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

In fact, almost 5 (46%) of all spot advertisers in New York during the month of September used:

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

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

Television in the WHAS Tradition

WHAS AM/FM TV
Louisville, Kentucky

50,000 WATTS * 1 CLEAR CHANNEL * 840 KILOCYCLES
VICTOR A. SHOLIS, Director  •  NEIL D. CLINE, Sales Director

REPRESENTED NATIONALLY BY
EDWARD PETRY AND COMPANY

and therefore selling

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

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

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

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

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

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

A VERY MERRY CHRISTMAS

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

Weed and Company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood
BOOZ, ALLEN & HAMILTON, management consultants blueprinting NBC reorganization, reportedly interviewing candidates—one of them present NBC employees—for post of chief of NBC sound broadcasting network. No selection yet made. Charles R. Denny, NBC executive vice president, still in temporary charge of radio operation pending hiring of permanent chief.

AS ANOTHER step in NBC’s executive realignment, veteran staff Vice President Wm. S. Hedges assumes direction of integrated services (both sound and TV) covering such fields as traffic with all stations, guest relations, building maintenance, supplies and duplicating. Personnelwise, assignment covers more people than any other network function.

WHETHER FCC Commissioner Rosel H. Hyde will head U. S. delegation to bilateral sessions in Havana beginning Feb. 1 in pursuance of NARBA was in suspended animation last week. Mr. Hyde has indicated he would probably prefer to pass it up to dig into normal FCC activity, but view is there should be continuity in negotiations, particularly since NARBA simply is in recess and Mr. Hyde continues to head U. S. delegation.

COLGATE-PALMOLIVE-PETE through Ted Bates, New York, preparing one minute E.T.’s for Palmolive soap to start after Jan. 1 in about 160 markets for 39 weeks.

LEVER BROS. contemplating change in products for sponsorship of Bob Hope show on NBC currently underwritten by Swan Soap through BBDO. Plans understood to split sponsorship three ways to include Surf (in limited distribution markets), Rinso and Lux. Surf is handled by N. W. Ayer & Son, Rinso by Ruthrauff & Ryan and Lux by J. Walter Thompson. Decision as to which agency will produce Bob Hope show expected next week.

ADVERTISERS, agencies and networks appear to be veering toward view that ratings alone are not answer to television results. New techniques, tying into point of sale results and other measures of merchandising, evidently are needed to ascertain accurate check on sales through TV. Matter has been subject of high-level sessions among three groups during past few weeks.


NBC’s giant giveaway program Hollywood Calling expected to be dropped by network in Sunday night spot in mid-January. Martin and Lewis show and mystery program expected to replace giveaway program.

EWELL & THURBER Agency, Toledo, asking for national spot availabilities in several dozen (Continued on page 86)

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Upcoming

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

(Other Upcomings on page 43)

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Business Briefly

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

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

ADVERTISING DEPARTMENT REORGANIZED BY LEVER

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

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

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

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

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

INCREASED LISTENING TO NEWSCASTS CLAIMED

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

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

BROADCASTING • Telecastin
33¢ in Detroit

MONEY-WISE TIME BUYERS

ANALYSE COSTS

<table>
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</table>

* Based on share of audience—Aug. thru Sept. Conlan Report

Bear down on costs...

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

Plus...

WKMH 1310 KC

Fred A. Knorr
President and Gen. Mgr.

1000 WATTS
FULL TIME

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

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

BROADCASTING * Telecasting

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

WE CAN TELL YOU Right Now!

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

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

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

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

910 Kilocycles
WFDF
FLINT
MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville
YOU MIGHT COAST A MILE IN 66 SECONDS—

BUT . . .

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

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

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

WKZO-WJEF deliver about 41% more listeners, with a combination rate that gives advertisers a 20% saving over the next-best two-station selection in Kalamazoo and Grand Rapids!

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

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

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

THE PETRY LIST

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<tr>
<th>Station</th>
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<td>CBS</td>
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</table>

THE YANKEE AND TEXAS QUALITY NETWORKS

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA
Watch the New WDSU

No Other New Orleans Station Offers Such Complete and Exclusive Coverage of Sports

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

Ask Your JOHN BLAIR Man!

AM TV FM
WDSU
AFFILIATED WITH THE ITEM
NEW ORLEANS

RENault AUTOMOBILE, largest manufacturer of automobiles in Europe, appoints Smith, Smalley & Tester Inc., New York, to handle its advertising in United States effective Jan. 1, 1950. PHILIP KERBY is account executive. Spot radio will be used.

GREENMAN-SHERILL FURNITURE Corp., New York, appoints Victor A. Bennett Co., New York, to handle advertising effective immediately.

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

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

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

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

COLUMBIA BREWERIES Inc., Tacoma, Wash. (Alt Heidelberg beer), has started its three-year, three-city contract for sponsorship of professional hockey games of Pacific Coast League on KWWJ Portland, KMO Tacoma and KING Seattle.


DALCO APPLIANCE Co., Northern California Philco distributor, launches in tenable campaign plugging Philco television receivers with heavy spot schedule on San Francisco Bay Area radio stations. Russell, Harris & Wood, San Francisco, is agency.

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

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

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

DRAKE AMERICA Corp., New York, branch of Bendrake Ltd., London, importer and exporters, appoints H. B. LeQuatte Inc., New York, to handle its food and candy division. Radio and TV may be used in future.

ROESFIELD PACKING Co., Alameda, Calif., and GOOD FOODS Inc., Minneapolis (Skippy peanut butter), appoint Guild, Bascom & Bongfili, San Francisco, to handle advertising, effective Jan. 1.

FANNY FARMER CANDY SHOPS Inc., New York, entering video for first time, signs for participations on Dec. 1, 16, and 23 during 8:15-8:30 p.m. segment of HolidayHints on WJZ-TV New York. J. Walter Thompson is agency.

Network Accounts • • •


GENERAL MILLS Inc., Minneapolis, on behalf of Wheaties, and WILSOl SPORTING GOODS Co., Chicago, jointly sponsored national professions football championship game between Philadelphia Eagles and Los Angeles Rams yesterday (Dec. 18) over full ABC network. Sponsorship was for their successive year by both companies. Agencies are Knox-Reeves Advertising Inc., Minneapolis, for General Mills, and Ewell & Thurber Assoc., Chicago, for Wilson.

Page 10 * December 19, 1949

BROADCASTING * Telecastin;
WMT GIFT CERTIFICATE

TO: Our Advertisers

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

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

December 19, 1949
S and C GOT ON THE BANDWAGON

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

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

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

WMBD dominates Peoria area.

WMBD
PEORIA, ILLINOIS

CBS AFFILIATE

AM 5,000 watts
FM 20,000 watts

Page 12 • December 19, 1949
Business is always better in Washington, D.C.

So many Santas! This year almost half your Washington customer-families got pay raises. Construction is up 65 percent over last year. Population is up 44.9 percent over 1940. And to advertisers on WTOP, a whopping 32 percent more share-of-audience than any other station in Washington.
JUNE CHRISTY joins the Thesaurus family!
Featured with the Johnny Guarnieri Quintet, a new idea in sophisticated rhythm.

TEX BENEKE presents the Tex Beneke Show, featuring the Glenn Miller favorites plus all the big bands... not available through any other source.

EARL WILD featured soloist with the Salon Concert Players. Ace virtuoso, playing popular classics and standard favorites... a perfect evening show!

ALLEN ROTH and his Symphony of Melody... dramatic vocal with warm, intimate style. Every tune from grand to simple, featuring dynamic arrangements.
These stars and shows too!

The Music of Manhattan
Norman Cloutier
and his Memorable Music
Slim Bryant
and his Wildcats
Listen To Leibert
The Church in the Wildwood
Festival of Waltzes
Edwin Franko Goldman Band
Golden Gate Quartet
Jimmie Wakely:
Ridin' the Range

...and many, many others!

A Christmas visit with
TED MALONE
An inspiring special in a production with orchestra and choir.

"CLAUDE THORNHILL"
CASE KAYS "CLAUDE THORNHILL"
Claude's great music plus a new local-national contest idea! Names listeners many national melodies. For weekends in New York!

YOURs for easier, more saleable programming...

IT's BIG NEWS for every local broadcaster!
More big names, more big shows than ever before are opening your way in the new Thesaurus. We're drawing upon the whole wealth of RCA Victor recording talent plus other big name stars...building commercial radio programs designed to sell! More economically...more saleably...more profitably!

Look at the advantages that only the new Thesaurus brings you:
1. Comprehensive programming...broader variety of artists and groups with continuing flow of fresh selections—all the top tunes!
2. Greater number of broadcast hours...features to fill your needs for every time segment with sure sales appeal for local sponsors.
3. Steady supply of weekly continuity, special holiday and seasonal shows; your scripting problems are taken lighter by our network-experienced writers.
4. Promotion that ensures commercial sales...sponsor-selling brochures and a dime building promotion kits with locally slanted advertising and publicity material.

If you want easier programming, more sponsors, bigger profits—RCA's new era in Thesaurus has what it takes! Inquire now!

RCA recorded program services
Radio Corporation of America • RCA Victor Division
120 E. 23rd St., New York 10, N. Y. • Chicago • Hollywood

December 19, 1949 • Page 15
Thanks from Block

EDITOR, Broadcasting:

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

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

* * *

Coverage Proof

EDITOR, Broadcasting:

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

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

Bert Ferguson
General Manager
WDIA Memphis

* * *

On RCA and FM

EDITOR, Broadcasting:

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

Sol Chain
Manager
WBIB-FM New Haven, Conn.

* * *

KPRC Caricatures

EDITOR, Broadcasting:

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

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

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

Custodian of the company alarm clock is Harry Arouth (tall fellow at the mike). Harry crawls in to do his 7:15 shot, then plods the police beat. The 8 a.m. is the property of Ray Miller (horizontal). Ray takes the County Offices and the Labor run. (In the picture, he's analyzing.) The 12 noon show centers around Pat Flaherty (lower left), boss wrangler and wartime Pacific NBC scribe. Bill Whitmore (just coming in from City Hall) joins the rest with his first hand report on the morning's doings there. At 5:45, Pat goes it alone. Bill Sprague (with pipe) rangles the town afternoons, then sets the night final at 10.

In one sense the picture's unrealistic. Usually there's an argument going on.

Pat Flaherty
Director
News and Special Events
KPRC Houston, Tex.

* * *

It's 5,000—Not 500

EDITOR, Broadcasting:

May 1 . . . express my appreciation for the item you carried in the Nov. 28 issue of Broadcasting, concerning the opening of my studio. However, a serious error was made in the article which stated that my premises consisted of over 500 ft. of floor space; this could have a serious effect on my business, actually I have over 5,000 square feet of floor space available. . . .

Bob Levitt
Roberts President
Roberts Studios
New York
The new RCA 45 RPM Conversion Kit, MI-11883—installed. The kit is complete with (a) clutch assembly (speed changer); (b) brake-arm assembly; (c) switch and cam shaft assembly; (d) microswitch; (e) dial plate; (f) shaft coupling; and (g) adapter hub.

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

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

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

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

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

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

Order your kit (s) today

RCA ENGINEERING PRODUCTS
DEPT. 19 LC, CAMDEN, N. J.

Send me—45 RPM Conversion Kit (s) MI-11883
at once. Price each, $70.00*.

Send me—fine-groove tone arm and pick-up (s),
MI-11884. Price each, $70.00*.

Remittance enclosed
Ship C.O.D.

NAME

ADDRESS

CITY

STATE

STATION

*Price applies only in continental U. S. A.
EMBRYONIC radio promotion ideas which often suffocate under a poorly prepared midday meal will have a better chance to be brought to full realization under a new set-up introduced by BBDO, New York. BBDO has instituted what it calls "brainstorm luncheons." Whenever the firm's executives, writers and ideas men get deep into discussion about coming programs before lunch, they use the facilities of the agency's test kitchen. In the relaxed and informal atmosphere of the luncheon, creative fire has a good chance to be sparked and sustained.

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

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

**On All Accounts**

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

Seventeen sturdy years of Wall Street brokering preceded his entrance into the advertising field. He took a one-year detour through the New York office of H. C. Morris as account executive, however, before proceeding to the Hollywood thoroughfare in 1947 to open up a West Coast branch of the agency. Before he ever heard of Wall Street or Sunset Blvd. he thought the world revolved around Brooklyn, N. Y., where he was born in 1909. He attended public schools in New York and Jersey City. Later, while attending New York U. at night, majoring in economics and psychology, he worked on various trade publications during the day. Among these were Financial World with which he was associated three years, starting as copy boy and working up to associate editor and sales manager.

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

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

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

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

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

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

Chicago's Showmanship Station

WBBM 50,000 watts
Represented by Radio Sales
Columbia Owned
North Carolina is the South's number one state, and North Carolina's number 1 salesman is...
ARRIVAL of new model automobiles is bringing to the motor industry into radio and television a big way as the manufacturers compete for public attention. Most companies are using air facilities for the 1960 debut, though many have not committed themselves for season-long campaigns.

Plymouth has bought spots to start Jan. 24 in 44 radio and 50 television markets, running four weeks. Agency for Plymouth, a division of Chrysler Corp., is N. W. Ayer & Son. De Soto and Plymouth are considering a telecast version of the Art Linkletter House Party show currently sponsored on CBS by Pillsbury flour. De Soto has not released its new model date but BBDO is understood to be working on a campaign that will include all media.

Budget is restricted.

Dodge Teasers

Dodge, another Chrysler product, starts teasers Dec. 26 for its new model. Announcements will start Jan. 4 and run through the month. Smaller station teasers start Jan. 1. The campaign is expected to cover 1,200 stations in 865 markets. Media plans include 26 television spots in 40 markets, starting Jan. 4 if material is ready.

Chrysler has not yet announced a new model for cars bearing that name. Two Chrysler TV shows are just finishing. Detroit, Cleveland, New York, Boston, Washington and Baltimore dealers have been carrying Touchdown, with National League and football TV excerpts in Chicago and Philadelphia ending this week.

KTLA (TV) Los Angeles carries the Gil Martin show five weekly. The Sammy Kaye program was not renewed. Chrysler sales agency is McCann-Erickson. Dodge agency is Bartlett, Van Slyke & Co.

Kaiser-Frazer is said to be considering AM and TV spots in the spring. Firm's dealers currently sponsor WGMJ Win-Win TV shows. Kaiser-Frazer has also reserved AM advertising out of 1,000 stations.

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

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

PONTIAC is winding up a schedule on behalf of its new models, with spots on 700 AM plus 50 TV stations in 26 markets. The AM schedule ran Nov. 23-Dec. 2, television Nov. 25-Dec. 17. MacManus, John & Adams is agency.

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

Oldsmobile is buying 165 AM stations, daily and three weekly, plus 36 TV stations with CBS television news. The program is set through the first quarter.

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

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

Agency is the New York office of Campbell-Ewald.

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

Gross Time Mounts

Gross network time sales of automotive, along with equipment and accessory manufacturers, in the first three quarters of 1949 totaled $5,322,494 compared to $5,228,627 in the same 1948 period, according to Publishers Information Bureau figures (Broadcasting, Nov. 28).

PIB reported automotive time sales on networks in September as $463,647, slightly under projections for September 1948.

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

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

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

Automotive advertisers' use of television networks in September totaled $69,968, according to PIB, or $539,948 for the first three quarters of the year. PIB listed General Motors second in September TV network buyers with $65,865 and fifth for the first three quarters with $84,591.

OPERATING OUTLETS

All-Time High in '49

By LARRY CHRISTOPHER

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

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

- Total of AM authorizations is continuing to gain as new station grants for year nearly tripled out.
- FM authorizations are still dropping off as deletions mount nearly seven times the number of new grants.
- TV, although stymied by the freeze, is getting more of its authorized stations on the air and licensed and is doggedly holding its own with but few cancellations.
- Station transfers approved by FCC (mostly AM) are becoming increasingly heavier with more outright sales of part interests or entire properties and more intra- corporation "reorganizations," incorporations and other changes to strengthen financial structure.

The informal review of FCC and Broadcasting records showed that for 1949, up to Dec. 15, a total of 169 new AM stations had been approved while AM deletions totaled 68, including 20 licensed stations and 40 construction permits cancelled.

For the same period 36 new FM outlets were authorized and 269 FM authorizations were deleted, including 6 licenses, 189 CPs and 14 conditional grants. Thirteen TV permits were cancelled in the period.

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

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

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

The survey showed that as of Dec. 15 there was a total of 2,293 AM stations authorized, of which 2,084 were on the air. There were 2,032 licensed, operating stations and 201 construction permits outstanding. A total of 329 new station bids were pending.

There were 797 FM authorizations in effect on Dec. 15 with 744 stations on the air. A total of 479 stations were licensed and another 310 held CPs. Eight conditional (Continued on page 47)

December 19, 1949 • Page 23
AVERY NAMED
Is New NARS President
LEWIS H. AVERY, president of Avery-Kodel Inc., was elected president of the National Assn. of Radio Station Representatives for the year 1950 at its annual membership meeting Dec. 14 in New York. He was NARS secretary during 1949.

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

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

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

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

In 1926 he did announcing and production for WGY Schenectady while doing General Electric publicity. Two years later he joined Mohawk-Hudson Power Corp. as assistant advertising manager and moved to BBDO, New York, in 1930.

Mr. AVERY

* * *

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

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

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

Mr. Avery joined Free & Peters, station representatives, Jan. 1, 1940 and became director of NAB's Dept. of Broadcast Advertising in late 1942. He left NAB in 1945 to form his own organization.

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

CBS BILLINGS

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

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

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

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

PARAMOUNT FILM

MBS To Air Premiere
PARAMOUNT PICTURES Inc., New York and Hollywood, has bought time on MBS to air its premiere of "Samson and Delilah" from New York's Rivoli and Paramount Theatres. The broadcast, scheduled for Dec. 21, 8:30 p.m., was placed through Buchanan & Co., New York.

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

PULSE REPORT

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

Average quarter-hour total audiences for homes with out-of-home listeners from 6 a.m. to midnight was 3.0% for midweek days, 3.3% for Saturday and 2.6% for Sunday. Heaviest out-of-home listening occurred Saturday 8-9 p.m. when the average total audience for the hour was 7.3%. Highest midweek out-of-home listening was 2-3 p.m., when the average total audience for the three hours was 4.5% adding about 15% to the home audience at that time.

In January The Pulse will expand study to include Chicago.

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THE BIG BILLING

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In January The Pulse will expand study to include Chicago.
By HERMAN BRANDSCHAIN

RADIO was about the hottest subject to come before the major league baseball winter meetings in New York this week.

After almost a full day of discussion of policy Tuesday with regard to airing play-by-play accounts of games, the diamond executives of both leagues broke up their sessions with an announcement that did not make headlines they had grappled with their dilemma but had struck out.

Their dilemma, in a nutshell, involves ways and means of protecting minor league clubs in view of a Department of Justice anti-trust ruling [Broadcasting, Oct. 31].

That ruling, drafted at the behest of protesting radio stations, banned one of baseball's own rules. Baseball had prohibited the rebroadcast of any major league game in any city without the consent of all major and minor league clubs in the city and within 50 miles.

The Justice Dept. branded the baseball practice a restraint of trade. It issued a rule that lifted the bar on play-by-play broadcasts. It also stipulated that no major league broadcast could be carried into a minor league town where a game was actually in progress.

Low Gate Fears

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

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

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

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

The baseball executives stymied by the fundamental policy to be adopted, but each league seemed to be in process of adopting different machinery to cope with radio. The American League reportedly set up a radio department, which could become the means by which it will act vis-a-vis radio. An announcement on the American League's radio policy is said to be possible after the first of the year.

Thursday Mr. Frick, speaking for the National League, told Broadcasting that his league would not set up a separate radio authority.

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

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

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

Another matter discussed informally at the winter meetings was television's impact on box-office. Though attendance in each league was down, television was generally not blamed for it. The Brooklyn club, for example, situated in one of the biggest television homes areas, experienced an attendance increase. Branch Rickey, Dodgers head, and Mr. Frick discounted television as the reason for gate decreases.

And indeed one long-term television contract was even announced during the week—WOR-TV New York will carry all day and night home games of the Dodgers for three years beginning in the spring of 1950. All the telecasts will be sponsored by F & M Schaefer Brewing Co. for Schaefer beer. The contract was placed through BBDO, Wickliff Crider and John Johns, BBDO vice presidents, represented the agency, and John T. Morris, advertising director of Schaefer, represented the company. Walter F. O'Malley acted for the Dodgers, and R. C. Maddux, WOR vice president in charge of sales, represented the station.

Mr. Frick and Combs Desmond will describe the games with the cooperation of a third announcer to be named. To cover the games, WOR-TV will install a coaxial cable to Ebbets Field, and the station's transmitter building in North Bergen, N.J. Four cameras will be used one with a Zoomar lens. When the telecasts begin in April, they will put WOR-TV on a seven-days-a-week schedule.

It also became known that for the third successive year, Ballantine beer and ale will sponsor Yankee home games over WABD (TV) New York, through J. Walter Thompson Co. Chesterfield has signed for the New York Giants games and is negotiating with WPX (TV) New York to telecast them for the coming season as it did last year. Commissioner Landis heads the agency. Negotiations also are being carried on with other stations, it was learned.

C. of C. AD GROUP

Ryan Is Vice Chairman

The most effective ways to use radio in the program are outlined in a 14-page booklet, "Radio and Your American Opportunity Program," distributed to more than 500 Chamber of Commerce and 200 business firms, schools, civic institutions and individuals as part of an eight-page pamphlet kit. The kit also includes booklets on how to use employee meetings and publications, letters, bulletins, annual reports, plant tours and films in telling the story of the American free enterprise system.

Power of Spoken Word

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

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

December 19, 1949 • Page 25
AWARD DINNER
Marks Radio-TV Academy Drive

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

Plans for the dinner were announced at a New York news conference last Thursday by Michael R. Hanna, general manager of WHCA Ithaca, and an NAB board member.

Proceeds of the $25-a-plate dinner, to be underwritten by Radio and Television Beat magazine, will be donated to the Mark Hellinger Fund of the Heart Assn.

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

"The plan of awards for the first Radio and Television Award Dinner has been so devised that the awards can not be controlled by any particular network nor by any special interest in the industry," Mr. Hanna said in part. Milton Berle, chairman of the dinner, issued a statement outlining the committee hope that an Academy of Arts and Sciences for the radio and television industry will be created as an outgrowth of the first dinner.

