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

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

Put his product on the air? Pipe good money into ozone? Buy something he couldn't see—feel—count the pages off? Well—he would! And he did! And he's used WOR for 19 years from the day he first strolled in.

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

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

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

our address is 1440 Broadway, in New York WOR
Again in 1950 WLS WILL LEAD IN SERVICE TO THE 15 MILLION PEOPLE OF CHICAGO AND MIDWEST AMERICA

CLEAR CHANNEL
Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC AFFILIATE, REPRESENTED BY JOHN BLAIR AND COMPANY
WNAC Boston
and its YANKEE NETWORK Stations (28)
from Bangor to Bridgeport have an
IDENTIFIABLE PROGRAM PLAN
designed for one minute announcements (live or transcribed)

* * *
The plan is built around these MGM programs:

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

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

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

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

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

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

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

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

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

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

* * *

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

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

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
LOOKS (probably Washington) next April. State Dept. understood considering recommendation to President Truman, in light of heat engendered at Montreal wherein Cuba demanded assignments on AM channels which would have all but wrecked service of some clear and regional stations.

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

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

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

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

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

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LOOKS LIKE Harry Stone and Jack Stapp, general manager and program director, respectively, are considering the possibility of expanding the broadcast schedule of their station.

UPCOMING BUSINESS BRIEFLY

BLOCK BUYS Block Drug Co., Jersey City, Jan. 1 starts heavy spot radio drive for its Minipoo dry shampoo in markets throughout nation. Special live radio spot used in addition to its TV campaign in New York to show advantages of Minipoo during water shortage. Agency Joseph Katz Co., New York.

NAMED BY WRFD Taylor-Borroff Co. named as national representative by WRFD, Worthington, Ohio, effective Jan. 2. Station's 5 kw daytime AM outlet on 880 kc. James R. Moore is general manager, Edgar Parsons station manager and Robert Burns National sales manager.

MIDWEST SCHEDULE Lehn Co., Chi cago (Mulchide roofimg) in February starts schedule of quarter-hour recorded music shows in 12 Midwest markets, 26-week mini music and will repeat live show on WLS Chicago. Agency, Schwimmer & Scott, Chicago.

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

AM, TV PLANNED Adamics Corp., Beloit Wis. (Korn Kulis), which recently named Earl Ludgin Agency, Chicago, to handle its accounts, expects to buy radio and TV this year. Details not set. Montgomery McKinney is account executive.

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

CUNNINGHAM & WALSH ELECTS NEW OFFICERS

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

In new organization, Newman McCay will continue as director of media. Present Cunningham & Walsh radio and TV clients include: Ligget & Myers Tobacco Co.; Western Electric Co.; Sunshine Biscuits; American Telephone & Telegraph Co.; Kirkman & Son; Southern Railway System; American Lead Pen Cup Co.; Decora Records Inc.; Northwest Airlines; Wheeling Steel Corp.; E. R. Squibb & Sons.

AVERY-KNODEL NAMED

AVERY-KNODEL Inc. appointed national representative for WROL Knoxville, Tenn. Harry E. Cummings, of Jacksonville, Fla., will continue to represent WROL in Southeast.
Here's real news for an advertiser looking for a big sports audience in New England!

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

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

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

First Federal of Rochester again on WVET

The Fulton Lewis Jr. program offers a ready-made audience . . . network prestige at local time costs with pro-rated talent costs. Though currently sponsored on more than 300 stations, there may be an opening in your city. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, New York City 18 (or Tribune Tower, Chicago 11).
"Young Love" is that merry, warm-hearted comedy of college-vs.-marriage, with Janet Waldo and Jimmy Lydon scoring as a pair of star-crossed campus lovers. The hilarious complications of a secret student marriage have kept a big and growing audience howling for more.

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

Cue says: "fun to listen to."

Hollywood Variety says: "it's a winner... the kids can't miss."

CBS says: you couldn't ask for a nicer show to go steady with, than this fast-paced, top-comedy CBS Package Program, from the able stable that put "My Friend Irma" and "Our Miss Brooks" in the winner's circle.
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Daytime, too, station breaks on WCBS are New York's biggest buys

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

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

Represented by Radio Sales

*Pulse of New York, Nov. 1949
ROBERT E. ZEH, vice president, copy director and account executive with Henri, Hurst & McDonald Inc., Chicago, for three years, resigns. Before joining HH&M he was with J. Walter Thompson Co. for 10 years as group head and copywriter.


