel led the agency to exploit the day-to-day film reports on the 1948 Winter Olympics for the Chevrolet dealers in Chicago, St. Louis, Detroit, New York, Philadelphia, Washington, Baltimore and Los Angeles. The films were flown by air from Switzerland to New York. Despite bad flying weather and the need for subsequent dispatching of the edited film each day, a TV hour deadline from shooting to showing was maintained with only minor deviations.

Meanwhile, early in 1948, the Chevrolet dealers of the New Jersey, New York and Connecticut area established an association and earmarked a half-million-dollar (Continued on Telecasting 8)
Look up the TV surveys in Boston and you'll find that WBZ-TV has cause to be gleeful!

According to one recent check, WBZ-TV had 83.5% of the area's sets-in-use, while other channels had only 16.5%.

That's even better than the 1949 World Series figure (67.4% for WBZ-TV, 30.5% for the other series station) and far better than in 1948 (58.9% for WBZ-TV, 37.3% for the other series station).

For a great and still growing share of the television audience in the high-income Hub market... check WBZ-TV or NBC Spot Sales!
They Read Signposts
(Continued from Telecasting 6)

budget for use in television. This move, together with the growing domination of New York as a production center, sparked the establishment of Campbell-Ewald's TV branch in the east.

Until that time the TV office was a suite in the Ambassador Hotel with Senior Vice President Winthrop H. Case, Robert M. Dudley and a secretary as full operating personnel.

Augmented by staff members from Detroit and specialists chosen in New York, the force quickly took shape. By the time the Local Chevrolet Dealers Assn. was ready to buy its first video series—stake races brought in by WCBS-TV from New York area tracks during the spring and summer of 1948—the eastern branch of Campbell-Ewald had moved to 1 East 57th St.

Since that move, completed little more than a year ago, floor space has more than trebled and personnel increased ten-fold. Today, occupying two complete floors of the building, the New York group handles the major portion of the agency's heavy television schedule.

The agency's programming kept pace with additions to the staff under a carefully charted progress plan. After the stake races, the New York-New Jersey-Connecticut Chevrolet Dealers picked up coverage of the 1948 New York Yankee football games on WABD.

In September the agency coordinated the New York association and similar groups in the six other cities on the eastern co-axial cable to launch the Monday night dramatic series, *Chevrolet on Broadway.* The program has proved to be an effective salesman for Chevrolet cars and service.

In January 1949 the Chevrolet dealers nationally assumed sponsorship of the show and changed its name to *Tele-Theatre,* now seen on a live and kinescoped network of 37 cities on NBC-TV. It is among the Top 10 in the latest Hooperating.

With both Chevrolet dealers nationally and the Local Chevrolet Dealers Assn. as enthusiastic TV clients, Campbell-Ewald's video activities in the current year have influenced both the national and local picture. Programming for the dealers in New York City outlets makes it television's leading local sponsor.

EDISON'S KITCHEN KARNIVAL, placed on WWJ-TV Detroit by Campbell-Ewald, offers opportunities for innocuous demonstrations of sponsor's appliances. Before its camera are Marian Ryan, assistant director of home service, and her assistant, Marjorie Hepburn.

The list includes Saturday night's *Winner Take All,* WCBS-TV; *Roller Derby* on Friday via ABC-TV; Mike Stoley's *Pantomime Quiz,* the charade show kinescoped on the West Coast and telecast on WCBS-TV Tuesday; a Saturday afternoon football schedule which was used to round out the Chevrolet-sponsored Notre Dame coverage; and *Famous Jury Trials* on WABD Wednesday.

Pending is another in the list of sports specials when the dealers will present the Golden Gloves on WPIX (TV) New York for the second year.

The weekly shows, plus a constant spot schedule, put the association's messages on New York screens every night of the week. Scheduling of these diversified programs mirrors Campbell-Ewald's belief that a local sponsor can best achieve his purposes through a number of medium-budget series with good rating potentials that appeal to a number of different types. Successfully applied, it has delivered heavy viewer dividends for the group by garnering large and varied TV publics at a total cost below that of a single major, high-budget show.

An important factor in the success of this principle has been C-E's ability to spot and develop programs with high viewer-returns per dollar. And to do this, the agency has again and again probed its design to get there "first with the best."

Through Campbell-Ewald, the Chevrolet dealers were the initial sponsors of the Roller Derby on video, as well as the first to back a musical revue put on in Broadway-Hollywood style when Arthur Schwartz produced the one-shot *Surprise from Santa* for them last Christmas Eve. Last spring, the local association bought *Pantomime Quiz,* first program originating in Hollywood to be signed for sponsored showing in the east on kinescope.

As outlined by Mr. Case, every program considered for the dealer organization must meet entertainment standards that include family appeal, novelty, and freshness of approach. By careful choice of a number of shows, instead of plugging most of the funds on a single one, the video schedule for a local bankroller can be kept elastic.

NATIONALLY, Campbell-Ewald and its clients also have set precedents. On Sept. 29, *Inside U.S.A,* with Chevrolet premiering on CBS-TV as one of the most lavish and elaborately integrated reviews yet staged in television. It was the first series to bring a top-flight stage-screen producer-showman, Arthur Schwartz, to the new medium on a long-range basis.

The Notre Dame games, this year sent to DuMont affiliates in 22 cities, marked the first full TV network coverage of a football series.

Other Campbell-Ewald projects in the past year include production of *Transportation Unlimited* for General Motors and Detroit video. *Transportation Unlimited* was a half-hour film version of the annual GM Auto Show especially shot for video.

Filmed, edited, scored and distributed in record time, the video motion picture was seen in 10 cities, reaching many of them while the show was still going on in New York.

In Detroit, Edison continues in television with the daily *Our Story Book.* Other local programming included fall football for the Chicago groups.

Equally as important as the heavy schedule of programs in building Campbell-Ewald's television position is the film commercial conceived and produced for its clients. Here again, originality has been constantly stressed, with its staff among the first to incorporate story-line, humor, special-conceived identification among other techniques—into video selling.

Its commercial department, headed by Producer Leo Langlois and Writer-Supervisor Raq Maier, has utilized every advantage the new medium offers. Sight, sound, animation, stop-motion, surprise, pictorial beauty—all the facets of video showmanship and salesmanship have been put to work.

SOME outstanding results are the weather spots featuring Carl Ritchie, actor, as Mr. Guber, the eternal "little man"; the musical "The U.S.A. in your Chevrolet;" and the slick integration of commercials into the text and mood of the entertainment in *Inside U.S.A.*

Today, with Chevrolet dealers near the top among national TV sponsors and the Local Chevrolet Dealers Assn. Inc. the country's most active local sponsor, Campbell-Ewald's New York office, led by Mr. Case, is in a position to greatly affect future trends in television.

Merging its history of carefully-planned "firsts" and its philosophy of pioneering leadership, the agency's large video staff should continue as a strong force in a medium where the signposts are only now coming into clear focus.
Along about this time of year—every year—all Indiana goes a little wacky over basketball... both collegiate and high school basketball.

The so-called Hoosier hysteria lasts from late fall—after the football season—until early spring. It's been that way for 25 years or more.

Located as we are in Bloomington, the home of Indiana University which also has two good-sized high schools, we're right in the middle of things. It's just good programming to give the people all the basketball they want... in great big doses.

WTTS (the designated sports station for I.U.) is the ONLY station carrying ALL Indiana University games, both at home and away. And, that isn't all. WTTV is televising EVERY home game of the two Bloomington high schools. Our listeners tell us they like it. And, so do our sponsors, for we're really delivering the audiences.

LET OUR NATIONAL REPS. GIVE YOU THE COMPLETE STORY
HOSPITAL COLOR
AMA Views Intercity Telecasts

INTER CITY telecasts of medical operations in color were shown for the first time last week before the clinical convention of the American Medical Assn., held at the National Guard Armory, Washington.

Convention delegates also saw telecasts of local operations on a 6x8-foot black-and-white screen.

The CBS color system developed by Dr. Peter Goldmark, CBS research director, was used by Smith Kline & French Labs to bring operations from Johns Hopkins Hospital, Baltimore, Signals were transmitted from the hospital, a distance of 35 miles, via 4000 mc AT&T microwave link.

Black-and-white demonstrations were staged by Remington-Rand, using its own equipment, from Gallipper Hospital 4-mile away. A 4000 mc link was used.

Reaction to the tests was obtained by Dunlop & Assoc. interviewers. It is understood CBS paid for the survey, conducted at the FCC's request presumably in connection with its color television study.

Viewers were asked to compare monochrome and color television; if they would pay more for a TV set providing color service, and finally to compare 16-inch monochrome and 12-inch color television after looking at still photographs of a red-headed girl.

Sets in Use

About 1,000 doctors could see the color pictures at a time. Smith Kline & French had 15 12-inch sets purchased from CBS and using Zenith and Webster parts. A CBS owned 16-inch receiver was also shown.

At the particular program observed by TELECASTING, four operations were depicted with exceptional clarity, according to some of the doctors present. Operations observed were cancer of mouth, removal of uterus and cervix, iri-necrosis for glaucoma (eye surgery) and pulmonary atelectasis (blue baby). In the eye operation, the eye itself appeared six inches in size, permitting close observation of every step. When the eye was switched momentarily to black-and-white the loss of detail was startling, observers agreed.

John W. Christiansen, CBS chief engineer, was in charge of the demonstrations, with Chester Shelip, CBS engineer, directing the Johns Hopkins end of the proceedings. Dr. Kenneth Elson served as m.c. at the hospital. Operating surgeons kept up a running fire of commentary via small microphones concealed in their masks.

200 Viewers At a Time

A gall bladder and bile duct exploratory operation was observed at the Remington-Rand demonstration, accommodating 200 viewers at a time. With the large screen the actual operation was greatly magnified though lack of brightness and contrast was noted by many observers.

The black-and-white showings were directed by Col. William Norvell, of Remington-Rand. The equipment used two-way sound.

It was described as simple, adaptable and practicable. Col. Norvell said it is the only system in actual use for TV, surgery instruction, being installed at the U. of Kansas medical school as a permanent part of the teaching facilities.

ARNOLD MAGUIRE
FC&B Video Chief Dies

ARNOLD MAGUIRE, 49, West Coast television director of Foote, Cone & Belding, Hollywood, died last Monday (Dec. 5) at his home in North Hollywood after a lingering illness. Mr. Maguire first joined the agency in 1941 as producer, working on such network shows as Kay Kyser Show, Johnny Mercer Show, and Charlotte Greenwood Show. He was made the agency's first television director in 1945.

Before joining FC&B he had been associated with network radio in San Francisco and Hollywood. He was for five years producer-writer with NBC Hollywood; one year before that with NBC San Francisco in the same capacity; and five years previous to that with KFRC San Francisco (Don Lee outlet) first as writer and then as production manager.

Mr. Maguire is survived by his wife, Evelyn, and a daughter, Susan, 18.

MUSIC LICENSES

COMMITTEES negotiating per-program license terms between ASCAP and the TV broadcasters are pleased over indefinite extension of temporary TV licenses to run until permanent license form is set [BROADCASTING, Dec. 5] as it relieves them of pressure of definite deadline and need for frequent meetings.

Committee members now expect windup of negotiations shortly after the first of the year, when per program and blanket license forms will be mailed to stations for their consideration. Meanwhile, ASCAP is expected to begin the task of securing new long-term video rights from its members.

Interim scale of fees which video broadcasters are to pay pending determinations of final terms ranges from $50 to $250 a month, depending on station income. TV stations with gross revenue from non-network advertisers of less than $50,000 a year will pay $50 a month for the right to use ASCAP tunes in its telecasts. Those with an annual gross of $50,000 to $150,000 will pay $100 a month. Stations grossing $150,000 to $300,000 a year will pay $175 a month and those grossing more than $300,000 annually will pay $250 a month. These interim payments will be deductible from whatever fees are called for under the terms of the blanket or per program license ultimately adopted by each station. Such fees are retroactive to Jan. 1, 1949, when ASCAP cancelled its gratis licenses for the use of its music on television.

Almost all TV broadcasters are expected to sign one or the other form of ASCAP license. To date, only one video station operator has indicated that he is not using ASCAP music, does not plan to use it and does not intend to take out a license from the society.

COLOR SESSIONS

Two-Week Delay Ordered

A TWO-WEEK DELAY in the February resumption of FCC's color television proceedings was ordered last week by the Commission, which simultaneously rejected a manufacturer's plea for at least a year's semi-public testing of the various color systems.

The new dates on resumption of the color phase were fixed on the basis of (1) CBS petition asserting its equipment would otherwise be in use under prior commitments, and (2) a Radio Mfrs. Assn.'s request for a delay beyond Feb. 17 because of the Feb. 15-17 RMA board meeting in Chicago. New dates:

Demonstration of Color Television Inc.'s color system—Feb. 28 instead of Feb. 6.
Resumption of further direct testimony, followed by cross-examination—Feb. 27 instead of Feb. 17.

The Kit Division of Arco Electronics, New York, had asked FCC to base its decision on the color question on the experience of 250,000 or more "fans" experimenters [BROADCASTING, Nov. 14]. This would involve demonstration of each of the systems for at least a year to permit "fans" with home-built sets to signify their preference.

FCC ruled that such a plan "would cause an indefinite and unnecessary delay" in the final decision. It was brought out that Color Television Inc. is not a licen-see and that the facilities of CBS and RCA, advocates of the two other principal color systems, are "very limited."

"It is extremely difficult to estimate color TV cost, it would take them to build additional facilities for an adequate demonstration among "the major cities or metropolitan market," FCC said.

Additionally, the Commission noted that it has already called upon the principal color proponents to conduct a series of field tests embodying "a representative cross-section of the public" [BROADCASTING, Nov. 28].

First phase of the color proceeding was completed the week of Nov. 21 with comparative demonstrations of the RCA and CBS color systems and black-and-white as handled by Allen B. DuMont Labs.

Columbia's request for a short delay in resumption of the sessions was premised on plans involving use of its color equipment in medical demonstrations in Atlanta on Feb. 8, original date for the second comparative showings.

Color Television Inc. as well as RCA and CBS will participate in the FCC's scheduling for Feb. 23-24, along with black-and-white by DuMont.

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BROADCASTING • Page 56
ANIMATION ART FESTIVAL, featuring animated films for TV, recently held by United Productions of America at its Burbank, Calif., studios, will be presented at Museum of Modern Art, New York, after first of year. Jim Moran, the "Customer Man," of Courtesy Motors, Chicago, says excellent reception given Courtesy Television Theatre on WGN-TV Chicago, makes it possible to continue present series of top movie releases with another group of films. Included are: "Abraham Lincoln," "Green Cokatoos" and "It Happened Tomorrow."

Six spots advertising P&G Cottons have been completed by RKO Pathe. One-minute television commercials are extension of company's newspaper and magazine campaign conducted by Sullivan, Stauffer, Chicago. These spots are being run over NBC-TV network on P&G TV program The Big Story. Jerry Ferrer,ehanks Productions, Hollywood, has scheduled 26 quarter-hour television musicals for early 1950. Series, to have western theme, will star Dandy O'Neill singer. Filming tentatively slated for producer's Mexico City, Churubusco studio.

Clowerland Dairies, Baltimore, has purchased Telebeam Productions, Los Angeles, Magic Lady and Boko series of 13 ten-minute films. Program will be telecast weekly over WAAM-TV starting Dec. 11. KPIT (TV) San Francisco also currently running series. United Videogram Inc., 11 East 47th St., New York, has just completed TV film commercial for Schwartz Bros. Cigar Corp., Philadelphia, for ALCASAR cigars. Commercial will be run on WTJ-TV Milwaukee, Agency, Moser & Cotina Inc., Utica, N.Y.