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

GENERAL CATEGORIES
1. Dramatic
2. Variety and Variety
3. News and News Commentary
4. Educational and Instructional Programs (including talks, forums, panels and panel discussions)
5. Religious Programs (including religious tunes)
6. Music and Music Commentary
7. Children's Programs
8. Agricultural Programs
9. Special Events (except sports)
10. Sports

TV SPECIAL CATEGORIES
1. Program of The Year (a) Radio (b) Television
2. Outstanding Actor of the Year (a) Radio (b) Television
3. Outstanding Actress of the Year (a) Radio (b) Television
4. (a) Male Model of the Year, Radio. Television or Radio and Television (b) Male Model Vocalist. Across all categories, Radio or Television
5. Outstanding Radio Writer of the Year
6. Outstanding Radio Talent of the Year
7. Outstanding Writer-Director of the Year
8. Outstanding Producer-Director—Television

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

Relatives weights for final balloting will be as follows:

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<thead>
<tr>
<th>PANEL OF INDUSTRY MEMBERS</th>
<th>VOTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>For First Place</td>
<td>6 Points</td>
</tr>
<tr>
<td>For Second Place</td>
<td>4 Points</td>
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<tr>
<td>For Third Place</td>
<td>2 Points</td>
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</tbody>
</table>

Members of the sponsoring committee include:

John Bostmann, MBS; Charles R. Denny, NBC executive vice president; Wayne Coy, FCC chairman, H. Leslie Smith, NBC vice president; Sydney M. Eldred, NBC vice president; G. P. Fry, NBC; Benedict Gimbel Jr., WIP Philadelphia; R. Grabhorn, ABC vice president; Mr. Hamia; Irv Konen, ABC vice president; Thomas D. Luckenbill, radio director, Wm. Esty Co.; Thomas C. McCray, NBC national program director; Brewster Morgan, ABC program director; Bob Whithead, WABC; NBC; Tom Slater, Rutarff & Whitfield; NBC; William Grinton; Mr. Ryan; Paul A. Walker, and E. M. Morgan, Radio-Television Commission, J. Donald Wilson, ABC.

Sarnoff
Cited by UN, Hails Radio's Peace Role

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

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

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

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

Gen. Sarnoff took part in a roundtable discussion on "Freedom of Information," with Brig. Gen. Charles P. Romulo, UN General Assembly President, and Dr. Gerrit Jan vanHeuven Goedhart, Netherlands' representative to the UN. Benjamin Cohen, UN Assistant Secretary-General in Charge of Public Information, was moderator.

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

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

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

But, he added, the freedom of radio is a "mere figure of speech" when the corollary principle of Freedom to Listen. Television, he said, some day will enable people to look around the world in the same way radio has become global. But TV, too, would be an empty dream, he said, "unless the Freedom to Look is given assurance among our human rights."

During the forum on "Freedom of Information," Gen. Romulo warned that the most potent blessing that is derived to this freedom is not political but economical. He declared that the shortage of radio equipment is in many countries, "the most potent duties on such equipment." It is as important, he stressed, that foreign countries receive broadcasts in their own tongue as it is that they receive other commodities.

Sees Global Video
Looking toward global video as well as radio as a solution, Gen. Romulo concluded: "'New sovereign states' will develop their own facilities and personnel. There is no hope of overcoming political obstacles and differences until people better understand each other.

The third roundtable participant, Dr. Goedhart, member of the UN Sub-Commission on Freedom of Information which drew up the Declaration, said there are conferences called "Freedom of the Press," advocated a second such conference to be preceded by informal planning meetings.

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

(Continued on page 43)
CEREMONY held Wednesday (Dec. 14) in Washington, marking presenta-
tion of Treasury Dept. plaque to WCCO Minneapolis for its contribu-
tion to the promotion of U. S. Sav-
ings Bonds, is attended by (1 to r): Bob Woodbury, WCCO traffic man-
ger; Eugene Wilkey, WCCO assist-
ant general manager and general
sales manager, and Vernon L. Clark, national director, U. S. Savings Bonds
Div. Mr. Wilkey received the cita-
tion on behalf of General Manager
Wendell Campbell.

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

The application was filed in the name of ILGWU's WFDR Broad-
casting Corp., which asked FCC to approve a subsidiary (1) the WINS license-renewal applica-
tion; (2) the union subsidiary's application for the WINS facilities, including the application for trans-
fer of WINS from Crosley Broad-
casting Corp. to Mr. Pope's II Pro-
gresso Italo-Americano Publishing Co.

Though FCC has abandoned its Aveo Rule permitting competing
bids on stations up for sale, WFDR Broadcasting said it is successful “it will be ready, able
and willing to purchase all of the
WINS facilities, subject to the
identical terms and condi-
tions” of Crosley's $512,500 con-
tract for sale to II Progresso.

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

The union's application was filed
by the New York law firm of Fly,
Fitts & Shubebruk, whose James
Drake, is counsel, former FCC Chair-
man, represents a committee of WINS employees opposing sale to
Mr. Pope interests.

A spokesperson for II Progresso mean-
time told FCC it should “acknow-
ledge receipt” but “give no further consideration to” the objections
filed by Mr. Fly on behalf of the
WINS employees committee.

In reply to the WINS commit-
tee's attack on the "questionable
on the principle that foreign-
language programming, the II Progresso mem-
orandum quoted from some of Mr.
Fly's own statements on the value
of foreign-language programming.

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

The II Progresso memo, pre-
pared by Marcus Cohn of the
Washington law firm of Cohn &
Marks, also noted that FCC had approved Mr. Pope's acquisition of
WHOM upon his "express repre-
sentation" that it proposed to in-
crease the station's foreign-lan-
guage programming.

II Progresso Answer

The WINS committee's complaint, II Progresso contended, is
only "part of their particular jobs
might be lost” if the station changed over to foreign-language
programming. Actually, FCC was
不理, in an "emergency," the 64 on the committee are
in jobs which can be handled with
or without a knowledge of foreign
languages.

The memo also charged that the committee's contention that
the number of metropolitan New York-
ners who listen to foreign-language
programming is not substantial,
and that those who do wish such
programs are sufficiently served by
other stations.

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

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

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

Such a committee could negotiate
rates for different classes of sta-
tions, he said, including per pro-
gram charges along with blanket
fines. NAB District 14 (Mountain
states) Dec. 6 urged that per pro-
gram licensing be discussed with
SESAC, with the copyright group
expressing willingness to meet
with an NAB committee.

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

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

Last Wednesday, Mr. Drake
said, K. M. Parker, SESAC field
representative, told him WDGY's SESAC rate will be $2,400 a year
starting next October. WDGY's
present contract calls for a pay-
ment of $2,000 a year based on its
former 5 kw power, Mr. Drake
added, with the new rate ascribed
to the station's increase to 25 kw

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

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

Mr. Kolin Hager, assistant to
the president and Mr. David R. Mil-
stead, eastern counsel, both
SESAC, were present at Portland,
where copies of the issue were made
available to the attending broad-
casters. Mr. Hager and Mr. Mil-
stead were immediately confronted
with the question, "Has BMI Pur-
chased SESAC?"

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

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

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

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

We respectfully solicit your co-
operation in correcting this matter
by publishing this letter in its en-
tirety in your next issue of BROAD-
CASTING, clearing the err-
aneous rumor. We hope you will
give this letter equal prominence
to that of the misleading headline.

Knowing that your editorial pol-
icy is to use your magazine as a
vehicle to further the public's in-
terest, we feel confident that this
matter will have your im-
mediate attention. We are certain
that if corroboration is desired, Mr.
Haverlin, for whom we have pro-
found respect, will be happy to
give it.

Paul Heinecke, President
SESAC Inc.
December 19, 1949 * Page 27

Drake Urges Negotiation Group

SESAC Statement Objecting to Story's Heading

WINS CASE

Drake Urges Negotiation Group

SESAC MUSIC

BROADCASTING * Telecasting

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

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

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

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

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

Twenty-two shows and seven newspaper columns should round out a pretty full week for Commentator Adams when 1950 arrives. Just to make certain that atrophy doesn't set in as a result of laziness he will continue numerous and widespread personal appearances all over the Upper Mid-
west. He has filled engagements as far away as Rapid City, S. D., 600 miles from home plate, and generally goes out of town two to four times weekly to originate one of his programs, Nighttime News.

In order to cut down his travel he recently has started a two-hour stage presentation, Cedric Adams' Open House, which plays in larger towns one night a week and is booked solidly into next summer.

With all the acclaim, and of course an occasional buck that he picks up from sponsors (his income is in six figures), Cedric Adams retains his "small boy in the big city" appeal.

The new CBS program will be recorded in Minneapolis and sent to Hollywood to be tagged on the end of Art Linkletter's 25-minute party. The title is typical of the Adams formula—A Little Talk and a Little Tune. It's mostly talk, with Ramona Gerhard providing the tune.

Cedric Adams joined WCCO, CBS-owned 50 kw outlet in the Twin Cities, in 1954, starting out as a news reporter. His 10 p.m. Nighttime News was sponsored from Sept. 1, 1935, through Aug. 12, 1956, by M. L. Rothchild's Department Store. George A. Hormel Co. took over the program for the half-year when Purity Baking Co., present sponsor, acquired it and still has it.

Recalling the 10-year relationship, Joseph Tombers, Purity vice president said, "Cedric Adams has done a fine job for us. He is cooperative and easy to work with. Whenever we give him copy for a different product such as fruit cake or Swedish rye, there is an immediate jump in sales."

When Purity introduced raisin bread, his sales messages (on Tuesday nights only) upped sales from 34,000 to 74,000 loaves per week in a 16-week campaign. The series of 32 announcements brought a 145% sales increase throughout the Twin Cities area.

Mr. Tombers recalls the first time Mr. Adams read a sales message for Swedish rye when it was introduced. The campaign was planned for two weeks but after one commercial the supply was exhausted. The bakery was inundated by orders and ran short of baking pans, requiring a complete revamping of the advertising campaign.

When Purity took over the 10 p.m. Sunday-through-Friday news, the Adams family had Saturday evening open and everybody managed to keep acquainted. But in 1943 Coca Cola Bottling Co. of Minnesota called Cedric (everybody for miles around calls him FLOYD NORDSTROM, division manager of Phillips Petroleum Co. in Minneapolis, congratulates 16-year-old Barbara Sorlien of Fargo, N. D., winner of the $1,000 scholarship award at the end of the series of Phillips 66 Talent Parades.

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

Mrs. Adams demurred, so Cedric took the position of settling on a talent fee he considered unreasonably high if not exorbitant. Just to be sure, he double the figure, noting himself, "I must have an equal amount for the wife because that's our night out."

To his mixed emotions of dismay and elation, Coca Cola accepted and told him to start at once. That was Oct. 25, 1945, and Coca Cola and Cedric Adams are still that way about each other every Saturday night.

There's no Hooper for his late-night broadcasts, but Noontime News consistently tops a 30 rating in the Twin Cities and WCCO officials point out that his greatest popularity lies outside Minneapolis-St. Paul. Current noontime sponsor is Procter & Gamble Co. Predecessors have included International Harvester, Ford dealers, Hormel, Kopper's, Pillsbury and others.

Program has been a "great success" not only as a consumer advertising medium but as a surprise. The ads in particular are handled step by step, and frequently our customers will ask for some of that oil Cedric Adams is selling over the radio. What's more, our program has attracted many new dealers.

Figuring that 14 new broadcasts, two talent shows and seven columns weren't enough, WCCO put together a 30-minute program based on Cedric's flair for reminiscence. I'll Never Forget is a 30-minute show with vocal quartet, soloist and Ramona Gerhard at the organ. It is heard 9:30-10 Tuesday night on WCCO with Peters Meat Products Co., St. Paul, as sponsor. Results have been "phenomenal," according to Peters officials, with products advertised on the program showing a 20% sales increase in the first four weeks.

When a new breakfast sausage, Peter's Porkettes, was introduced

Casino survive the break-breaking schedule that marks the seven-day-a-week Adams routine? The best answer, probably, is that he knows how to relax and how to have fun. He can travel 50,000 miles in a year and not show signs of travel weariness. Chances are one of his stopping points on a long trip will be the Arthur Godfrey homestead. Cedric and Arthur like to sit around and gab. Each thinks the other is uproariously funny. And when the two get together with Bob Hope, the joint starts bulging at the sides and the windows rattle.

His column in the Minneapolis Star, "In This Corner," is informal and chatty. He writes about people and things, most anything. A fortnight ago he did a column on a dream come true—the Pillsbury contract he had just landed. Knowing his own story best, he is best able to narrate it and in the process gives the best possible insight into the true Cedric Adams.

After a biographical paragraph, he went into the story:

"Nationwide radio seemed an easy field to crack. I wrote five five-minute shows and then Ramona and I recorded them. I even recorded a very fancy biographical introduction on the platters. Off they went to 17 of the leading advertising agencies around the country. Four of the radio directors were thought enough to write, but there wasn't an ounce of encouragement from one of the 17. I was still hopeful because I thought I had a natural. You know how you're always sold, usually over-sold, on your own idea. But not even the platters came back. I had quite an investment in acetate. Then all of a sudden came a nibble.

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

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

(Continued on page 50)
SECURITY

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

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

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

URGE Military De-emphasis

Urging greater civilian control and military de-emphasis in our national program, the report envisioned a typical "garrison-police state":

"In the name of security, channels of public information dry up; the press becomes a mere purveyor of official handouts. Cut off from significant information, editors, commentators and group leaders become less accurate in their judgments. The process of public discussion atrophies. . . . The power of the citizen fades. . . ."

Asserting that "we have already given up important freedoms without adequate challenge," CED said that the government recently has "drawn the line heavily on the side of secrecy."

Internationally, Voice of America and other activities serve as "major instruments" of national security, and a strengthened Voice of Commerce Views

Economic Committee Hits Government Secrecy

ECONOMIC Committee Hits Government Secrecy

Military de-emphasis. Among other recommendations, the committee recommended that military arms be "retrained to a secondary role and limited to the protection of the nation’s borders and the defense of cities and ports," and that our national security resources "be strengthed and the government is urged to reestablish a department or agency to function as the principal Senate and House committees and its committees, to serve as representatives on the proposed Congressional security committees, to function if possible as a joint group, it was pointed out.

The committee also urged development of the NSC as "the principal agency for Presidential policy, and addition of three full-time civilian members without other government responsibilities; a strong civilian staff, independent of the military; and the National Security Resources Board." The committee urged the creation of a National Security Resources Board, and the appointment of a fulltime civilian member of the National Security Council, it was pointed out.

Presiding at the news session was Fred Lazarus Jr., Federated Department Stores Inc., chairman of a CED security and freedom subcommittee. Among those listed on the subcommittee are: (Sen.) William Benton, Muzak Corp. and Encyclopedia Britannica; (also member of research and policy committee); Gardner Cowles, Des Moines Register & Tribune and Cowles Broadcast Co. (KRTV Des Moines); Robert Heller, Robert Heller & Asso., of Advertising Agencies; Robert Heller, Robert Heller & Asso., of Advertising Agencies; and the Business Ad- visory Council. The committee urged the creation of a National Security Resources Board, and the appointment of a fulltime civilian member of the National Security Council, it was pointed out.

Lorillard on ABC

P. LORILLARD Co., New York, for its Embassy cigarettes, has purchased the ABC Dr. I. Q. show. Program, scheduled for Wednesday, 8-9:30 p.m., was bought through Geyer, Newell & Ganger, New York.

FCC Actions

THREE new AM stations granted by FCC last week and two existing stations received improved facilities. Five transfers approved. Commission also refused to review grant of 5 kw day, 1 kw night on 880 kc to KONO San Antonio and denied petition for reconsideration filed by Texas Star Broadcasting Co., losing applicant [BROADCASTING, May 23]. Details of these and other FCC actions are found in FCC Roundup starting on page 84 and Actions of the FCC starting on page 72.

COMMERC UNIT

Radio-TV to Channel Data

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

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

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

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

The Commerce Dept. has emphasized that it initiated the program so that advertisers may have the best data available, weigh the usefulness of the facts and in turn make recommendations to the department and the Business Advisory Council. It described the unit as "an advisory arm" to the department and council.
ADVERTISING COUNCIL executives paid tribute to radio for the time contributed to Council projects at a luncheon Thursday at the first Chicago meeting of the board of directors. A special luncheon meeting for leading television executives was called to

dictated by Wesley I. Nunn, manager of the advertising department, Standard Oil of Indiana. The present total, 1,109,295,000, represents 1,047 shows and 135 advertisers, he reported. A fourth report was given on Better Schools by Roy E. Larsen, president of Time Inc.

The theme of the business conference—The Human Responsibilities of Business—was discussed at length by Chester C. Davis, president of the Federal Reserve Bank of St. Louis, and Harry A. Bullis, chairman of the board of General Mills. Each stressed (1) the close relationship between personal and business freedom and (2) progress results only from productivity.

Radio executives among the table hosts were Frank Stanton, president of CBS; Niles Trammell, former president of NBC and now board chairman, and Edgar Kobak, former MBS president who is now a private consultant. Agency hosts included Louis N. Brockway, Young & Rubicam, and Frederic R. Gamble, president, AACE.

Young Reports

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

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

N/C-KFI Pact

Split Threat Is Averted

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

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

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

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

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

IRVIN GROSS

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

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

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

For eight years Mr. Gross had been with WFAA Dallas as merchandising manager and later in charge of national sales. From 1942 until recently he was with the Petry organization. Mr. Gross said he is not releasing a list of his accounts because the privilege of announcement has been reserved to clients. "I am simply continuing to work with stations as I did during my years with the Petry organization," he said, "but now I can devote my undivided attention to the more limited list of AM and TV stations engaging me for continuous service on a retainer basis. As time permits, I'll be able to undertake specific assignments of any type within my capabilities for non-competing stations or for service organizations catering to the broadcasting industry.

Named to Advisory Post With Taylor Stations

HARKER NAMED

Fort Industry Officer

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

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

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

His headquarters are at 527 Lexington Ave., New York, where he directs and coordinates sales activities of the ten Fort Industry radio and TV stations in the national markets. Mr. Harker has "rendered an invaluable service in strengthening" those activities, Mr. Wailes added.

FOR Ralph J. Mathewson (1), WEEI

Boston transmitter engineer, it's a 25-year crown for service to the Hub's CBS outlet. Harold E. Fellows, general manager of WEEI, does the honors. Mr. Mathewson pulled the switch that released WEEI's first radio beam on Sept. 29, 1924. He is the station's first member to attain the quarter-century distinction. Occasion of the crowning ceremonies was the fourth annual dinner of WEEI's 15 Year Club, now consisting of 18 members with an aggregate service record of 367 years.
CHRISTMAS 1948 bids fair to be radio's all-time high in public service, program ingenuity and promotion—accompanied by a surge of advertised business and other business firms in the community turn to radio in increasing numbers to put across how. At Santa's

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

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

Christmas messages of President Harry S. Truman from England's King George VI will be aired over CBS, the former as the Chief Executive presses a button in Independence Hall, Philadelphia, on Christmas evening.

Christmas tree in Washington, D. C., on Christmas Eve. The tree-lighting ceremonies will also be telecast over CBS television network.

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

CBS annual Christmas carolling service under the direction of the Cathedral of St. John the Divine will be broadcast to 120,000,000 homes.

NBC-TV Feature

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

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

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

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

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

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

Over 200,000 toys were contributed to children in this country by listeners to Ladies Fair (Mon.-Fri., 2-3:30 p.m.). These will be distributed by the Salvation Army on Christmas Eve. Two other daily programs, I Love a Mystery (7:45-8:35 p.m.) and The Bob Boze Show (3-4 p.m.), were responsible for contributions from listeners of more than 675,000 toys and articles of clothing, collected for the Foster Parents Plan for War Children Inc. Remainder of the donations were from other programs and general announcements.

'A Christmas Carol'

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

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

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

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

Seven Programs Set

WASH (FM) Washington and other Continental FM Network stations are putting the finishing touches on seven Christmas Day programs. They include Christmas in Hoomojo Village, to be broadcast by Tom Carr at WWAM-Ann Arbor, interviewing residents of Hoomojo Village, the Quonset Hut city in the heart of Ann Arbor; and approximately 400,000 people, to be heard in Christmas carols from the U.S. Naval Academy Chapel in Annapolis.

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

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

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

In preparation for a special series to be aired on this New York show on WCBS New York, Staff Writer George Roosen posed as Santa Claus for a week at R. H. (Continued on page 44)
Success story:

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

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

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

WLEE

Mutual in Richmond

TOM TINSLEY, President • IRVIN G. ABELOFF, General Manager • FORJOE & CO., Representatives
PHILCO Corp.

Three Executives Named In TV-Radio Div.

Mr. Hardy

Mr. Ogilby

Mr. Gillies

SIMULTANEOUS appointment of three executives in the Television and Radio Division of Philco Corp. has been announced by William Balderston, Philco president. Larry T. Hardy becomes president of the division, Joseph H. Gillies vice chairman of the division’s executive committee, and Frederick D. Ogilby vice president in charge of sales.

Mr. Hardy joined Philco in 1932 and served as Chicago and Northwestern Division representative until 1937 when he was made vice president and general manager of Simplex Radio Co., a Philco subsidiary. In 1939, he was named manager of small sets and then manager of the Home Radio Set Division. He was elected vice president in charge of the Television and Radio Division in 1944.

Mr. Gillies has been with Philco since 1929. He was a member of the factory organization for several years and in 1939 became works manager. Three years later he was named vice president in charge of radio production and then vice president in charge of the Television and Radio Division.

Mr. Ogilby, who has been manager of television sales, joined Philco in 1931 as a sales representative in the New York division of Philco Distributors Inc. He became sales manager in Brooklyn four years later and in 1936 was named New Jersey sales manager for the branch. He later served as sales head of Philco Distributors Inc. in New York, and general manager of the same organization in Philadelphia and New York. In 1947 he became manager of television sales and then manager of television sales.

Carl Titus Majer

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

1909 Eldon A. Park 1949

ELDON A. PARK, 40, vice president of Crosley Broadcasting Corp. and general manager of WINS New York, died last Monday of heart disease and muscular atrophy, after a long illness. Death occurred at his Roslyn, L. I., home.

Mr. Park was born May 20, 1909, in Bluffton, Ind., and educated in Montpelier, Ind., and high schools. He attended DePauw U. for one year, and was graduated in 1933 from the U. of Cincinnati.

He joined the Crosley organization in 1933 as assistant traffic manager of WLW Cincinnati, and worked his way up through successive executive posts.

Adding up part-time work for WLW while still attending school, Mr. Park spent half his life time in radio. Late in 1937, he was sent to NBC in New York. Once again and upon his return to Cincinnati, he assumed the position of NBC district supervisor for WLW originated shows fed to the network.

Following a prolonged vacation in 1940 because of poor health, Mr. Park was appointed assistant manager of WLW. The next year he entered the Army as a captain, later receiving a medical discharge. After another stay in New York as account executive for the Crosley station, he became assistant general manager of WLW in 1944 and was placed in charge of programming a year later. In 1946 he became a vice president of Crosley and in 1947 was named general manager of WINS.

Mr. Park was active in the past year in an attempt to form a station managers’ association in the New York area.

He is survived by his wife, Eleanor, and two sons, Richard, nine, and Roger, two.
"Keep your Eye upon the Doughnut..."* is more than a well-known, popular slogan. It's good time-buying counsel in selling the rich Midwest market... especially in Indiana, Ohio, and Michigan. Forming a ring around Fort Wayne are 59 BMB counties with an effective income of $11/2 billion... all reached economically by WOWO! For availabilities, and for information on WOWO's sensational leadership in the Hooper polls, check WOWO or Free & Peters.

* Quoted with a bow to Mayflower Donuts, whose familiar rhyme runs thus:
As you ramble on thru Life,  
Brother, 
Whatever be your Goal, 
Keep your Eye upon the Doughnut 
And not upon the Hole!
Meet the staff of WDAY—the 67 wonderful guys and gals who made WDAY the nation's number-one Hooper station (morning, afternoon and night) for five consecutive months—and who never miss that enviable spot by very far!

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

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

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

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

**WDAY**
FARGO, N. D.
5000 WATTS
NBC · 970 KILOCYCLES
FREE & PETERS, INC.
Exclusive National Representatives

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

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<td><strong>WEKDAY AFTERNOONS</strong></td>
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**BROADCASTING • Telecasting**
December 19, 1949 • Page 37
The Gate or Gate Receipts?