ROBERT C. CHAPIN, account manager, specialist in merchandising of consumer goods, elected secretary and a member of board of directors of John Falkner Arndt & Co., Philadelphia. JOHN F. ARNDT, president, will assume additional title of treasurer. EARLE C. THOMPSON appointed to serve on management committee.

CARL RHODES and LYMAN AVERY shifted from Detroit office of J. Walter Thompson Co. to New York office.

LEE STRAHOHN, formerly in charge of production of Lucky Strike shows for Foote, Cone & Belding, joins New York staff of Young & Rubicam with production assignment on Fred Waring TV show.

WILLIAM E. BECKER, former account executive with Chris Lykke & Assoc., San Francisco, joins William E. Guyman & Assoc., same city, in similar capacity.

CATHERINE FINERTY, copywriter for Anderson, Davis & Platte Inc., New York, elected vice president and member of agency's board.

LEE STRAHOHN joins radio and television department of Young & Rubicam, New York. He previously was with Foote, Cone & Belding and was independent radio producer for the last year.

WM. J. FROST elected vice president of Kenyon & Eckhardt Ltd., Toronto.


SIDIEN GARFIELD, of Garfield & Guild, San Francisco, named chairman of management section of National Advertising Network.


WINIUS-DRESCHER-BRANDON Inc., St. Louis, effective tomorrow, (Jan. 3) changes name to WINIUS-BRANDON Co. ENNO D. WINIUS remains with firm as its president and C. A. BRANDON retains his position as senior vice president. JOHN M. DRESCHER resigns from agency. Operations will continue from present address, 1706 Olive St., St. Louis.

ROBERT BLACK, formerly public relations director of Milton Weinberg Adv., Los Angeles, joins Dan B. Miner Co., same city, as assistant radio and television director. He previously was with KFI Los Angeles as manager of recording division.

SEWARD SMITH joins New York staff of Brooke, Smith, French & Dorrance Inc.

GEORGE R. LAMONT joins Young & Rubicam Ltd., Toronto, as office manager and supervisor of media.

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**ON THE WASHINGTON SCREEN**

**As We Enter January, 1950**

**WMAL-TV presents, between 6 and 11 p.m.**

7½ hours of Local and National Spot Advertiser

Sponsored Programs

Weekly

more than double the other 3 Washington

TV stations combined

| STATION X | Hour 20 Minutes |
| STATION Y | Hour 45 Minutes |
| STATION Z | 0 |

Other 3 Stations' TOTAL—3 Hours 5 Minutes

**WMAL-TV COMMERCIALS, JANUARY, 1950**

"Telenews Daily"—7 to 7:15 PM—Mon. thru Fri. sponsored by Valley Forge Brewing Co.

"Tailwaggers"—7:30 to 7:45 PM—Mondays sponsored by Arcade-Pontiac Co.

"Boxing" (Turner's Arena)—9 to 11 PM—Mondays sponsored by Globe Brewing Co.

"Shop By Television"—7:30 to 8 PM—Tuesdays sponsored by Hecht Co. Department Store

"Sports Cartoon-A-Quiz"—7:30 to 8 PM—Wednesdays sponsored by L. P. Steuart, Inc.—Debato Dealer

"Wrestling" (Turner's Arena)—9 to 10 PM—Wednesdays sponsored by Sinclair Refining Co.

"Wrestling" (Turner's Arena)—10 to 11 PM—Wednesdays sponsored by Philip's Radio & Television Co.—RCA

"Capitol Close-Up"—7:30 to 7:45 PM—Fridays sponsored by the Occidental Restaurant

"This Week in Sports"—7:15 to 7:30 PM—Saturdays sponsored by Trew Motor Co.—Dodge Dealer

"Hollywood Screen Test"—7:30 to 8 PM—Saturdays sponsored by Dufty-Mott, Inc.

(5½ hours of these programs are Local Live Productions)

**WMAL-TV ALSO SCHEDULES**

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

CHNNELE 7 WMAL-TV WASHINGTON, D. C.

Represented Nationally by ABC SPOT SALES.