Edward Ruby of Ruby Editorial Service Inc., 759 Seventh Ave. at 48th, New York, has announced construction is now in progress for series of editing rooms for use by producers and cutters. Facilities, to be ready in a few weeks, will have all modern equipment with every mechanical device for securing various effects in sound and image phases, he says. Rooms will be available for renting by the day or longer periods.

Sara Inc., Chicago, has produced series of 20-second spots for Pepsi-Cola using theme "more bounce to the ounce." Series combines live-action and stop-motion with musical background of jingles, and is to be released to TV stations through Bow agency as station-breaks. Sara, New York, has completed spots for Thorofare Markets, Pittsburgh, for telecasting on WDTV (TV) that city. Series includes 60- and 90-second commercials featuring Penny Fare, puppet. Agency is Ketchum, McLeod & Grove, Pittsburgh.


Telefile: WTMJ-TV (Continued from Telecasting 5)

(Continued from Telecasting 5)

national. Local advertisers cover a wide range of enterprises, including banks, breweries, department stores, furniture, radio and television stores, general retail establishments, dairies, restaurants, women's apparel shops, automobile dealers, coal and fuel companies, packing houses, gas and oil companies. Two salesmen spend full-time on local accounts.

In its technical and art departments, WTMJ-TV has originated several devices used in TV commercial presentations. It claims to have built the first usable baloptican. Cards used on the device are made to a size 4 by 4 inches, with half-inch bleed all around, and the cards can be photos, regular art work, or a new type of animated card.

The latter was conceived by a station artist, Joe Fox, and patented by WTMJ-TV. It is fabricated of cardboard, paper, brass, and plastic, and can be operated by the projectionist by means of levers protruding beyond the camera limit. Possibilities of diversion on the animated cards are endless. Several hundred have been especially designed and used over and over again for various commercial accounts on WTMJ-TV.
## Weekly Television Survey

**City** | **Outlets On Air** | **Number Sets** | **Source of Estimate**
---|---|---|---
Albuquerque | KOB-TV | 1,500 | Station
Atlanta | WAGA-TV, WSB-TV | 20,520 | Distributors
Baltimore | WMAR-TV | 100,026 | TV Circ. Comm. Dealers
Binghamton | WBNJ-TV | 2,400 | Distributors
Birmingham | WJBF-TV, WBCV-TV | 6,720 | TV Circ. Comm. Dealers
Boston | WJW-TV, WJAC-TV | 172,276 & $300 | Distributors
Buffalo | WKBW-TV | 9,300 | TV Circ. Comm. Dealers
Charlotte | WBTY | 20,460 | Distributors
Chicago | WBBM-TV, WGN-TV, WBBQ | 364,460 & $217.50 | Distributors
Cincinnati | WCPO-TV, WXRC-TV, WLWT | 44,000 & $30 | Distributors
Cleveland | WCAU, WOBN, WJW, WJZ | 71,550 & $30 | West, Res., U. Distributors
Dallas | KENS-TV, KDF-TV, WTVN, WVTW | 20,700 & $30 | Distributors
Denver | KNBC, KTLA | 3,150 & $30 | Station
Davenport | WCLO, WLOL, KROM, KII-TV | 23,800 & $30 | Station
Detroit | WJBK | 14,700 | Station
Duluth | WPAI-TV, KETV, KRLD-TV | 22,000 | Station
Grand Rapids | WLAF-TV | 200,000 | Station
Greensboro | WTFS-TV | 7,325 | Station
Houston | KTTV, KCA-TV | 215,042 | Station
Indianapolis | WEMI, WACM | 14,000 & $30 | Station
Jacksonville | WJAC, WJXV | 7,650 & $30 | Station
Kansas City | WDAF-TV | 20,240 & $30 | Station
Knoxville | WATE, WRK, WCTV | 15,974 & $30 | Station
Los Angeles | KCBS, KNX, KTLA, KTL, KTLF-TV | 251,042 & $30 | Station
Louisville | WJET, WAVE-TV | 13,542 & $30 | Station
Memphis | WMCT | 12,210 & $30 | Station
Minneapolis | KSTP-TV | 12,390 & $30 | Station
Milwaukee | WITI | 50,564 & $30 | Station
Minneapolis-St. Paul | WTMJ-TV | 1,001 & $30 | Station
New Haven | WTNH | 55,100 & $30 | Station
New Orleans | WDSU-TV | 9,000 & $30 | Station
New York | WSB, WNBC, WJZ, WJW, WBTV, WPIX, WVTX | 875,000 & $30 | Station
Newark | WATV | 100,000 & $30 | Incl. in N. Y. estimate
Norfolk | WTV | 1,001 & $30 | Station
Oklahoma City | KOKY-TV | 14,340 & $30 | Station
Omaha | WOW-TV, KMTV | 19,342 & $30 | Station
Philadelphia | WCAU-TV, WFTV, WPTZ | 315,000 & $30 | Station
Phoenix | KTVM | 3,000 & $30 | Station
Pittsburgh | WDNT | 55,000 & $30 | Station
Portland, Ore. | KTV | 19,750 & $30 | Station
Richmond | WTIE | 20,000 & $30 | Station
Roanoke | WHOA-TV | 15,560 & $30 | Station
Salt Lake City | KSL-TV | 7,000 & $30 | Station
San Antonio | WOAI | 1,000 & $30 | Station
San Diego | KFMB-TV | 12,750 & $30 | Station
San Francisco | KGO-TV, KPIX, KRON-TV | 18,130 & $30 | Station
Seattle | KING-TV, KQED | 44,200 & $30 | Station
St. Louis | KSD-TV | 57,600 & $30 | Station
St. Paul | WCCO | 19,500 & $30 | Station
Syracuse | WSYR | 25,000 & $30 | Station
Tampa | WWSO | 25,000 & $30 | Station
Toledo | WTVN | 25,000 & $30 | Station
Tulsa | KOTV | 6,600 & $30 | Station
Waco-Rep. | Waco-TV | 4,500 & $20 | Distributors
Wilmingston | WMBR-TV | 7,250 & $30 | TV Circ. Comm. Dealers
Washington | WMAL, WNNB, WOIC, WVTG | 21,804 & $30 | Dealers

### Telestatus

CBS TELEVISION Network comprises 54 stations, according to Rate Card No. 5, dated Nov. 1, 1949. Of the total, 28 are non-interconnected, with a combined evening hour rate of $10.750; 28 are non-interconnected, with a combined evening hour rate of $10.750.

New card standardizes daytime rates as half the evening rates, with the 8-6 p.m. hour, Monday through Friday, at 75% of the evening rates. For the periods of less than one hour, 45 minutes is charged at 85% of the hour rate; 40 minutes at 80%; 30 minutes at 60%; 20 minutes at 50%; 15 minutes at 40%; 10 minutes at 33 1/3% and five minutes at 30%.

Studio live, rehearsal charges are $200 an hour, with an extra charge of $450 for any program originating from a theatre studio. Film pre-broadcast run-through charges are $150 an hour, with a minimum charge of $50. Remote telecasts carry a fee of $800 per pickup.

These facilities charges "establish a new and more realistic scale of standards, based on more than three years of operating experience," David V. Sutton, general sales manager of the CBS-Television Network, noted in a letter sent to advertisers and agencies with the new rate card. Letter pointed out that advertisers using the video network's facilities prior to Nov. 1 will be protected until May 1, 1950, on all changes contained in Rate Card No. 3.

### Five Stations

**NEW TRENDS**

- **Announce New Rates**
- **Announce New Rates**
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- **Announce New Rates**

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### Weekly TV Trend Reported by Ross

NEW YORK televisers are getting slightly fewer video programs in December than they did in May —251 now, 253 then—and slightly more hours of service—1,093 quarter-hours a week now, 1,153 quarter-hours a week then—according to a comparison made by Ross Reports on Television Programming.

The increase in service which came with the inauguration of WOR-TV was offset by the end of the baseball season, WNBT's dropping its afternoon programming, WJZ-TV and WOR-TV staying off the air two days a week, etc., the report notes. WCBS-TV provides a counter-trend with the addition of daily telecasts which boost its total quarter-hours to 253 a week as against 240 a week in May.

Programwise, the trend is to... (Continued on Telecasting 14)

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December 12, 1949

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**CBS-TV Issues Rate Card No. 3**

(Report 89)

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**BROADCASTING** • Page 58
100,000 IS A MILESTONE!

In a city, an audience or a fortune, 100,000 is an important milepost pointing to the future.

In 1840, Baltimore City passed 100,000 in the number of its residents. Now it tops a million.

On November 1, 1949, Baltimore area residents had bought and installed 100,036 television receivers.

Baltimore has taken television to its heart, and the recent surveys by C. E. Hooper, Inc., show that Television attracts a greater percentage of the nighttime audience in Baltimore than in any other city in the U. S.

Sagacious sponsors can find no more fertile territory for their TV advertising. And any survey will show them that . . .

IN MARYLAND, MOST PEOPLE WATCH

WMAR-TV

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILATE OF THE COLUMBIA BROADCASTING SYSTEM
KRLD-TV OPENs

Pools Football Telecast
With Area Stations

TELEVISION in the Dallas-Fort Worth area put on a "united front" Dec. 3 when KRLD-TV Dallas became the third station in the area to start televising football games.

Following opening ceremonies, featuring top executives, the newest managing director, promised viewers and listeners the best of CBS shows.

KRLD-TV's advent was saluted by 50 pages of special television sections in the Sunday Dallas Times Herald, Dec. 4, and a 20-page Sunday section in the Fort Worth-Dallas Telegram, which combined a play for its own WBAP-TV.

DRUG STORE TV

Plans Second DuMont Show

ANOTHER $1 million in drug advertising will be spent with DuMont TV Network by Drug Store Television Productions, a group of 14 major drug store chain operators, which has selected a second one-hour variety show to be placed on the network.

The drug group is expected to spend $2 million with DuMont in 1960, the network said.

The group, which currently sponsors Cavalcade of Stars, featuring Jack Carter, on Saturday nights, will present a second program Tuesday, 9-10 p.m., which is named and talent for which has not been announced. Produced by Stanton B. Fisher Inc., New York advertising agency, which also handles the Jack Carter show, the program will be identified by local cut-ins in those cities where the individual drug chains maintain stores: In New York, Whelan Drug Stores will be identified; Sun Ray in Philadelphia; Read in Baltimore; Peoples in Washington; Sun Drug in Minneapolis; Walgreen; Gray in Omaha; Cunningham in Chicago; Walgreens in Chicago; Gallagher in Dayton; Dow in Cincinnati, and Gray in Columbus. These cities will carry the program.

Other cities, which will carry the show two weeks later by teletranscription, include: Boston, where Littig will cut in; Richmond for Peoples Drug; Atlanta for Jacobs store; Minneapolis and Louisville where Walgreen will be identified; Rochester for Dow's and Owl-Rex; Buffalo for Gray's; and Portland, Maine.

Stanton B. Fisher, head of the agency, has stepped up his weekly video billings on DuMont from $2,000 to $40,000. He started with Charade Quiz for Whelan's on NBC, DuMont, CBS and ABC; also a One on One with Don McLean moved into the radio department where it was produced and directed many of the agency's network shows.

He has been in charge of the television department since its inception four years ago. Currently he supervises the following programs: Man Against Crime on CBS-TV, Camel News Caravan, five times weekly on NBC-TV, and, beginning Jan. 1, The Ed Wynn Show on CBS-TV, all sponsored by Camel cigarettes, as well as the Colgate Theatricals, sponsored by Colgate-Palmolive-Peet, and various sports programs.

Prior to his association with the agency, Mr. Foster was in the theatre as an actor, producer and manager.

KEYL (TV) San Antonio, Texas, has signed for DuMont telecasting equipment and has announced that they will start testing early in January.
SLANDER SUIT
TV No Exception, Court Rules

CALLING a government employee a Communist on a television program is slanderous per se, Judge Edward Conger ruled Wednesday in U. S. District Court in New York. He dismissed a motion by Elizabeth T. Bentley, former Communist courier, NBC and General Foods Corp., to throw out $100,000 slander suit brought by William W. Remington, government economist.

Mr. Remington's action followed a telecast in September 1958 by Miss Bentley on ABC, sponsored by General Foods over NBC-TV.

Judge Conger passed over Miss Bentley's contention that her statements on the telecast were privileged as an integral part of her employment, convinced color vision, Today and Tomorrow, "My own company," he said, "has been working in this field—as well as the ultra high frequencies and other advanced problems—in our laboratories at Cincinnati. We have designed experimental color receivers—and we have developed color "sync" adapters and ultra high frequency adapters. We are convinced that more work remains to be done on color."

Mr. Craig pointed out that surveys show 75% of TV sets in use are owned by lower and middle income families. He predicted a 1950 set production of 3,200,000, and that by 1953, sets in the U. S. would exceed 12 million, with some 75 million persons in video's audience. By that time, he said, some 700 stations should be on the air. He predicted that the average life span of a TV set will be five years, video would offer employment, directly or indirectly, to more than one million persons.

UHF FUTURE
Craig Speaks in Montreal

A MINIMUM of two years before substantial UHF telecasting can be done has been foreseen last Monday by John W. Craig, vice president of Awe Mfg. Corp. and general manager of its Crosley Division.

Mr. Craig, addressing the Canadian Club of Montreal, on "Television, Today and Tomorrow," urged that the explosive growth be taken on color standards until the best possible system is ready for public acceptance. "My own company," he said, "has been working in this field—as well as the ultra high frequencies and other advanced problems—in our laboratories at Cincinnati. We have designed experimental color receivers—and we have developed color "sync" adapters and ultra high frequency adapters. We are convinced that more work remains to be done on color."

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OUT OF 10 ON WCPO-T7
IN CINCINNATI

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TV SOUND
Amendment Proposed

PROPOSED amendment to further clarify its rule prohibiting separate operation of television sound and visual transmitters, except under certain conditions, was issued last week. The amendment would continue FCC's earlier announced policy that test patterns be accompanied only by single or series of varied tones. [BROADCASTING, June 27, July 4].

Requesting comments on the amendment by Jan. 9, 1950, the Commission would provide separate operation of audio transmitters for test or experimental purposes, or for emergency fills upon failure of visual equipment. Limited pre-program operation of still material also was specified.

The proposed amendment, as well as typical examples as cited by the Commission, follow:

3.662(b) (1) The audio transmitter of a television station shall not be operated separately from the visual transmitter except for the following purposes:
(1) For actual test of station equipment and for actual experimentation in accordance with Section 3.662; and
(2) For emergency fills in case of visual equipment failure or unscheduled and unavoidable delays in presenting visual programs.

3.662(b) (2) Periods of transmission of a test pattern on the visual transmitter of a television station, audio transmission shall be accompanied only of a single tone or series of variable tones. During periods when still pictures or slides are employed to produce visual transmissions which are accompanied by audio transmissions, the visual and audio transmissions shall be integral parts of a program or announcement and shall have a substantial relationship to each other. Provided that nothing herein shall prejudice the transmission of a test pattern, still pictures or slides for the following purposes and periods:
(1) To accompany audible announcements of the station's program schedule for a total period not to exceed 5 minutes in any broadcast day; and
(2) To accompany public news broadcasts or newscast commentaries not to exceed 5 minutes in length and for a total period not to exceed 15 minutes in any broadcast day.

Examples:
(1) Duplication of AM or FM programs of the visual transmitter of a television station while the same program is broadcast on the visual transmitter (i.e., "a simulcast") is consistent with this subsection.

(2) Duplication of AM or FM programs of the visual transmitter of a television station while a test pattern is being transmitted. This is not consistent with this subsection, but is permitted for certain purposes and periods specified in subsection (b)(2).

(3) A travel lecture in which the words of the lecturer are broadcast simultaneously with still pictures or slides of scenes illustrating the lecture, and a newscast in which the words of the newscaster are broadcast simultaneously with still pictures or slides of the news events, are examples of programs in which the visual and audio transmissions are integral parts of the same program and substantially related to each other. Provided that nothing herein shall prejudice the transmission of a test pattern, still pictures or slides for the following purposes and periods:

- To accompany audible announcements of the station's program schedule for a total period not to exceed 5 minutes in any broadcast day; and

- To accompany public news broadcasts or newscast commentaries not to exceed 5 minutes in length and for a total period not to exceed 15 minutes in any broadcast day.