WE RE NO rhetoricians, but we challenge the dictionary definition of sports. "Sport," says the language book, is "that which diverts, and makes mirth; pastime; diversion." Obviously sports today are industry—big business. If a man is an amateur, college or high school, it is now a matter of gate receipts. Thus, we now have football industry, baseball industry, prize-fight industry, basketball industry, and even roller derby industry. If the masses were not the causative agent in this change of concept, they at least helped to inspire the lust for gold. Today the headlines are all the same. The Eastern College Athletic Assn. regards television as a potential threat to the financial structure of intercollegiate athletics. Professional football does or doesn't want broadcasts or telecasts. The prize-fight industry wants extra purses for radio and TV rights. And even the high schools want (1) pay for coverage of their events; or (2) no broadcasts or telecasts at all. Confused thinking and confused economic philosophies are at the root. Radio and TV are as culpable as the sports tycoons and athletic directors. They bid for exclusive rights, which reach ridiculous levels. Newspapers cover everything gratis, but they do it on a non-exclusive basis.

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

Some day, we imagine, both sides will become realistic. There was the case of the recent LaMotta-Cerdan middleweight championship fight, which was a gate flop drawing less than half the expected receipts. It was the first title contest of importance at which radio and TV were frozen out if baseball and football ban radio or TV, the effect won't be as immediate as it has been in the boxing industry. Fans would still go to see performers familiar to them—familiar largely because of radio and TV promotion. Gradually, however, interest would wane. The empty seat acreage would increase in direct ratio. We think the professionals will be smart enough to realize this.

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

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

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

Bentons and Bows

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

And when Congress convenes in January 1951, it's possible that the House will be graced by the presence of Frank T. Bow, attorney of Canton, and the last general counsel of the House Select Committee to Investigate the FCC. Mr. Bow has announced his candidacy for the Republican nomination from the 16th Congressional District of Ohio. Senator-designate Benton, whose appointment to fill the unexpired term of Sen. Raymond E. Baldwin was announced last week by his home state committee, Chester Bowles, should be a colorful figure on Capitol Hill. As Assistant Secretary of State his tribulations were plenty with the Voice. But his background in business, and his knowledge of radio and the advertising media should add a new and almost unprecedented touch to the oratory in the greatest deliberative body on earth.

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

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

FM's Love Life

THE FCC, which has loved FM wildly if not well, is now in danger of cherishing it to death. FM has been asked to justify the five-times minimum operating hours [Broadcasting, Nov. 21], far from spurring development of the new medium, could easily bring its downfall.

It is not the case that FCC's passions have not run out of hand. To begin with, it should be no concern of the Commission if a station operates six hours or 16. The individual broadcaster is in no mood to judge whether there are sets enough to justify longer or shorter broadcast days. The Commission, in all its presumed wisdom, can make no such seat-of-the-pants determination.

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

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

In FM's present unprofitable state such a requirement not only would doom many an FM station but would raise a serious threat to their AM partners. The danger to FM-only stations, with or without an AM affiliate, would be as great or worse. For FM, by and large, is running at a loss even on its present schedule.

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

The Commission's FCC's plan is based on a proposal advanced by the FM Assn. and that FCC felt it was acting in the best interests of FM. Now FMA is merging into NAB. The Friedman-Fpollo plan, or what do for FM in come out strongly against the disastrous plan. Otherwise the medium which a succession of FCC chairmen sought to force down the throat of broadcasters, and which the Commission has heralded as "the best system of aural broadcasting extant," is apt to become the best one extinct.

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

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

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

Other Nielsen principles, outlined to his associates in the early days of the 36-year-old marketing research organization, embody impartiality, accuracy, integrity, economy ("consistent with thoroughness"), service, the importance of "never changing your price," and "earliest delivery—whatever the inconvenience to us."

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

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

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

A. C. Nielsen Co. was organized to furnish manufacturers with survey reports on the performance of their materials and equipment compared with those of competing companies. Reports were submitted to clients and used for advertising, sales promotion, and personal-sales purposes. This reliance on impartially reported facts to sell Nielsen client companies' products was a revolutionary development in the (Continued on page 40)
December 11th.
That’s when television arrived in this great South Texas center... and what a rousing reception!

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

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

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

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

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

John Elwood, general manager of KNBC San Francisco, last week attended National Citizens' Committee for Constitutional Government. G. W. Washington, D. C. He is chairman of Northern California branch of the Committee.

Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, named chairman of advisory committee of American Heart Assn.'s 1959 heart campaign.

Respects

(Continued from page 38)

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

For eight years the Nielsen firm forged steadily ahead with "performance surveys." By 1931, personnel numbered 45, but with the coming of the depression the working force was reduced to 12 in 1935. This year was a turning point, however, as the "Index" type of marketing research was evolved.

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

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

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

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

Championship Record

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

In 1956 he was awarded the Annual Advertising Awards Committee silver medal for his "distinguished contributions to advertising research." Four years later, he won the Chicago Federated Advertising Club award.

Luckman Chosen

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

The 16% agency commission granted by media is enough for a magazine, newspaper or station to pay, according to a majority of Denver advertising executives who were asked to respond to a survey conducted by the McLeod Research Bureau, Denver opinion and marketing research firm. A minority of those quizzed felt the 15% inadequate.

Of those answering the question on agency commissions, 58% said 15% was about right, 38% not enough, none felt it was too much, and 4% were unsure. None who said the commission was adequate stressed, however, that in the case of ads placed in non-commission-paying media, he has no account should be generally charged a service or retainer fee. According to Bureau Director Hallack McCord, some respondents pointed out that today's increased media rates are a boon to the agency, helping to offset increased overhead costs.

Commercial

Frank S. Lane named sales manager of KRMR, new 50 kw AM-FM radio station, to begin on June 30, 1950, licensed for Kingman, Ariz.

Bill McDaniel, KECA-TV Hollywood seasonal sales manager of station, transferred from staff announcer to television salesmanager at KECA-TV.

Jack Gilmore, former radio director of WTMJ Milwaukee after working at WSAU Wausau, Wis. Both are owned by Milwaukee Journal. He was at WSAU 13 years, serving as sales manager for past five.

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

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

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

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

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

FACSIMILE will enjoy a commercial shot in the arm when the FCC adopts standards for multiplexing, John V. L. Hogan, president of Hogan Laboratories Inc, last Monday told an FCC hearing presided over by Comr. Robert F. Jones.

Mr. Hogan stated that the New York organization will embark on commercial facsimile as soon as multiplexing's house is set in order.

Lack of FCC standards had held back facsimile development, he indicated, because broadcasters were afraid to purchase equipment which might be outmoded by standards yet to be adopted.

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

The only other witness was William S. Halstead, president of Communications Research Corp., New York, who differed with Mr. Hogan on the adoption of one standard. He opposed the Hogan amplitude modulated form of multiplexing as the sole standard. Instead, he requested FCC to give consideration to the frequency-shift (or FS) type employed by him.

Mr. Halstead feared that the 25 kc subcarrier frequency standard sought by Mr. Hogan would interfere with operations of Storecasting and Transit Radio and would outmode equipment with FS multiplex transmission installed at Rural Radio Network, Ithaca, N.Y. With only this one point developing a contest, the hearing was over in a few hours, Comr. Jones, however, announced that the record would remain open for an additional ten days to permit filing of exhibits and further material.

The hearing was held at Hogan Laboratories, 156 Perry St., New York, where Hogan equipment was set up for a demonstration. Part of the demonstration consisted of multiplexing via equipment installed at Maj. E. H. Armstrong's laboratory at Columbia U. and put on the air at his station, KE2XCC, Alpine, N. Y. It was offered in evidence by Mr. Hogan that no degradation of the sound program was experienced during the multiplexing.

In the course of the hearing, Mr. Hogan testified that the standards sought to be adopted would not restrict facsimile solely to the equipment his firm manufactured or had pending patent.

On the other hand, he emphasized, any patents issued to Hogan Laboratories would be made available to other manufacturers to encourage competition. His company would license any reusable firm for use or manufacture on a nonexclusive basis, requiring a royalty of 3% on payments to Hogan of from 5 to 2%, depending on quantity, he said.

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

Adverse Effect Seen

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

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

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

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

As a rebuttal witness, Mr. Hogan said that his company had given consideration to the very points made by Mr. Halstead but had arrived at the conclusion that AM was preferable.

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

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

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

RADIO RESEARCH

Sawyer Okays NBS Project

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

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

Regular predictions of the proper frequencies which should be used in order to secure successful communica-
tion, continuous broadcasts of standard frequencies, standard time signals, and technical information affecting frequency utilization.

Boulder was chosen as site for the proposed laboratory, which was authorized by the last session of Congress (Public Law 336), because of the following reasons, the Secretary said: No other part of the world requires location in town or small city; equipment and service needs require ready access to a large city; technical factors necessitate moderate climate and diversity of terrain; proximity to a major university can provide source for training of junior staff members and also be a source for new personnel; the area is accessible to all parts of the country, and the laboratory is near a major center of air and rail traffic.

FOREIGN CENSUS

Hartley Aids in Campaign

PLANS for a nationwide campaign to enlist the aid of foreign language stations in the 1960 census were set last week by Arnold Hartley, WOV New York, chairman, NAB Radio Station Subcommittee, and Frank R. Wilson, information assistant to the Census Director.

Campaign was planned in recognition of the difference and reluctance among foreign-language communities to provide information because of language differences. Live material, translated into the proper languages, will be provided stations, and "name personalities" of foreign language radio will cooperate in the campaign. Transcriptions in six languages are currently in preparation.

Hogan Urges FCC Action

FIGURE THE ODDS...by KXOK

the odds against drawing a
STRAIGHT FLUSH
on the first deal

is

64,999 to 1

NO GAMBLING when you join the parade of the nation's leading advertisers on the Hal Fredericks' "Song and Dance Parade" on KXOK, in Big St. Louis. Master Salesman, Hal Fredericks, personalizes your product...sets the stage for more sales...3:30 to 4:45 and 9:30 to 10:00 p.m., Monday through Friday. Phone, wire, write for availabilities...or call your John Blair man NOW!

630 KC 5,000 WATTS FULL TIME BASIC ABC
IN BIG ST. LOUIS
OHIO APPEALS

Federal Court Hears Argument

APPEALS from FCC decisions denying AM locals permits to the Ohio Journal Co. and Lorain (Ohio) Journal Co., both controlled by Isadore and Harry Hovitz, were heard Thursday by the U. S. Court of Appeals for the District of Columbia.

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

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

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

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

William A. Porter, counsel for

LUCE DENIES

ABC Purchase Plans

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

Meanwhile, ABC stock continued to be traded heavily on the New York market during the past week, with Wednesday's transactions of 151,000 shares the greatest number sold on a single day this year. The price of the stock on that day rose 7/8 to 52 3/8 in a bull market that saw many low-priced issues move in volume.

Sarnoff (Continued from page 26)

steady growth, he said.

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

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

WEEKLY broadcast of wrestling bouts from Boston Arena and sports news show giving reports of skiing competition.

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

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

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

YES, AND ALSO ASK THE NATIONAL ADVERTISER ABOUT WBNS—National advertisers do not spend their money wildly. They test and retest before embarking upon a campaign. And here in Central Ohio the field tests supported by Co-operators prove that WBNS has the right buying. That's why more national advertisers use WBNS than any other Columbus station.

WASHINGTON, D.C.—Power 5000 D-1000-N CBS

ASK JOHN BLAIR

December 19, 1949 • Page 43

WBCN—SPOT LIGHT

De Bevec to Wheelock

JOHN DE BEVEC, formerly with BBD and Tatham-Laird Inc., both New York, has joined Ward Wheelock Co., also New York, as media director.

BROADCASTING • Telecasting

WCCO APPOINTS

Bland, Wilkey in New Posts

APPOINTMENTS of Lee Bland as program manager and Gene Wilkey as general sales manager of WCCO Minneapolis were announced last week by Wendell B. Campbell, the station's general manager.

Mr. Bland, now CBS assistant director of special events, will take his new post Jan. 3, assuming pro-

gram duties formerly performed by Mr. Wilkey who also is assistant general manager of the station, a position in which he continues.

Mr. Wilkey entered radio in 1939 at WDDO Chattanooga, following his graduation from the U. of Chattanooga. He served in various program capacities at WDOD, finally as program director. He joined WCCO in 1944 as assistant program director, becoming program director in July 1945 and assistant general manager a year ago.

Mr. Bland has been CBS assistant director of special events for two years. Before that he was assistant director of the CBS documentary unit. He joined CBS in 1941 after service with WCMX Ash- land, Ky., WKRC and WCKY Cin- cinnati and WFMJ Youngstown, Ohio.

Mr. Wilkey Mr. Bland

Mr. Wilkey who also is assistant general manager of the station, a position in which he continues.

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Mr. Bland has been CBS assistant director of special events for two years. Before that he was assistant director of the CBS documentary unit. He joined CBS in 1941 after service with WCMX Ashland, Ky., WKRC and WCKY Cincinnati and WFMJ Youngstown, Ohio.
Santa's Welcome (Continued from page 38)  
Mary's department store gathering material. The program begins this week.

Nov. 19 was a red-letter day for children in Cincinnati and vicinity. Some 12,000 youngsters greeted Santa when he flew into Lunken Airport. Also on hand was a WCPO-TV remote crew which telecast the entire event. The two-hour show, consisting of WCPO-TV's western and hillbilly group, The Midnight Merry Go Round, famed Coco the Clown, and Announcer Jim Fair, provided all the entertainment until St. Nick arrived.

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

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

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

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

WINX Washington's Jerry Strong, morning man and disc jockey, is asking listeners to help him play Santa Claus to Washington orphans and under-privileged children. His list includes 500 youngsters at four of Washington's neediest institutions selected for him by the United Community Service. The "Sky King Corner" is located at one of the busiest corners in downtown Washington. On Christmas Eve, he and the WINX staff will deliver the gifts and stage Santa Claus parties for the children at their selected institutions.

Cited as one of the most successful children's public service promotions by a smaller station is that being sponsored by WILE Cambridge, Ohio. For the second year, the station is conducting its campaign for the Children's Christmas Fund to care for needy families during the holiday season. The campaign was instituted by the station at Christmas of 1948 in honor of the president of the station, whose father, Mike McClelland from a chain of Ohio grocery stores, had throughout his life helped needy families at Christmas. Listeners are asked to adopt a family. Particulars on each needy case are read over the air and a code number is assigned to each. General Manager Howard A. Donohoe maintains the project has not only done a great deal of good for the families, but has helped establish WILE as an integral part of the community.

Letters to Santa
Each year, WISL Shamokin, Pa., produces a program on which Letters to Santa are read. The program draws thousands of pieces of mail from every community, both urban and rural, in the area. Two announcers alternate in reading the letters.

To needy children in Tulsa, KVVOO spells Christmas. KVVOO General Manager William B. Way, who also serves as Tulsa Chamber of Commerce president, announced the cooperation of 30 merchants, the Salvation Army, Tulsa comedians and the Kiwanitas in the drive for toys for Tulsa boys and girls who weren't on Santa's list. Sparked by KVVOO facilities, the campaign group is confident last year's collection of 6,000 toys will be surpassed.

Santa Claus made an early flight from the North Pole to Augusta, Ga. There, he was welcomed by WJBF in a promotion staged as part of a package deal with the station sold to Ry Strong by Belk's Department Store. Highlight was a seven-mile parade from the Daniel Field airport to the store in downtown Augusta. Thousands lined the route the Santa Claus caravan took and traffic was practically at a standstill in front of Belk's store, station reports. The welcoming committee included Augusta's Mayor W. D. Jennings and other city officials. Highlight of the parade was a huge 60-foot flat-trailer-truck on which there was a float with giant reindeer tugging at a sleigh. At the

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sponsors since 1937.

WLAW also is offering a two-week Christmas program which will end Dec. 23. The show consists of a two-week telephone interview with Special Events Director Fred Laffey representing the children of America, and Chief Announcer Richard Hiekkoy assuming the role of Santa. The program is heard Monday-Friday, at 4:55 p.m., and is titled Letters to Santa.

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

In Orlando, Fla., WORZ is oper-
ing on what it calls "a frequency of 80 heartbeats a minute and with 
all the power that can be delivered by the energetic WORZ staff." The Central Florida NBC outlet has set up a 'Toy Depot' in the center of town to receive contribu-

tions of used toys, clothes, etc. At regular intervals the American Le-
gion "locomotive" picks up the articles and delivers them to the Orlando Rescue Mission for repair 
and distribution to needy families. At the same time, WORZ schedules programs from the "Toy Depot." The drive is in charge of Bill Mur-
rell, WORZ promotion manager.

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

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

In keeping with the festive spir-

it, WRBL Columbus, Ga., furni-

ishes cars and hymns over four 
public address amplifiers and seven public address speakers installed along the list of stations in the city's 

ting business thoroughfare. A special 
record turntable set up in the 

WRBL studios is manned each eve-
ning by a member of the Columbus 

Chamber of Commerce with music 

and console equipment furnished 

by the station.

WREN Topeka, Kans., also goes on the list of stations which saw to it that Santa made an early 

visit. On Nov. 26, over 6,000 pe-
ple descended on the Union Pacific Railroad depot in North Topeka to watch St. Nick and his 10 elfish helpers arrive on their "North Pole Special" train of three cars. Sponsored by the North Topeka Merchants Assn., the arrival was plugged for three weeks over WREN. All available air promo-

tion spots were utilized and an airplane equipped with a powerful set of speakers was used to blanket Topeka and 12 surrounding towns.

In Charlotte, N. C., Byron Smith of the WSOC ratings staff collabo-
rated with Joe Marsh, advertising 
manager of Efrd's Department Store, in assembling a Christmas window. In the window, 
sur- 
rounded by gifts, is a mechanical Santa Claus with moving arms and lips. In front of Santa is a WOSC 

mike. An entire half-hour pro-
gram of Christmas carols eman-
ates from the window and the lips of Santa, who also sings Christmas carols, inviting children and their parents to join him, and of course, inviting them to Efrd's Toyland.

Every day this week and on Christmas Day, WTOP Washing- 

ton is scheduling Christmas pro-
grams. Features include hymns 
and carols, stories, quizzes and 

popular tunes. WTTM Trenton, N. J., greeted Santa at Stacey Park on Thanks-

giving morning—an annual occasion sponsored by Swern & Co., depart-
ment store. Among those on hand, as well as hundreds of youngsters,

were Ezra Stone, radio's Henry 

Aldrich; Samuel Swern, president of Swern, and State Senator Rich-
ard Kafes. Throughout the morn-

ing, WTTM picked up interviews and 

color.

- With its main theme the solicita-
tion of toys for the needy chil-
edren of greater Miami, Fla., WTTT opened a Christmas toy 
house in downtown Miami. Deco-

rated in a Walt Disney fashion, the house is on one of the busy 

thoroughfares. WTTT's Santa 

Claus broadcasts from the house 

daily. Members of the Women's Council of the Bou- 

levard Christian Church occupy the booth to collect the toys to be 
distributed on Christ-

mas Day. Assisting in this promo-


tion are a local used car dealer, 

Olin's; a kiddie shop, Airly 

Children's Shop; Airly Bootery, and the A. S. Beck Shoe Store.

In Richmond, Va., the Santa 

Reads His Mail program is pre-

sented Monday, Wednesday and 

Friday, 6:30 p.m. over WTVR (TV). Santa, together with "Moth-
er Claus" surrounded by a netting 
of toys in a North Pole workshop, 

cheerfully tells Christmas stories 

and reads letters from eager 
youngsters. Sponsored by Noble 

Bros. Bakery, the first program 
drew 246 letters from children.

When Bob Maxwell, disc jockey 

for WWJ Detroit, read a letter 

(Continued on page 46)
CONTROVERSY over CBS' decision to switch its Phoenix affiliation from KOY to Actor-Cowboy Gene Autry's KOOL gained heat and momentum last week as local authorities warned CBS affiliates throughout the country that "your radio is threatened."

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

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

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

Cites Background

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

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

They said they were "in no way connected with KOY and that it is not our intention to make an attack upon KOOL." Kather, they said, "we thought you would be interested in knowing the details of what has happened. We submit that as an affiliate of CBS you are vitally concerned and entitled to have the truth of this strange situation."

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

PHOENIX BATTLE Objections Increase To CBS Switch

WSB Donates Faximile

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

45.0 "HOOPER"** *(average 5 periods, Winter, 1948) proves the best buy in DANVILLE, VA. is WWTM

DIRECTORS of WJR Detroit have voted dividend of 20c per share to be paid Dec. 22 to shareholders of record Dec. 16.
Operating Outlets
(Continued from page 23)
grants were outstanding. New
applications totaled 49.
As of Dec. 15 there were 111 TV
outlets authorized of which 97
were on the air. There were 29
licensed stations on that date and
82 CPs. New applications totaled
355.
At the end of 1948 there was a
total of 2,127 AM stations au-
thorized with 1,912 on the air, 1,865
licensed and 262 holding CPs. New
applications totaled 472. At the
same time there were 966 FM
stations authorized with 700 on the
air, 222 licensed, and 699 holding
CPs and 45 holding conditional
grants. New FM bids totaled 134.
At the conclusion of 1948 there
were 124 TV outlets authorized,
with 50 on the air, 7 licensed and
116 holding CPs. New applications
totaled 311.
Of the 60 AM deletions during
1949, two were subsequently re-
installed and four have been set
aside upon requests for hearing.
Of the remainder, nine specifically
cited economic factors for their
withdrawals, 40 were forfeited for
lack of prosecution or denial of
additional time to complete
construction. Four gave no reason
for withdrawing. Two stations,
WORL Boston and WJBW New
York, were deleted upon failure to
win license renewals from the
Commission. WPBP Mayaguez,
P. R., was revoked.
During 1948 a total of 53 AM
stations were deleted including 4
licenses and 49 CPs. April of 1949
saw the most AM cancellations,
with one license and nine permits
dropped. July was next with two licenses and eight permits. Only one CP was dropped in January.
Of the 189 FM permits deleted
during 1949, 31 represented oper-
ating stations. All the remaining
stations dropped were operating
and one of the 13 conditional
grantees deleted was on the air.
Out of total 209 cancellations, 79
cited economic factors, 52 were
forfeitures, 34 gave no reason and
six were as the result of sales or
mergers. FM deletions for 1948
totaled 125, representing 2 licenses.

Constant Service of Highest Type
Will Net Sponsors Increased Sales in

HALIFAX, NOVA SCOTIA
JOS. WEEDE & CO.
350 Madison Ave., New York, (Rep.)
5000 WATTS—NOW!

Broadcasting * Telecasting

WBC-FM Birmingham, said to
be the most powerful FM outlet in
the South, forthrightly announced it was ceasing operations
because of lack of interest in FM,
according to Mrs. Eloise Smith
Hanna, president [Broadcasting,
Dec. 8].
Complete list of broadcast dele-
tions will appear in Broadcasting,
Dec. 29.