January 2, 1950 • Page 11
IKERS Inc., New York restaurant chain, appoints William Warren, Jackson & Delaney, New York, to handle its advertising. Radio will be used. Contract has been signed with WJZ New York for 13-week test campaign.

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


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

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

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

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

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

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

Network Accounts • • •

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

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

Adpeople • • •

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

ROBERT H. DAVIDSON, advertising assistant in General Foods' Jell-O Div., appointed assistant advertising manager of division. He joined GP in 1948 as retail salesman in Rochester, N. Y., territory, Syracuse district.

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

serving more radio families in East Tennessee than any other Knoxville station

announces as its national representative *

Avery-Knodel, INC.

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

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

* effective January 1, 1950
Open Mike

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

I r (Up position 19 mum against comes to me when the EDITOR, MEMPHIS ATLANTA DETROIT

All I the read -to hours

LOUIS of * FM Hours Views

EDITOR, BROADCASTING:

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

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

Three 50 kw AM network affiliates in Chicago operate their FM transmitters only a limited schedule. With more FM homes in the Chicago area than there are radio homes in any one of seventeen states, doesn’t the moderate expense for an extra engineer and power seem justified when there are no programming costs whatsoever involved? The ever increasing number of FM only and TV FM sets (without AM) are further reasons for duplication of operating hours.

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

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

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

What Ails Radio

EDITOR, BROADCASTING:

...So many small town radio stations over the past year have been grumbling and wondering what is wrong with business, and why more retail stores, or local accounts don’t advertise more with them. In the first place, the very first line of defense, the first voice that listeners hear, their announcers, in a great many cases are the lowest paid group of any in the business, especially in the South. It’s that announcer’s voice and personality that first conveys the message to the listener, hence he should not only be a well paid person, but one with that personality that sells to the listener and for the client. What do we find in most small town stations? We find that there are announcers who are getting $40 or 40 hours and no overtime.

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

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

I’ve proven over the past five years as manager of station WOLS Florence, S. C. and also at WBAY Lexington, that programs will sell for a client if properly put over. A small town station must present programs and radio generally as good or as good as the 50,000 watt network stations, or later, find not much local audience.

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

Columbus Mix-up

EDITOR, BROADCASTING:

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

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

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

Represented by
PETRY

WJR

50,000 WATTS

THE GOODWILL STATION INC.

G. A. RICHARDS
Chairman of the board

CBS DETROIT

HARRY WISMER
Asst to the President

MICHIGAN’S GREATEST ADVERTISING MEDIUM

*It is estimated there will be more than 90,000,000 radio sets serving America in 1950
DULUTH, MINN.—“Me... not the horse,” says Otto Mattick moseying along on his hay-burning tractor-steed. “I'm the one who's jockeyed KDAL into first place in the rich Duluth-Superior Market and that's where we'll stay!” KDAL will, too. Because KDAL never lets up when it comes to person- alities, programming and listener promotion. That’s why KDAL has topped the Hoopers here for a long time. And that's why KDAL can do the top selling job for you in this market. But you've got to give us the opportunity. Put us on the list for your next campaign.

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

SOUTHWEST VIRGINIA'S Pioneer Radio Station

Them that has... GITS!

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

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

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

Irving R. Merrill, KUSD general manager and treasurer of the Fight for Life Advertising Committee, adds, "so far as we know it represents the first time in the history of American radio that the (health) groups have united to present a single series of radio programs of public health education over a single station."

The program, considered by Mr. Merrill as the best promoted one the station ever has carried, delivers its message—that of combating disease—to the public with dramatic impact. Format resembles a blow by blow radio account of a boxing bout. In one corner is the germ-infested disease (e.g. "Churchyard Cough," the tuberculosis attacker) and in the other, "Johnny Public." Invited guests describe various aspects of the problem to announcers who set up boxing ring atmosphere with appropriate sound effects. Gov. George T. Mickelson, endorsee of the series appeared on the first program.