OUT OF 10 ON WCPO-T7
IN CINCINNATI

Despite the fact that in the seven markets October TV set for New York, Philadelphia, Cincinnati, Chicago, Boston, Washington and Los Angeles—only one network program, aired by WCPO-TV and other ABC-Dumont stations, placed in the top ten—"Stop The Movie," in sixth position.

In Cincinnati WCPO-TV showed a small audience, but large audience in Milwaukee and Cleveland, which made WCPO-TV Cincinnati's favorite station!
BROADCASTING

Merry Christmas

52 WEEKS A YEAR

with BROADCASTING TELECASTING. What better gift than that of business knowledge, of thought-provoking feature articles and lens-sharp reporting of all radio—AM, FM, TV—Monday every week. Profitable to give, BROADCASTING's practical and sensibly priced, too.

Wind up your Holiday gift-giving quickly and inexpensively by listing your clients, staff members, prospective advertisers, radio friends on handy-ordered form at right. Each gift announced with a full color Christmas card, hand-signed with your name. Subscriptions start with December 26 issue.

Remember, when you give BROADCASTING TELECASTING you give the finest in radio for 52 weeks, plus the big 3½ lb. 1950 Yearbook.

at Special Christmas rates . . .

1 for $7 4 for $25 8 for $45

Note: Your own subscription may be renewed as part of this order. Simply list if first, as addressed, and we'll extend the subscription for one year from its present expiration. Special prices apply to both new and renewal subscriptions.

IMPORTANT—Mail today to:

BROADCASTING TELECASTING

The Newsweekly of Radio and Television

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

$ enclosed  Bill me later

Signed

Firm

Address
LEASING of FM receivers to business firms and public institutions offers FM stations a source of added revenue, according to a study of the NAB FM Dept. The study was conducted by Arthur C. Stringer, FM director, at the suggestion of NAB's FM Executive Committee headed by Cecil D. Mastro, WNBF-FM Binghamton, N. Y. Results of FM rental projects in three cities are reviewed. The stations are WMLL (FM) Evansville, Ind.; KWFM (FM) San Diego and WIBW-FM Topeka, Kan.

The NAB study shows that receivers are leased for fees ranging from $10 to $35 a month. Subscribers include hotels, restaurants, clubs, stores and similar institutions. Stations install the receiving equipment, generally at a price allowing a small profit. Portions of broadcasts are eliminated from the receivers by use of a super-sonic signal from the transmitter.

WMLL has a program formula that has been found pleasing for the home audience, bus riders and lessors of FM sets. KWFM cuts in a wire recorder when the station is cut out, using a timing device. Cost of providing the service is low, according to the stations.

GEORGE McELROY
KTOW Stockholder Dies

GEORGE McELROY, 41, stockholder in KTOW Oklahoma City, died Nov. 3rd following a heart attack in his office. A prominent Oklahoma City attorney, Mr. McElroy helped organize the Soonner Broadcasting Co., licensee of KTOW and applicant for a television grant in that city. Active in politics, he served during the war in the office of the U. S. district attorney. He assisted Josh Lee when the latter was Congress-

FM REVENUE
Set Leasing Aids Stations

Mr. Fair

Mr. Fair, director of the NAB Program Dept. throughout the section's 2½-year existence, today (Dec. 12) joins WHAS Louisville as program director. He will direct both AM and television program operations, though the TV station is not yet on the air.

Mr. Fair became director of the NAB department in April 1947 after a long term as program director of WHO Des Moines. The NAB Program Dept. was abolished last summer in the board's streamlining operation. Much of his time at NAB had been devoted to preparation and development of the Standards of Practice.

Born July 2, 1903, in Iowa, Mr. Fair entered radio on the talent side in 1921 when his dance orchestra appeared on the old WDAP, now WGN Chicago. He was a student at Northwestern U. at the time and his band was heard frequently on Chicago stations. In the mid-'20's he joined the Gene Goldkette orchestra as pianist and arranger.

His station experience started at KOIL Omaha in 1927 and included service at WBMM Chicago and later at WBEN Buffalo where he was general manager besides serving as associate conductor of the Buffalo Symphony. After CBS Chicago and Bozell & Jacobs, Omaha, tours he became WHO program director in 1934.

In 1945 when the Joskes of Texas retail-radio project was started by NAB, Mr. Fair was asked to serve as program adviser. He is still active in music as pianist and composer.

He came from Oklahoma and managed Mr. Lee's campaign in 1936 for the U. S. Senate. In 1943 Mr. McElroy was state president of the Oklahoma Junior Chamber of Commerce. He is survived by his wife and three children.

HAROLD FAIR
Is WHAS Program Director

ROGER BAKER, former commercial manager of WKBW Buffalo where he entered radio in 1928, was promoted to assistant to the president, DR. CLINTON H. CHURCHILL. Mr. Baker was manager of KOB Albuquerque, N. M., in 1947, leaving it in August 1948 to become commercial manager of WKBW.

J. G. (GIL) PALTRIDGE, former owner and manager of KGIL San Fernando Valley, Calif., named local manager of KYA San Francisco. He was sales promotion manager for NBC in San Francisco in 1940, becoming director of promotion and assistant to manager of Blue network in split of Red and Blue. In 1943 he was acting manager of KGO San Francisco and later held similar association with KFI Los Angeles, from which he resigned in 1946 to open KOIL.

EARL WITROW, formerly manager of WAIT Chicago, joins KYOR (formerly KUCB) Blythe, Calif., in same capacity. He succeeds ROBERT WAREHAM.

D. W. HOISINGTON, formerly chief engineer and assistant manager of KUSI Muskegon, Oka., has been named general manager of KAYS Hays, Kan., replacing CLEM MORGAN. Mr. Morgan has not announced his future plans.

FRED A. TEED resigns as secretary-treasurer of KTSA San Antonio effective Feb. 1 to establish microfilming service organization Jan. 1 in San Antonio. He had been with Howe-Snowden organization for 22 years, from newsboy to executive of KTSA. He resigns on followed transfer of KTSA to Express Publishing Co.

BLAKE TABOR appointed manager of Madison, S. D., studio of KISD Sioux Falls, S. D., succeeding RALPH DOERR (see Commercial).

JOHN PEARSON, formerly manager of KHUB Watseville, Calif., joins KBUC Corona, Calif., in same capacity, succeeding BUD COULSEN.

PAUL SCHAFFER, formerly program director of WANE Fort Wayne, Ind., and before that with WORO and WGL Fort Wayne, appointed assistant manager of WNOP Norfolk, Va.

J. DUDLEY DEVINE elected chairman of WYBC New Haven (Yale U. Broadcasting Co.). WYBC is non-subsidized undergraduate organization, transmitting over wired wireless system to university.

WILLIAM GEDDES, formerly chief engineer of KROP Brawley, Calif., named manager of KICO Calexico, Calif. He replaces JACK SHACKLETT, resigned.

FRANK S. HOY, owner and general manager of WLAM Lewiston-Auburn, Me., appointed chairman of State Board of Education.

ISAAC D. LEVY, attorney and a founder of WCAU Philadelphia, appointed a member of National Fair Practice Commission on Dec. 1 for term expiring in June 1952.

RICHARD A. MOORE, assistant general manager and director of television operations for ABC Western Div., appointed member of television committee of Los Angeles Chamber of Commerce.

KIT To NBC

KIT Yakima, Wash., ABC affiliate, will switch its affiliation to NBC on Jan. 1, 1950, at the expiration of its contract with the former network. The station, which became the 172d NBC station, is owned by Carl E. Hammond. It operates on 1260 kw with 5 kw daytime, 1 kw nighttime power.
For Some Interesting Information On Radio In Iowa, Please See Page 31 Of This Issue

Atlantic
To Sponsor Basketball

Atlantic Refining Company, long time advertiser in both radio and television sponsorship of college and professional football and baseball games, has added an extensive basketball coverage to its sports programs for the 1949-50 season. Seventy-seven games in four cities will be broadcast or telecast, Richard Borden, advertising manager, announced.

The schedule includes:

Five contests in Philadelphia between the U. of Pennsylvania and Villanova College on WPTZ (TV) Philadelphia. Byron Hash and Claude Haring will announce. Twenty-five scheduled by Syracuse U. will be broadcast on WAGE Syracuse. Bob Hendrenchion will announce. Seton Hall College’s 21 games will be broadcast on WJNR Newark with Bill Moore announcing. Canisius College’s 19 games will be broadcast on WKBW Buffalo by Bill Mason.

N. W. Ayer & Son, Philadelphia, is handling the entire project for Atlantic.

Spot announcements, newspaper advertising, car cards, etc., will be used to build interest for the games until the season is concluded next March.

Tangerine Bowl

Rights Go to WYVE

EXCLUSIVE national broadcast rights to the Tangerine Bowl (Jan. 2, Orlando, Fla.) have been granted WYVE Tywheville, Va., for the nighttime game between the undefeated and untied teams, Emory & Henry vs. St. Vincent, Erie G. Howery, business manager announced last week. Authorization was received by Mr. Howery from Ed May, Tangerine Bowl publicity director.

Mr. Howery said some 50 stations already were being considered for the game broadcast and that other interested stations may direct inquiries to his office in Tywheville. According to WYVE, commercial purchase on a national, regional or local basis or rebroadcast rights may be arranged, except for Pennsylvania and northern West Virginia.

NAB Vote Laws

Arney Answers Mason

DOUBLE voting power in NAB affairs by stations having both AM and FM memberships is required by the by-laws, NAB Secretary-Treasurer C. E. Arney Jr. wrote Robert T. Mason, WMRN Marion, Ohio, last week. Mr. Mason, a former NAB director, has contended such voting power encourages divisions within NAB and the industry [Broadcasting, Nov. 28].

Mr. Arney wrote that NAB follows the FCC’s practice in treating AM and FM stations as separate facilities. He said the subject was discussed at length by the NAB board’s By-Laws Committee.

Winghouse Report

Winghouse Electric Corp. has issued its stockholders’ quarterly report which reviews operations in the field of electronics—radio, radar and television—“so the stockholder will know what we are doing with his money.” This “On the Air!” issue is accompanied by a financial statement.

For a better-than-ever BUY

In Ohio’s Third Market
Now Under Construction

5,000 w AM 50,000 w FM

1390 KC
105.1 MC

WFMJ

Basic ABC for Youngstown
Ask Headley Reed

Broadcasting • Telecasting

Page 64 • December 12, 1949
POEM concluding, "To find that all the sages said, is in the book our mothers read," is inspiration for new weekly show over KNBC San Francisco. Answers to modern-day problems and questions are found in Bible, and stories showing how people's lives are motivated by Bible are told. Show, titled World's Best Seller, is sponsored by Pedesta-Baldocchi, San Francisco florists.

Game Given Triple Coverage
THREE broadcasts made up coverage by WLLH Lowell, Mass., of annual Thanksgiving Day Lowell-Lawrence football game. First show was rally with coaches, players, bands and baton twirlers from stage to audience. Next game itself was aired followed by awards to best player and crowning of victory queen from victory dance that evening.

Informal Beginning
FIRST live television show to originate in new studio of WOAI-TV San Antonio was as much a surprise to station personnel as to viewing audience. Show introduced WOAI-TV personnel to audience and brief line-up of their jobs was explained. Show was unannounced and unattended. As audience reaction test, 13 names of San Antonio set owners were picked at random from file and those people were asked to call station if they had seen show. Twelve called within an hour. Show was designed as preview. Station began regular programming Dec. 11.

Preview of Popular Tunes
FEELING that listeners are most capable of predicting popularity of new tunes, Friday session of Record Rock on WOCP Boston is devoted to new releases exclusively. Disc Jockey Howard Malcolm encourages audience to phone him during or after show and state which record they think will reach heights of popularity. Response has been great, station reports. Local record dealers feature placards in their windows naming top four new records as voted on show.

World Wide Hits
BRINGING the popular music picture from various sections of the world, to its audiences KNX Hollywood has started Your First Book of Hockey for an hour and a quarter weekly. Featured are foreign versions of American popular songs and cabled reports on current hockey news from centers. Sterling Tracy is producer; Nancy Basche assists on research and preparation.

Hit Tune Contest
PROGRAM format of Campus Shop over WSUI Iowa City, Iowa, aided Campus Chest Drive conducted on U. of Iowa campus, that city. Campus was divided by housing units and each evening during week-long drive songs heard on show were dedicated to unit that had attained 100% contributions during week. Each individual contribution to drive was allowed to cast ballot for "Best Song of 1947." At end of week, top ten tunes of year according to poll were aired on show. Non-campus listener interest was so high that poll was extended enabling all listeners to vote in second phase of contest.

Canine Citizens
DOBERMAN PINSCHER dog "Miss Safety" was star of two shows promoting traffic safety on WBNK (TV) Cleveland. Miss Safety, handled by police officer, demonstrated graphically rules of traffic safety. Dogs of similar or related breeds were contrasted with one another in second phase of show which was produced in conjunction with 32nd Annual All-Breed Dog Show in Cleveland.

Educational Series
TWO new series with high educational value have been launched by WNOE New Orleans, La., and Tulane U., located there. First series is weekly Looking at Books in which major works of literature are reviewed in 30-minute round-table discussions by university faculty members. Second series, The Doctor Who Tells, gives weekly advice on health, diet and hygiene in form of 15-minute dramatic skits.

Pre-Game Celebration
IN ceremony held on ice before game celebrating 10th anniversary of hockey in Omaha, KWPN Omaha's sports director, Jack Sandler, recorded commentary on presentation of birthday cake to coach of Omaha team. Special 30-minute show consisting of recording and portions of previous hockey games was aired the following Sunday. Letters and wires of congratulations also were featured on show.

Final Run
RUNNING of last electric streetcars in Richmond, Va., was covered by WTTR (TV), WMBG and WOOD (FM) all Richmond. WTVR (TV) recorded entire story and ceremonies surrounding changeover from streetcars to buses. Films were incorporated in Camel News Caravan program that same night. Remote equipment from WMBG and WOOD (FM) recorded interview with city's oldest streetcar operator who was led to NBC for News of the World program that evening.

Classroom Experiment
COLLEGE courses in psychology, world history and economics are now available to FM owners via WBM- FM Boston. Courses are recorded in classrooms by Lowell Institute in cooperation with Boston College, Boston U., Harvard, M.I.T., Northeastern and Tufts. Show is heard six evenings weekly at 7:30 p.m.

Selected Music
RECORDED MUSIC of famous composers and artists is being aired, featuring rare and unusual musical instruments are being heard in new five weekly program on KFMY Los Angeles under sponsorship of Los Angeles Public Library. Music for program, titled Library Concert Hour, is provided from library's record collection.

Disabled Veteran Series
SIX five-minute stories based on hero selections by Disabled American Veterans and starring Cornel Wilde, screen star, put on transcription by DAV. Program is similar to former DAV series, Story of the Week and Hero of the Week. Stories concern disabled veteran and his successful adjustment to life. Series is available without charge, on request to Julian J. Jackson, director of DAV publicity, 11 S. LaSalle St., Chicago 3.

KMTV (TV) Finals
FIRST public showing in Midwest of 1950 Pontiac and first introduction of new car to Omaha public via TV took place recently over KMTV (TV) Omaha. Telecast from showrooms of local Pontiac dealer, Pontiac "crashed-through" paste-board door and was fully displayed, inside and out, by use of telephoto and wide angle lenses. Only lighting necessary was overhead fluorescent fixtures of dealer's showroom, station reports.