WINS Case
(Continued from page 23)
a few of the present employees." He said he had never discussed the question with the committee or any
of its members.
FCC's General Counsel mean-
while got into the dispute indirect-
ly by filing formal exceptions to a
hearing examiner's statement, in
an initial decision in the Boston
950-kc case, questioning the merit
of foreign-language programming.
The WINS employees committee had
cited the examiner's statement in
support of their objection to Mr.
Pope's plan to program WINS in
foreign languages.
ILGWU's WFDR Broadcasting
said its own programming of
WINS, if it acquires the facilities,
would be along the lines of WFDR,
that WFDR personnel would be
used, and that WINS employees
would get preference for other
jobs.
The application, prepared by
William C. Fitts Jr. of Fly, Fitts
& Shuebruk, said WFDR Broad-
casting is "still convinced that FM
should be used as an auxiliary
to the AM broadcast service."
If it is awarded the WINS as-
signment, WFDR would use it "to
publicize the superior quality of
FM and to educate the AM list-
eners to the end of stimulating their
interest in the purchase of FM re-
ceivers. We are convinced that in
no other way can a market for FM
be built in the New York area."
In its application WFDR Broad-
casting has the full backing of the
union, which also controls WVUN
(FM) Chattanooga and KFMV
(FM) Los Angeles as well as
WFDR. In an agreement sub-
mitted to FCC, the union agreed to
lend WFDR whatever amount it
needs during the next five years,
without interest.
A financial statement for WFDR
as of Dec. 2 showed total assets of
$176,441, and a $62,448 loss on
operations. The station went on
the air last June. A financial rep-
port of the union for calendar 1948
showed total receipts of $15,029,325
and disbursements of $11,444,886.
The Pope interests meanwhile
notified FCC they were "volun-
tarily" withdrawing their pending
application for transfer of WHOH
from Jersey City to New York.
FCC had one month to choose
between this application and the
one for acquisition of WINS, since
both involved the same metropoli-
тан area.

CERAMIC CAPITAL OF THE WORLD

Wanna DRUM UP business?

WUH!... NOW ON THE AIR

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

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

Richard V. Beatty
Pres. & Gen. Mgr.

SERVING 200,000 in Ohio, Pennsylvania
and Virginia.

EAST LIVERPOOL, OHIO

December 19, 1949 * Page 47
FM HOURS ISSUE

Protests to FCC Mount

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

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

Some said they might give up their own stations.

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

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

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

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

Costs Cited

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

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

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

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

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

He continued:

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

"An AM-FM operator is forced into full-time FM service, it could easily result in the temporary suspension of other outside groups resulting in a forcing into part-time the full-time program service which would be ruinous under present conditions. The net result would be the complete collapse of FM service in the community and the loss by station owners through the counting of many millions of dollars."

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

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

WFSJ Position

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

He said WFSJ cut its schedule to 65 hours a week not through choice, but rather as a move demanded by the overall economy if we were to continue in operation. When FCC's proposal was announced, he said, "we had come to the conclusion that we could best fulfill our obligations to the community while keeping our losses at a near reasonable level by a still greater curtailment."

If FCC's rules had permitted, he said, "we would have been changing the schedule from 6 to 11 p.m. only," when "we do our best local programming and hence achieve our greatest audience to the community."

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

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

If we were to be required to operate the local station, he said, the daytime hours would have to be cut or operating losses would increase.

He said WFSJ has an AM application pending but that it is being held up under a hear-channel decision. With no other AM channels available, he said, "we must find a mode of operation which will satisfy our obligation to the community and still hold our operating losses to a reasonable figure. The proposed rule would make this an impossibility."

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

Total Loss Seen

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

J. S. Gray, manager of WCED-FM Du Bois, Pa., told the Commission he felt hours of operation "should be a matter for individual station consideration and action, as conditions justify." He said "a substantial increase in the required minimum of hours would work an undue hardship on many FM operators after their already heavy expenditures with little or no financial return."

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

An opposite tack was taken by Ed Hamlyn, manager of WNQI (FM) Unióntown, Pa., who told FCC he thought the proposal would (Continued on page 85)
Blaw-Knox makes specifications and budget meet!

The consulting radio engineer prescribed uniform cross section towers of maximum strength and efficiency for this directional array, but the budget demanded a minimum of expenditure. So there was only one place to take the prescription—BLAW-KNOX.

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

Your tower prescription will be promptly filled at BLAW-KNOX.

BLAW-KNOX DIVISION of BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING, PITTSBURGH 22, PA.

BLAW-KNOX ANTENNA TOWERS
Sponsors Love It
(Continued from page 29)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

"VOICE" CONTEST
State Winners Announced
NAMES of the 51 high school students who will be state Voice of Democracy winners in the 48 states, District of Columbia, Alaska and Puerto Rico were announced last week by Robert K. Richards, NAB public affairs director and chairman of the joint committee directing the contest.

Radio Mrs. Assn. and U. S. Junior Chamber of Commerce cosponsored the third annual contest with NAB.

The 51 winners, who won over one million contestants in school, community and state judging with five-minute broadcast scripts on the subject, "I Speak for Democracy," will compete by recordings for the four national awards, $500 scholarships and trips to Washington.

Judges for Finals
Judges for the finals include Tom C. Clark, associate justice of the U. S. Supreme Court; Douglas Southall Freeman, editor and author; Andrew D. Holt, president, National Education Assn.; J. Edgar Hoover, FBI director, Edward B. Murrow, CBS commentator; James Stewart, actor and chairman of the board of judges.

The four prizes will be awarded at a Washington luncheon during the week of Feb. 19-25. Winners will visit President Truman, Congress and Cabinet members, appear on radio and TV programs and repeat their winning broadcasts in the historic House of Burgess at Williamsburg, Va.

TABLE model radio-phonograph, featuring three-speed automatic record changer and dual stylus, being shipped by General Electric Co. to its distributors. Model, #129, has Eastern list price of $89.95.

K F S A
Fort Smith
Arkansas

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

AFFILIATES:
KBRK—SPRINGDALE, ARKANSAS and KHGB—OKMULGEE, OKLAHOMA

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

ASK YOUR NEAREST
TAYLOR-BORROFF
OFFICE
RADIO VOICE OF SOUTHWESTERN ARKANSAS & FT. SMITH TIMES-RECORD

Page 50 • December 19, 1949
if you want to cover the country...

talk to Du Mont. 99% of the television receivers in the country can receive your program over the Du Mont Television Network, either live or by teletranscription.
● There's a popular outdoor movie place just outside Bloomington, Indiana, on state road 37. We never took an actual traffic count past the place, but we know it's terrific! And, the screen is visible for hundreds of yards each way from the highway.

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

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

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

LET OUR NATIONAL REPS. GIVE YOU THE COMPLETE STORY

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

By BRUCE ROBERTSON

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

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

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

- **Interest (on a capital investment of $755 million which DuMont Co. estimates on the cost of building such a TV system):** $14,100,000
- **Depreciation of equipment:** $4,120,000
- **Operating costs (non-program):** $425,000
- **Programming costs:** $2,160,000
- **Line charges:** $1,450,000
- **Total gross profit (after 15%):** $2,072,000

Total cost for one year: $7,740,352,500

This total is just about three times that of the gross revenue of radio in 1949 (roughly $597 million). Expressing the belief that these figures are "realistic answers to the particular assumptions we have made about our national TV system," the DuMont Co. points out that any one who disagrees may substitute his own figures and still have a concrete basis on which to base further calculations.

Here the study raises the serious doubt "that television will ever become a truly nationwide medium (as compared with present radio patterns and service) if it has to depend on the economics of advertising alone." Noting that at the 1948 rate of 2.1% of the nation's "business done" for advertising, an increase of about $80 billion in business volume would be needed to pay the estimated TV bill.

The report goes on:

"It is a question whether our economy could afford to spend the $1,740,352,500 for TV advertising... It is rather a question of how to get the nationwide service built, and built in such a pattern as to make it pay off as an advertising medium... Radio stations have grown like local mushrooms in American cities because (1) they were relatively cheap to build; (2) they could also be programmed economically both on the network (for national advertisers) and on our own, by virtue of versatility to attract all kinds of advertisers, even those with station break budgets. Moreover, (3) the backbone of the national radio system was built when large profits could be retained and many is the station which was paid for out of the first year or two's revenue."

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

**Dimming Prospects**

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

In advocating Phonovision or some similar home-box-office system of collecting viewer fees to augment TV's income from advertising, DuMont Co. assumes a charge of $1 an hour for non-sponsored TV programs and that "each box office TV family would pay an average of $2.50 worth of paid movies, plays, opera, circuses, ball games, boxing events, races, education, benefits, etc., etc., etc."

Assuming further that this TV home box office system would build an audience of 10 million viewing families much more rapidly than it would take to get 10 million ordinary TV sets into the nation's homes, the study points out that at an average of $2.50 per week per home, the $65 million worth of TV business a week, with half of this amount—or some $650 million a year—going for pay for programs not now available or too expensive for advertising to support—first run movies, topflight sports events, etc.

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

The study concludes:

"Because even the prospect of a box office adds to sponsored TV would, so enhance the profit-making potentialities of TV, it would almost certainly accelerate the huge investment which will be necessary to bring television to all of the people; and which will not be rapidly forthcoming, if at all, on the present prospects of TV's revenue as measured against its investment gamble. Thus television's greatest bottleneck be broken open."

**In this Telecasting**

Video Cost Estimated at 1.7 Billion Annually

Cost Not Recky DuMont Testifies

Color In Congress

Cheeseake Sells Beer — Tavern White's Success

TV Film Pay Discussed

WCLV-TV Stays on Third Cleve-

land Outlet

WOAI-TV San Antonio Holds Open-

ing Ceremonies

DEPARTMENTS

Film Report

On Dotted Line

Telefile

Telestatus

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December 19, 1949
WAAM(TV)'s OPERATION KEYNOTED BY COMMUNITY PROGRAMMING

By J. FRANK BEATTY

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

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

That's why Radio-Television of Baltimore Inc. came to be incorporated less than two months later. And that's why WAAM (TV), a $1½ million video plant atop the highest hill in Northwest Baltimore, is well into its second successful year of operation.

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

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

And how is WAAM faring in this three-station market, with an estimated 112,500 television homes in the basic service area?

Well, when the founders were in the early throes of launching the enterprise they drew up what was optimistically termed a "five-year plan." It would take at least five years on the air, they decided after dialing in a mess of very cold facts, to get WAAM into the black.

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

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

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

All this array of production facilities is based on WAAM's basic philosophy—local live programming and local personalities. The local appeal is supported by programs from two TV networks—ABC and DuMont.

Despite its localized programming, WAAM was deliberately built four miles out of the crowded Baltimore business area. The founders had been watching the tendency of business enterprises to move out of downtown congestion. Moreover they figured that the whole television project should be built as a unit.

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

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

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

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

The indoor studio (126,000 cubic feet) is circled by sets of all sorts, including a fully equipped kitchen. It's 55 feet square and 25 feet high with facilities for quick shifting of heavy props. A second studio is 20x30 feet in size and there is a 12x14 announce studio along with film and audition rooms.

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

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

Special station facilities include a master preview system, pushbutton operated, allowing network, remote, film cameras, studio and test patterns to be viewed and heard at will in positions all over the plant. Independent status of master control room and studio control permits independent rehearsals and prevents any disturbance to the control room which is on the air.

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

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

The art department has built 126 complete changes of scenery to go with 10 permanent sets in the large studio. Some of the special scenery includes such effects as a 32-foot New York street scene and an elaborate hacienda.

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

An afternoon sports program, 2d, was started last April with Tommy Dukehart and Joe Chase- man in charge. Nick Campofreda, of professional sports fame, came on at 5 for an hour sponsored by Gunther Brewing Co. Six days a week. The whole sports package, a typical example of WAAM's sports pioneering, is picked up off the air by WFTG (TV) Washington. WAAM and WFTG share a lot of programs off the air, getting good signals despite the 35-mile gap. Some of the programming is deftly interfaced via frequent shifting of studio source.

At 6 p.m. WAAM comes on with Kitty Dierken's participating show. This 45-minute dinnertime segment, and is a repeat of the earlier 2-2:30 p.m. program. Kitty's routine is interesting and effective too, according to WAAM. She shows items of all sorts on the first show and suggests viewers call up a friend to see if she has the show and if she hasn't, then remind her it will be repeated at 6 p.m. for 45 minutes.

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

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

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

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

WAAM plant includes vast outdoor studio area with its facilities and features. Among stunt programs was crash of Donald Forster, motocyclist, into lighted gasoline-drenched barrier.

Indefinite gift loan.

It's this sort of local programming that WAAM is featuring.

WAAM is on the air over 65 program hours a week, nearly half of it local live programming. In November it staged over 120 hours of live local studio shows. In a typical week (Oct. 10) WAAM had 18 hours 45 minutes sustaining, 80 hours 5 minutes commercial, 16 hours 55 minutes participating, including 154 spot announcements.

Newest WAAM community project is a cooperative campaign with Gunther Brewing Co. to raise funds for the Baltimore Colts, local pro football team. High spot of the campaign, to which WAAM and Gunther have been devoting two hours a day, was a night TV auction in the WAAM studios. Over $6,500 was raised in the first five hours. Bids ranged up to $1,000 for goods donated by merchants.

Unique fact in this particular auction is that over $11,000 in cash has already passed into the hands of the Colts.

In addition to its two-network advertisers, WAAM's national spot accounts include Kools, Benrus, Borden, Scotch Tape, Simmons mattress, Weston biscuit, Schick, Polaroid, Pequot curtains, Jiffy starch, Lucky Strike, Hamilton Watch.

Top officers of WAAM are Ben Cohen, president; Mr. Carlino, executive vice president and treasurer; Herman Cohen, vice president; Mr. Levy, secretary; Mr. Kal, general manager; Armand Grant, director of sales; Helen Powers, administrative director; Herbert Cahalan, program director; Anthony Farrar, chief of production; Glenn Laman, acting chief engineer; Ben Wolfe, technical director; Kenneth Carter, manager of local sales; Joel Chaseman, publicity director, and Barry Mansfield, art director.

Board members are the Cohens, and Messrs. Allman, Kal, Levy, Fisher and Carliner.

The Class A one-time hourly rate is $400, ranging down to $80 for five minutes. Class C rates run from $200 to $40. Announcements range from $11.25 to $23, depending on time and frequency. National representative is Harrington, Righter & Parsons.

Video power is 26,100 w with 13,800 w audio. Top of the 550-foot tower is 220 feet above the nearby sea level.

Already plans are in the works to add a new building next year. It will include space for a dining room and storage.

AFRA ELECTS
Ten Board Members to TVA

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

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

Central region AFRA board members who elected two representatives include, in addition to Messrs. Eiders and Barry, Raymond Jones, Dean Reed, Harry Goldstein of Detroit, Andre Carlon of Cincinnati, Nellie Booth of St. Louis, Don Roberts of Kansas City and Rod Whalen of New Orleans.

Because AFRA's West Coast and Central regions want representation at TVA meetings in New York at all times, they elected the following New Yorkers as alternates: Nelson Case and Ben Grauer for Chicago, and Vincent Hayworth, Statts Cotsworth, Carll Frank and Bill Adams for Los Angeles.

Who Are Responsible for WAAM's Operation...

Herbert Levy
Helen Powers
Frederick L. Allman
Armand Grant

December 19, 1949
WITH the advent of daytime programming on the DuMont Television Network (TELECasting, Nov. 28), the network has prepared an attractive booklet outlining its study of daytime viewing and its listening habits. The network’s key station, WABD (TV) New York, has been presenting daytime shows for over a year.

Quoting New York radio and Telereports of The Pulse Inc. for November 1948 through October 1949, the report shows that radio listening falls off one-half when television enters the home—even during the day. From 12-6 p.m. radio sets in use in all New York homes are at 22.2 while TV sets in use in TV homes at half that figure, 11.1. Considering the June-October period for 1948 and 1949, video sets in use gained by 43% on the average between the two periods. Since November 1948 when DuMont daytime (12-6 p.m.) programming began, TV sets in use have averaged 9.1, New York Pulse Telereports for the period quoted as the source.

In the study, when WABD telecast Monday Matines, the study reports a drop of 45% in radio sets in use in TV homes when compared with radio sets in use in all homes. During those hours in the November-October 1949 period, TV sets in use have averaged 4.7 and DuMont’s rating has increased 125%, Telereports again being the basis of the information.

Telereports ratings for the five programs which appear in Monday Matinees are given for the period July-October 1948 showing the steady gains which have been made. The study ends with a breakdown of the number of television homes in the top 10 U.S. markets served by DuMont and a short evaluation of television from the Dept. of Commerce publication Television as an Advertising Medium. Lead page of the report titles the virtues of daytime television from “Kathy’s Daytime Success” (Broadcasting, Nov. 7).

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

**Big Set Demand Seen Among Veterans**

APPROXIMATELY 1,100,000 World War II veterans alone will be in the market for TV sets during the first three months of 1950, if a survey conducted by Raytheon Mfg. Co., New York, is indicative of the entire country.

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

Results showed that 27% now own sets, and 14% or 73% of the non-owners, plan to use refunds for their purchase. If these results hold true for all veterans (an estimated eight million) in video areas, Raytheon points out, it would indicate that they would buy 1,100,000 sets in the three-month period and would mean a production of 360,000 sets per month, and would represent the peak capacity of the entire TV industry.

**TV Film Use Reviewed by Eastman**

AS AN AID to those concerned with the technical aspects of television production, Eastman Kodak Co. has just released a new booklet, The Use of Motion Picture Film in Television. The 57-page publication covers the use of film in TV, studio photography, picture production methods, sound recording on film, laboratory practices in processing, video transmission of film images and kinescope or cathode-ray tube photography. The booklet is written for the technician and not as a guide for the advertiser or sponsor. Copies may be obtained free of charge from the Motion Picture Film Dept., Eastman Kodak Co., 343 State St., Rochester 4, N.Y.

### New Rates Announced By Two Stations

**TIME RATES at WTTG (TV)**

Washington, DuMont TV Network station, will be increased effective July 17.

The new rates, which have been in use since November 27, 1949, cover all time periods and are in line with the technical aspects.

**Daytime Televiewing Increases in Los Angeles**

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

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

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**Weekly Television Summary**

**Weekly Television Summary**

*Based on Dec. 19, 1949, Broadcasting Survey*

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
<th>Source of Estimates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston</td>
<td>15</td>
<td>1,800</td>
<td>Station</td>
</tr>
<tr>
<td>Chicago</td>
<td>9</td>
<td>1,400</td>
<td>Distributors</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>10</td>
<td>1,200</td>
<td>TV Asso.</td>
</tr>
<tr>
<td>New York</td>
<td>15</td>
<td>1,500</td>
<td>Dealers</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>8</td>
<td>600</td>
<td>Dealers</td>
</tr>
<tr>
<td>St. Louis</td>
<td>5</td>
<td>500</td>
<td>Dealers</td>
</tr>
<tr>
<td>San Francisco</td>
<td>4</td>
<td>300</td>
<td>Dealers</td>
</tr>
</tbody>
</table>

**List Total Markets on Air 57; Stations on Air 97:**

* Leicester and contiguous area.

**Vice-Rome area.**

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

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**DuMont Reports on Daytime TV (Report 90)**
TELEVISION

and the Beanstalk

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

Television in Dayton, Ohio, has grown up almost as fast as Jack's fabled beanstalk. Not overnight, exactly... but over a year... which is practically overnight as industries grow.

From practically nothing in January to 24,000 sets in November... and no telling how many more by the time you read this.

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

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

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

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

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

Affiliated with The Dayton Daily News and Journal-Herald

WHIO TV

Represented Nationally by The Katz Agency, Inc.
On TV, It's Not Pretzels But...

Cheesecake That Sells Beer

By JANE PINKERTON

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

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

In the first week, 11,000 viewers voted for their favorites. In the next 33 weeks the number of ballots totaled an astronomical 1,842,000. The beauty parade halted the week before Thanksgiving, when a new high of 50,196 was tallied for a seven-day period.

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

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

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

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

Applicants for the 33 shows in the season numbered 3,150, from which 410 were chosen to appear on the telecast. Weekly contestants were usually only three, which took Tavern Pale's title of the Week title. Thirty-two semi-finalists were whittled down Oct. 27 to seven, from which the queen, Tavern Pale Queen of 1949, was elected and crowned Thanksgiving night.

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

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

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

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

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

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

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

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

Interest in the contest soared, and more and more women nominated themselves or found a sponsoring group in an effort to cap the title and the $60 worth of donated prizes in the weekly contests. The six semi-finalists who lost to Miss Jorgensen received weekly prizes plus a handsome gold watch. The queen herself received a television set, $200 diamond watch, trip to Hollywood with her 17-year-old sister. The trip also includes visits with half a dozen movie stars and dinner at the homes of Alan Ladd and Jane Russell. Doner is still wondering what the queen is going to do with a free $250 modeling course. The firm offering the giveaway is Chicago's top rival of the modeling agency.
through which Miss Jorgensen does professional work.

Gimmick elements in the context of beauty and brains are unlimited also. On Dec. 1, just before the start of the 1950 contest for Miss Tavern Pole of the Year, Atlantic sponsored an intermission telecast of "Mr. Tavern Pole" nominees. The first in a proposed series scheduled to take place about every six weeks, the feature showed professional athletes, weight-lifters and body-builders competing for a trophy.

If viewer response is favorable, the male element will continue to be starred. Judges for this parade, however, are experts. They score entrants on posing, general physique and muscular development.

Myron Wallace, one of Chicago's most bustling radio and TV actors, is m.c. of the program. For almost a year this work was done by Milford F. Kostman, assistant to Marvin H. Frank, executive v.p. of Doner Agency and head of the Chicago office.

**Te-Ve**

**GUILDS MEET**

On Movie-TV Pay Status

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

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

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

**DuMont**

(Continued from Telecasting 3)

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

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

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

Patent rights were originally sold by DuMont in 1937 for $15,000. The firm currently has 1 1/2 million Class "A" and half a million Class "B" stock outstanding. In 1948 it began selling common stock to employees. Its total assets today are nearly $22 million, he testified.

Dr. DuMont said his firm had developed tubes "sufficiently good enough to sell" in 1932, but they were not put on the market until manufacture of transmitters, on which DuMont Labs experimented in 1936-37, was begun at the end of the war, Dr. DuMont said. He revealed that, with the current freeze, DuMont transmitter sales have dipped.

**SHOW PLANNING** takes place at weekly conferences attended by (1 to r) Norine Freeman, director of radio and television planning, W. B. Doner Agency, Chicago; Ted Webber of the WGN-TV sales staff, and Marvin H. Frank, executive v.p. of Doner Agency and head of the Chicago office.

**Increased Programming Listed by WLWT(TV)**

INCREASED programming on WLWT (TV), Cincinnati video outlet of Crosley Broadcasting Corp., has brought the station's average to 12 hours daily, Monday through Saturday. Late evening entertainment features plus two weekday telecasts fed from Crossley's WLWD (TV) Dayton have accounted for the increased programming time. With the increase in programming, WLWT sponsors during November reportedly reached an all-time high of 97 advertisers.

**WNBF-TV SPEED** Projects Local News Film

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

A call from Binghamton Press-WNBF news department was relayed by Edward Scal's, program director, to two of the station's movie television cameramen who were rushed to the scene as fire trucks pulled up. From vantage spots on the street and nearby buildings the camera crew filmed the story of flames enveloping the four-story building and their subsequent control two and a half hours later. Mr. Scala, accentuating timeliness, enthused aid of a local photography enthusiast to rush film processing. Development of the negative was begun at 7 p.m., 90 minutes after the film shooting, and dry prints were obtained by 9:30 p.m.