Total budget for the series, which started Oct. 20, 1949, and will last through June 1 this year, is $1,483.00. Mr. Merrill explains, all of which is made up by contributions from the 13 participating health groups. Radio one, including program and spot announcements, is donated by KUSD. Key sponsors in addition to the station are the South Dakota State Dept. of Health and the U. of South Dakota school of medicine. Other participants include medical associations, tuberculosis, mental

(Continued on page 66)

On All Accounts

A FEW blocks away from the White House in Washington, James Gordon Manchester, 31-year-old husband of a 31-year-old executive, is showing advertisers that radio not only can help sell corn to rural dwellers, but also sell packaged frozen fried shrimp to inlanders. His position as radio and television director at Lewis Edwin Ryan Advertising Agency, he admits, means he sleeps, eats and thinks radio.

While philosophy now usually takes a back seat to more practical subjects directly related to the advertising business, Mr. Manchester began his studies in the books of Plato, Socrates, Descartes and the other scholars. A descendant of a long-line of college professors, Gordon (he seldom uses James) decided to test his mettle elsewhere. He gave up philosophic studies at various schools—"Professor of the South, Sewanee, Tenn.; American U., of Washington, D.C., and U. of Vermont, Burlington, Vt. —to find "peace of mind" in radio production in New York City.

Gordon pegs his original interest in radio's environs to an inborn fixation for the dramatic. Radio, he believes, has these qualities wrapped up in a powerful pocket and it was his decision in 1940 to unwrap the trappings. Gordon feels that all his life he has been one step out of the classroom, his father, Dr. Allen W. Manchester, now retired, was president of Storrs Agricultural College (now the U. of Connecticut) prior to becoming a member of Franklin D. Roosevelt's inner circle of intellectuals. Dr. Manchester served in three successive executive posts in New Deal agricultural agencies. Quick to note this, Gordon says he knows to whom to refer problems on foods.

The list of educators does not stop with his dad. Gordon's mother was a Columbia U. professor. His two brothers are college professors, John Wilbur at U. of Maine and Alden Coe at Harvard U. (Gordon speaks of them as "John Alden"). His own name, he says, was put together by his mother "who had a crush on Harry Lauder and believed James Davis —sounded Scotch." When he talks of his family, Gordon threads through decades of American history. His forebearers—a Brewster—fled religious persecution and reached New England soil in 1621. In the same century, other ancestors—

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

M-G-M RADIO ATTRACTIONS ARE THE BIGGEST, BOOMINGEST HIT ON THE AIR—TODAY!
M-G-M THEATRE OF THE AIR • AT HOME WITH LIONEL BARRYMORE • HOLLYWOOD, U.S.A. • GOOD NEWS FROM HOLLYWOOD • THE STORY OF DR. KILDARE
CRIME DOES NOT PAY • THE ADVENTURES OF MAISIE • THE HARDY FAMILY

THE TRADE PRESS RAVES!

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

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

VARIETY
Crime Does Not Pay. "Solid commercial package... slambang entertainment."

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

THE NATION'S PRESS CHEERS!

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

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

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

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

THE STATIONS ACCLAIM!

Walter Winchell
30 October 1948
W-G-M Radio Attractions
371 Fifth Avenue, New York 22
My dear Bertram,
As you know, we sold all right of the M-G-M radio shows within 24 hours after buying them from MCA. Never before in the station's history have we had such response in our opinion. The finest radio program on any station.

Walter Winchell
The M-G-M Theatre of the Air

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

New York Chicago Beverly Hills San Francisco Cleveland Dallas Detroit Boston Minneapolis
Phone Plaza 9-7000 Phone Delaware 3-3300 Phone Crestview 6-9581 Phone Euclid 6890 Phone Cheery 6170 Phone Central 1485 Phone Woodward 2-3644 Phone Liberty 2-4823 Phone Little Colonel 7863

Broadcasting • Telecasting January 2, 1950 • Page 17
This mama boxer had exactly nine puppies.

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

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

That means that a little money does big things on W-I-T-H. Call in your Headley-Reed man today and get the whole W-I-T-H story.
MARK WOODS, president of ABC since 1942, last Thursday was elected vice chairman of the network and Robert E. Kintner, executive vice president since 1946, became president.

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

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

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

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

Salary Question
Both Messrs. Woods and Kintner have five-year contracts with ABC signed only a year ago. As president, Mr. Woods received $75,000 a year, and as executive vice president, Mr. Kintner was paid $50,000.