Education Booklet
TWELEVE-page sample report on programming of Intercollegiate Broadcasting System stations has been prepared by Howard C. Hansen, IBS program manager. Report covers such topics as world news, original dramatic programming, program exchange and examination week broadcasting.

RCA Victor Records
"DJ" disks couple the cream of the RCA Victor hits for your convenience!

HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705

December 12, 1949 • Page 65
December 2 Applications . . .

**ACCEPTED FOR FILING**

License for CP

WFTL-TV Philadelphia—License to cover CP new TV station.

KFWF Skia, Alaska—License to cover CP new AM station.

**Modifications of CP**

EAST Astoria, Ore.—Mod. CP change frequency etc. for extension of completion date.

KECA-TV Los Angeles—Mod. CP new TV station for extension of completion date to 6-30-50.

SOG-TV Los Angeles—Same to 7-30-50.

WJZ-TV New York—Same to 6-30-50.

WNAV-TV New York—Same to 7-8-50.

**TENDERED FOR FILING**

AM—450 kc

WNAV Radio Station—CP increase D power from 5 kw to 10 kw.

AM—500 kc

KMBY Billings, Mont.—CP change from 1240 kc 250 w untl. to 920 kc 1 kw untl. DA-7.

December 6 Applications . . .

**ACCEPTED FOR FILING**

AM—1200 kc


WJZC Florence, S. C.—CP change from 5 kw Dun. to 1 kw Dun.

AM—1250 kc

Lamar County Radio Co., Fark, Texas—CP new AM station 1230 kc 1 kw AM—1470 kc.

James D. Sinyard, Moundsville, W. Va.—CP new AM station 1230 kc 1 kw D功率 AM—1470 kc.

**Modifications of License**

KOB—Las Cruces, N. M.—Mod. CP change studio location.

**License Renewal**

WRWH Witten, Ohio—Mod. CP change frequency etc. for extension of completion date.

WCON—FM Atlanta, Ga.—Mod. CP new FM station for extension of completion date.

WBCB—FM Des Moines—Same.

WJS—FM Columbus, S. C.—Same.

WFMN—FM Martinsburg, W. Va.—Same.

FM—188.5 mc

WFPG—FM Atlantic City—CP change from 89.5 mc to 95.5 mc.

License for CP

KBNC—FM San Francisco—License to cover CP new FM station.

KYBS (FM) Dallas—Same.

WRAP—FM Portland, Ore.—Same.

License Renewal

License renewal applications were filed by following AM stations:


2. WBBS Wilkes-Barre, Pa.; WWKX AnhHING.

**TENDERED FOR FILING**

AM—1492 kc

WLET Toledo, Ohio—CP change from 1452 kc 250 w untl. to 1430 kc 1 kw untl.

SSA—1580

WXW—FM Indianapolis—Request for SSA to operate local station to completion date.

500—FM Springfield, Mass.—RETURNED application for license to cover CP new AM station to extend completion date.

KVLY—Los Angeles—Returned application for license.

KVLY—KEW—Minneapolis, Minn.—RETURNED application for assignment of license to T. C. C. Gen. Co.

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KVLY—KEW—Minneapolis, Minn.—RETURNED application for assignment of license to T. C. C. Gen. Co.
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**CONSULTING RADIO ENGINEERS**

*December 12, 1949 * • Page 67
SUCCESSFUL campaign conducted for opening of Meet the Menjou, Frederic W. Ziv picture, over WROW Albany, N. Y., included sponsor tie-in. Show is sponsored locally by Capehart dealers of Albany, Troy and Schenectady. Notice giving time and beginning date of show was flashed 50 times daily for three weeks—two before and opening week of show. Capehart dealer windows carried posters and displays with pictures of stars of program featured. Banners reading, "Capehart brings television to Life!" Capehart invites you to 'Meet the Menjou'! were utilized in window promotion.

Optimism Salesmen

WHITE card telling story of Tennessean, of Broadcasting efforts to "sell optimism" to its listeners, being distributed by WAGC, WAPO, WDEF, WDOD and WXBD all Chattanooga. Stations inaugurated campaign to "influence the public to put its purchasing power to profitable use." Cards sent to local advertisers and merchants.

KSD-TV's 'Who's Who'

SINGLE-sheet promotion distributed by KSD-TV St. Louis is reprint from local advertiser's paper. It reads, in part, "The advertiser... who is still uncertain whether television should be given any consideration when preparing his next promotion budget..." List of national advertisers using television and KSD-TV shows. "Any telephone at the above names and 'Who's Who in Advertising' should dispel further uncertainty," reads sheet.

Heroes Team

FIFTH annual Football Award Dinner given by WPAY Portsmouth, Ohio, feted local high school teams and coaches. Held at climax of football season, most valuable player was given trophy indicating his merit as citizen as well as an athlete. Proceedings at dinner were taped recorded by station for rebroadcast.

Pillbury Meeting

RED, white and blue folder has been made available to nearly 7,000 and stockholders by company, Pillbury Mills Inc., and WCCO Minneapolis. Folder contained company's "first" in airing of annual stockholders meeting. Pictures of executives and stockholders who participated in broad- cast meeting are included.

What's Up?

NOVEL promotion in form of folder showing man climbing ladder on cover is being sent to trade by CBS. Titled "What's Up?", folder announces addition of WCAU Philadelphia to list of stations carrying The American Protective League, CBS participating program. Advertisers, to whom folder is directed, are told, "... Now the HPL can deliver your sales story to a total of 14,211,820 of the nation's radio families. Accounting for 38% of the nation's retail sales!"

Station's Warning

LETTER from WNAX Yankton, S. D., warns candy dealers to put in plentiful supply of Peter Paul candy before Christmas. Schedule of shows and announcements concerning product carried by station are given in letter. Second letter is directed to Hoot jobbers who are told that more requests for Hoot anti-freeze will result from company's placement of announce- ments on WNAX.

Cooking School

DAY-LONG promotion stunt at KDAL Duluth, Minn., recently took form of cooking school from which prizes were awarded and shows aired. KDAL co-operated with Hotpoint store dealers and executives who were on hand for school in presentation of regular fea- tures, KDAL Karnival, half-hour audience participation program, and Singer Eddie Williams, who is sponsored by Hotpoint. Hotpoint range was presented as prize on KDAL Karnival.

Personnel

SEWELL CLARK, freelance writer, joins CBS Hollywood press information staff. He replaces WILLIAM FROUG, recently resigned to Join Columbia Pacific Network writing department.

WINIFRED UELAND, formerly on Curtis Publishing Co. promotion staff, and AUDREY WESTON, formerly with MacManus, John & Adams Inc., Detroit, join promotion staff of KTTV (TV) Los Angeles.

In the market for smooth-as-silk dubbing?

There's no need to risk the irritation of a dubbing job where the levels aren't quite matched... or the timing is a little off. Not when you can have the benefit of RCA Victor "know-how!" At RCA you enjoy all the advantages...

- The most modern equipment and facilities in the trade, plus 50 years' experience.
- High-fidelity phonograph records in all kinds. All types of Vinytime transcriptions.
- Complete facilities for turning out slide film and home phonograph type records.
- Fast handling and delivery.

When you can get RCA "know-how"—why take anything less?

Send your masters to your nearest RCA Victor Custom Record Sales Studio:

<table>
<thead>
<tr>
<th>Studio</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>N.Y.</td>
<td>114 East 33rd Street New York 10, New York</td>
</tr>
<tr>
<td>Chicago</td>
<td>455 North Lake Shore Drive Chicago 11, Illinois</td>
</tr>
<tr>
<td>Hollywood</td>
<td>1016 North Sycamore Avenue California Hollywood 517</td>
</tr>
</tbody>
</table>

You'll find useful facts in our Custom Record Brochure. Send for it today!

First in the field.

RCA VICTOR Custom Record Sales

Page 68 • December 12, 1949
"In response to your request..."

Collins offers studio equipment that embodies your specifications

The Studio equipment you get from Collins contains more than good components and workmanship. Your wishes and requirements, based on the experiences of Collins engineers that have designed hundreds of installations, are reflected in each unit or complete, specially engineered installation. Consult the Collins speech equipment catalog for every requirement. Everything from wire to custom built apparatus is described in it. Write to Dept. BC-5, Collins Radio Company, Cedar Rapids, Iowa, to obtain your copy.

26W FEATURES
- Low noise and distortion.
- Adjustable input and output levels.
- Complete accessibility without removing from cabinet.
- Two meters give visual indication of operating conditions.
- Limiting action (in db) indicated by meter on the front panel.

These units have many more features. Complete information is given in the Collins speech catalog which is yours for the asking.

212A FEATURES
- Ten independent input channels (eight low level and two high level).
- High level mixing on all low level channels.
- Remote override for remote following a remote. Also remote cue.
- Studio talkback through interlocked circuits to prevent program interruption.
- Constructed for complete accessibility while in use.

212B FEATURES
- Seven independent input channels (six low level and one high level).
- High level mixing on all low level channels.
- Studio talkback through interlocked circuits to prevent program interruption.
- Constructed for complete accessibility while in use.

FOR BROADCAST QUALITY, IT'S...

Collins Radio Company, Cedar Rapids, Iowa
11 West 42nd St.
New York 18
2700 West Olive Ave.
Burbank
M & W Tower
Dallas 1
Dogwood Rd., Fountain City
Knoxville
LAVERN (MIB) COLTON resigns as announcer for WLAW Lewiston-Auburn, Me., to become program director of WHHH Warren, Ohio.

ART LAM, formerly with WINX Washington, appointed to staff of WTGG (TV) Washington. He succeeds CLARKE THORTON, who moves to WCMU Cumberland, Md., as program director.

VALENTINE DYALL, British radio actor, starring as Man in Black in new mystery series over WASH (FM) Washington and Continental FM Network, Wednesday, 8:30 p.m.

JIM DACEY, formerly on announcing staff of WBAL Elmira, N. Y., and WCBA Corning, N. Y., joins WRAR Williamsport, Pa., as program director.

JIM McCANN, formally with KFY Philadelphia, joins announcing staff at WPEN Philadelphia.

MILTON GRANT, formerly with WTOP Washington and WARM Scranton, Pa., and for past year dived his time between WINX Washington and WBAL-TV Baltimore, joins regular announcing staff of WINX.

TOM DONAHUE, formerly with WTIP Charleston, W. Va., where he was known as Thomas Coman, also joins WINX announcing staff.

BOB POWELL, former announcer, newscaster and disc jockey at WJAD Quincy, Ill.; WGAN Portland, Me.; WMTW Portland, Me., and WAAB Worcester, Mass., joins announcing staff of KDKA Pittsburgh.

JERRY GROVE, formerly of WIP Philadelphia, joins announcing staff of WHAT also Philadelphia.

DAVID BROWN appointed assistant television director at WBNQ (TV) Chicago after working as operations assistant. He has been replaced by JAMES MORTON of guest relations staff.

SCOTT DOUGLASS, former announcer at WFCI Providence, R. I., joins announcing staff at KGLI San Fernando, Calif.

JACK D. FUNK, formerly with KECK Odessa, Tex., KHMJ Hannibal, Mo., and KSL Silver City, N. M., joins KXOX Sweetwater, Tex., as program director.

BRUCE ANSON, formerly NBC Hollywood announcer, joins KTTV (TV) Los Angeles in same capacity.

GERREY HARRIS, senior student at Seton Hall College, joins WMTR Morristown, N. J. He has had announcing experience at school’s station, WSOU-PM Seton Hall.

DANNY WEBB, m.c. for WPIX (TV) New York, given charter by National Laugh Foundation to conduct “School for Junior Comedians” beginning in January.

HARRISON T. (Chick) KIMBALL, artist bureau director for WSB Atlanta, is the father of a boy, J. Carlton.

PAUL SPEEGLE, program manager of KNBC San Francisco, named chairman of advisory committee on radio procedure for 1960 Easter Seals campaign for state of California.

MILTON BERLE, star of Texaco Star Theatre, sponsored Tuesday, 8-9 p.m. by The Texas Co. on NBC-TV, will take two-week vacation from his comedian-m.c. chores. Program will be viewed this week and next with guest emcees, and Mr. Berle will return Dec. 27. Kidner Agency, New York, handles show for Texaco.

BILL EDMONDS, WMGM New York, announcer, is the father of a boy, James Meade, born Nov. 29.

MADELINE CHENOWITH, program secretary for WASH (FM) Washington and Continental FM Network, and ROBERT M. FRAZIER, radio engineer, have announced their marriage.

JOE WILSON, sports director at WBKB (TV) Chicago, re-elected president of Chicago chapter of Sports Broadcasters Assn., for second consecutive year.

PAUL HANCE, member of television station relations staff of NBC, is the father of a girl born Nov. 22.

DAVE GARROWAY, NBC-TV star, will receive third annual award of Junior Advertising Club of Philadelphia Dec. 15.

REINALD WERENRATH Jr., television field director at NBC’s Central Division, is the father of a boy, Peter Christian, born Nov. 17.

Darby Named Senator

HARRY DARBY, Kansas City industrialist, has been nominated by Kansas Governor Frank Carlson to succeed the late Sen. Clyde M. Reed (R-Kans.) in the U. S. Senate. [Broadcasting, Nov. 14]. Whether Mr. Darby will replace Mr. Reed on the Senate Interstate & Foreign Commerce Committee must be determined by the Republican Policy Committee when Congress reconvenes.

ROSS SHOW

MBS Okays Short Term

MBS DECIDED last week to allow affiliates to sell short-time cooperative contracts for its Lanny Ross Show, aired Mon.-Fri., 12:15-12:30 p.m. Contracts, to cover the period from Dec. 6 to Dec. 20, will enable local sponsors to advertise Christmas merchandise.

Departure from the usual policy of 15-week minimums was decided upon after numerous requests from MBS stations for permission to take advantage of the Christmas business opportunity. One day after requests had been granted, MBS announced, 20 local sponsors had signed.

‘MR. KOA’

Moore Retires After 20 Years

CLARENCE C. MOORE, dean of Rocky Mountain radio, will retire on Dec. 31 as KOA Denver program manager to enter private business, Lloyd E. Yoder, station manager, has announced. C. J. D. T. "MR. KOA" by his associates, Mr. Moore has been with the 50 kw. NBC outlet since August 1929.

Succeeding Mr. Moore will be Earl C. Ferguson, 39, KOA production manager, and Mr. Ferguson’s position will be filled by his present assistant, William G. Walker, 24. Mr. Moore joined the KOA staff in 1929 as an announcer, singer and dramatist, and in 1934, he relinquished microphone duties to become the station’s program manager.

On Jan. 3, Mr. Moore will begin directing all his energies to a hardware business bearing his family name and of which he has been president for many years. A graduate of Case School of Technology and a World War I veteran, Mr. Moore is a part-time instructor at Denver U. He also is acting director of the Rocky Mountain Radio Council.

Mr. Moore

WGCH

Charleston, W. Va.
Respects  
(Continued from page 36)

programs originating from San Francisco. In fact, at one time, he was supervising slightly more than 400 programs weekly. He was overseeing such programs as Carefree Carnival, One Man’s Family, America Sings, Night Editor, and Spotlight Revue among others.

Likewise during this period he was associated with talent who have since climbed the ladder to success—like Vera Vague, Meredith Willson, Al Pearce, John Neabitt, Cliff Nazarro, Alvino Rey, Hal Burdick, Paul Martin, Tim & Irene Ryan. Several others, then talent, have moved on in the agency field—Ceece Underwood of the Warick & Legier, Arnold Maguire of Foote, Cone & Belding, Don Cope of Ted Bates Co.

Takes New Post in 1936

In July 1936, the post of assistant to the vice president was created, and Lew Frost was assigned to these duties. When Hollywood began to grow as the western center of radio and the balance of NBC power shifted from San Francisco, in October 1937 it went south. In June 1944, he resumed the duties of program manager for the Western Division, combining them with his responsibilities as assistant to Mr. Strotz. This dual responsibility remained in force until November 1946.