Following editing—even to lettered titles and a commentary prepared at the studio—the pictures were shown an hour later on WNBF-TV in a five-minute presentation directly after Auto-1st's Suspense. Johnny lidderando and Jack Goodelm, the two cameramen, revisited the scene the next morning to make follow-up shots of the gutted building for a subsequent telecast.

**WFYI**

The TVM Film Festival, sponsored by the Television Film Producers Association, will be held Jan. 14-15 at the National Association of Broadcasters convention in New York.

**Binghamton** Press shot of three-alarm fire covered by WNBF-TV.
**VIDEO IN NEWSPAPERS**

Set Dealers' Money Adds Revenue in 1949

TELEVISION is emerging as the newspapers' new Santa Claus. Recent figures on TV show a revenue increase exceeding 200% over the same month last year.

Available reports show that last September and October, matches over WSAZ-TV Huntington, W. Va., were 11% higher than in the same period this September and October.

Further evidence is the total for October which showed an increase of 200,000,000 lines. The increase in total lines came at a time when lineage for all advertising was showing signs of a leveling off. In some categories, losses had been reported.

Examples of entire sections in newspapers gobbled up by enthusiastic TV dealers are widespread throughout the country. In past weeks, the Milwaukee Journal (WTMJ-TV) printed a 24-page section of TV shows.

PETRILLO CASE

Counter Proposals Studied

THE NINE-MAN industry committee set up to consider the counter proposals threatening services of musicians for television met in New York Dec. 11 and heard a 33-page draft of counter proposals made by its subcommittee.

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

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

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

AVAILABILITY of 6BN6 and 12BN6 tubes, which reduce number of tubes and circuit elements required for FM and TV receivers, announced by General Electric Co.'s Owensboro, Ky. plant.

**BROADCASTING** • Page 60
STUART BAILEY
Hits FCC Video Actions

STUART L. BAILEY, Washington consulting radio engineer and retiring president of the Institute of Radio Engineers, last week termed it "inescapable" that FCC cannot attain its first allocations objective with the VHF-UHF allocation table it has proposed.

Nor did he think it likely that the current VHF television licensing freeze could be lifted before "late in the fall of 1950."

His assertions came in speeches reviewing in detail the development of television and its problems, delivered before the Kansas City IRE Section last Tuesday and in less technical terms, at an IRE banquet in Dallas.

He spoke on "Television—Why the Deep Freeze?"

Mr. Bailey noted that FCC's announced first priority of allocation will be "to provide at least one television service to all parts of the U.S." with succeeding priorities to provide one TV outlet to each community, a choice of services to the entire country, and, lastly, at least two outlets to each community.

"Here," he said, "for the first time in television history, we have a proposal to give square miles priority over people in the assignment of channels."

Mr. Bailey, of the Washington firm of Jansky & Bailey and a member of the special Bureau of Standards committee investigating color TV for the Senate Interstate and Foreign Commerce Committee, said the injection of the color question—and the decision to consider it first—are "holding up" the VHF-UHF hearing.

He concluded:

The television freeze was instituted 14 months ago particularly for the purpose of investigating the effect of tropospheric transmission on the predicted service areas of television stations.

Since that time, new issues have been raised, particularly a position which puts the emphasis on coverage of area rather than on population, the unavailability of the UHF, the definition of service areas on a statistical basis and the possible change in the standards to provide for the use of color television.

All of these add up to a vignetted ball of wax which must be molded into some acceptable shape to guide the industry can proceed. Unfortunately, there is little opportunity to turn back, because the stakes are so immensurable. It may be possible to go back to the proposed allocation of May 1948 and show that the use of palliatives such as offset-carrying and directional receiving antennas would make a usable allocation without the necessity of venturing into the UHF.

However, adoption of the primary system would make such a move impossible. It is certain that no single decision can satisfy all, and it is possible that a decision of good decision is one which dissatisfies all elements approximately equally. There is no question but what the freeze was necessary. It will remain for the industry to determine whether its long confinement is constructive or destructive.

GOOD news for John Mills (I) and Rex Schepp is the opening of their new station, KPHO-TV Phoenix—also good news for Arizona as it is the state's first video outlet. Messrs. Mills and Schepp are co-owners of KMPQ-TV which had its debut Dec. 4. Reception was reported to be good as far south as Tucson, 125 miles distant, Yuma about as far west and Wickenburg to the north. Station operates on Channel 5 (76-82 mc) with 17.5 kw visual and 87.0 kw aural.

FIRE SAFETY
WTVR (TV) Demonstrates

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

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

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

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

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

SELL THE EVER-WIDENING WGN-TV TELEVISION AUDIENCE

* * *

Keeping track of the Chicago television audience is almost impossible. Any television audience figure we could quote would be outdated by the time you read this. Yes, the Chicago television audience has grown to such size that no advertiser can afford to pass up this increasingly important segment of the nation's number 2 market.

To effectively reach this great, growing audience, your best bet is WGN-TV... the station you need to add local flavor to your commercial messages. WGN-TV programs for Chicagoans. Advertisers have recognized this fact by buying more local time on WGN-TV than any other station. WGN-TV originates more local programs than any other...which means advertisers benefit from WGN-TV's production "know how." These are highly important factors to remember in getting the most for your television dollar.

Chicagoans look to WGN-TV for the finest in television entertainment. They know, too, if an event is important enough to be televised, they'll see it on WGN-TV in Chicago...where Channel 9 is more than a number, it's a habit with advertisers and viewers.

Page 61 * BROADCASTING December 19, 1949

TELECasting • Page 11
Robert Philip Newman

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

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

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

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

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

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

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

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

### VIDEO PRACTICE

Noll Gives Operating Guide


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

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

### ESSAY CONTEST

**FCBA To Judge TV Topic Contest**

Subj ect of the 1949-1950 annual essay contest on communications law is "Legal Limitations on Television Programming," according to an announcement by the Federal Communications Bar Assn., sponsor of contest. The competition is open to law school students and $200 and $100 prizes will be given first and second place essays, respectively.

Topics suggested for study include control of program content directly and indirectly by the FCC; federal and statutory restrictions on program content; and right of privacy with respect to television broadcasts. Manuscripts should be submitted in triplicate and should not exceed 4,000 words in length. They should be sent to Publications Committee, Federal Communications Bar Assn., 632 Dupont Circle Bldg., Washington 8, D.C., postmarked by Jan. 15, 1950, with the author's name, address, and law school on an attached separate sheet of paper.

### THEATRE TV

**Ranks Grow in FCC Appeal**

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

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

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

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

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

### 'Easy Aces' to DuMont

**TV FILM show, Easy Aces, starring Jane and Goody Ace, is being carried by DuMont TV Network and WARD (TV) New York on Wednesday, 7:45-8 p.m., Ziv Television Productions Inc., series producer, announced last week. First program was telecast Dec. 14 with 13 DuMont stations of New York, carrying the show commercially for Phillips Soup sponsorship. HUDSON AUTOMOBILE dealers sponsor the WARD series handled through Alten-Kennett Agency, Philadelphia. ASSURING Mr. Ace in writing are George Foster and Mort Green. Eddie Hyland is chief cameraman.**

**TRANSMITTER, 5 kw, for NBC-TV programs relayed from New York delivered by General Electric Co. to WJSW-TV Syracuse, N. Y. Station expected to air test pattern Feb. 15 and begin regular programming March 1.**

### BROADCASTING

December 19, 1949
TV Film Inc. Reports

NET ASSETS of Television Fund Inc., Chicago, after its first year of operation, totaled $2,780,795.65 Oct. 31, with investments at market value, President Chester D. Tripp has told stockholders.

HAL LINNER, production director of International Films, Hollywood, currently preparing 50 12-minute TV films for educational purposes. The films, which will be produced under arrangement with Mr. Linner by the Chicago-based company, will be distributed nationally by Van Dine, representative for F. W. Gabourie & Assoc., Hollywood, to New York Jan. 1 to head firm's branch office there.

Srara, Chicago, will do 20-second and one-minute film spots for Perk Foods Co., Chicago (dog food). Commercials will acquaint televiewers with firm's "Dogs for the Blind" offer conducted in cooperation with the Master Eye Foundation. John L. Snykin, dog trainer and director of foundation, is technical director.

KFI-TV Los Angeles has started telecasting Disc Jockeys, production of Stellar Productions, 6532 Sunset Blvd., Hollywood.


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


12½ minute film adaptations entitled "Fortune Quiz" planned by Telemount Productions, Los Angeles. Format is quiz on astrology.

Filming is underway by Film-
Whispering Campaign

STATIONS in the nation's capital have proved that a whispering campaign need not be harmless intended. Just that kind of a campaign was started in the area early in October. It was directed as a forerunner for Phillips Radio and Television opening of a new store which resulted, in the opinion of all concerned, in a complete success both in point of sales and dollar volume. Thirty-two times a day, the transcribed voice of High Guild, WTOP Washington, announced in from each of six AM stations of an approaching event. "It's coming," he announced in a barely audible whisper, "TV heaven at six-eleven." Four TV stations joined in the campaign with the same message and soon scores of listeners and viewers had telephoned the stations to discover the secret. On Nov. 30, the secret was disclosed on all stations—WCPO, with Philiips store at 617 Seventh St. N. W. Campaign was conceived by I. T. Cohen Adv., Washington, Phillips Agency.

PATENT BATTLE

DuMont Files Added Suit

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

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

ALL-NIGHT SHOW

WCPO-TV Aids Fund Drive

ALL-NIGHT video show, Cincinnati’s first and produced by WCPO-TV on Dec. 31, ran all night from 11 p.m. to 7 a.m. during Christmas to raise funds for the "Mile O’ Dimes," annual local affair to raise funds at Christmas time for needy children.

Entire WCPO-TV talent and production staff was employed to keep a running telecast of a full night’s entertainment, backed up by show people from Greater Cincinnati night clubs and amateurs from Harris Rosendale’s talent school.

WXEL (TV) BOW

Is Cleveland's Third Outlet

CLEVELAND’s third television station, WXEL (TV) on Channel 9, began commercial operations Saturday (Dec. 17) with industry and local dignitaries on hand for dedication ceremonies.

Officials from the DuMont TV Network, with which WXEL has a primary affiliation agreement, RCA, Capehart-Farnsworth, and state and local political leaders attended the opening. Afternoon events at the station and dinner that evening at the Hotel Cleveland were telecast.

Herbert Mayer, president of Empire Coil Co. and WXEL owner, president and general manager, released the station’s rate card which has a basic evening hour gross rate of $500 and a spot rate of $60. Also announced is the latest estimate of TV sets in the northeastern Ohio area at over 117,000. In addition to DuMont programs, WXEL will carry ABC, Paramount and WPIX (TV) New York features.

WXEL’s transmitter and studio were erected under supervision of Ben Adler, radio and TV consulting engineer, on highest terrain available in Cuyahoga County, 10 miles south of downtown Cleveland at Pleasant Valley and State Roads, Parma, the station reported. According to station officials, the six bay superturnstile antenna (tower is 437 ft.) has the highest power gain of “any television antenna in the Cleveland area. General Electric Co. supplied transmitter and film equipment while RCA cameras are used in the studio.

Mr. Mayer, who gave up law to establish in 1944 the Empire Coil Co., manufacturer of television set components, was authorized construction for WXEL in 1947. Executives from his company, including the commercial manager: Russell Speirs, program director, and Thomas Friedman, chief engineer. Barbara Snyder handles public relations.

WXEL (TV) studio and transmitter building in Cleveland, Ohio.

CATHODE TUBES

Mark Rise in Set Sales

SALES of television receiver cathode tubes in October reached an annual rate of 5,500,000, indicating a sharp increase in TV set production in November and December, according to figures reported by Radio Mfrs. Assn. for its member companies.

Tubes toward larger picture screens is shown, with tubes of 12 through 15 inches comprising 48% of all October sales to equipment manufacturers. Tubes through 16 inches accounted for 30.8% of sales and tubes above 14 inches for 17%. Tubes under 6 inches and 6 through 8.9 inches comprised only 3.4% and projection type tubes represented .02% of October sales.

October TV receiver tube sales totaled 456,575 units valued at $11,719,974 compared to a third quarter monthly average of 216,274 units valued at $5,718,159, or increases of 111% and 105% respectively.

Sales of TV cathode tubes totaled 2,585,685 units valued at $73,069,136 during the first 10 months of 1949, of which 2,423,589 units valued at $69,352,495 represented sales to set manufacturers. Sales of all other types of cathode ray tubes in October, including oscillographs, camera pickups, etc., amounted to 58,096 units valued at $319,641.

RMA has changed from quarterly to monthly statistical compilations of TV picture tube sales, which are compiled by its Tube Division.

WXEL (TV) studio and transmitter building in Cleveland, Ohio.

HERBERT MAYER (II), president of the Empire Coil Co., owner of WXEL (TV) Cleveland, and Commissioner, William W. Leuci, director of the DuMont TV Network, contract to add WXEL to the network, effective last Saturday (Dec. 17). WXEL has replaced WEWS (TV) as DuMont’s Cleveland outlet.

TV HEARINGS

Loucks Sees Long Period

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

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

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

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

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

RUBY CO. PLANS

Film Editing Rooms Set

RUBY Co., New York, which sells and leases equipment to film producers, is building new editing rooms which will be available to television film makers at a weekly or monthly rates, it was announced last week by Edward Ruby, company president.

The new rooms will be equipped with the latest equipment needed for the purpose and will be air-conditioned and soundproofed, he said. The new service will operate under a subsidiary, Ruby Editorial Service Inc., 729 Seventh Ave., New York.

CBS-TV Operas

CBS-TV will inaugurate televisings of the Opera Television Theatre, starting Sunday, Jan. 1. The network, which acquired exclusive television rights to the theatre's productions, of which baritone Lawrence Tibbett is artistic director and Henry Souvaine managing director, will present other performances of the world-famous scheduled basis on succeeding occasions. First presentation is to be Bize’s "Carmen," with Gladys Swarthout in the title role, Robert Merrill as Escamillo and Robert Rounseville as Don Jose. Mr. Tibbett will narrate.
WOAI-TV DEBUT

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

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

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

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

Coaxial Allocations

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

Chicago Council Plans

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

WHAT YOU SHOULD KNOW ABOUT TB RESEARCH

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

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

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

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

BUY CHRISTMAS SEALS
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**IMPORTANT—Mail today to:**

**BROADCASTING • TELECASTING**

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

Enclose Bill me later

Signed

Firm

Address

**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-mail form at right. Each gift announced with a full color Christmas card, hand-signed with your name. Subscriptions start with December 26 issue.

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

at Special Christmas rates...

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

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

**BROADCASTING TELECASTING**

The Newsweekly of Radio and Television
**KTUL ‘CITY REPORT’**

Esau Defends Forum Airings

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

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

**FTC SETS DATES**

**Advertisers May Reappraise**

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

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

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

**Spot Coverage**

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

**Chemical Headlines**

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

**Old Game on TV**

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

**Prompt News Airings**

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

**Pupil's Program**

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

**Institutional Approach**

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

**PEABODY AWARDS**

**Entry Deadline Is Jan. 9**

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

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

**Sports Co-op Series**

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

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

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

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

Here are some facts KSMO found about its listeners: 27% classify themselves in the professional field, 20% are students, 7.2% education, 6.9% clerical; 54% tune KSMO at least three times per week in the morning, 44.2% in the afternoon, 36.4% in the evening; 3.4% own a TV set now and 9.1% state they will buy within a year or are considering; 47.6% are homeowners, 10.9% rent homes, 30% live in apartments; 13.9% have two or more cars with in the family; 22.9% mention using trains for travel, 21.5% planes and 47.9% automobiles; more than half (54.7%) of these respondents dine out at least once or twice a week.

WTJH OPENS
New Georgia Daytimer Begins

SERVING a primary group of three communities, WTJH East Point, Ga., went on the air last Thursday. The station is owned and operated by James S. Rivers. A daytime outlet, WTJH operates on 1290 kc with 1 kw.

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

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

KCOL PROMOTES
New 'Blanket' Coverage

"TEASER" announcements were aired by KCOL Fort Collins, Colo., inquirers about the new station's call letters. KCOL, licensed to Northern Colorado Broadcasting Co., told listeners to "look for the new blanket. What is the new blanket? The new blanket is coming soon ..." Station then explained it meant coverage of the Northern Colorado area and launched 25 contests in which wool blankets were awarded as prizes the day station went to 1 kw fulltime. In addition, KCOL sent out a promotion piece announcing a new monthly publication, the KCOL Blanket, which was first issued last week. Included are news of the station, pictures, success stories, availabilities and other features.

DIRECTORS of Motorola Inc., Chicago, voted 50% increase in its regular quarterly dividend, from 25¢ to 37½¢ a share. Special year-end dividend of 37½¢ a share also was declared, bringing total dividends for year to $1.50, compared with $1.25 in 1948.

This is one of 258 Service Ads in the 1949-1950 Consumer Markets.

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

Send for Full Explanation folder describing the full scope of Consumer Markets.
**GENERAL ELECTRIC CUSTOM MINIATURES**

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

**RELIABILITY** is the one big feature common to the four tubes shown here. First of a growing family of General Electric miniatures designed and built to order for specific jobs, these tubes now are at work for commercial airlines in altimeters, radio compasses, radio control equipment, and high-frequency aircraft radio receivers.

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

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

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**GENERAL ELECTRIC**

**FIRST AND GREATEST NAME IN ELECTRONICS**

December 19, 1949 • Page 69
usual donation from WTOP Washington.

John S. Hayes, vice president and general manager of station, offered "One prime aged-in-the-audience station break, class A time, worth $60 on its station with the largest audience (by 32%) and the most watts (50,000) in Washington, to any reputable advertiser."

Mutually Helpful Promotion
HELPFUL promotion both to itself and advertisers in its newspaper affiliate currently being carried on by WWSW Pittsburgh and Post-Gazette. Station, in changing to new frequency of 990 kc., teamed up with numerous local radio dealers and repairmen who agreed to make changes on pushbutton radios for the charge of 25 cents.

Station advises audience to turn to special classified section of Post-Gazette for name of nearest repairman who will do necessary changing. Dealers have been furnished with knob hangers which bear Jaremark. "Your radio has been adjusted to the NEW setting for the NEW 20-times more powerful WWSW." Portrait of Sports Station, now on 970 on your dial."

WMAR-TV Statistics
SMALL sheet with graph showing Baltimore's lead over markets in share of TV audience is latest promotion bill sent to trade and advertisers by WMAR-TV Baltimore. On graph is written, "WMAR-TV Leads in Baltimore." Statistics are based on C. E. Hooper's "TV Audience Index and TV Trends" for Aug.-Sept. '49.

Jamboree Publicity
REPRINT of pictures and stories from Wheeling Intelligencer have been combined into full page spread and sent to station by WWVA Wheeling, W. Va. Promotion concerns station's 16th annual WVWA Jamboree. Pictures of tales and audience and lines outside theatre where Jamboree was held are included. Printed in red across stories is headline: "The WVWA Jamboree 17 years old and Growing Stronger Every Year . . . Available to sell your product, too! See Edw. Petry & Co."

Flag Identification
NEW company flag, to be used as institutional insignia in television and other advertising, adopted by General Mills, Minneapolis. Flag will be displayed atop properties of company coast to coast by WMT of New York, WBSW of Cleveland, WMCT (TV) Memphis and WATR-TV Norfolk, Va. Sixteen-page brochure explains the how, why, when, what of TV advertising based on local station experiences. It was written by WMCT Production Manager Bill Brazill.

Ear-Catching Rhyme
SERIES of promotional "courtesy" announcements in rhyme designed to give strong listener-impressions of national and local upcoming shows has been started by WMCT Trenton, N. J. "Poems" range in length from four to eight lines and are tagged with time and date of show plugged. Typical examples are:

"Willie Shakespeare said it, 'The world is just a stage.'
A backdrop for your little acts, of playful youth and age.
Of course to catch the best acts is quite a trick to do.
So it's the NBC THEATRE we recommend to you!"
And locally, "Sweet and soft—smooth and mellow Swing your gal—swinging your fellow Polish up those dancing shoes Chase those early-winter blues Don't let work-days start to rub Tune in on our 800 CLUB!"

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

Marquette U. Basketball
FIRST telecast by WTMJ-TV Milwaukee from Madison, Wis., was on occasion of Marquette U.'s basketball game against U. of Wisconsin in Madison. Marquette fans, numbering 2,000, saw game on large screen in their gymnasium over television relay facilities installed by AT&T. Game was first of nine basketball games to be sponsored by First Wisconsin National Bank on WTMJ-TV.

Christmas Tree
ADVANCE notice of Christmas gifts sent to trade by WING Dayton, Ohio. Mimeographed sheet with text in red in shape of Christmas tree tells recipients that their WING memo pads will arrive with best wishes from station.

Letter is signed by Adna Korns, general manager.

Personnel
ROBERT IYES, formerly with Sindlinger & Co., joins WCAU Philadelphia promotions department.

DAVE BOGART, formerly with ABC New York, joins promotion staff of KGO San Francisco. He replaces LYNN FRENCH, resigned.

EMILY ASKE BANKS, publicity director of Town Hall and America's Town Meeting, resigns. Future plans have not been announced.

MICHAEL DANN, NBC trade news editor, and JOANNE LUCILLE HIM- MEL, of WMCT New York's staff, were married Dec. 2.

RANDY SMITH, promotion and advertising chief for KOA Denver, is the father of a girl, Marcie Lynn.

V.I.P. SERVICE
Clears Local Shows, Ideas

V. I. P. Service Inc., New York, has established a clearing house for local station promotions and sales promotion ideas, Bill Murphy, V. I. P. head, announced.

The firm will act as an exchange for local station managers or owners requesting shows for a client. Ideas, transcriptions and inquiries will be sent, with producers and writers trading through V. I. P. receiving royalties on sales of their ideas to other stations. Royalties will be based upon percentages of weekly prices of the shows.

The same basis will be used in deciding royalty payments on publicity and sales promotion packages.

Election at CBS

NRB ELECTION was agreed on Dec. 9 between CBS and Radio Guild, UOPWA, CIO for about 600 white collar workers at the network. Balloting is to be Jan. 18. Bargaining unit was reduced in size by about 50 after argument by CBS to cut it by much more and by the union to resist any cut.

If ole Mac farmer or rancher in Montana, he made money. $265 million to be exact for Jan.-Sept. 1948. Farming is just one of 4 major Industries which together topped out retail sales of over $100 million in 1948. A good portion of Montana's rich areas sit in the KGVO-CBS Signal. And the best portion of sales in the area are KGVO-made sales.

Yours?

J. M. MacDonald 

ole' MacDonald . . .

The Art Mosby Stations

Broadcasting • Telecasting

E K G V O - K A N A

BROADCASTING • TELECASTING

K NVW T I M E S 

Mississippi

A M A C O N D A H U T T E 

Z T O R I G A N T W E N T Y 

* NOT ONE, BUT SEVEN MAJOR INDUSTRIES

MONTANA

A M A C O N D A H U T T E 

200 kw
ATTENDING reception in Palace Hotel studios of KCSB San Francisco for visiting executives of CBS Pacific Network are (1 to o): Arthur Hull Hayes, CBS vice president and general manager of KCSB; P. H. Kelsey, of Marsh & McLennan, San Francisco; Wayne P. Steffner, CBS Pacific Network sales manager, and Dick McKee, Young & Rubicam, San Francisco. Reception was held to introduce visiting executives to Bay Area agency people who place business with the network.