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

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

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

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

That Mr. Noble, who, as principal stockholder in unquestioned control of the company, is the man to say yes or no to any buyer proposition, was not entirely closing the door to a future sale was indicated, however, in the vigorous facilities expansion that the network has carried on for the past year.

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

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

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

He became president of the Blue Network Inc. when it became a separate entity from NBC in 1942.

Mr. Kintner joined ABC—his first venture into radio—after his release from Army duty in 1944.

Before the war, in which he served as a lieutenant colonel, Mr. Kintner

(Continued on page 69)

'49 REVENUE

By J. FRANK BEATTY

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

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

The gross income figure of $435 million for 1949 compares with FCC's 1948 total of $416,720,279. Gross income comprises station and network time sales after trade discounts but before deduction of agency commissions.

National spot business continued its sharp upward trend last year, rising from 1948's $104,759,761 to an estimated $118,425,000, an increase of 18%. This category runs far ahead of other sources of broadcast income in rate of increase.

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

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

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

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

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

Network revenues will show a drop of 3.3% below the 1948 gross, it was estimated, declining from $133,729,098 to $128.3 million in 1949.

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

A large part of the station increase was ascribed to business done

(Continued on page 67)

108180 January 2, 1950 • Page 19
CBS REALIGNS

SIX high CBS executives were given new jobs last week in what the network described as a move to integrate television and radio activities in the areas of programming, sales, program business affairs and general program operations.

A seventh executive, Davidson Taylor, for more than two years vice president and director of public affairs, resigned.

Under the realignment William C. Gittinger, former vice president in charge of AM network sales, becomes vice president and assistant to the president—a senior management assignment.

Hubbell Robinson Jr., vice president and director of radio programs since 1947, becomes vice president in charge of network programs with general direction of all programming, both radio and television.

J. L. Van Volkenburg, vice president and director of television operations, becomes vice president in charge of network sales, directing sales for both radio and television.

James M. Seward, vice president in charge of operations, becomes vice president in charge of business affairs, network programs. Mr. Seward will handle all negotiations and contracts regarding network talent, rights and programs, literary clearances and budgets for the program department and CBS package programs, and will direct business management of all CBS program subsidiaries.

Falknor Made V. P.

Frank Falknor, one of radio’s pioneer engineers, assistant general manager of the CBS-owned WBWM Chicago, becomes vice president in charge of operations in television and will move to CBS headquarters, New York. All departments and divisions of radio and television “having to do chiefly with putting programs on the air” as well as general service departments will be grouped under Mr. Falknor, the network announced.

Sig Mickelson, now director of public affairs and production manager of the CBS-owned WCCO Minneapolis, becomes CBS director of public affairs, succeeding Mr. Taylor but without the title of vice president. Mr. Mickelson a month ago was slated to move to New York as director of the CBS division of discussion [Broadcasting, Dec. 29]. With the resignation of Mr. Taylor, Mr. Mickelson’s new assignment was changed to the bigger job.

The network’s official announcement of Mr. Taylor’s retirement said he had taken that course because he felt he could not work effectively under the plan of reorganization.

The essence of the changes at CBS was an integration of television and radio functions—an organization concept that was in direct antithesis to the recently inaugurated redesign of NBC.

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

Veterans at CBS

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

Mr. Gittinger joined the network in 1934 as director of sales development. Soon afterward he became assistant vice president in charge of sales in 1940.

Mr. Van Volkenburg joined CBS in 1932 as general manager of the network-owned KMOX St. Louis. In 1936 he became assistant to H. Leslie Atlass, CBS vice president in charge of the Western Division at Chicago. In 1945 he moved to New York as general manager of CBS Radio Sales.

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

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

A year later he joined Foote, Cone & Belding as vice president in charge of radio, leaving that post in 1946 to CBS.

Mr. Seward has been with CBS since 1933 when he became a member of the production department. He was promoted to the first vice president in 1935, to assistant treasurer in 1945, to director of operations in 1942. He became vice president in charge of operations in 1948.