Ever mindful of his own career, Mr. Frost is a boon to young men with talent other than those they are currently employing. He makes it a past practice to keep informed on the other talents of NBC personnel and is constantly aware of the importance of looking for young men who can do other things.

To him, the temperamental artist notion is just plain tom-foolery. Artists, he says, are anxious for honest criticism providing it is constructive; and, from him, many have learned that the only type of criticism he is capable of giving. When he feels it is necessary to criticize a program, he has always been known to say “why.” “If I can’t say why I think something is wrong, then I don’t say it,” he avers. “After all,” he reasons, “I may not think a show is very funny but the public might disagree with me and the public is the one we are striving to please.”

A native of Denver, Lew Frost was born Aug. 1, 1899. He married Fern Hobson May 22, 1927. Today they make their home in suburban Westwood.

Organisationally, Mr. Frost is a member of the Los Angeles Chamber of Commerce and the Hollywood Advertising Club. In addition he has taken an active part in numerous civic and charity drives in the community, serving as a member of the radio committee.

---

**PROBLEM:**

How To Meet Varying Recording Channel Needs

**SOLUTION:**

Select from 14 Basic Units of the FAIRCHILD Unitized Audio System

You can assemble numerous combinations of complete recording channels with the Fairchild Unitized Amplifier System, which includes 14 basic units.

Related units are simply plugged in or cabled together. It’s that easy...that quick. Units can be combined to meet the special requirements of a given installation. If requirements change later, the units can be re-arranged and the system expanded with no loss of initial investment. With this versatile Fairchild System, you get custom construction at production prices.

Consult us about your specific needs.

Write for series of helpful articles, “Design of Recording Systems and Actual Installations.” Ask for Series N.

![Fairchild Recording Equipment Corporation](image)

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Plagiarism-Copyright-Invasion of Privacy

INSURANCE

For the wise Broadcaster

OUR UNIQUE POLICY provides adequate Protection. Surprisingly inexpensive

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For details & quotations write

Employers

Reinsurance Corporation

Insurance Exchange Bldg.,
Kansas City, Missouri

BROADCASTING • Telecasting

December 12, 1949 • Page 71
JORDAN NAMED
President of Texas AP Assn.

CHARLES B. JORDAN, vice president of KFJZ Fort Worth, has been re-elected president of the Texas Associated Press Broadcasters Assn., the group announced last week.

Election was conducted by mail ballot pursuant to a decision made at the cooperative’s Dallas meeting, Oct. 2. Others elected are: Pat Flaherty, KPRC Houston, vice president succeeding Joe Leonard Jr., KGAF Gainesville; Jim Alderman, WRR Dallas, re-elected secretary-treasurer.

Facsimile Gift

FACSIMILE equipment valued at $40,000 has been turned over by The New York Times to the Graduate School of Journalism, Columbia U., New York. The apparatus, which will be used for training journalism students in electronic communications, includes transmitters and console receivers which students will use for experimental development of news and printing for FM transmission. Elliot A. Crooks, vice president of Radio Inventions Inc., New York, will direct the experimental and teaching program.

WILLY S. MALONEY, with United Press for 18 years, and most recently with public relations department of Pillsbury Mills Inc., Minneapolis, appointed director of news and special events for WCCO Minneapolis-St. Paul effective Dec. 15. He succeeds SIG MICHELSON, who becomes director of discussion division for CBS [Broadcasting, Dec. 5].

JAY J. HEITIN, former program manager, WFBY-FM Holyoke, Mass., appointed news and special events director for WNBC and WNBT (TV) New York. He joined WHYN as an announcer in 1942, later working in station’s publicity, promotion, special programs and news departments. He succeeds FRED S. HOLLOW, who has resigned to join W B A L-AM Baltimore, as publicity-promotion manager.

ELBIE FLETCHER, first baseman for Boston Braves, signed to contract as sportscaster during off-baseball season by WBZ Boston.

EARLE ROSS, sportscaster for CKCW Moncton, N. B., and Elsie Jensen announced their marriage.

MEL ALLEN, sportscaster for CBS, awarded honorary membership in Alpha Epsilon Rho, national honorary radio fraternity, and in American Assn. for Education in Radio for his “high standards in broadcasting.” Awards were made recently at U. of Alabama.

GRADY COLE, commentator and farm editor of WBT Charlotte, N. C., appointed member of North Carolina Communications Study Commission.

ARE YOU SUITED FOR VEST (Ky.)?

We tip our hat to you if you can successfully button Vest (Ky.) into your promotion plans for Kentucky! Most merchandisers find that outer belt of the State too long for their needs!

So at WAVE we roll up our sleeves and broadcast exclusive Louisville-made market, the Louisville Trading Area. This one-minute guaranteed market accounts for 76.5% of all drug sales, for example, as all the rest of the State put together!

Try WAVE for size, Str. We’ll give you a real fit, but no fits!

OKLA. AP OUTLETS

Pledge News Exchange

OKLAHOMA Associated Press radio stations have followed the trend of other state AP groups by pledging themselves to the exchange of news among members, the AP reported last week.

Following the keynote set by speaker James L. Todd of KISW Woodward, the state group, meeting at Oklahoma City a few months ago, agreed to be on the alert for stories or tips to be turned over to AP bureaus there and in Tulsa for distribution to the cooperative’s facilities. The members agreed that stations have the same responsibilities as AP newspapers in making news available to the group’s wires.

PLANS for construction of FM transmitters are included in proposed five-year plan to be launched by the Polish Radio Association. Plan also includes contemplated five and half million radio licenses and one million loud speakers, with existing transmitters to be given increase in power.

WINS SALE HIT

Employees Petition FCC On Pope Purchase

A COMMITTEE of 64 employees of WINS New York petitioned FCC last week against the proposed acquisition of the station by Generoso Pope’s II Progresso Italo-American Publishing Co., owner of WHOM Jersey City [Broadcasting, Sept. 26].

They noted that II Progresso proposes to turn the 50 kw station, now owned by Crosley Broadcasting Corp., into a foreign-language outlet. This, they maintained, not only would necessitate the dismissal of practically all of the present employees” but would “not be in the public interest.”

“To devote such facilities (1010 ke, 50 kw day, 10 kw night; CP for 50 kw fulltime) to foreign-language broadcasting to relatively small minorities and, at the same time, to delete the present programming which is of such general and widespread public interest would be an inefficient and wasteful use of the facilities,” the petition asserted.

WINS’ sports and news coverage “are especially newsworthy” and the station ranked fifth in listeners among New York AM stations in the A.C. Nielsen Co. survey for June 1949, the Commission was told.

The petition, filed by former FCC Chairman James Lawrence Fly, maintained that “the very principle of foreign-language broadcasting is a questionable one.” In support, the petition cited views expressed by FCC examiner Hugh B. Hutchison in an initial decision on applications for the facilities formerly used by WORL Boston [Broadcasting, Nov. 7].

The only public-interest justification of foreign-language broadcasting, the petition continued, “is in terms of radio service to foreign-born persons who are presumed to be so unfamiliar with the English language and so unassimilated into the general stream of American life that a specialized approach is required if the various groups which are not assimilated are not to be left out. Necessarily, as time goes by, this justification becomes less and less persuasive because the number of such unassimilated foreign-born is continuously being reduced. . . .”

New York City’s foreign-born white dropped from 33.1% of the total population in 1930 to 27.9% in 1940, the petition continued. Since many of the foreign-born have learned the English language and have become integral parts of the New York metropolitan community “WHOM might be said to exaggerate whatever need there still may be for such specialized broadcasting.”

Any remaining need for foreign-language programs in the New York area, the committee continued, is “more than satisfied” by Mr. Pope’s WHOM and by WENZ, and WOV New York.

The petition also asked Mr. Pope “has personally told the committee of petitioners that the assignee could do no more than absorb a few of the present employees.”

The committee said it represented all WINS employees except supervisory personnel. It asked that the transfer application be set down for hearing with its representatives participating.

Counsel for Mr. Pope said they would file an answer to the committee within a few days. Under the proposed transfer Mr. Pope would acquire the station for $519,500. Under the duopoly rule he would be required to dispose of WHOM.

REL Merges Operations

RADIO ENGINEERING Labs., Long Island City, N. Y., has consolidated operations into its main plant, after completion of improved factory layout and office facilities expansion. REL manufacturers FM broadcasting and communications equipment. Firm’s new general offices are now located at 36-40 37th St., Long Island City, 1 N. Y., telephone Stillwell 6-2101, teletype New York 4-2816.

THE Fred A. Palmer CO.
Columbus, Ohio

Radio Consultants on Management and Operation (20 years experience)

- SALES CAMPAIGNS
- SALES TRAINING
- SALES PROMOTION

Post Office Box 108, Worthington, Ohio
Telephone—Worthington 2-7346

Page 72 • December 12, 1949

BROADCASTING • Telecasting
WNAR'S HERO
Announcer Fights Fire

WNAR Pottstown, Pa., now has a hero on its staff. Charles M. McGregor, the station's news announcer and representative, acted to the demands of the moment when a disastrous $350,000 fire raced through the downtown business section of the city and destroyed WNAR's studios recently. WNAR reports Mr. McGregor was alone in the station on the second floor when the fire started.

He stayed in the building and made certain that no one was trapped inside, then aided firemen in their efforts to combat the fire. Smashing his way to the third floor, the WNAR announcer led the firemen to a vantage point from which to check the blaze. Later, at the height of the blaze, Mr. McGregor single-handedly hoisted a fireman, who had been overcome from the smoke, across several roofs to safety. He then returned to the roof to assist in leading still another fireman to safety.

His fire-fighting heroics were broken off only long enough to reach Norristown 20 miles away where he announced the regular hour-long Pottstown Hour show. On the program he gave WNAR's listeners an eye-witness account of the fire. Later in the day, this man of unlimited energy provided Har- rishburg's WHP with an eye-witness story for its evening news show, and finally was forced off the firefighting line when he was sent to Pottstown's Memorial Hospital for two-day treatment for smoke inhalation.

Top national radio award in the second annual "Life Line of America Trophy" competition of the Grocery Manufacturers of America Inc. goes to Kay West, women's program director of Westinghouse's KEX Portland. Representing the trophy is Paul S. Willis (1), president of GMA, is Walter E. Bonnot, vice president of Westinghouse Radio Stations Inc., who holds the accompanying commemorative plaque awarded to KEX.

RCA INSTITUTES, INC.
One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.
Address inquiries to
President Director
RCA INSTITUTES, INC.
A Service of Radio Corporation
140 W. 45th St., New York 18, N. Y.

BROADCASTING • Telecasting

NAB DIST. 15

Proposed shuffling of the NAB's 17 districts to reduce the number of areas and effect operating economies met with opposition at the Dec. 1-2 meeting of NAB District 15. Meetings were held at the Mark Glenn Shaw, KLX Oakland, presiding as director.

District 15 adopted a resolution in which the membership "is satisfied that the present number of districts of NAB be maintained.

The re-districting idea has been studied for several months at NAB headquarters. New state alignments were submitted to the board last month but no action was taken.

The disturbed NARB situation, which has brought resolutions from a number of NAB districts, drew action from the San Francisco group, which urged "continued NAB insistence that the State Dept. and other government agencies protect the rights of the American people in an equitable allocation of international frequencies."

Other resolutions commended the board and President Justin Miller along with the NAB staff "for the economy trend and practical approach to the problems of today's broadcasters in the NAB operation, as evidenced in the last six months." Broadcast Advertising Bureau and Director Maurice B. Mitchell, employe relaxes work of Richard P. Doherty and the research achievements of Dr. Kenneth H. Baker were praised as was President Miller's work on behalf of free speech.

The district urged that the per program-blanket music ratio be applied in TV music license contracts. Increased use of BMI music was favored and the FCC proposal to increase minimum FM hours was opposed. The regime of Director Shaw was commended.

Judge Miller, Mr. Doherty and Mr. Mitchell conducted their regular district meeting sessions, with many of the delegates terming the meeting the best in years. Official registration totaled 75 but another 50 persons actually took part in the sessions.

Philip G. Laskey, KSPO San Francisco, presided at the labor meeting. Jules Dunse, KCBS San Francisco, was chairman of the sales managers meeting.

Finally—By Heck

For A l M ost a year WWDC Washington couldn't give money away, but a D. C. housewife finally cracked a $1,000 jackpot, ending one of the longest local giveaways on record. Mrs. Warden H. Pike won the windshield by identifying "By Heck" on the station's daily Mystery Melodies. Jackpot had been mounting since Dec. 16, 1948, with amounts added each day on the five-minute show, aired at 1:15 p.m. Mrs. Pike was paid in cash, WWDC reported—just before the Thanksgiving holiday.

REGISTRATION DISTRICT IS 1-2

Sheldon Anderson, KCKK Tulare; George Arnold, KSMO San Mateo; Howard Bailey, KWQ Stockton; Arden Becht, KDAN Orville; Don Booth, United Press, San Francisco; Harold J. Brown, KLX Fresno, Iras Oce, Pacific Tel. & Tel., San Francisco; L. E. Cates, KYNO Precinct, D. L. Collins, KFBK Sacramento; Clyde Coombs, KARM Fresno; Walter E. Lang, KQW, Hollywood; Ianni Desnombe, KBSJ, Sonoma; Charles P. Doherty, KTFK, Seattle; George Doherty, KQMA, Hollywood; W. J. Dunn, KSFO-Pi, SF, NS.

Melton Ferris, C. P. MacGregor, San Francisco; George Greaves, KNSB San Francisco; Gayle V. Grubb, KGO Oakland; Carl Haverlin, KROW Oakland; Ray Haverlin, BM, New York; Tom Hooton, BM, New York; Charles T. Huest, General Elec- tronics San Francisco; J. M. Hurl, KSBW Salinas; Ray V. Hamilton, Media Brokers, San Francisco; John J. Hamlin, McClatchy Broadcasting System, Sacramento; Arthur H. Hayes, KCBS San Francisco, Carroll Houser, KIHU Eureka; Grant Holmberg, KCB Sacramento; Hewitt Keas, KOH Reno; Dave King, Herald, KJAC Sacramento; Charles H. Kinsey Jr., KYOS Merced; Phil G. Lasky, KSDO-KPIX (TV) San Francisco; Joe E. Levit, KKBX San Jose; Bert Low, Associated Program Service, New York.

Charles P. Malloy, KSRO San Jose; Jack Marquardt, World Broadcasting, Hollywood; Howard Marks, WRU, Tulare; Ron Matz, KQW, Salt Lake; L. H. Matuslaik, McClatchy Broadcasting, Sacramento; David McCullough, KQAC Sacramento; Frank McNall, KSAN San Francisco; Justin Miller, KAVY Washington; Richard Rosen, KROG Sonora; Maurice B. Mitchell, KABC, New York; Dr. L. C. C. McFarland, KWWB Salinas; Wellington Morse, KWWR Oakland; W. B. Murphy, KUSF San Francisco; John O'Dowd, KOLO Reno; Clifford E. Ogden, Capitol Rec- ord Co., Hopewell, VA; Charles H. Ostrander, KFBF San Francisco; Sol Paul, BROADCASTING, New York; C. F. Pollock, KONO San Francisco; L. W. Pollock, KXON Napa.

Ken Randolph, KSBW Salinas; Leo Rickert, McClatchy Broadcasting System, Sacramento; Bob Rogers, KSGB Sacramento; Fred Schmitt, KCBS San Francisco; Charles P. Scott, KSBO Santa Rosa; John Schacht, KCKD Modesto; Paul M. Seval, KOBI, Hermiston, OR; Glenn Shaw, KLX Oakland; Clint Sherrill, KFBK Sacramento; Bill Simpson, KJMS Santa Barbara; George Smith, WJW, Cleveland; C. W. Smullin, KEM, B. Smullin and Bert Speer, KIEM Eureka; George Stadtmuller, KCBS San Fran- cisco; Orville W. Modeste, KFSD Reno; Ralph Stilling, KOLO Reno; Robert L. Stradford, KARU Redding; Davis Te- Garden, Standard Radio Transcriptions, Hollywood; Hugh Turner, KTVM San Halsey; KXWW Oak- land; Arthur Westlund, KRE Berkeley.