BIG BROTHER WEEK
Radio To Aid in Drive Against Juvenile Delinquency

OBSERVANCE of Big Brother Week Jan. 15-21, will be aided in its fight against juvenile delinquency by radio sponsors and talent, it was learned last week.

The project has the approval of The Advertising Council, and will be recommended in the group's January-February bulletin as a public service theme for advertisers to support in addition to their regular contributions under the radio allocation plan.

Assisting Big Brothers of America Inc., the sponsor organization, is an advisory committee on public relations, comprising: Harry A. Batten, president; N. W. Ayer & Son; Thomas D'A. Brophy, chairman of the board, Kenyon & Eckhardt; Jerry Crowley, advertising promotion manager, Metropolitan Life Insurance Co.; Norman W. Geare, president, Geare-Marston Agency; Philip Klein, Philip Klein Advertising Agency; Al Paul Leffton, president, Al Paul Leffton Co.; Donald W. Thornburgh, president and general manager, WCAU Inc., Philadelphia.

Members of national committee of sponsors include Eddie Cantor, James Stewart, Paul Whiteham and Rexall Drug Co. president, Justin Dart.

Among network programs which have indicated cooperation in the effort is We, the People, the Gulf Refining show (NBC and NBC-TV) handled by Young & Rubicam Inc., New York.

WOHI DEBUT
New Fulltime Outlet Opens

WOHI East Liverpool, Ohio, full-time, 250 w outlet on 1490 kc, took the air Dec. 1 when some 1,500 persons filed through the studios during open house. Greetings, used on the air, were received from nine other radio stations and one television outlet in the Eastern Ohio, West Virginia and Western Pennsylvania area. During its first week of operation, WOHI also inaugurated high school basketball broadcasts.

Executives of the new independent include: Richard V. Beatty, president and general manager; C. V. Beatty, vice president; George Farrell, secretary-treasurer; Harold Fitzgerald, commercial manager; David Taylor, chief engineer; John W. Ridder, program director. Station is owned and operated by the East Liverpool Broadcasting Co.

BUSES of Kitchener, Ont., Public Utilities Commission being equipped with FM radio receivers following test and public poll of FM radio conducted in conjunction with CFCA-FM Kitchener, first all FM broadcaster in Canada.

WCHS covers not only the city of Charleston but th' other places where th' folk come from, too, yuh. Seems like WCHS is a good station too have workin' for yuh, don't it Tain? Yea.

Mr. James H. West
The Kansas Agency
Chicago, Illinois

Dear Jim:

This here West Virginia town o' Charleston, th' hometown o' WCHS, is sure a good place too be biz. Why Jim, jest Fath' day I seen a piece in th' paper which said that they's more money spent in th' retail stores here th' th' total income o' th' popula' is! Now how on earth does they spend more then th' total income? That makes more then th' total income. You're jest wrong, ain't ya Big Jim? Yea.

Mr. James H. West
The Kansas Agency
Chicago, Illinois

December 19, 1949

Page 71
## ACTIONS OF THE FCC

### DECEMBER 9 TO DECEMBER 16

- **CP-construction permit:** DAA-directional antenna, DAB-directional antenna, APD-antenna, STL-studio-transmitter link, WFL-axisymmetric amplifier, STA-special temporary authorization, CC-conditional grant.

### December Decisions

**BY COMMISSION EN BANC**

**Hearing Designated**

Carl F. Kniepfer, Grand Coulee, Wash., Designated for hearing on Feb. 9, 1950, for new station W2400-B, 1200 kc, s.w., for WSB, Birmingham, Ala., for new station W900-B, 1200 kc, s.w., for WSB, Birmingham, Ala., and for new station W900-B, 1200 kc, s.w., for WSB, Birmingham, Ala.

**Extension Granted**

WSN Birmingham, Ala., for new station W1200-B, 1200 kc, s.w., for WSB, Birmingham, Ala., and for new station W900-B, 1200 kc, s.w., for WSB, Birmingham, Ala.

**Choice Required**

The President International Pub., Inc., New York, and the WSB, Birmingham, Ala., for new station W1200-B, 1200 kc, s.w., for WSB, Birmingham, Ala., and for new station W900-B, 1200 kc, s.w., for WSB, Birmingham, Ala.

**Extension Granted**

WQK Fort Worth, Tex., for new station W1200-B, 1200 kc, s.w., for WSB, Birmingham, Ala., and for new station W900-B, 1200 kc, s.w., for WSB, Birmingham, Ala.

**Acceptance of Filing**

SA 1-150 kc

WXLW Indianapolis, Ind., for new station W1200-B, 1200 kc, s.w., for WSB, Birmingham, Ala., and for new station W900-B, 1200 kc, s.w., for WSB, Birmingham, Ala.

**License Renewal**

WBTV Atlanta, Ga., for new station W1200-B, 1200 kc, s.w., for WSB, Birmingham, Ala., and for new station W900-B, 1200 kc, s.w., for WSB, Birmingham, Ala.

**License Renewal**

WKBW Buffalo, N. Y., for new station W1200-B, 1200 kc, s.w., for WSB, Birmingham, Ala., and for new station W900-B, 1200 kc, s.w., for WSB, Birmingham, Ala.

**Extension Granted**

WGBK West Palm Beach, Fla., for new station W1200-B, 1200 kc, s.w., for WSB, Birmingham, Ala., and for new station W900-B, 1200 kc, s.w., for WSB, Birmingham, Ala.

### December 12 Applications

**NEW SERVICE DIRECTORY**

Custom-Built Equipment

U. S. RECORDING CO.

1212 Vermont Ave., Wash., D. C.

Sterling 3456

Nagra Radio Promotions and Counseling Services

Engineering

Financial

Med Ad

Carter & Eubanks & Co.

6 E. Lake St., Chicago, III. (at State & Lake)

Phone: Franklin 2-4344

### YOUR SERVICE

**Page 72 • December 19, 1949**

**KARM**

Fresno, Calif.

For the World's Oldest and Largest Manufacturer of Professional Magnetic Recorders.

**MacGregor,** Inc., 360 N. Michigan, Chicago, Ill.

**PT-6**

A portable, combination record-play back remote amplifier designed especially for use with a PT-6 recorder.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices:
National Press Building
1339 Wisconsin Ave., N.W.
Washington, D. C.
Member AFCCE*

McNARY & WRATHALL
906 Natl. Press Bldg., 1407 Pacific Ave.
Washington 4, D.C.
Santo Cruz, Cal.
Member AFCCE*

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
Member AFCCE*

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Member AFCCE*

CHAMBERS & GARRISON
1519 Connecticut Avenue
Washington 6, D. C.
Michigan 2261
Member AFCCE*

KEAR & KENNEDY
1703 K St., N. W.
Sterling 7932
Washington, D. C.
Member AFCCE*

WHITNEY
110 W. ABRAM ST. AR 4-9721
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd., Ph. Blackhawk 22
Oshkosh, Wisc.

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1220 WASHINGTON 6, D. C.

ROYAL V. HOWARD
Consulting Radio Engineer
225 Mallorca Way
Filmore 6-5705

WALTER F. KEAN
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 4652
Member AFCCE*

Ben Adler
TELEVISION FACILITIES ENGINEERS
15 Gedney Circle, White Plains, N. Y.
White Plains 8-3796
Shop and laboratory—720 Milton Rd.
Rye 7-1413

GUY C. HUTCHESON
1900 W. ABRAM ST. AR 4-9721
ARLINGTON, TEXAS

LYNNE C. SMEBY
"Registered Professional Engineer"
830 13th St., N. W.
EX. 8073
Washington 5, D. C.

NATURAL GAS ENGINEERING
Executive 5851 1833 M STREET, N. W.
Executive 1220 WASHINGTON 6, D. C.

ROYAL V. HOWARD
Consulting Radio Engineer
225 Mallorca Way
Filmore 6-5705

CONSULTING RADIO ENGINEERS
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Mr. Steere, in advertising and sales promotion for 25 years, plans to take an active part in the management of the station, which operates on 1220 kc with 250 w, daytime only. Spokesmen said J. Lyle Williams Jr. will continue as station manager.

The station was bought from Dorothy M. Bartell, of Milwaukee, and associates. Blackburn-Hamilton Co., media brokers, handled the transaction. The station license is in the name of Florida East Coast Broadcasting Co.

The Steere agency is now in its 11th year in Detroit. It handles advertising, promotion and publicity for a number of local and national accounts including one of the area's major network stations.

CHWK Chilliwack moved from 1340 kc to 1230 kc, with same 250 power.

Mr. Steere

MELTON MALTZ, formerly with CIDW then in Tuscola, now in Decatur, Ill., WBBM, WJJD and WGES Chicago, joins announcing staff of WIXD Urbana, Ill. While in Chicago, he was director of radio for Chicago Boys Clubs.

ED BALTIMORE, formerly with KOA Denver, joins announcing staff of KFPS San Diego.

TOM GLEBA appointed to newly-created post of program director for WLWC (TV) Columbus, Ohio. He formerly handled special events, sports and announcing duties for WCOL Columbus. WALTER JACOBS appointed WLWC production manager. He has been with station since its opening in April of this year. He previously was a producer with WLWT (TV) Cincinnati.

LEN BENNETT resigns from WHB (FM) New Haven, Conn., to join same city.

MICKEY COLLIS joins WXYZ Houston, Tex., as traffic manager.

BARRY CASELL, formerly with WMAR-FM-TV and WBAL-TW Baltimore, joins WAAM(TV) same city as staff announcer-writer. He also appears on NBC's TV Detective show.

FRANK HAMILTON, formerly of WHBI Newark, N. J., and WCTC New Brunswick, N. J., joins WBOB Ogdensburg, N. Y., as disc jockey. He previously was with AFN Paris, ABSEI London, WKX Birmingham, Ala. and WBRB Red Bank, N. J.

ROBERT J. BANNER, director of Garroway At Large on NBC-TV from WNBQ (TV) Chicago, Jan. 8 joins Fred Waring's staff as television director of his CBS network show. Mr. Banner, who trained at WSBB (TV) Chicago and taught radio and music production at Northwestern U., leaves Chicago this week for New York, where he will train three weeks. He started at WNBQ last December as an assistant director.

BILL WELSH, radio and television director of Walter McCreery Inc., Beverly Hills, Calif., conducting three-hour morning program on KFI-TV Los Angeles.

TED BROWN, freelance with disc show on WNEW New York, signs for additional show on WMGM New York.

KENNETH ROBERTS and HAL TUNIS, also freelancers, join WMGM is similar capacity. Each has his own record show.


RAY BROCK, former staff announcer and disc man at WTKY Timesville, joins announcing staff of WHBY Appleton, Wis.

MARIAN KINGLAND, formerly with KGO Mason City, Iowa, joins KAYX Waterloo, Iowa, as continuity writer.

JIM PANSULLO of WAVZ New Haven, Conn., resigns to join staff of WCCF Hartford, Conn. He is graduate of New England School of Radio, Bridgeport, and formerly was program director for WENG Whitehall, N. C.

BILLY WOODSMALL, formerly page boy at WBBM Chicago, joins staff of station as vocalist.

Mrs. HAZEL KENYON MARKEI, director of program service for WTOP Washington, appointed to membership in Civic Participation Committee for AMVEFs' presentation of memorial to Arlington cemetery, and Governor's Citizens' Highway Safety Committee for Maryland.

JOHN PONDFIELD, staff projectionist for WAAM(TV) Baltimore, appointed chief projectionist and film editor for station, with Evangelical Free Church, Los Angeles.

ETHEL GREY, director of women's programs at WQUA Moline, Ill., resigned. No future plans announced.

MARK HAWLEY, NBC director of Bonnie Maid Versatile Varieties show on NBC-TV, and Maggie Bride were married Dec. 5.

PHILIP BOOTH, staffer at ABC Los Angeles, is father of a boy, Douglass Allen.

GENE WANG, writer of ABC's The Amazing Mr. Malone, is writing scripts for Quick as a Flash, also on ABC, sponsored by Quaker Oats.

BYING WHITAKER, announcer and commentator of WJBC Toronto, and Edna Metzfall Smith have announced their marriage.

ED KAHN, production manager at WGN Chicago, is father of a girl, Sandra-Lynn, born Dec. 6.

EDWARD DUNN, resigns as KNBH (TV) Hollywood film editor to become assistant pastor, with Evangelical Free Church, Los Angeles.

ANN CORNBH, director of recorded music at WQXR New York, and Richard Wafshart have announced their marriage.

GEORGE FENNENMAR, member of cast of ABC's Amazing Mr. Malone, is in the marriage of a girl, Stephanie.

GEORGE H. WILSON Jr., program director for WSTV Steubenville, Ohio, is father of the boy.

KALA ON AIR

With 250 w on 1400 kc

KALA Sitka, Alaska, began operation Dec. 11 on 1400 kc with 250 w, the station announced. Outlet's owner is Baranof Enterprises and Walter Welch is manager.

KALA announced it is operating 8 a.m. to 7 p.m. weekdays and both afternoon and evening on Sunday. Station representative is Gil Wellington, of Seattle.

IN MEMORIAM

Taps Blow For PDQ Spot

DEATH on Nov. 30 of the famous PDQ gasoline spot, known to Californians for its "whacky" copy content, was mourned a few days later with only a few reminiscing playbacks echoing its memory.

The uninhibited radio and TV spot's demise was given a touching farewell by a gathering of former sales representatives and the client, at the offices of McNeill & McCleery, Los Angeles, agency handling the account. KFJ and Los Angeles arranged to run the "last PDQ spot" during the party held on Dec. 5. As assembled mourners watched in silence, curtain was slowly drawn in front of the famous PDQ trademark to sound of bugler playing taps while a woman sobbed softly in background. Startled viewers swapped KFJ ashtrays.

ABC officials at the party got busy and a few minutes later Southern California listeners were startled to hear a voice cut in on "Elmer Davis' newscast to announce the news analyst had kindly consented to give a minute of his time to observe PDQ spot's passing. On CBS the following morning, Fred Beck played a couple of his favorite PDQ spots on his Pacific Coast network show. Typical PDQ spots enthusiastically ribbed advertising in general and radio advertising in particular. An example is the spot's take-off on deodorant in which the copy plugged PDQ oil for "underhood protection."

PRESTO RECORDING CORPORATION
Paramus, New Jersey

Mailing Address: P. O. Box 500, Hackensack, N. J.
In Canada: WALTER P. DOWNS, Ltd., Dominion Sq. Bldg., Montreal

THE WORLD'S FOREMOST MANUFACTURER OF INSTANTANEOUS SOUND RECORDBING EQUIPMENT AND DISCS
PROPOSED state organization for Colorado broadcasters was discussed during the NAB District 14 meeting at Salt Lake City fort- night ago [Broadcasting, Dec. 12]. Broadcasters named a four-man committee to formulate plans and lay the groundwork for a statewide organization meeting.

Rex Howell, KFXJ Grand Junction, heads the plans committee. Other group members are Jim Russell, KVOR Colorado Springs; Al Meyer, KMYR Denver, and Robert Ellis, KHPF Pueblo. The Colorado State Assn. is expected to follow the pattern of other similar units in giving radio a unified voice on state and local levels.

Attending the special meeting were:
Joe Rohrer, KRDQ Colorado Springs; Mr. Russell, WBT Asheville, KGA and Hugh Terry, KLZ, both Denver; Con Hecker and Vic Kaye, KVOD Denver; Mr. Meyer, Abbott Tessmann, KENO. Bill Searl, and Mr. Howell, KFXJ both Grand Junction; Elwood Meyer, KVOU Greeley; GUNNAR WIIG, WOKO president, and Robert Ellis, WGY Geneva. REELECT Mr. Winick, Mr. Russell, Mr. Terry, Mr. Rohrer, Mr. Corbett, Mr. Shaffer. middle row—Mr. Corby, Mr. Tessman, Mr. Kahle, Mr. Ellis, Mr. Russell; front row—Mr. Terry, Mr. Rohrer, Mr. Corbett, Mr. Hecker. Also present but not shown were Lloyd Yoder and Al G. Meyer.

THANKSGIVING Dinners
VOLUNTEERING its services in aid of local American Legion post in supplying needy families with Thanksgiving dinners, KWRC Cedar Rapids, Iowa, brought campaign to successful finish. Over 151 families received complete dinners delivered and supplied by KWRC listeners and delivered by policemen, volunteer station personnel and others. Climax of drive came when station workers delivered last-minute dinner to a family and discovered they had no stove. One was promptly supplied by workers together with supply of coal.

Books To Cook
EIGHTH annual campaign for books for shut-ins and hospitalized patients in hospitals served by United Hospital Fund of Greater New York is being aided by WCBS New York. Drives were started in 1942 by Phil Cook, member of station's staff. During that time over 300,000 volumes have been contributed by listeners.

They Shall See’
GUEST appearance on KFI Los Angeles' All Around the Town show by a man whose sight was restored after 21 years of blindness through contributions to the Dawn Society eye bank was unexpectedly effective. More than 100 listeners offered their eyes to the bank for use after their deaths.

Radio’s Solicitude
A WOMAN dying of cancer in Hamilton, Ont., wished to take her three children back to England to be cared for by her family. She had no money for transportation. Jane Gray, women's commentator for CHML Hamilton, learned of her plight and broadcast her story to Ontario listeners. The necessary $1,000 was raised within a day besides clothing for the woman and her children.

Real Thanksgiving
A THREE-YEAR-old child took her first Thanksgiving Day due to the kindness of Charlotte, N. C., radio listeners and the efforts of WBT that city. The little girl had lost her leg while still an infant due to blood poisoning and her parents had been unable to afford an artificial limb. The Charlotte Minneapolis Artificial Limb Co. offered to contribute a leg for $250, and listeners were urged “your quarter talking will have Patty walking.” Over $795 was received, and the child walked for the first time during the What's Cooking audience participation show on WBT.

FM Helps High School
BOB WILLIAMS, m.c. for The Bandstand show on WWNI (FM) Wabash, Ind., urged his listeners to donate money to send the Wabash High School Band on its last out of town football trip of the season. In a matter of moments, the necessary money was pledged. He then asked listeners to help cut down the indebtedness on the band uniforms, receiving similar results.
YOU CAN BE SURE... IF IT'S
Westinghouse

MR. STATION OWNER:
How much does it cost you to do...

THIS

AND THIS

INSTALL

AND THIS

REPLACE

AND THIS

SERVICE
CUT THESE COSTS AND SAVE ... with Westinghouse +’s

You don’t buy a transmitter every day. It’s a long-term investment ... a considered purchase. So isn’t it just good sense to put your money into equipment that pays continuing dividends in the form of cost savings throughout its entire life? That kind of equipment is Westinghouse. And these are just a few of the Westinghouse “plus” features that add up to cost savings and better operation:

- **Installation** is quick, easy and inexpensive. Compactness means a smaller building ... air-cooled components allow the building to be more economically built. And, because *all* transmitter ratings are completely factory-tested, no extended grooming of the equipment need be done on the purchaser’s premises.

- **Tube replacement** cost slashed. Only a small number of tubes are required for full complement and these of but a few types. Reliable metal rectifiers having life commensurate with that of the transmitter and included in the transmitter warranty, replace expensive vapor tubes. No longer need you fear lost air time due to rectifier failure.

- **Service** at your “doorstep” wherever you are. The extensive Westinghouse field organization of transmitter specialists is available to you, whatever the problem. They will work with you and your consultant in modernizing your station or in planning a new installation. They can offer emergency service or can give you information about new equipment. And, in addition to this, you are continually benefited by the Westinghouse program of research and development.

Every Westinghouse transmitter carries with it these and many other “plusses”. Remember them when you consider the purchase of new broadcasting equipment. Contact your Westinghouse office, or write direct to Westinghouse Electric Corporation, 2519 Wilkens Avenue, Baltimore 3, Maryland.

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Westinghouse

FIRST IN BROADCASTING
AGENCY NAMES

Four As Vice Presidents

FOUR vice presidents—all women—were appointed by McCann-Erickson Inc., New York, at its annual meeting in New York on Dec. 10.

The four new officers are Alberta Hays, copy group head; Dorothy B. McCann, executive producer in the radio-television department; Florence Richards, an account executive, and Margot Sherman, copy group head.

This marks the first time in the agency's 46 years of existence that a woman has been named a vice president of the company.

OREGON BCSRS.

Annual Meeting Feb. 10-11

ANNUAL meeting of the Oregon State Broadcasters will be held at Eugene, Ore., on Feb. 10-11, according to an announcement at the NAB District 17 meeting in Portland last week (see story this issue) by Lee Bishop, KORE, Eugene, who is in charge of arrangements. Gov. Douglas McKay and Dr. Harry K. Newbern, president of Oregon U., will be the principal speakers. Lee Jacobs, KBRR Baker, Ore., is president of the group.

SESAC Inc., New York, sending special Christmas bonus of recordings to all its subscribers, bringing library totals to more than 2,500 numbers.

Want to Sell the Utah Market?

This is quoted from a letter from a sponsor who wanted to sell GOODS—and who knew exactly what his radio time purchases did for him.

"Thanks for the great job you have done for us. You might be interested to know that for us, you are one of the 3 best stations in the country, and we used over 125.

The unusual thing about this is it isn't an unusual story for KDYL!"

WCELE PLANS

End Proposed Watson Sale

PLANS for the sale of the currently silent WCELE Clearwater, Fla. to Dr. William T. Watson, founder and pastor of the St. Petersburg Gospel Tabernacle [BROADCASTING, July 11], were officially terminated last week.

FCC Comr. Robert F. Jones, presiding over a motions hearing, granted a petition by WCELE's present owners asking that their application for transfer of the 1-kw day-timer to Dr. Watson be dismissed without prejudice.

The application had been set for hearing on the qualifications of Dr. Watson, who had been linked with "un-American hate mongers" by the National Community Relations Advisory Council, and to determine whether he had already assumed control of the station [BROADCASTING, Oct. 31].

Impractical To Remain

In their petition for dismissal, the WCELE owners—Houston Cox Jr. (50%) and M. L. and S. L. Rosenweig (25% each)—told FCC that when the hearing was ordered "it became impractical" for them to "remain parties to a contract where Dr. Watson could not complete his undertaking on any estimated future date, nor give assurance that he would be able to do so at any time."

They notified the Commission last Wednesday that negotiations were in progress for sale of the station to another group. The new group was understood to include Arthur Mundorf, veteran broadcaster, one-time manager of the old WWDX Paterson, N.J., and associates including two St. Petersburg residents.

Application for consent to acquisition by Dr. Watson had been set down for hearing on the basis of a protest in which NCRAC charged that he "had engaged in certain conduct and activities calculated to create and foster racial and religious bias, prejudice, and ill will, and hence did not possess the necessary qualifications to become a broadcast licensee."

Under the terms of the sale application the consideration was to be cancellation of a $30,000 mortgage held by Dr. Watson against the station.

Sen. John C. Stennis and Rep. John E. Rankin, both of Mississippi, home of the present WCELE owners, had written FCC on behalf of the proposed transfer.

WCELE operates on 680kHz with 1kw, daytime only. It has been on temporary license since about the time proposed sale to Dr. Watson was set for hearing and is currently silent under a 60-day authorization granted by FCC Nov. 9.

More than 100 Bay Area advertising executives enlisted on faculty of San Francisco's Golden Gate College School of Advertising for the 1949 term. Five major courses will be offered by school—general advertising, layout, visualization, campaigns and television.