Mr. Falknor joined CBS in 1938 as chief engineer of WBWM Chicago. In 1937 he was promoted to chief engineer of the network’s Central Division. From 1943 to 1946 he served in the Army, leaving as a Lieutenant Colonel to rejoin CBS as general manager of KMOX. In November 1945 he became assistant to Mr. Atlass in

PARAMOUNT

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

To Paramount’s accompanying request for action prior to Jan. 1, date set for the formal initial steps to effect the separation of interests, the Commission on Thursday afternoon observed that Paramount, and not the court, had set the date and FCC declared it couldn’t process the applications on such short notice. FCC reported Thursday morning the applications were filed. Letter of transmittal was dated Dec. 25, FCC said.

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

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

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

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

Transfers Station Interests

* * *

BROADCASTING • Telecasting

(Continued on page 37)
NASC TODAY

Yearend Report Cites Record Sales

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

In sales, the total gross income of its radio and television facilities reached an all-time high. Television networks had a record $25,425,000 in sales for the year, an increase of $9,425,000 over 1948, which was ten-fold over the preceding year, 1947.

The total gross network radio billings for the year were higher than the previous year, with NBC adding to its networks with the acquisition of WNL in Seattle, KDF in St. Louis, and WBT in Charlotte.

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

Top Changes

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

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

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

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

In addition, these six NBC-created package programs were sold during the last two months of the year: Dragnet to Liggett & Myers; Baby Snoops Show to Lewis-Howe; The Halls of Ivy to Scholastic Educational, Inc.; Robinson Playhouse to RCA Victor; One Man's Family to Miles Labs, and Richard Diamond to Helbrock Watch Co.

82% Renewal

Eighty-two percent of the NBC advertisers renewed their contracts during 1949. Twenty-seven of these advertisers have been on NBC for over 10 years. New business came from 26 U. S. advertisers on the NBC radio network, while evening advertisers at the end of the year were using 12 of NBC's affiliated stations than ever before.

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

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


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

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

FM AUDIENCE

AN AUDIENCE comprising 7.3% of the Washington metropolitan area population, or 102,200 people, listens to FM broadcasting an average of one hour, 46 minutes per day, according to a study conducted by American Research Bureau for the NAB FM Executive Committee.

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

Techniques Utilized

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

The survey shows that 51,282 families (13.5%) in the area own sets capable of receiving FM. This is based on the Census Bureau's figure of 388,500 families as of Jan. 1, 1949.

On the basis of 3.5 persons to the family, the potential FM audience is 179,497, compared to 102,200 actual listeners (7.3% of the 1,402,000 population who actually listen).

In finding that 13.2% of the persons interviewed had sets in working order capable of receiving FM in their home, the survey excluded sets not in working order.

Because sets owners often report FM ownership when they actually do not have one, the interviewers inspected each reported FM set and worked only with equipment as well as length of ownership.

Average length of FM set ownership was found to be 15 months, distributed as follows: FM-AM, 75.5%; FM-AM only, 20.5%; FM-only, 91%; FM-TV, 4.5%.

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

American Research Bureau used an sample of 1,000 persons for the diary study and interviews. Listening results are compiled in terms of people, not families.

The distribution of FM sets chosen by the probability method records the total listening of the one person with whom the diary was placed. It records his listening throughout the entire week, covering programs heard at home, in the office, in automobiles, taxis, buses, restaurants and other public places. The completed diary shows the total listening of the one person rather than parts of the listening done by a varying number of persons involved.

Personal Interviews

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


January 2, 1950 • Page 21
The Laundryman Calls

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

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

Business of Broadcasting

One of a Series

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

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

Because WBBM has a high listenership rating early in the morn-

ing, John W. Shaw Agency, Chicago, asked station executives to work up a program with mass appeal to women. Program Director Al Morey and Local Salesman Stan Levey developed a show around a fictitious but friendly laundry route man, Patrick O'Riley.

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

AdLibs Show

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

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

During the past year, the association has made an all-out effort to re-establish a wide public relations front. All advertising was suspended in the war years, when every laundry had a surplus of orders. Radio this year has been the core of the group's campaign, and the show is frequently backed-up by 60-line ads in daily newspapers on radio pages.

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

Radio's Good Effect

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

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

The association was organized in 1969 as a local trade group, and has members from Chicago proper and its many suburbs. Most of the 130 members contribute to the advertising program on a pro rata assessment based on the number of routes operated by each laundry.