Gates has it

If it is for a Broadcasting Station
Gates Radio Company
Quincy, Illinois
Washington, D. C.
Telephone 522
Tel. Metropolitan 0522

December 12, 1949 • Page 73
TELEPHONE ADS
Radio Adaptable, Says Brown

In a letter to the Southern Bell Telephone Co., Walter Brown, president of WORD Spartanburg, S. C., points out that radio is adaptable to telephone advertising and expresses the opinion that radio can do a much more effective job than newspapers. Mr. Brown sent the letter after reading a newspaper ad which explained the company’s plan to have a pretty young lady call on telephone subscribers and teach them to use the dial system.

"More important," Mr. Brown stated, "the relationship between radio and telephone is much closer than that between the telephone company and the printed word. We both operate through the ear, while newspapers operate through the eye."

New NJB Facilities

NEW technical facilities of WJBC-AM-FM Bloomington, Ill., were dedicated last Wednesday with a three-hour variety show, featuring Jim Ameche as guest star. Developed under the direction of Chief Engineer Ted Bailey, the new construction includes a 400-tower FM tower with FM pylon antenna, ground system for AM, transmitter building, AM and FM transmitters, control equipment and a technical workshop. AM power remains at 250 w on 1230 kc; FM, on 101.5 mc, is increased from 250 w to 3 kw with 15 kw ERP. WJBC-AM-FM is owned and operated by Bloomington Broadcasting Corp.

RICHARD GOLDEN, formerly of Scherwin Inc., New York radio research firm, joins Lester Lewis Assoc., New York television packaging and personal management firm, to inaugurate Scherwin's Studio branch on DuMont.

FLORENCE ROMAN, formerly with ABC-TV, made production assistant for association, and MARIE STROUD promoted to casting director, succeeding ROBERT QUARRY, resigned.

AL STINE, TOM CUNNINGHAM, GERALD SWISHER and MARK KNIGHT named executive representatives of Associated Press.

BERT LIND rejoins Ted Hudes Radio Productions, the studio that produced a taped transistor radio program and television film. She formerly worked with company on production of series of recorded radio shows on displaced persons.

HERB HARRIS, formerly with production department of WCCO, Minneapolis, and MARK SCOTT, former sales production manager at WLOL Norfolk, Va., join sales division of United Artists, New York.

ALLEN H. GILLES, president of Gilles-Edwards Productions, Hollywood, is the father of a girl, Nancy.

TELENEWS-INS, New York announces signing by KPHO-TV Phoenix, Ariz., and KPIX-TV San Francisco for its Thru Week In Sports. Show will be sponsored by KPHO-TV by TV Corp., Phoenix radio and TV set dealer.

CARDINAL Co., Hollywood (radio-television producer), announces it will distribute a series of television programs submitted by radio packagers. Firm seeks not only to find immediate use for the programs, but to provide national release for "capable independent packagers who have failed to obtain a sales outlet."

JOHN D. SMALL, former administrator of Civilian Production Administration, and more recently president of Masson Food Systems Inc., named executive assistant to president of Emerson Radio & Phonograph Corp., New York.

DAVID T. SCHULTZ, vice president and treasurer of Raytheon Manufacturing Co., New York, elected to firm’s board of directors. He has been vice president and treasurer of Raytheon since its formation in 1928, and was treasurer of its predecessor company since the previous year.

Hoffman Radio Corp., Los Angeles, purchased Hoffman Sales Corp., distributing agency for firm’s products in Los Angeles and San Francisco.

INSULINE Corp. of America, Long Island City, N. Y., acquires additional factory space totaling 10,000 square feet, supplementing firm’s present quarters. Facilities will be devoted to manufacture of television antennas and accessories.

R. M. (Bob) WARE, sales-engineer representative for Gates Radio Co., Quincy, Ill., resigns from company. He is former owner-manager of WBBR-FM, Des Moines, and was responsible for construction of station. His future plans have not been announced.

Mr. Ware, an engineer, had been associated with WBBR since 1935, a period of ten years.

HOSPITAL FUND

Ad Men Ask United Front

Top executives of three leading advertising agencies have formed a united front on behalf of the United Hospital Fund in an appeal to executives in the advertising profession.

Bruce Barton, chairman of the board of BBDO, New York; H. K. McCann, president of McCann-Erickson Inc., New York, and Stanley Resor, president of J. Walter Thompson, New York, have each personally signed 1,000 letters of appeal on behalf of the United Hospital Fund, which states "today the importance of keeping these voluntary hospitals self-supporting is all the clearer, since they represent a strong bulwark against 'socialized medicine' and the collectivism it represents."

HOLDS COURT

WGPA-FM Airs Inquest

A CORONER'S inquest recently was brought to life for WGPA-FM Bethlehem, Pa., listeners, Station owner The Bethlehem Globe-Times, converted its main studio into a courtroom where proceedings were held and broadcast.

Arthur C. McCracken, WGPA-FM program manager, used the facilities of the station's facilities for the inquest (investigating the mysterious death of a local night club hostess) as a public service. The station believes it is the first time a station has thus pioneered to link news presentation with public service.

Members of the Globe-Times news staff intermittedly aired detailed descriptions of testimony given on the stand and other activities. Front of the main studio, according to the station, was arranged in courtroom fashion with sections marked off for jurors, the coroner and district attorney, staff, counsel representing principal witnesses, and for witnesses questioned. A special section was set up for local creative news and wire service reporters. According to WGPA-FM, studios and lobby were jammed to capacity two hours before the inquest was scheduled to begin at 8 p.m.

RADIO TOWERS


10 200-ft. Skyline Guyed towers (originally micro-wave relay towers, two of them tied together with reflector sheet on top, making five relay units; or broken down, will make ten single 200-ft. guyed towers for AM stations, police, cab radio, etc.)

Most of this equipment has never been erected.

For Sale

SCHUMAKER CONSTRUCTION COMPANY

Erectors of Towers, Antennas, and Coaxial Cables East Michigan Street—Michigan City, Ind.
Help for Polio Victims

THE POWER of radio was aptly demonstrated in WEST Easton, Pa., a polio drive conducted this fall. Because the Easton Hospital polio ward was full, the station was contacted and asked to appeal for $6,800 with which to buy a quonset hut for the overflow of severe cases. The appeal was carried by the station for three days on four programs. Contributions totaling $45,800.09 were jointly received by the hospital and VFW. One victim, a 17-year-old girl who had been stricken while visiting her grandparents, looked forward to a lonely birthday in the hospital. The station appealed for cards for her and again the response was tremendous. Nearly 2,000 cards, a radio, a cake, two baskets of fruit and many handkerchiefs were sent for her birthday celebration.

Station Saves Life

A 22-MONTH-OLD girl, Cheri Tucker of Enid, Okla., was critically ill with a malignant tumor recently and needed specialist treatment. Her family could not afford it, so a call for help went out to KCRC Enid. An appeal for contributions was broadcast on five newscasts over a three day period. One thousand dollars was collected, and the drive was called off, but station had to broadcast further bulletins because contributions were no longer necessary. The final total collected for the child was more than $1,200.

WDAD Gets Results

A LOCAL war hero, “Bud” Baird of Indiana, Pa., who was badly burned during the war, is singing the praises of WDAD Indiana, Pa. The Indiana VFW, upon hearing of Mr. Baird’s release from the hospital, started a drive for funds to provide a car for the veteran. Local papers were first used in the appeal for $2,000. After two weeks netting only $200, WDAD was contacted. Five days of “plugging” on WDAD produced well over the needed sum as well as seat covers, gasoline and free repairs for one year. Goal was reached just six hours before the surprised veteran returned home. WDAD was presented a plaque by the national VFW in recognition of this service.

Family X

ON Thanksgiving Day WKBU Buffalo, N. Y., aired a special dramatic presentation, Thanks for Family X. Story centered around an impoverished family of 15 children who were too proud to ask organized charity for help. Shows recounted how Larry Lawrence, disc jockey for WKBU, began broadcasting SOS’s for the family Nov. 4. The family received a Thanksgiving dinner, a year’s supply of coal and milk for the children, as a result of the WKBU broadcasts.

LORILLARD CO.

$250,000 Cigar Budget Set

P. LORILLARD Co. has created a new cigar division and established a cigar advertising budget of more than $250,000, Alden James, director of advertising, revealed last week.

Since radio has been so successful for P. Lorillard Co. with its Old Gold cigarettes, which are currently sponsoring part of Stop the Music and the Original Amateur Hour, both on ABC, it is safe to assume that part of the cigar advertising budget will be used in radio, a spokesman at Lenn & Mitchell, the agency handling P. Lorillard & Co., told Broadcasting.

Frank Hopewell, vice president of P. Lorillard, has been named to direct operations of the newly formed cigar division. J. J. O’Connor has been named assistant general manager.

A radio campaign also has been recommended for the firm’s Beechnut Tobacco as part of its 1950 advertising plans, it was reported.

Lang-Worth Additions

LANG-WORTH feature programs has announced 38 additional renewal contracts for the new eight-inch library. Stations are: KRIG Burley, Idaho; WICA Ashatuba, Ohio; WING Dayton, Ohio; WFIN Findlay, Ohio; WPFB Middleton, Ohio; RFOX Long Beach, Calif.; KXIC Iowa City; WMDN Midland, Mich.; WKNX Saginaw, Mich.; KYJC Medford, Ore.; WISR Butler, Pa.; WMCK McKeesport, Pa.; WMGU Meadville, Pa.; WJAS Pittsburgh; WPIC Sharon, Pa.; WMAJ State College, Pa.; KMHT Marshall, Tex.; KXLE Ellensburg, Wash.; WSOY Decatur, Ill.; WTAX Springfield, Ill.; KCOG Centerville, Iowa; KWOS Jefferson City, Mo.; WFAH Alliance, Ohio; WJMO Cleveland; WHKC Columbus; WTNS Coshocton, Ohio; WHUN Huntington, Pa.; KXIT Dalhart, Tex.; KMUR Murray, Utah; WBZ Muskogee, Mich.; KGW Portland, Ore.; WSNY Schenectady; WOOD Grand Rapids; WFUR Grand Rapids; WKNK Muskegon; WPIX Alexandria, Va.; KOMW Omak, Wash.; WGBA Columbus, Ga.

VARIABLE RELUCTANCE CARTRIDGE

Performance—not words—sells cartridges to broadcast stations. That’s why you’ll find so many station engineers who specify General Electric—for fine reproduction, for long life, for economy. Stylus are available in 1, 2.5 and 3 mil radii for use with this cartridge. Sapphire $2.10; Diamond $16.50. Compare this price with anything on the market!

TRANSCRIPTION TONE ARM

Especially adapted for use with the G-E Cartridge. Made of strong, feather-light magnesium. Exceptionally good when tracking old or warped records. Excellent bearings. Mounts on standard broadcast turntables.

GENERAL ELECTRIC

General Electric Company
Electronics Park—Bldg. 1, Room 1
Syracuse, New York
Please send me free bulletins with complete specifications on the G-E Cartridge and Transmission Tone Arm.

NAME ____________________________
ADDRESS ____________________________
CITY ____________________________ STATE ____________________________

December 12, 1949 • Page 75
Attention N. C. D. C. Sta. stations.
Top notch announcer looking for station that can offer play-by-play baseball. Non-networked, NBC station but desire to stay in the Carolinas. Can be reached anytime. Box 454D, BROAD-CASTING.

Topflight sports announcer, four years experience all sports, news and special events. Disc, photo references available. Box 452D, BROAD-CASTING.

Announcer, college grad., warm resonant voice, direct line to the news, commercials, personality DJ style. Experienced affiliate. If you're an active 250 watt station in the eastern or northern states, we have a commercial disc. Photo, excellent references available. Box 451E, BROADCASTING.

Announcer, experienced, needs permanent position. Box 456D, BROADCASTING.

Announcer-writer. Completely devoid of talent. Lackadaisical voice. Lusterless ideas. Loves radio, has Slate 26 years experience. Box 454B, BROADCASTING.

Experienced announcer, concert work, available first of year, references and work request. Box 456D, BROADCASTING.

College graduate, available January 1. Desires permanent job in sports or plays-by-play. College refers. Box 451D, BROADCASTING.

Combination man, 31 years experience in radio. Plays-by-play, commercial work or magazine work. Box 464D, BROADCASTING.

Announcer-writer, 27 years experience. Relatively low on salary. Box 452D, BROADCASTING.
Situations Wanted (Cont’d)

Technical

Experience engineer, studio, transmitter, any city? Can please? Box 866C, BROADCASTING.

Chief engineer with 15 years experience plus ability to change to progressive station. Best references included. Must be willing to travel. Seek permanent position. Box 866D, BROADCASTING.

Engineer, degree as 7 as chief, licensed. Box 383D, BROADCASTING.

Engineer, first phone, experienced console, transmitter, remote, Car. married. Box 943D, BROADCASTING.

Manager, 2 years experience AM and FM station operation and maintenance, remote, tape and disc recording, audio construction. Single. car. available. Box 410D.

First class engineer-announcer, excellent references, disc available, west preferred. Box 411D, BROADCASTING.

Engineer, 2 years of college, 4 years know-how. Knowledgeable in firing and移交 transmission installer, operation and maintenance, engineeer. Excellent references. Desire position. Box 412D, BROADCASTING.

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First class engineer-announcer, excellent references, disc available, west preferred. Box 411D, BROADCASTING.

Engineer, 2 years of college, 4 years know-how. Knowledgeable in firing and移交 transmission installer, operation and maintenance, engineeer. Excellent references. Desire position. Box 412D, BROADCASTING.

Man, age 28 and single wants job as radio engineer. Has a first class license. Box 422D, BROADCASTING.

Technical director, for 7 years experience in transmitter operation and maintenance. 10 years chief engineer for AM station. Experienced in station design, planning, supervision of construction, understand contracts and purchasing. Three years of construction and network engineering experience. Equipment for radio stations. Experienced in desirable practices of Technical director. International broadcast experience supervising and managing station. One year experience in FM network development. 1949 graduate Civil Engineers. Army chief engineer Army Corps. 5 states. Experienced in station promotion and audience development and small station management. Veteran with commission in Naval Reserve, active duty three years Electronics officer. RCA-Airborne TV six months, point-to-point high speed and radiotelephone. Can meet and speak before public. 1st class phone since 1929, second telegraph seven years, amateur since 1928. Desire to become a chief engineer of group of FM stations, high power FM station, station manager position in large city with small station. Salary open. provide complete descriptive letter. Box 383D, BROADCASTING.

Any offer considered. It’s a job that I want. Preferably transmitter, CRE, propagation, and broadcast experience. Age 21. Box 477D, BROAD-CASTING.

Engineer, first phone. Experienced 2 kw FM, console, remote. Two years television engineering. Sober, hardworking, reliable, car. Chicago area preferred. Offer valid. Box 354D, BROADCASTING.

Engineer, 31 years studio and transmitter (5 and 50 kw) experience, 1st class license, valid. Box 444D, BROADCASTING.

Engineer, 31 years studio and transmitter (5 and 50 kw) experience, 1st class license, valid. Box 444D, BROADCASTING.


Engineer, experience 2 years experience all phases AM and FM station operation and maintenance. Single. car. available. Box 483D, BROADCASTING.

Engineer, eight months experience with remote, recording, console and transmitter. Single. Car. available. Box 484D, BROADCASTING.

Production-Programming, others

Producer-director-news/wrest, 10 years experience in all phases of programing and announcing, also station netket network stations, my references will more than me up. Box 388D, BROADCASTING.