Word

more for your dollar with

WDYX-AM—Word of Spartanburg

12,000 Watts

ABC SERVING THE HEART OF THE PIEDMONT CAROLINAS

Broadcasting • Telecasting
KOA Denver celebrated its silver anniversary Dec. 15 with two and one-half hours of special programming in addition to station breaks, thanking its audience for 25 years of loyal listening.

William J. Andrews of the KNBC San Francisco local sales staff celebrated his 25th anniversary in the broadcasting industry last week. He started his career with KLX Oakland in 1924 as a field engineer-announcer.

WGY Schenectady has celebrated its 24th anniversary of farm broadcasting, according to Emerson Markham, originator of the General Electric station's farm broadcasts and TV programming. Ken Gapski, assistant director of radio and TV information, Dept. of Agriculture, spoke on a Farm Forum in Schenectady Nov. 4 in connection with the anniversary. Mr. Markham now is director of NAB's TV Div.

Distribution of 147 cakes in Canada and United States, bulk of them by air, highlighted third birthday observance of CKVL Verdun, Quebec, early last month. Cake was accompanied by gold lettered card signed by General Manager Jack Tietolman and Manager Corey Thompson containing message, "This is CKVL's third anniversary. Light up the candles. Make a wish, and blow. That's what we like... People who do our 'blowing' for us!"

Eddie Pola, producer of ABC Blondie show, celebrated his 20th year in radio last month.

WVNJ Newark, N. J., celebrated its first anniversary Dec. 7, with a one-hour broadcast featuring messages from civic, business and theatrical personalities, and interviews with staff members. Among those heard on the program were Rep. Franklin D. Roosevelt Jr., Theodore C. Streibert, president, WOR New York, and singer, Fran Warren.

BROADCASTING

WALTER McCONNELL, engineer at ABC's Central Division, marked his 25th anniversary in radio and at WENR Chicago on Dec. 7.

M. Leonard Matt will be given a broadcast party on Dec. 26 for his work at CBS.

KPLC OIL SHOW

Lubricates Network Story

LOCAL promotion of a network show has been put over with substantial success by KPLC Lake Charles, La. Story centers about the Spindletop oil field near Beaumont, Tex, 80-miles from Lake Charles and site of grandfather oil gushers.

Dramatization of Spindletop's story was presented over NBC's Cavalcade of America on Nov. 29. When KPLC General Manager David Wilson was informed by sponsor duPont's agency, BBDO, that the program was to be aired, 20 years of service with WNAS Philadelphia.

Special program made up of review of year's experiences by station personnel, and rebroadcast of first welcoming speech marked WMTR Morristown, N. J.'s celebration of its first anniversary Dec. 11. Station was saluted by WCTC New Brunswick, N. J., which celebrated its third birthday at the same time.

Atlass Recovering

H. LESLIE ATLASS, CBS Central Division vice president, was expected late last week to return to his Chicago office today (Monday) after suffering a heart attack Dec. 9 [broadcast Dec. 12]. He has been hospitalized at Henrotin.

CJRT-FM Toronto officially inaugurated as first educational FM station in Canada, with government and CBC officials at opening ceremonies.

Here's how I decide which stations I hope to get

I check standard rate on everything in it about the stations in the markets we've selected. Then I check the station logs. I check the surveys on numbers of homes that I listen and also look into the listenership ratings.

It's a nerve-racking job, isn't it, when you can't get the data you want. Or when it takes too long to get it. Many stations are making it easier by running Service-Ads that supplement and expand the data in their own lists. The KHM0 Service-Ad shown here, for instance, offers a new survey agencies and advertisers will want. Other Service-Ads give other kinds of information that helps buyers buy.

Watch for them when you're using sas.

ALL HANDS join in this cake cutting celebrating the 11th anniversary of the Essex Reporter on WDCR Hartford. Birthday party is attended by (1 to r): Walter B. Haase, manager; Harvey Olson, program manager; Barbara Nelson, receptionist; William F. Muela, commercial manager, all of WDCR, and Charles N. Mitchell, in charge of Essex operations in Hartford.

RCA Victor announces compact, inexpensive short-wave AM table model radio, 9-X-651, at suggested list price of $34.95, including tax. Radio receivers, in addition to standard 540- 1600 kc. band, have 16, 19, 25, 31 and 40-meter international shortwave bands.

Mr. Journeay (r) interviewed Scott Myers, secretary, Spindletop Monument Assn., at marker, site of famed Lucas Gusher.

WEVD

1000 WATTS 1320 K.C.

PROGRAMES OF

DISTINGUISHED FEATURES IN

ENGLISH JEWISH ITALIAN

RESPONSIVE AUDIENCES 2 MARKETS WANTED

THE NEW YORK METROPOLITAN AREA

Sponsored, Written and Produced by WEVD

WEVD

117-110 W. 46 ST.

M. F. GREENFIELD, Mgr. Director N. M. 10

BROADCASTING • Telecasting

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Situations Wanted (Cont'd)

Station manager or commercial manager, if you're not interested in power positions, or if you enjoy working with, and dealing with, people, you might enjoy being the manager and the boss. But, if you do want a man whose sales and engineering background is sky bounded, with real, down-to-earth ability to sell, make up the numbers, and keep the station alive, you'll enjoy working with us. Reliable, sober, conscientious. Experience with top networks, affiliated stations and independents. Middle Atlantic territory and coast to coast experience. Highest references, interested? Why not let's get going. Box 486D, BROADCASTING.

Southern stations, Manager who can announce, sell and program would like job as general manager of a 250,000 watt station in southern Missouri. Box 320D, BROADCASTING.

General manager or sales manager now employed wishes to make change. Can prove his worth in top station in top in nation in management, billing, listeners. Box 319D, BROADCASTING.

Sales promotion manager. Currently account executive with topflight sales and program selling. Possess nice good man. 514D, BROADCASTING.

Station or sales manager, Experience, energy, talent, showmanship, and program making ability. Apply in person or send box single, car, available. Box 510D, BROADCASTING.

Large stations only with top earnings possibility. Previously 15 years in experience, 13 years radio and newspaper. Experience deep South, 495D, BROADCASTING.

Success story yours on request. Top management position in the western market. Sound sales plus careful servicing preferred. Any account. NY agency experienced. Box 512D, BROADCASTING.

General sales manager, 1 kw. independent midwest station with personal billing and freeboard. Write me and let me know local and national sales picture. 35 years experience, 487D, BROADCASTING, and family home in permanent location with high potential earnings. 488D, BROADCASTING, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, university grad., 22, available immediately, anywhere. Photo and reference on request. Box 457D, BROADCASTING.

Newscaster and good music MC will build audience and prestige for your station. Top pay. Write for references. Box 412D, BROADCASTING.

Announcer, vet. graduate of oldest broadcasting school in the world. Seven years, successful in business for NBC, CBS, and ABC. Staff announcer for 5,000 W NBC and other stations. Box 421D, BROADCASTING.

Announcer-program director-news editor, 12 years experience, former NBC, CBS, Star Network and ABC. Former TV and radio news director. MLP and photograph on request. Box 496D, BROADCASTING.

Announcer-program director-news editor, 12 years experience, former NBC, CBS, Star Network and ABC. Former TV and radio news director. MLP and photograph on request. Box 496D, BROADCASTING.

Situations Wanted (Cont'd)


Sports caster, experienced football and baseball play-by-play. Also offered in basketball. Excellent public relations, seeking advancement. Box 470D, BROADCASTING.

Announced engineer-engineer, available immediately. Married, car, want permanent position. Box 473D, BROADCASTING.

Morning man, announcer-DJ, strong voice, good personality. Take active interest in community and station. Will work anywhere. Any experience. Box 471D, BROADCASTING.

Combination—Experienced in everything, at small southern station. Want local drops, northeast in wide awake station. Singles, car, RCA graduate. Box 483D, BROADCASTING.

Experienced staff and feature announcer available. Send box number. Request. Box 492D, BROADCASTING.

Announcer—continuity and production work. Any location. Five years experience Mutual affiliate, presently employed. Any type, any station, any area. Send box number. Any reference. Box 493D, BROADCASTING.

Combination announcer-engineer now employed as program director of an independent station in the west. Excellent knowledge and ability and better references. All announcing and production work considered. Box 489D, BROADCASTING.

Announcer, versatile, news specialty, 23 years commercial experience. Seeks permanent location. Box 491D, BROADCASTING.

Disc jockey and commercial reader, knows salesmanship well, experienced in acquired in 250 and 500 watt stations with recommendation. Box 501D, BROADCASTING.

I am leaving one of the country's top stations. 12 years experience. Will recommend me, having done all I was asked to do. Send box, any type of work, any experience in all types of all work. Prefer football, basketball, baseball. Prefer small eastern station with professional base ball, college sports. Can build your sports program for you. Consider all offers. Box 505D, BROADCASTING.

Dependable, witty, friendly morning man, 27. 20 years experience as class time and success. Employed, married. Box 500D, BROADCASTING.

Young man, 22, college education, 12 years experience in broadcasting. Talent with good personality and appearance, married, desires permanent position as announcer or copywriter or a commercial position. Box 504D, BROADCASTING.

Box 499D, BROADCASTING.

Newscaster, network valuable color voice, delivery. Seeks solid 5 kws appreciating voice quality and ability to work with family above money. Distinctive voice. Former newspaper, radio news background. Home producer. Box 510D, BROADCASTING.

Engineer-announcer-writer-salesman, Intelligent, imaginative, experienced. Seeks permanent location. Reference. Box 490D, BROADCASTING.
Situations Wanted (Cont'd)


Anonymous, newscasting, continuity, on weekends. For vacation relief. Like to travel. Ref. F. C. Rich in P. O. Box 372, Columbus, Ohio 43216.

Experienced, newscasting, all grades, vacation relief. Box 8762, BROADCASTING.

Engineer, 1st class. Will work any time. Apply WBBQ, Box 640D, BROADCASTING.

Engineer, 1st class. Will work any time. Apply WBBQ, Box 640D, BROADCASTING.

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Wanted

Station near Pittsburgh, Pa., has opening for a "top" morning man. Will pay excellent salary to operate a modern studio. Must have experience, charm, style and knowhow. Send photo, references, rates to Box 4797, BROADCASTING.

Situations Wanted

Salesmen

AM-TV SALES EXECUTIVE

Seasonal salesmen for an AM or TV station is looking for a challenging job for Christmas. Sound background in selling spot, network and TV for past ten years.

Constructive planner, knows his way around advertisers and agencies. Forty years young. Application will be entertained. Write to WBBQ, Box 640D, BROADCASTING.

Wanted

Technical

Experienced engineer, studios, transmitters, any offers please? Box 894C, BROADCASTING.

Chief engineer with 15 years experience plus ability second to none, seeks change to progressive station. Best references including present employer. $800 minimum. Box 239D, BROADCASTING.

Engineer, degree, 10 years experience, 75 kw. licensed. Box 381D, BROADCASTING.

1st phone, broadcast experience studio and transmitter installation, operation and maintenance. Sober. Excellent references. Salary negotiable position. Box 419D, BROADCASTING.

Engineer, 5 years studio and transmitter experience. Must have phone and class A ametuer licenses, box 436E. Box 440D, BROADCASTING.

Competent chief engineer, 250 to 50 kilowatt experience, wants opportunity to work and progress with growing organization. Age 30. Box 472D, BROADCASTING.

Available immediately, experienced first class engineer, married, car. Desires permanent job in eastern or western part of country. Will consider others. Box 497D, BROADCASTING.

Chief engineer, 25 years experience. Will work anywhere. License, FM studio and transmitter installation, operation and maintenance. Sober. Excellent references. Desire permanent position. Box 497D, BROADCASTING.

Engineer, experienced, some announce- experience. Apply WBBQ, Box 640D, BROADCASTING.

Engineer, 1 year experience transmission control. Stabilized receiver. Experience with present station. Box 412D, BROADCASTING.

Chief engineer, 20 years experience, first class license, age 43 years of age, AM and FM combined. Would like connection with company with TV plans in the future. Ref. L. M. M. member of Commercial broadcast. Box 492D, BROADCASTING.

Engineer, first class license. 3 months experience. Married, have car. Box 894D, BROADCASTING.

For Sale

Engineer, 1st phone. No broadcast experience. Over 2 years training (included 8 months broadcast station equipment at two of New York's topnotch stations). Southerner, 5'-11", 157 lbs. Box 511D, BROADCASTING.

Combination engineer-announcer, 1st class, single, 25, will travel. Desires permanent position. Box 512D, BROADCASTING.

Engineer, 1st year, 2 years experience, all phases AM and FM station operation. Same in single, car. Box 513D, BROADCASTING.

Young man, married, settled and dependable. wishes to become AM, FM or TV station engineer. Has first class, Atlantic City, immediately available. Box 525D, BROADCASTING.

Aptitude, first class license, over 4 years experience transmitter, control, audio engineer. Single, no children, will travel, permanent north or southeast. Box 784S, St. Macoupin, Ill.

Engineer with first phone license desire position with power unit type 55222. Interested in FM. Will do announcing. Consider any location. Write Arnold Kirschbaum, 520O S. Wabash Ave., Chicago, Ill.

Engineer, eight months experience with remotes, recording, console and transmitters, any location. Desires any AM or FM type position. Box 957D, BROADCASTING.

Engineer, first phone line desire combination job. Age 22, married, with some actual experience and training in anywhere. Bill Massey, 330 Dinkins St., Canton, Miss.

Public relations, publicity, newspaper writing. Will work anywhere. Box 147D, BROADCASTING.

Women desire job as women's program director in New England. Desires position of national network participation and department store shows. Desires large broadcasting experience. Qualified for TV. Westelles gather, Box 946D, BROADCASTING.

Public relations, publicity or promotions. Will work anywhere. Box 192D, BROADCASTING.

Looking for a man with thorough radio background desiring to affiliate with new, small market station and desiring qualified job as program director? Write Box 494D, BROADCASTING.

Program director with 5000 watt basic net station in eastern metropolitan area. Placed under new management. Three years experience, program director, seven years announcing experience. Married. A reason to work is observed. $504D, BROADCASTING.

Successful 250 watt network station small north midwestern town. Net earnings in excess of $20,000 per year. No competition. Completely equipped. $101,000. Box 247D, BROADCASTING.

250 watt, single station market, 10,000 listeners under contract. Needs capable, two years on the air. $35,000. Box 248D, BROADCASTING.

Wanted—Brand new channel latest model Raytheon console. This equipment must be brand new. Submit low estimate cash price. Box 482D, BROADCASTING.

Equipment, wanted. RCA junior vocalist. Age 18. Must provide references. Please state lowest rock bottom price. Box 522D, BROADCASTING.

Wanted—1 kw FM amplifier which can be used with stations 250 watt transmitter or will consider 1 kw transmitter complete with filters. Total price, $200. Box 536D, BROADCASTING.

Wanted—All studio and transmitter equipment required for 250 w AM and 30 kw FM station. Reasonable prices. United Bong, Co. 301 E. Erie St., Chicago, Ill.

Wanted, low priced 250 watt used FM transmitter and needed installation equipment. WMAP, Monroe, Mich.

Miscellaneous

Copy problem? Let Jon Knight Associates, 355 Fifth Avenue, New York 1, write all your commercials. Low rates, experience, originality, speed.

Help Wanted

Announcer

Here's a real bargain. One 3 kw GE type BF-2-B amp with frequency and modulation monitor. One two GE type tuner, antenna type BF-2-B. 400 feet 1/2" Sealed transmitter line, switch-dial, Howard, transmitter, $2500 as is, FOB, Station WDDS,}
U.S. AGENCIES

Reduction Plan Is Mulled

IMPORTANCE of reducing the number of independent agencies reporting directly to the President, proposed by the Hoover Commission, was underscored again last week at a two-day national reorganization conference held in Washington.

Simultaneously, Frank Pace Jr., director of the Budget Bureau, revealed that President Truman will press for passage of legislation, covering a number of additional agencies and departments, in the next session of Congress. President Truman has been considering staff reports "covering virtually the entire range of the commission's report," he said. Whether they encompass such agencies as FCC and FTC is not known.

Mr. Pace addressed the conference, held Dec. 12-15 at the Shoreham Hotel by the Citizens Committee for the Hoover Report. He gave no details of the plans under consideration. Herbert Hoover spoke before the group Tuesday, and on an NBC hookup Monday evening.

The former Republican President, who has spearheaded a drive to save $2 billion annually in government expenditures, recommended reforms in eight "urgent" categories, placing reorganization of Civil Service at the top of the list. He urged decentralization of control of employees into the departments and agencies, to be accomplished under rules to be set up by Civil Service and enforced by it.

Mr. Hoover also noted that commission proposals would serve to cut by half the 68 different agencies now reporting to the President. Congress itself should serve as the board of directors in executive matters, Mr. Hoover said, with agencies of inspection seeing to it that their decisions are enforced.

The State Dept., as coordinator of interdepartmental committees, has attempted to get the best possible consultation among interested government agencies, enlisting the specialized skills and experience of the participants.

Ernest A. Gross, deputy United States representative to UN and former Assistant Secretary of State for congressional relations, said operational work load of the Secretary of Commerce has been substantially reduced since a Hoover Commission recommendation was effected by legislation. Commission had urged addition of two deputy under secretaries and adequate staff services. Institutional relationship between the State Dept. and Congress also has been developed with some success, he added.

CANADA RATINGS

U. S. Programs Lead in Nov.

ONLY AMERICAN network programs are featured in the ten most popular evening programs in Canada for the November national ratings, released by Elliott-Haynes Ltd., Toronto, on Wednesday. Most popular network shows were Charlie McCarthy, rating 28.8; Amos 'n Andy 28.2, Radio Theatre 27.5, Fibber McGee & Molly 27, Our Miss Brooks 24.5, Bob Hope 23.3, Mystery Theatre 19.4, Twenty Questions 18.7, Aldrich Family 18.4, and My Friend Irma 18.3.

Leading features on programs also were of American origin for the first time in many years: Big Sister 14.9, Ma Perkins 14.5, Pepper Young's Family 14.3, Road of Life 14.2, and Aunt Lucy 13.9.

French-language evening programs showed little change for November, with leads given to Un Homme et Son Peché 26.2, Radio Canadien 34.8, Metro- polis 26.5, Radium du Rire 27.5, and Canz Qu'on Aime 26.7. Daytime French-language programs, La Gare 27.5, Jeunesse Doree 26.8, Rue Principale 23.5, and Impromptu 22.5, also led.

WOLF NAMED Munitions Board Aide

SIDNEY K. WOLF of Federal Telephone & Radio Corp. has been named fulltime consultant of the Munitions Board's electronics committee, effective Jan. 1, 1950, it was learned last week. The official announcement is to be made at the committee's meeting today (Monday).

Mr. Wolf, who is manager of Federal's special projects division, will supervise procurement of electronic equipment from manufacturers and contractors working through Radio Mfrs. Assoc. with the government group. Other duties in that phase of mobilization (the military) include standardization of equipment specifications; stockpiling of strategic materials; and pinpointing areas in which shortages may develop [BROADCASTING, Nov. 21].

Formerly associated with the U. S. Army Air Force and War Production Board, Mr. Wolf has been with Federal, a branch of Information Co., for 23 years, since shortly after the end of the war.

The Munitions Board group held its last meeting Dec. 5 at which time continued its study of problems relating to military mobilization. The committee is drafting a plan inviting comments from the RMA group, headed by Chairman Fred Lack, of Western Electric and set up on behalf of communications manufacturers to advise the board.
November Box Score

STATUS of broadcast station authorizations and applications at FCC as of November 30 follows:

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
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<tr>
<td>2,234</td>
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<td>13</td>
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<tr>
<td>2</td>
<td>12</td>
<td>1</td>
</tr>
</tbody>
</table>

DISMENTS OF AUTHORITY

AM-1,000

KITU San Bernardino, Calif.—Denied waiver of sec. 330(a) of rules to permit the identification of KITU as San Bernar-

KFFF-FM Sarasota, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KSCF-FM Santa Clara, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KCES-FM Glendale, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KAVI-FM Lynnwood, Wash.—Denied waiver of sec. 330(a) of rules to permit iden-

KFOF-FM Paso Robles, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZMU-FM Wasilla, Alaska.—Denied waiver of sec. 330(a) of rules to permit iden-

KXZ-FM Sunnyvale, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZSU-FM Stanford, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KUSC-FM Los Angeles.—Denied waiver of sec. 330(a) of rules to permit iden-

KFSU-FM Santa Fe, N. Mex.—Denied waiver of sec. 330(a) of rules to permit iden-

KZKV-FM Ruidoso, N. Mex.—Denied waiver of sec. 330(a) of rules to permit iden-

KZFR-FM Flagstaff, Ariz.—Denied waiver of sec. 330(a) of rules to permit iden-

KZCO-FM Golden, Colo.—Denied waiver of sec. 330(a) of rules to permit iden-

KZMU-FM Missoula, Mont.—Denied waiver of sec. 330(a) of rules to permit iden-

KZJT-FM Great Falls, Mont.—Denied waiver of sec. 330(a) of rules to permit iden-

KZFR-FM Barstow, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZRI-FM Visalia, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZQM-FM Quincy, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZMNF-FM Santa Ana, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZHM-FM Santa Barbara, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZX-FM San Francisco, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZZF-FM San Diego.—Denied waiver of sec. 330(a) of rules to permit iden-

KZFR-FM Santa Fe, N. Mex.—Denied waiver of sec. 330(a) of rules to permit iden-

KZNU-FM Elko, Nev.—Denied waiver of sec. 330(a) of rules to permit iden-

KZQX-FM Reno, Nev.—Denied waiver of sec. 330(a) of rules to permit iden-

KZRL-FM Carson City, Nev.—Denied waiver of sec. 330(a) of rules to permit iden-

KZMW-FM Las Vegas.—Denied waiver of sec. 330(a) of rules to permit iden-

KZMS-FM Tucson.—Denied waiver of sec. 330(a) of rules to permit iden-

KZMA-FM Santa Barbara, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZML-FM Laguna Beach, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZSC-FM Santa Monica, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZJE-FM Santa Barbara, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZMI-FM Santa Barbara, Calif.— Denied waiver of sec. 330(a) of rules to permit iden-

KZKF-FM Santa Barbara, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZHF-FM Santa Barbara, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZHK-FM Santa Barbara, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZGP-FM Santa Barbara, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZFA-FM Santa Barbara, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZE-FM Santa Barbara, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZDC-FM Santa Barbara, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZCT-FM Santa Barbara, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZB-FM Santa Barbara, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZAD-FM Santa Barbara, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZAB-FM Santa Barbara, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZAP-FM Santa Barbara, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZAN-FM Santa Barbara, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZAM-FM Santa Barbara, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZAI-FM Santa Barbara, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZAJ-FM Santa Barbara, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZAG-FM Santa Barbara, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

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KZAD-FM Santa Barbara, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZAB-FM Santa Barbara, Calif.—Denied waiver of sec. 330(a) of rules to permit iden-

KZAM-FF
**FCC Actions (Continued from page 83)**

**Applications Cont.:**

AM—550 kc
WCAV Norfolk, Va.—CF to change from 860 kc, 1 kw, D to 850 kc, 1 kw unlimited DA-DA.

Modification of CP
Modification of CP new AM station for extension of completion date: KELL Waxahachie, Tex.; KTOE Mankato, Minn.; KVM Arden, N. C.—CF new AM station; change frequency to increase power etc. for extension of completion date. WIBC Indianapolis, Ind.—Same to increase power, change hours of operation.