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

Cites Pre-Planning

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

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

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

* * *

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

BY RUFUS CRATER

IN A DECISION which may guide its approach to future network-affiliate relations, the FCC has proposed last Wednesday to renew the licenses of Don Lewis Broadcasting System's five-owned stations for which it made a renewal application, "in the public interest." [CLOSED CIRCUIT, Dec. 26, 1949].

The Commission found Don Lewis guilty of violating FCC's network regulations which deal with network option time, forbidden exclusive affiliation agreements, and give affiliates the right to reject network programs. However, the majority said in a 4-3 proposed decision: "Except in an aggravated case, the Commission is reluctant to impose a sentence on a licensee who not only terminates his existing operations but also precludes him from holding any other radio licenses. Had we the authority to order a suspension, assess a penalty or impose some other sanction less than a "death sentence," we have no hesitation whatsoever in doing so in this case."

When made final, the decision will bring FCC one step nearer solution of the cases in which four-owned stations of NBC and three of ABC have been put on temporary licenses [BROADCASTING, Nov. 7, 1949].

After some time had elapsed for the rehearing of the cases, the Commission renewed the licenses of the stations.

Don Lewis, West Coast regional vice president, is of the opinion that the renewal of the licenses was the correct decision.

The renewal of the licenses by the Commission was based on the finding that Don Lewis was not guilty of any violation of the FCC's rules and regulations.

The Commission found that Don Lewis had not violated any of the FCC's rules and regulations, and that his actions were in the public interest.

AWARDS SHUNNED

By EDWIN H. JAMES

"POSTPONEMENT" of the first radio and television awards dinner, which was announced for Jan. 13, 1947, in Chicago, by Frank Stanton, CBS president, was reported to be a success by the press.

The awards dinner, which was to have been held in Chicago, was postponed by the FCC due to the war.

Stanton said that the dinner was to have been held last week.

Stanton's "Resista"

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

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

The proposal for the radio and television awards dinner, which was to have been held in Chicago, was postponed by the FCC due to the war.

Stanton's "Resista"

Although the sponsors were unable to arouse wholehearted support from the networks, they began rounding up talent to play their part in the war effort, and they agreed to be chairman of the dinner committee.

Mr. Berle, one of the most glittering properties at ABC, was invited to be chairman of the dinner committee, and he accepted.

Mr. Berle, one of the most glittering properties at ABC, was invited to be chairman of the dinner committee, and he accepted.

His letter addressed to Harold L. Crossman, publisher of Radio & Television. By way of reply, Berle wrote: "I am very happy to hear that the FCC has decided not to renew the licenses of Don Lewis Broadcasting System's five-owned stations for which it made a renewal application, "in the public interest."

The FCC's decision was based on the finding that Don Lewis had not violated any of the FCC's rules and regulations, and that his actions were in the public interest.

The FCC's decision was based on the finding that Don Lewis had not violated any of the FCC's rules and regulations, and that his actions were in the public interest.

Bonnie's chases with Maxe Shaye of Grosse Pointe Foods and Big Bear Markets at a cocktail party celebrating the 13th anniversary of Doner firm last month.

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AN ESTIMATED 11,690,365,000 radio listener impressions were obtained for public service projects during the first 40 weeks of 1949 by The Advertising Council Inc., New York, according to the group's year-end statement issued last week. During that period, the council reported, it enlisted support for 15 top-priority campaigns and minor support for 34 other projects.

During 1949, 137 network and regional radio advertisers cooperated with the council by presenting public service material on programs regularly. In addition, more than 150 sustaining programs of the four major networks participated in the council's Radio Allocation Plan, broadcasting messages on a regular schedule.

Substantial Gain

The listener-impresions figure represented a gain of 754,400,000 over the same period last year.

All sponsored simulcast broadcasts - a number of which included messages in support of council projects, the report stated. These included Arthur Godfrey, We, the People, Break the Bank, the World Series games and a few others. Television support of campaigns is on the increase, the group stated, and improvements in services offered by the council to TV advertisers, new stations, programs and stations, will be made this year.

CLAY MORGAN
Resigns as NBC Executive

CLAY MORGAN, assistant to the president for 13 of his 13 years as an NBC executive, has resigned from the network to become an independent public relations and publicity consultant.

Prior to joining NBC in the fall of 1936, Mr. Morgan had spent 17 years with the French Line in New York, for 13 of which he was the firm's director of publicity and public relations.