News editor-program director, 8 years experience all phases programming, supervision, promotion, sales, interview or e.t. Box 988D, BROADCASTING.

Wanted, job for one program director and one announcer. Both employed. Box 399D, BROADCASTING.

Program director, experienced. Now employed desires same job elsewhere. All information answered. Box 260D, BROADCASTING.

Young woman desires job as women’s program director in New England. Qualified to produce women’s participa- tion program as department head. Seven years broadcasting experience. Qualificatns: TV, Wallesey graduate. Box 345D, BROADCASTING.

Want an accurate, conscientious, fat Corytopa37? College graduate, young lady experienced in handling accounts and traffic. Box 388D, BROADCASTING.

Radio farm director. Twenty years in radio. Good habits. Box 602D, BROAD-CASTING.

Need experienced PD and good newscaster with reporting experience. Let’s talk business. Box 417D, BROADCASTING.

Available immediately for continuity, women’s voice, 2 years experience. B. A. Degree. Disc and sample copy on request. Box 450D, BROADCASTING.

Want to start 1950 doing special events and much for progressive station any place in U. S. Single, college graduate, 2 years experience in all phases of radio including initial programing, studio, news, and adding newscaster. Wife bringing full particulars. Norb Moore, KXRE, St. Charles, Mo.

Program director-announcer with in- dependent station. Two years experience. In all phases of newscast, studio, sales. In large city. Box 397D, BROADCASTING.

Chief program director -newscaster, sales position. Box 424D, BROADCASTING.

Chief Engineer, eight months experience with remotes, recording, console and tape equipment for radio stations. Experienced in desirable practices of Technical director. International broadcasting experience supervising and managing station. One year experience in FM network development. 1949 graduate Civil Engineers. Army chief engineer Army Corps. 5 states. Experienced in station promotion and audience development and small station management. Veteran with commission in Naval Reserve, active duty three years Electronics officer. RCA-Airborne TV six months, point-to-point high speed and radiotelephone. Can meet and speak before public. 1st class phone since 1929, second telegraph seven years, amateur since 1928. Desire to become a chief engineer of group of FM stations, high power FM station, station manager position in large city with small station. Salary open. provide complete descriptive letter. Box 383D, BROADCASTING.

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TRANIT RADIO

Asks D. C. Dismiss Case

DISMISSAL of current proceedings on Washington's music-equipped vehicles was urged in a brief filed last Monday by the District of Columbia Public Utilities Commission against Capital Transit Co. and Radio Transit Co. The CTC told the commission that "overwhelming evidence" already had established that music-soothed rides are consistent with "public comfort, convenience, and safety." They contended that transit radio does not adversely affect public safety; that the recent sharp rise in public acceptance and enjoyment of the music; and injection of the First and Fifth Amendments into the issue is "irrelevant." The recommendation for dismissal was based on an appeal, filed by Franklin S. Pollak and Guy Martin, that broadcasts violating these constitutional provisions [BROADCASTING, Dec. 5]. As intervenors, they asked the commission to ban present radio broadcasts and further investigations, PUC Chairman James Flanagan last Tuesday promised a decision "within a week or 10 days." PUC's notice of investigation and subsequent hearing was brushed aside in the CTC-TR brief with the reminder that the issue concerns public utility PUC's statutory powers. "Broad as is the power of regulation, the government does not enjoy the freedom of an owner," it noted further.

Purpose of First Amendment

Carried to its logical conclusion, the brief continued, the Pollak-Martin interpretation would mean that the First Amendment is "an instrument designed to promote a society of mutes and not to foster the free exchange of expression in the market-place of ideas and art...."

The reply also tackled the applicability of PUC's powers provisions, injected in the Pollak-Martin appeal. It cited Supreme Court decisions which held the two amendments are "limitations only upon the powers of the federal government and in no way are they directed against the actions of individuals."

With respect to the Fifth Amendment, the brief asserted that Capital Transit and Transit Radio Inc. fall more fully under its provisions than those of "music-as-you-ride."

It pointed out:

If any rights in property or liberty as involved in the present case be subject only to the regulation by the commission in the manner of the statute, the specific statutory authority granted the commission is conclusive.

It should never be forgotten that this proceeding involves the private property, the right to broadcast, the right to make music and play it, and the right to enjoy the music which the owners and operators have the right to enjoy. The action of the intervenors in proceeding to have their property and their property without due process of law and without just compensation in violation of the Fifth Amendment to the Constitution of the United States.

Reply was submitted to PUC by Attorneys F. G. Awaht and Daryal A. Myse, on behalf of the Capital Transit Co., and Thomas N. Dowd, attorney for Washington Transit Radio Inc.

RESCUE TEAM

KRMG Helps Crash Victims

EAGLE-EYED pilots of two helicopters engaged in field testing for KRMG Tulsa Nov. 25, discovered and came to the aid of two fliers stranded on the wreckage of their Aerocraft which had crashed into the Arkansas River, the station reports.

Dick Stansbury, of Lafayette, La., in charge of flight operations, and C. B. (Brownie) Aker, KRMG vice-president, were in the plane that first sighted the survivors, a pilot and his nine-year-old son, riding the wings of their plane which had nosed over in the water. The KRMG plane summoned help and then landed on the bank of the river to aid in rescue operations.

The other helicopter, containing Robert B. Jones Jr., KRMG manager, flew to Tulsa municipal airport to notify officials.

The two Bell helicopters are being employed by KRMG in field intensity measurements of signals transmitted by the station's towers located near Keystone, Okla. It is estimated that as much as two months' time will be lopped off by the two engineers and two pilots in making the measurements under supervision of A. F. Inguls, of A. F. Inguls & Inguls, Washington, D. C., with the aid of the helicopters. KRMG will operate fulltime on 740 kc.

November Additions

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<tr>
<th>SPONSOR</th>
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<th>NETWORK</th>
<th>TIME</th>
<th>AGENCY</th>
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<tr>
<td>Radio Offers Co.</td>
<td>Pick A Date</td>
<td>ABC</td>
<td>Tues. 11:00-11:15</td>
<td>Huber Hoge &amp; Sons</td>
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<tr>
<td>Radio Offers Co.</td>
<td>Pick A Date</td>
<td>ABC</td>
<td>Wed. 11:30-12</td>
<td>Huber Hoge &amp; Sons</td>
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<td>Radio Offers Co.</td>
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<td>Kudner</td>
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<td>CBS</td>
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<td>Lodens Inc.</td>
<td>Sing It Again</td>
<td>CBS</td>
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<td>Erskine Johnson MBS</td>
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<td>Gulf Oil Co.</td>
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<td>Jenkins &amp; Rubottom-Sample</td>
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<td>Lewis Hove Co.</td>
<td>Baby Snooks Show</td>
<td>NBC</td>
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<td>KRMG Northport</td>
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</tbody>
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November Deletions

Kraft Food Corp.      | Kraft Music Hall | NBC | Thurs. 9-9:30 | J. Walter Thompson |
| Lewis Hove Co.       | Ma and Janie | NBC | Tues. 8-8:30 p.m. | KRMG Northport |

November One-Timers

RCW Enterprise        | Johnny On The Spot | ABC | Sun., Nov. 27 | Cowan & Whitmore |
| Gillette Safety      | Army-Navy Game | MBS | Mon.-Fri. 8:30-9 p.m. | Maxon Inc. |

November One-Timers

Back home after rescue event are (l to r) Messers, Jones, Stansbury and Aker, and Montez Tjaden, KRMG promotion manager.

WKGN VS. WROL

Battle Broadcast Rights

DOUBLE-BARRELED legal contest opened in Knoxville courts a fortnight ago with an action as a result of a dispute between two local stations, WROL and WKN, over broadcast rights to U. of Tennessee basketball games. The other station at stake is the question of whether exclusive FM broadcast rights to the games would, in effect, limit potential listenership. A suit of legal maneuvers preceded an announced intention by WKN to broadcast the U. of Tennessee-Tennessee Polytechnic Institute game Dec. 3 despite WROL's signing of exclusive broadcast rights of all games over its FM facilities.

First step was taken by WKN, owned and operated by Clarence Beaman, who obtained an injunctive order requiring the university to permit it to carry the play-by-play broadcast of the U. of Tennessee game over WROL, operated by S. E. Adcock, obtained an injunction restraining WKN from airing the game. WKN then said it would proceed with the broadcast, and because it believed the first injunction had preference over the second. However, plaintiffs found the gates closed to all but the WKN engineer thus necessitating a cancellation of WKN's sportscast.

In his petition, Mr. Beaman charged his bid of $775 for home games of the U. of Tennessee (in excess of $255 cash and $500 in advertising) was higher than the $500 home and away bid by WROL. He also alleged secrecy in opening the bids thus violating the state statute, and charged FM broadcast by WROL would limit the audience to only "a minute" segment. Mr. Adcock's petition to forestall the injunction disputed claims in the WKN brief on the matter of listeners claiming 25% of the radio audience FM-equipped. He also declared the contract gave exclusive rights to broadcasts, whether or not allegations in the action concerning legality of letting the contract were true.

RCA DIVIDENDS

Over $10 Million for '49

A TOTAL of $10,081,400 in 1949 dividends is to be paid to stockholders by RCA, according to a declaration made at the company's Dec. 2 board meeting. On outstanding shares of common stock, 50¢ per share will be paid Jan. 23, 1950 to holders of record at close of business Dec. 15, 1949.

On outstanding shares of first preferred stock, 87 3/4¢ per share, for the period from Oct. 1, 1949 to Dec. 31, 1949, will be paid Jan. 5, 1950. The preferred dividend is paid quarterly on the basis of business Dec. 12. Dividend totals declared amount to $3,152,800 on preferred, and $6,928,600 on common stock.

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December 7 Decisions

ACTION ON MOTIONS

(By Comr. Henney)

Metropolis Broadcasting, Inc., Champaign, Ill.—Denied petition for leave to amend application by dismissing amendment specifying 1700 kc and reissuing former amendment specifying 920 kc. Lakes Area Best Co., Pryor, Okla.—Granted for leave to amend application to delete and replace, in reference to a specific site, to have its application considered following subsequent filings on a different basis, and to delete from its pending petition for reconsideration and denial of said issues 1 and 4. (By Examiner John B. Rutledge)

KOIP, Racine, Wis.—Denied petition for leave to amend application for new station on 1580 kw with regard to relocation of existing station. (By Examiner Arthur H. Hutchinson)

KTYL, Mesa, Ariz.—Granted petition for leave to amend application for CP to operate using non-directional antenna on 1310 kc 250 w-N, 1 kw-D, to request N operation of 1310 kc 500 w with DA; accepted amendment application for new CP and partial execution of CP.

FXS-FM, Des Moines—Denied petition for leave to amend application for CP to operate using non-directional antenna on 1310 kc 250 w-N, 1 kw-D, to request N operation of 1310 kc 500 w with DA; accepted amendment application for new CP and partial execution of CP.

BY COMMISSION EN BANC

WHIS Bluefield, W. Va.—Granted extension of authority to operate with non-directional antenna and power reduced to 100 w at N for period of 30 days from Dec. 8.

KFAIR Fairbanks, Alaska—Granted extension of authority to operate with non-directional antenna and power reduced to 100 w at N for period of 30 days from Dec. 8.

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(By Comr. Henney)

Metropolis Broadcasting, Inc., Champaign, Ill.—Denied petition for leave to amend application by dismissing amendment specifying 1700 kc and reissuing former amendment specifying 920 kc. Lakes Area Best Co., Pryor, Okla.—Granted for leave to amend application to delete and replace, in reference to a specific site, to have its application considered following subsequent filings on a different basis, and to delete from its pending petition for reconsideration and denial of said issues 1 and 4. (By Examiner John B. Rutledge)

KOIP, Racine, Wis.—Denied petition for leave to amend application for new station on 1580 kw with regard to relocation of existing station. (By Examiner Arthur H. Hutchinson)

KTYL, Mesa, Ariz.—Granted petition for leave to amend application for CP to operate using non-directional antenna on 1310 kc 250 w-N, 1 kw-D, to request N operation of 1310 kc 500 w with DA; accepted amendment application for new CP and partial execution of CP.

FXS-FM, Des Moines—Denied petition for leave to amend application for CP to operate using non-directional antenna on 1310 kc 250 w-N, 1 kw-D, to request N operation of 1310 kc 500 w with DA; accepted amendment application for new CP and partial execution of CP.

BY COMMISSION EN BANC

WHIS Bluefield, W. Va.—Granted extension of authority to operate with non-directional antenna and power reduced to 100 w at N for period of 30 days from Dec. 8.

KFAIR Fairbanks, Alaska—Granted extension of authority to operate with non-directional antenna and power reduced to 100 w at N for period of 30 days from Dec. 8.
Tax Hearing

(Continued from page 25)

is concerned over the $50 fee on salesmen.

Mr. Gentry explained that the $250 tax does not apply to the transmitters of broadcast itself to various points, both intrastate and interstate. He told BROADCASTING that a flat rate tax could be justified by that portion of the broadcast is a purely local interest, such as local election campaign speeches but not a sliding tax on gross revenues which obviously would include some interstate commerce. Those stations receive the benefits of municipal services

FCC Roundup

(Continued from page 79)

New Applications . . .

GRAND RAPIDS, Mich.—Application for license from Howard A. Shuman, 500 S. 5th directional, share time with WMMS. Application filed on Dec. 31.\n
BROADCAST MUSIC
WKLA Ludwig, Mich.—Appointment of Ronald G. Shwartz as manager.

TRANSITIONAL RECOMMENDATIONS
WKLA Ludwig, Mich.—Appointment of Ronald W. Shwartz as manager.

WASHINGTON, D.C.—Appointment of Kenneth A. Shuman as manager.

MILWAUKEE, Wis.—Appointment of Kenneth A. Shuman as manager.

KISTON, N. C.—Appointment of Kenneth A. Shuman as manager.

TRENTON, N. J.—Appointment of Kenneth A. Shuman as manager.

BROADCASTING, Nov. 28.

NAB agreed to the cost of briefs and transcript and supplied

background material to the station council.

NAB President Justin Miller last Monday warned broadcasters that efforts to impose state and municipal taxes on broadcast stations can be expected in a score of states. He added that "with one out of four stations reportedly operating in the red, stations should take every possible step to apprise legislators of the financial facts of life within the industry and to prepare for court battles if new tax measures are put through." Judge Miller's comments were made at the NAB District 14 meeting at Salt Lake City (see story page 29).

BUSINESS goes on as usual at WFTC Kinston, N. C., despite alterna-
tions at the station's building—including an ear-shattering pneumatic hammer outside studio and control room doors. Staff members find work slightly more difficult but WFTC remains on the air. Little Rock.

Ray B. Caudill Jr., chief an-
nouncer. Kinston Broadcasting Co. purchased the 12-year-old station July 1, 1947, according to the recently overhauledording. The renovation project when complete will give the station an entirely new studio on the old WFTC site, according to General Manager William S. Page.

AFRA N.Y. LOCAL
Elects 22 Board Members

AFRA's New York local last week announced the election of the following board members:

Announcers—Kenneth Bangert, Frank Gallop, Ed Herlihy, Ken Roberts, Tom Shirley.

Singers—Ray Arment, Julie Conway, Chick Goldstein, Travis Johnson, Alex McKee, Lanny Ross, Conrad Thibault.

Manager—Conway Archie, Albert Baker.

News Director—Gene Pointer.


President—Frankie Laine.


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When Its BMI It's Yours

Another BMI "Pin Up Hit"—Published by Porgie

YOU'RE ALL I WANT FOR CHRISTMAS

On Records: Frankie Laine—Mer. 5177; Frank Gallagher—Dana 2026; Seger Ellis—Owen Bradley—Bud 1011; Bing Crosby—Dec. 24659; Frank Core—Conn. 61138; Johnny Desmond—MCM 10524; Janette Davis—Harmony 1084; Hugo Winterhalter—Col. 38635.