License Renewal
Application for license renewal filed by following commercial TV stations: WENI Lake City, Fla.; WEVE Eveleth, Minn.; KFBR Gurnee, Ill.; WJJO Madison, Wis.; WMBQ Auburn, N. Y.; WTSB Lumberton, N. C.; KAND Corvallis, Ore.; KXBR Lubuk, Wash.; WEP Hopewell, Va.

License to cover CP New AM station: WNTN Natchez, Miss.; WRFK Roanoke, Va.; WHIL Wheeling, W. Va.

License to cover CP new FM station: KDBT-FM Jonesboro, Ark.; KIMY in arrangements being held for WJDI New Brunswick, N. J.

License to cover CP non-commercial educational station: WUOM Ann Arbor, Mich.; WUCF Tuscaloosa, Ala.

License to cover CP new commercial TV station: WIRL-TV Providence, R. I.; KVTM (TV) Wichita, Kan.


Modification of CP
KMA Baker, Calif.—Modification of new CP new FM station for extension of completion date. WTTJ Ishaba, N. Y.—Mod. CP new AM station to change frequency to 81.7 mc.

APPLICATION RETURNED
AM—1570 kc
KACK Jackson, Miss.—RETURNED Dec. 15, application to change frequency from 1590 to 1450 kc.

Assignment of License
KCSU Provo, Utah—DISMISSED Dec. 15, application for assignment of license from Liberty Broadcasting (H. B. Poston), Inc., to Harold E. Van Wagenen partnership d/b a Central Utah Broadcasting Co. to new corporation of same name.

**Docket Actions . . .**

**INITIAL DECISIONS**


New Bedford Best Co., New Bedford, Mass.—Initial decision by Hear- ing Examiner H. R. Leahey to deny application for new AM station on 1770 kc, 3 kw daytime to 1300 kc, 1 kw unlimited, directional, night, subject to engineering conditions. Decision Dec. 9.

Pioneer Besters, Inc., Pleasantville, N. J.—Adopted order making final proposed decision granting application of Community Best Service, Inc. to change WGBM, 1490 kc, 3 kw daytime to 1430 kc, 3 kw daytime to 1350 kc, 1 kw unlimited, directional, night, subject to engineering conditions. Decision Dec. 9.

Vulcan Best Co., Birmingham, Ala.—Adopted order made denial without prejudice to right of applicant to petition Commission for reconsideration within 30 days after announcement. Initial decision Dec. 9.

**OPINIONS AND ORDERS**

WBWZ Vineyard, N. J.—Adopted order making final proposed decision granting application for Community Best Service Co. Inc. to change WZBV, 1580 kc, unlimited, 5 kw nighttime to 1370 kc, 25 kw nighttime to 1500 kc, 5 kw nighttime to 1350 kc, 1 kw unlimited, directional, night, subject to engineering conditions. Decision Dec. 9.

KOB Albuquerque, N. M.—Adopted memorandum and order granting in part application of Albuquerque Best Co. to change WABC, 1420 kc, 3 kw, to 770 kc, 5 kw, from 10 kw-LS to 25 kw-LS and extended directional area to 1150 kc; subject to engineering conditions. Decision Dec. 14.

WNW New York—Adopted order closing record on majority vote of Greater New York Best Corp. for new AM station limited to 5 kw nighttime, 1500 directional night, 1150 kc, subject to engineering conditions. Decision Dec. 14.

KWKB Burbank, Calif.—Adopted memorandum opinion and order denying petition for reconsideration and grant same limited to AM station WBUK, 1050 kc, 1 kw, to Leslie S. Bowden as trustee. License revoked effective midnight Jan. 8, 1955. If written application is made before Jan. 3, 1956, order will stand suspended until conclusion of such application. Decision Dec. 8.

KDD Des Moines, Iowa—Ordered that Commission's action of Oct. 27 be set aside, denying application for extension of completion date of construction for new station on 140 kc, 1 kw, unlimited, subject to engineering conditions. Decision Dec. 9.


Knight-K部落, San Francisco—Adopted memorandum opinion and order denying petition of San Francisco Tribune for annexation of new station on 1490 kc, 1 kw, subject to engineering conditions. Decision Dec. 15.

El Dorado, Ark.—Cotton Belt Broad- casting Co., Granted new AM station on 1250 kc, 1 kw daytime, owner is David Alexander Miller, 2500 Wkb, Tex. Estimated cost $8,750. Decision Dec. 9.

WLBW Bowling Green, Ky.—Bowling Green Broadcasting Co., granted switch in facilities from 1240 kc, 250 kw, unlimited to 1210 kc, 24 kw, 6 kw nighttime; subject to engineering conditions. Decision Dec. 16.

WYOT Wilson, N. C.—Wilson Radio Co. Inc. granted increase in number of hours of operation from 1 kw daytime to 1 kw 500 w-kx on 1420 kc. Decision Dec. 14.

**TRANSFER GRANTS**

KEVT Kerrville, Tex.—Granted application of Citizens Broadcasting Co. of Kerr County, Inc., to Kerrville Broadcasting Co. to change WTEX, 1420 kc, unlimited, with power of 1 kw to 2 kw, unlimited, subject to engineering conditions. Decision Dec. 16.

**FCC ROUNDUP**

New Grants, Transfers, Changes, Applications

**SUMMARY TO DECISION 15**

Summary of Authorizations, Applications, New Station Requests, Ownership

<table>
<thead>
<tr>
<th>Total Licenses</th>
<th>Licensed</th>
<th>Condl. Grnts</th>
<th>Pending Hearing</th>
<th>Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Stations</td>
<td>2,084</td>
<td>2,022</td>
<td>201</td>
<td>323</td>
</tr>
<tr>
<td>FM Stations</td>
<td>744</td>
<td>419</td>
<td>310</td>
<td>8</td>
</tr>
<tr>
<td>TV Stations</td>
<td>97</td>
<td>29</td>
<td>32</td>
<td>132</td>
</tr>
</tbody>
</table>

*Five on the air.*

**New Application . . .**

AM APPLICATIONS
Richlands, Va.—Clinch Valley Best Co., 1950 kc, 1 kw daytime; estimated 1950 kw nighttime; license pending. Decision Dec. 12.

**GRANTS TO FM BROADCASTING STATION**

Gates has it . . .

**GWZK New York—Adopted memorandum opinion and order granting application of Interstate Best Co., Inc. to re- lease WQXR New York, 25 kw nighttime, unlimited, subject to engineering conditions. Decision Dec. 9.

Shelby Best Co., Commerce, Tex.—Petitioned initial decision of Sept. 1 re application for new FM station. Request that transmitter be conducted at Center, Tex., Jan. 7, 1955, to obtain full information as to all contracts, agreements or under- takings with L. Parker, A. Childs, Emmett Crawford and Alphine Furlough relating to sale, management and control of Shelby Best Co. Pre- liminary order for sale to Shelby Best Co. Decision Dec. 9.

Texas Star Best Co., San Antonio.—Adopted memorandum opinion and order denying petitions for rehear- sing, rehearing, rehearing, rehearing and denial of previous application and that of KONO San An- tonio. Decision Dec. 9.


**Non-Docket Actions . . .**

AM GRANTS
Boonville, Ind.—Boonville Broad- casting Co., Granted new AM station on 1540 kc, 250 kw, 3 kw daytime, wall limited, estimated cost $17,000. Decision Dec. 14.


**Deletions . . .**


**AM APPLICATIONS**

WMFL-FM New York—Seymour N. Siegel, Dec. 5, Granted on condition Mr. Siegel dissociate from WMFL-FM New York, which he now does own.

WLBT-AM-FM Clarksburg, W. Va.—New grant, Co. Dec. 5. After careful analysis of cost and operation of co., and advisability of it advisable to abandon plans for FM.

**New Applications . . .**

AM APPLICATIONS
Richlands, Va.—Clinch Valley Best Co., 1950 kc, 1 kw daytime; estimated 1950 kw nighttime; license pending. Decision Dec. 12.
NEGOTIATIONS for purchase of Peoples Broadcasting Corp. of Columbus, Ohio, were completed Wednesday [Broadcasting, Dec. 12]. Present owner of WWDC, Capital Broadcasting Co., last August purchased facilities of WOL-AM-FM Washington from the Columbia Broadcasting System. This transaction has been approved by the FCC subject to disposal of WWDC.

Peoples is a wholly-owned subsidiary of Farm Bureau Mutual Automobile Insurance Co., of which Murray Lincoln is president, and operates WRFD Worthington, Ohio, Columbus suburb. Farm Bureau also has life and fire insurance companies.

Mr. Lincoln is active in Ohio farm labor affairs and was instrumental in forming Farm Bureau Federation of Ohio to market farm products in the last depression. He is president of the worldwide CARE organization and president of the National Council of Cooperatives, as well as being active in All-Americans Defense Assn., AFL.

WWDC SALE

770 KC

WJZ-ABC Petition Denied

FCC DENIED last week, for the third time, ABC-WJZ New York's efforts to upset KOB Albuquerque's eight-year special service authorization for use of WJZ's 1-A 770 kc permit to move to the clear-channel class [Broadcasting, March 28, May 30].

KOB is assigned 1030 kc with 10kw, but because of interference to WBZ Boston it has been allowed to use 770 kc with 50 kw day and 25 kw night under a series of SSA's since the station was assigned a duplicate of WJZ's latest petition for denial of extension of the SSA, the Commission said:

Since the question of KOB's permanent assignment involves the reclassification of two important clear channels, 770 kc and 1030 kc, it cannot be determined until after a decision in the clear-channel hearing. The latter proceeding contains a possible reclassification of all of the clear channels and cannot be decided piecemeal.

Upon consideration of all of the facts we are of the opinion that the status quo should be maintained. A change in the KOB frequency, which could only be another temporary expedient, would be impossible in the absence of a compelling reason, and we find no such reason here.

We have advised that KOB should return to the facilities specified in its license, 1030 kc with power of 10 kw. There is no question but that this would result in interference to WBZ and at least some loss of service to television stations.

The Commission recognized in 1941 that KOB's assignment on 1030 kc was unfavorable and a rule was adopted that it should be placed on 770 kc until a final solution of the problem could be made. Since then WJZ has advanced no satisfactory reason why this determination should be disturbed at this time. Moreover, maintenance of the Status quo would be in accord with the agreement freely entered into by WJZ in 1944.

KOB's current SSA for 770 kc extends to March 1, 1950.

People's Bstg. Corp. Purchases

WWDC-AM-FM Washington by Peoples Broadcasting Corp., of Columbus, Ohio, was completed Wednesday [Broadcasting, Dec. 12]. Present owner of WWDC, Capital Broadcasting Co., last August purchased facilities of WOL-AM-FM Washington from the Columbia Broadcasting System. This transaction has been approved by the FCC subject to disposal of WWDC.

Frequently Mr. Lincoln has been mentioned as a possible Democratic candidate to run against Robert A. Taft (R-OH), despite the fact that he is a registered Republican. AFL and CIO groups have endorsed such a candidacy but Mr. Lincoln has not committed himself on the subject.

The new owner is expected to use a "homey" type of programming of some of the WWDC facilities. The insurance company said the purchase was strictly an investment, with absolutely no political significance.

Sale price of WWDC is understood to have been around $25,000. Capital Broadcasting Co. is owned chiefly by Joseph Katz, Baltimore agency executive. The WOL purchase price was $10,000.

At present WWDC operates fulltime on 1450 kc with 250 w power and is an independent. It plans to retain its WWDC call letters upon moving to WOL's present 1280 kc, 5 kw, fulltime facility. Peoples plans to use the WOL call letters, if FCC approves. It is understood the FM stations would hold their current dial positions. Capital plans to move from 1000 Connecticut Ave. NW to the present WOL offices at 1027 K St NW, with Peoples moving into the Connecticut Ave. offices. Peoples would acquire the present WWDC downtown transmitter and the Silver Spring FM and AM-booster site. WOL's transmitter is in Silver Spring.

Ben Strouse, WWDC general manager, and Thomas Fiore, VP of Pierson & Ball, conducted negotiations for WWDC. James R. Moore, general manager of WRFD, negotiated for Peoples. Howard E. Stark, radio director of Smith Davis Corp., was broker.

FM Hours

(Continued from page 18)

be a "four-fold boom:

1. To improve and broaden the public's use of the radio program variety with less interference.
2. To improve the management of the radio industry, through greater public recognition to FM.
3. To improve the many stations which have faced "commercial" problems. Nationally, short periods of transmission limited acceptable accuracy acceptance.
4. To improve FM stations which will find AM interference, static, and competition for a great degree as FM grows.

Louis Schweitzer of the manufacturing firm of Peter J. Schweitler Inc., New York, also went on record in support of the plan. He wrote:

There is no question that the superior quality of reception of AM radio programs has been increased materially over the past 10 years and that广播 programs are becoming more and more popular as radio programs. I... have been often disappointed with the fact that some of the programs being broadcast on AM are not simultaneously broadcast on FM. . . . As long as there is a medium such as FM broadcasting, I believe that the public is entitled to get the best reception possible.

The FM Broadcasters of Chicago also have given support to the proposal. "We feel such a ruling will be in the best interests of FM as well as of the entire industry," said President Ralph Wood [Broadcasting, Nov. 28].

FCC's proposal was based on a petition of the FM Assn., which argued that the present minimum requirement of 45 fixed stations was inadequate and that there were about 50 stations on the air as compared to 740 in operation today, and that it was recognized in the beginning that an increase ultimately was required.

When BMl'ss Hours

Another BMl "Pin Up" Hit—Published by Peer

I Gotta Have My Baby Back

On Records: Floyd Tillman—Col. 20641; Jerry Wayne—Col. 38653; Jimmie Davis—Cap. 57-4025; Red Foley—Dec. 46201; Mills Bros. & Ella Fitzgerald—Dec. 24013; Dave Denny—Vic. 21-0147; Joe Calippe—Voc. 55075; Dub Williams—Cormac 1071.

Aid Luncheon

ROUND-TRIP tickets to Bermuda, a television set and many radios will be among the gift drawings at the Christmas luncheon Thursday Dec. 22, of the Radio Executives Club of New York at the Hotel Roosevelt. Proceeds from the gift draw are to go to New York Times neediest cases, Herald Tribune Fresh Air Fund and WOR New York Christmas fund for kiddies in metropolitan hospitals.

SEN. JOHNSON

Leaves for Canal Zone Tour

IN A move shrouded with secrecy, Sen. Ed. C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, left Wednesday on a projected year-end visit to the Panama Canal Zone.

While both the committee and Sen. Johnson's aides remained generally mum on the nature of the trip, it was learned from authori- ties that Sen. Johnson and unnamed associates would review overall problems relating to American common carriers operating in the international (and domestic) fields, and those occasions by requirement for international treaties. Spokesmen said communication would be explored but they declined specific comment.

It also was learned that Senators Charles Tobery (R-N. H.) and Ernest McFarland (D-Ariz.) had been invited to make the trip. Sen. McFarland remained behind, but aides of A.F. of C. accused the group later. Sen. Tobery refused, however, it was learned. Edward Cooper, professional staff assistant to the Senate Interstate Commerce Committee, is a member of the entourage. Identity of other touring committee members, if any, could not be learned.

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FCC DEFERS HEARING PENDING NARBA PACT

TO HOLD itself clear for forthcoming U. S.-Cuba channel negotiations and resumption of NARBA conference [BROADCASTING, Dec. 12], FCC Friday ordered indefinite postponement of oral arguments in pending grant to Brennan Broadcasting Co. for new 28 kw station on 690 kc at Jacksonville, Fla. [BROADCASTING, July 18].

Under Cuban proposals for new NARBA, Cuba would use 690 kc at Havana with 50 kw as 1-A or 1-B station, and had included this channel among those on which she wants U. S. to make no further grants in Florida and southern Georgia, Alabama, Mississippi, and Louisiana [BROADCASTING, Dec. 5]. U. S. and Cuba delegations confer in Havana starting Feb. 1 in effort to reach agreement on Cuban assignments, with full NARBA conference resuming in U. S. about April 1.

FCC held that “under these circumstances, it would be to the best interests of the U. S. to withhold action” on 690 kc case. It involves two applications of Brennan Broadcasting and of WTOC Savannah, whose bid for 10 kw on 690 kc (in lieu of present 5 kw on 1290) had been given recommended denial. Oral argument had been set for Dec. 20.

NEW WAGE-HOUR RULES BRING SAVINGS, NAB SAYS

INDIVIDUAL stations and networks should save thousands of dollars annually under new Wage-Hour (overtime) regulations, Richard P. Doherty, director, NAB Employer-Employee Relations Dept., stated Friday. New Fair Labor Standards Act includes wide range of talent fees from overtime calculations and permits child labor in radio-TV.

Final definitions of terms “talent fees” and “performers” to be set in booklet to be issued late this week. Law becomes effective Jan. 25, 1950. “If this objective is accomplished, it will be the first time since 1938 that broadcasters will have had a realistic application of Wage-Hour regulations to these overtime problems,” Mr. Doherty stated. Wage-hour administrator recently issued tentative regulations to “substantially broaden exemption coverage for broadcast personnel,” he added. New NAB guide manual covering W-H provisions and administrator’s professional regulations to be made available to members in January.

BERLE LEADS NEW YORK, PHILADELPHIA TV RATINGS

Ten TV programs most popular with Philadelphia and New York viewers during Dec. 1-8 released late Friday by American Research Bureau, radio-TV audience measurement firm, Washington. ARB uses “viewer diaries” method cross-sectioning 500 homes in each city. Family logs record of viewing in week, noting number persons. Reports tabulate percentages of family viewers. Results were:

Philadelphia: Milton Berle, 13.5; Toast of the Town, 6.6; Godfrey’s Talent Scouts, 5.3; Godfrey’s Friends, 3.5; College of Stars, 2.1; TV Teen Club, 5.0; Frontier Phantom, 4.7; Children’s Hour, 4.1; Suspense and Kay Kyser, both 4.65.

New York: Milton Berle, 6.4; Toast of the Town, 4.8; Godfrey’s Scouts, 4.4; Godfrey’s Friends, 3.5; Goldberg, 3.3; Stop the Music, 3.9; Children’s Hour, 3.9; 74th Street, 2.8; Philco Theatre, 2.8.

BALTIMORE TOPS TV LIST

TELEVISION captured 36.1% of total Baltimore broadcast audience for 6-10:30 p.m. period—highest score of 37 cities listed—according to C. E. Hoover Inc. Television Station Audience Index for September-October. Score represents increase of 2.7% in TV share of total audience within one month. Total Baltimore audience surpassed by 12.81% national average of 23.19% for all cities. Report based on 7,273 calls in city.

SHOWMAN’S STATUS

NBC Friday clarified status of Central Division Vice President I. E. Showman by giving him titles as general manager of two M & O stations, WMAQ (AM) and WNBQ (TV). Stations previously were only ones in network’s M & O chain to have no official manager.

WILLARD RECOVERING

A. D. (Jess) WILLARD Jr., president and general manager of WGAC Augusta, Ga., and former NAB executive vice president, is recovering at Alexandria (Va.) Hospital from an appendectomy performed Friday morning. Mr. Willard had been critically ill in the autumn when his appendix ruptured. He is expected to return to his home late this week.

At Deadline...

New markets for proposed campaign to introduce new Willys-Overland models. Firm has made no final decision.

Some TV network advertisers have resorted to practice of long blocks of time which do not yield desired return in product sales.

There’s optimism around MBS these days, with indications that “something big” will break shortly on alignment of bundle of new business, which could run several millions.

Grove Labs. (Antamine cold tablets) through its agency, Sullivan, Stauffer, Colwell & Bayles, planning spot campaign using chain breaks on 40 to 60 markets. Starting date not yet definite.

Although NBC making no official comment on subject, 15 stations reported to have signed or agreed to sign network’s new television affiliation contract [BROADCASTING, Dec. 12].

Temporary confusion over who’s to direct FM activity at NAB when FM Assn. mergers, will be dispelled soon with announcement Ed Sellers, FMA executive director, will take over functions.

This NAB-FMA merger Jan. 1 may bring move to discontinue NAB’s costly double services to joint AM-FM stations. Single mailings adequate in most cases, NAB headquarters feels, since joint operations have same offices and often same personnel.

Walter Lurie, formerly director of new program development with Mutual, expected to join Caillens & Holden, New York, after Jan. 1.

Muntz TV, Los Angeles, through its agency Michael Stone, same city, will sponsor radio program for Mutual, package owned by Masterly, Reddy & Nelson, on MBS starting after first of year.

Rayne Moves to JWT


BMl Plans Conference

BROADCAST MUSIC Inc. will hold its first program directors and librarians clinic of 1960 in New York Jan 23 and 24. Program is being arranged by Chairman James L. Cox, of BMI field staff. Emphasis will be on science of musical programming, general production.

AT&T Elects Cowan

Frank A. Cowan, expert in coaxial cable and radio relay systems, named head of engineering for long lines department of AT&T, succeeding Horace H. Nance, who is retiring Dec. 31.

Join Weiss & Geller

Ernie Byfield Jr., formerly assistant director and director of sustaining shows at NBC-TV, has joined Weiss & Geller, New York, as director of television.

Bidelwell Appointed

M. Oakley Bidelwell, who joined Benton & Bowles in 1945 as account executive, elected vice president and named an account supervisor on General Foods.

Broadcasting • Telecasting
The KMBC-KFRM Team fulfills a vital daily need in thousands of rural homes in Missouri, Kansas and surrounding states.

The Team maintains a full-time Farm Service department, under the direction of Phil Evans, nationally known expert. Innumerable experiments and developmental projects conducted on the thousand-acre KMBC-KFRM Service Farms, are passed on to rural listeners.

Evans is ably assisted by Ken Parsons, well known agronomist. Together, these two experts, with their up-to-the minute daily reports, keep rural listeners informed on latest developments in this important business of farming and agriculture.

Third member of this trio is Bob Riley, full-time marketcaster, who spends his entire working day at the Stockyards. He presents the market news several times each day direct from the Kansas City Livestock Exchange.

Other program features are presented by The Team specifically for the farm audience. As a result, The KMBC-KFRM Team is a welcome guest in the homes of those who live in the great Kansas City Trade territory.

The Team has the largest and finest group of artists ever developed by any Midwestern radio station. Pictured here is Hiram Higby, master of ceremonies and entertainment star, heard on the nationally famous Brush Creek Follies, Dinnerbell and Western Roundup...just a few of the top-notch entertainment programs that are a daily feature of The KMBC-KFRM Team.

The KMBC-KFRM Team Serves 3,659,828* People
* 1940 Census

7th Oldest CBS Affiliate
KMBC
OF KANSAS CITY
5000 on 980
Owned and Operated by Midland Broadcasting Company

Represented Nationally by FREE & PETERS, INC.

Programmed from Kansas City
KFRM
For Kansas Farm Coverage
5000 on 550
Effective January 1, 1950

IT'S KOOL
THE Gene Autry STATION IN PHOENIX

with ALL THE HOTTEST HOOPERATED PROGRAMS

CBS

Key Station of the Radio Network of Arizona.
KOOL, Phoenix
KCKY, Coolidge
KOPO, Tucson

100% coverage of Arizona's richest area comprising 75% of the State's population.

5,000 WATTS DAY AND NIGHT 960 KCs

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you a Loyal Audience that annually spends more than HALF A BILLION DOLLARS in KOOL's retail area.

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