On Transcriptions: Ray Anthony—Langworth; Anita Ellis—Standard.
LORAIN CASE

Government Injunction Is Denied

THE U. S. Government's request for preliminary injunction to stop the Lorain, Ohio, Journal's alleged discrimination against advertisers who used competitive WEOL Elyria-Lorain was denied last Wednesday in the Federal District Court in Cleveland by Judge Emerich Freed [Broadcasting, Nov. 31].

The judge indicated he was not persuaded "the injuries that might occur before trial can be had [are] so disproportionate that the stated considerations are outweighed." He added, however, that "this cause can and should have an early trial and the Court will promptly entertain a motion from the Government to that end.

Justice Dept. Changes

The Justice Dept. has charged the newspaper with violation of the Sherman Anti-Trust Act for its alleged attempts to monopolize advertising in the area by refusing to print advertisements of local merchants who also bought time on WEOL or used the Lorain Sunday News, a weekly [Broadcasting, Sept. 26]. Justice Dept. filed a number of affidavits from Lorain businessmen to support its charges, but these were refuted by counter-affidavits by the Journal.

Judge Freed noted the unique nature of the suit in explaining no case is known which holds there may be a conspiracy between a corporation and its employees or officers acting in its behalf. He said the injunction was sought solely on alleged grounds the defendants, acting as a single trader, have engaged in conduct "constituting an attempt to monopolize." The injunction sought asked for relief ex-切实 the maintenance of status, he said.

Asks FCC Reconsider

FCC was asked last week by the New Mexico College of Agriculture & Mechanic Arts and KOB Albuquerque, to reconsider its Nov. 18 denial of their request to continue a contract under which the college reserved broadcast time as part of its original price in selling to KOB. Oral argument is asked on the ground that the FCC had considered only part of the original claim [Broadcasting, Oct. 31], had not properly evaluated court decisions and ignored some of the original contentions. The petition was filed by Arthur W. Scharf, Washington attorney for the college, and the Washington law firm of Pierson & Ball for KOB.

FOUNDER Merle Ellinor (r) of Ellinor Village, Florida,\'s new $5 million year-round resort, points out one of the village divisions, "Homes by the Sea," to Bill Coudres (l), resort advertising manager, and Gene Sample, account executive of Richardson, Turner and Sanders, Atlanta agency. The agency is handling portions of Ellinor Village's advertising campaign. It also is arranging for radio time and newspaper space in all major markets east of the Mississippi and will institute a public relations and promotional program.

NEW AD AGENCY

Willsted & Shacter Opens

NEW advertising agency, Willsted & Shacter, with offices at 280 Madison Ave., New York, has been formed by Martin Willsted and Fred Shacter.

Mr. Willsted was formerly president of Ace Advertising Service, New York, and at one time was account executive at Hirshon-Car-\n
field, also New York. Mr. Shacter recently was account executive with the latter agency. The new firm's telephone in Oregon 9-2790.

FISH & GAME

WLAK Gets News by Plane

AT almost any time of day on some body of water in Florida, Fred W. Jones' plane may be seen landing and the occupant painstakingly gathering fishing and hunting information for his daily program over WLAK Lakeland. Station claims it is the only one in Florida, and possibly in the country to use this means for gathering authentic news for sportsmen.

Two years ago, WLAK added Mr. Jones, hunting and fishing authority and writer, to its staff. It was decided that in order for him to cover the news completely and up-to-date, it would be necessary to use the plane and keep up personal contacts with the Fish & Game Commission at Tallahassee while making his daily inspections.

Soon after this coverage was started, the Lakeland Ledger be-

McTigue to WINS

JOHN D. McTIGUE, formerly assistant manager of special events at ABC, has joined WLAK New York as production manager, succeeding Joseph Tery, who resigned to head the music department at WFLN (FM) Philadelphia. Mr. McTigue served as publicity director of WJZ New York from 1941 to 1943, joining ABC after a tour of war duty with OWI. He also served on the standing committee of broadcasters at the United Nations, 1947-48, as public relations officer.

BROADCASTING * Telecasting

They Say...

"LEE DE FOREST, commonly called the father of the radio industry, had this to say to modern radio experts: 'What a pity you gentlemen don't do with my child? (Radio) was conceived as a potent instrumentality for culture, fine music, the shifting of America's mass intelligence. You have already done this child...made him a laughing stock..." There is a lot of good entertainment on the air today. The strictly 'local' programs of KMRL (Marshall, Minn.) are an example of good radio... The radio industry hasn't been able to get people to listen to their radios... . Mr. DeForest's questioning of the uses to which his child is being put should be directed to the listening public as well as the radio industry."

From an editorial in The Marshall (Minn.) Messenger

GIVE A RADIO

Ohio Assn. Xmas Theme

OHIO broadcasters are putting over a campaign called "Give a Radio for Christmas" which they believe will both maintain and increase radio listenership in the Buckeye State. Backing the drive is the Ohio Assn. of Broadcasters. The organization is following through on the suggestion of Carl George, OAB president.

To facilitate station participation, the OAB has mailed sample announcement scripts to every outlet in the state and OAB reports enthusiastic cooperation. At WADC Akron, Owner Allen T. Simmons had a large variety of scripts prepared and then had each of the announcements transcribed, using the talents of his entire announcing staff to give the spots variety.

Suggested scripts point up the desirability of listening to the individual station, plug one or more programs on the air, (typical is morning or afternoon show "that you can't hear in the living room") and underscore the availability, variety and low price of dealers' sets.

McTigue to WINS

CHIA Edmonton, Alta, inaugurated as first French-language station in Alberta province, and second in Western Canada, on Nov. 20. Station is operated by Radio Edmonton, Ltd., with Romain Le Clair as general manager. Omer Renaud & Co., Montreal and Toronto, is national representative.
At Deadline...

TWO NEW STATIONS; OTHER FCC ACTIONS

ONE NEW AM outlet approved and one existing station awarded improved assignment by FCC Friday. Proposed decisions pending granting another new AM station and improving facilities of existing station finalized. Initial decision to grant new AM outlet set aside for further hearing and license for KWIZ Flagstaff, Ariz., reported off air since Oct. 1 just prior to bankruptcy of one partner, re-ordered cancelled [BROADCASTING, Aug. 22, Sept. 15].

Details...

Shelby Beitz, Co., Center, Tex.—Ordered that initial decision of Sept. 1 to grant new station was, to be vacated, record reopened and set for further hearing at Center, Tex., Jan. 31, to obtain full information as to all agreements between O. L. Parker, A. C. Childs, Emmett Crawford and Alphonis Hughes relating to sale, management and control of Shelby Beitz.

Des Moines Register, Des Moines—Iowa—Granted new AM station on 1290 kc with 1 kw day. Owner is David M. Segal, owner KTVF Yakazaka, Tex.

WGIL Bowling Green, Ky.—Granted change from 525 w on 1326 kc to 1 kw on 1410 kc, directional night.

BZZZ Vineland, N.J.—Made Snal proposed decision switch from 1 kw day to 1 kw fulltime, directional evening.


WGST ATLANTA CASE ARGUED IN SUPREME COURT

ARGUMENT held Friday before U. S. Supreme Court on appeal of WGST Atlanta, from state court ruling requiring U. of Georgia station to honor sales contract FCC refused to approve in earlier renewal proceeding [BROADCASTING, June 15]. WGST, in effort to win renewal in 1943 by assuming full licensee role, contracted to purchase station facilities and stock of Southern Broadcasting Stations Inc., operator of station under another agreement since 1930. WGST later voided sale pact, when FCC disapproved of payment terms, in order to win renewal.

Henry Hamilton counsels for WGST, and Max Goldman, FCC assistant general counsel who appeared as friend of court, contended federal authority in effect was being channeled by licensees to control what FCC had authority under Communications Act to consider private contracts where public interest was involved. James A. Branch, Atlanta, counsel for Southern Broadcasting group which when operative was headed by Sam Pickard, former Federal Radio Commissioner, held FCC's license authority was contested but rather only right to nullify private business obligations.

WOWO-WLIB FIGHT ENDS

LONG-DRAWN fight between WOWO Ft. Wayne and WLIB New York for power in increases on 1190 kc appeared terminated Friday when FCC dismissed WLIB application as "abandoned." Following sale of WLIB by Mrs. Dorothy Edwards, company group headed by Morris Novik [BROADCASTING, Sept. 19] WOWO petitioned for dismissal of WLIB request for 10 kw day and 1 kw night on 1190 kc in lieu of present 1 kw fulltime. Noting WLIB filed no reply or counter proposal, FCC granted WOWO's request but passed over WOWO request for immediate grant of its own application for 50 kw in lieu of 10 kw on 1190 kc.

COMR. JONES CASTIGATES RAIBOURN ON TV COLOR

COMR. Robert F. Jones, FCC's leading expert on proposed National Television Productions President Paul Raibourrn to task Friday for "debonaire" attitude toward color and "lack of work or at least enthusiasm" for it.

In biting letter he wanted to know what encouragement Mr. Raibourrn had given to color, particularly in role of board member of Allen B. DuMont Labs, held tentatively by FCC to be under Paramount control.

Letter was reply to one from Mr. Raibourrn voicing concern with some of Mr. Jones' questioning during color hearings, which he felt could be construed to imply that as member of old National Television Systems Committee he "may be derelict or uncoopertive in not appearing and offering testimony." Mr. Raibourrn said he had no engineering data but "certainly have some opinions" and would be "glad to testify.

Comr. Jones said he hoped Mr. Raibourrn would also take into account opinions of those who oppose "anyone who dares to have a different view than the vested interests, whether such vested interests are speaking through such flexibility as not nebulous pseudo-entities as JFAC, BMA, the former NTSC and any other pseudonym of the radio manufacturers who are here today and gone tomorrow as swiftly and seemingly as purposefully as the proverbial pea in the carnival shell game."

R. MORRIS PIERCE RESIGNS AT WGER; FOX SUCCESSOR

R. MORRIS PIERCE, vice president and chief engineer of WGER Cleveland since 1930 and engineering vice president of WJR Detroit and KMPC Los Angeles, G. A. Richards stations, resigns effective Jan. 1, to become president and stockholder of WDOK, projected new Cleveland station.

Robert A. Fox elected WGER chief engineer, succeeding Mr. Pierce.

During war Mr. Pierce achieved fame for capture of Radio Rogue in Berlin while with Office of War Information and for key role in talking Italian fleet into surrendering. Mr. Fox was combat scientist under Royal V. Howard, director of operations, and analysis section of Army's European theatre.

COLLEGE GROUP OPPOSES FOOTBALL TELECASTS

ANTI-TELEVISION stand for 1950 football season voted Friday at annual meeting of Eastern College Athletic Conference, New York. Unanimously, ECAC recommended colleges not sign any telecasting contracts at least until meeting Jan. 14 of National Collegiate Athletic Assn. ECAC also recommended its television committee present anti-television position to NCAA meeting.

That stand taken after report by ECAC television committee, comprising Ralph Furey, Columbia director of athletics, chairman; William R. Smith, Harvard, ECAC president; R. Kenneth Fairman, Princeton; H. Jamison Swarts, U. of Pennsylvania; Howard H. Caldwell, Navy, and Asa S. Bushnell, ECAC commissioners, who gave for anti-television stand was that video is "potential threat to the financial structure of intercollegiate athletics."

Closed Circuit (Continued from page 4)

from Key West. These demands do not take into account Canada's additional requirements.

VOYE OF Westinghouse at Montreal NARBA sessions fortnight ago in favor of treaty and inferring acceptance of Cuba's demands was premised on Westinghouse view that any treaty was better than no treaty at all. Reports that Westinghouse had sold substantially number of transmitters to Cubans branded without foundation. Five months ago, Westinghouse International Co. sold 60 kw trans-mitter to CMBC Havana, but that had no bearing on NARBA and was consummated before any inking of Cuba's demands was known.

ELECTRIC AUTO-LITE Co. account reportedly moving to Cecil & Fresbrey with Thomas J. Maloney, former partner and vice president in charge of radio and television of Newell-Emmett (see story page 24). Auto-Lite spon- sors Suspenae on CBS-TV. Meanwhile, release of more than 35 persons reported Friday morning due to Harvard Metz dissol- uon and formation of Cunningham & Walsh. Number of staffers, however, expected to join Mr. Maloney at C&P on Jan. 3.

HIGH COST of TV talent and production re- ported resulting in requests for 13-week summer hiatuses on part of several network ac- counts rather than standard eight weeks.

NEGOTIATIONS understood in progress be- tween representatives of Cramer-Krasselt Co., Milwaukee agency, and several Cleveland sta- tions for so-called "saturation" radio campaign on behalf of one of Cleveland's largest depart- ment stores. Similar campaigns by agency for Schurman's Milwaukee store (27 hours a week for the Golden Bear, St. Paul store) (21 hours a week) have boosted these establish- ments to among largest radio users in country.

IT'S JUST about as surprising as Christmas arriving on Dec. 25 that Maurice B. Mitchell, director of NAB's Broadcast Advertising Bu- reau, has received several substantial offers. "Mitch" has earned his sobriquet for his use of his "pitch" on business at district meetings of NAB. Last reports were that while he has listened to proposals, he hasn't said yes—yet.

NO COMMENT official word from Byron Price, Deputy Director General of United Na- tions, on widely published report he was offered post of Assistant Secretary of State. Mr. Price, former chief of Office of Censorship and pre-war executive editor of AF, currently in midst of new plan and heavy executive duties at UN. Expected he will complete re- maining two years of UN term there.

AFTER nearly of delay there's indication projected broadcaster tour of Voice of America installations around world will be revived. Survey party of five would include NAB staff, board and station executives.

FM ASSN. officials disturbed over statement by NAB President Justin Miller that NAB FMA merger is subject to confirmatory acti- on by FCC board. FMA contends NAB's offer was firm, needs no ratification, and was accepted on that basis.

KATZ AGENCY, national representative for radio and television stations and publications, reportedly intending to create separate staffs for three media.

BROADCASTING * Telecasting
TWICE as much in the 9th largest TV market!

In four months, the number of television receivers in use in the area served by WLW-Television...microwave-linked stations WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus...has nearly doubled!

The WLW-Television area embraces 3½ million people—935,000 families—80,250 TV set owners.* It is the 9TH LARGEST TV MARKET IN THE NATION...the 4TH LARGEST TV MARKET IN THE MIDWEST.

Further, the cost-per-potential-viewer on WLW-Television is as low as 36c per thousand...the 3RD LOWEST IN THE MIDWEST.

This phenomenal rate of growth in TV set ownership means that by selecting WLW-Television today, you will soon be buying the lowest cost television, per potential viewer, in the Midwest...in one of the Midwest's largest TV markets...with rate protection for six months.

For further information, contact any one of the WLW-Television sales offices in New York, Chicago, Hollywood, Cincinnati, Dayton or Columbus.

*As of November 1, 1949
FAITHFUL LISTENER STYMIES ATTORNEY

Police Identification Expert Don Sipes tells about a recent case in Canyon in which a woman state's witness had spent nearly two hours on the stand. She set all important time elements in the case according to what program was on KGNC at the time. An exasperated defense attorney, trying to break down the time testimony, finally blurted "Don't you ever listen to any station but KGNC?" And the composed woman answered "No sir, I turn KGNC on early in the morning and I don't turn it off until late at night."

Reprint from Amarillo Globe, October 10, 1940.

It's easy to see — KGNC is THE STATION in this fabulous market! A constant, loyal local audience, with an annual 695 million dollar income, means KGNC is YOUR FIRMEST GRIP on Panhandle buying power!

KGNC
710 KC, 10,000 Watts Night and Day
Affiliated with
NBC and LONE STAR CHAIN
Represented by
TAYLOR-BORROFF & CO., INC.

AMARILLO, TEXAS

YOUR FIRMEST GRIP ON THE FABULOUS GREAT PLAINS