Niles Trammell, NBC board chairman, stated: "We wish every success to Clay Morgan in the service he plans to carry on with individual clients who can gain his great experience in public relations."

ANAHIST ON MBS
Buy 'Falcon,' Quiz Show


The company sponsors The Falcon, Sunday 7:30-8 p.m., Paley Auditorium, and The Falcon, Monday, 5-6:30 p.m. Contracts were placed through Foote, Cone & Belding, New York.

ADVISORS

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

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

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

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

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

Peabody, Graham, Cone Named by Sawyer

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

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

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

FCC IN '50

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

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

Comr. George E. Sterling calls them "the most perplexing and important problems and unanswered questions" that have faced government and the radio industry since "the days of the Hoover Conferences of 1922, 1925, and 1924."

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

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

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

On the strictly broadcast front other problems await decision. These include the question of the (Continued on page 36)

BUICK'S BUDGET

Some $150,000 for Radio-TV

THE BUICK Motor Division of General Motors is launching the most comprehensive advertising campaign in its history to promote the new 1950 line of cars. Radio, television and printed media will be used.

Kudner Agency Inc., Buick's New York advertising agency, has placed orders for spots on both radio and television in a volume greatly exceeding any previous use of this media by the manufacturer. It is estimated that the one-week radio and TV campaign will cost approximately $150,000.

Effective Jan. 2, 80 stations will carry the spots in 32 markets and 60 television stations will be used in 45 markets.

ROBERT NATHAN
Talks for Labor on ABC

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

ABC has set aside, for the past few years, its Tuesday 10:30-11 p.m. period for news interpretation and presentation of both groups. Network has donated the time as a public service policy. Simultaneously National Assn. of Manufacturers officials will offer It's Your Business beginning Tuesday at 10:30. After completion of the eight-week period, the U. S. Chamber of Commerce will take over the series and present a learned, while the AFL, which buys time on Mutual, will speak for labor.
PRESENT level of radio expenditures will be continued in 1950 by several national advertisers, supporting the facts and predictions in the annual Broadcasting forecast published in the Dec. 26 issue. Their replies were received too late for inclusion in the forecast.

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

Additional comments follow:

Advertisers

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

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

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

Great Atlantic & Pacific Tea Co. operates on a fiscal year ending in February and has not made up advertising budgets, according to Hudson S. Robbins, of Business Business Inc., New York. "Some publicity counsel for the company, "So far," he said, "our advertising in connection with the recent sugar action will be limited generally to newspapers and radio stations receiving our regular consumer advertising." E. R. Breech, executive vice president of Ford Motor Co., predicted the company and the entire automotive industry will continue to play a major supporting role in the nation's economy. J. R. Davis, sales and advertising vice president, estimated the industry's 1950 market between 5 million and 6 million vehicles.

Stations

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

BMB's Statement

WITHIN the next few weeks the Broadcast Measurement Bureau will publish the results of its second survey, a survey which is confidently expected to produce much better and more extended figures than did the first 1945 survey. In making this survey, it must be borne in mind that the Bureau has secured definite statistics on every radio station in the United States.

The great pity of it is that for various understandable reasons, this wealth of material cannot be made available to advertisers, agencies, broadcasters and the public generally. Because there has not been a more widespread support of this advertising tool which has been formed by the broadcasters themselves, the industry generally is deprived of one of the best answers it could have to the claims of competing media.

The principle of a tri-partite undertaking in which advertisers, agencies and broadcasters join to produce comparable results for all radio stations in the country, is too valuable and to basic to be allowed to pass from the scene. Therefore, it is the hope of the A.A. and the A.N.A. that the ANA and the A.B. are now at work on formulating some plan for the future of audience research. Were the broadcasters at this point to abandon the plan that they set up in 1944, it would be construed as an admission of complete lack of confidence in our own industry as an advertising medium and in the results that it has produced and can produce for advertisers.

We believe that the costs can be materially reduced. However, even with the costs of the first and second survey, the percentage of the advertising dollar that has been devoted to fashioning this sales tool has been very small.

If the majority of the broadcasting stations in the country will support the final plan that comes out of the meetings of these various committees, it will assure the continuity of one of the most important steps that broadcasting as an advertising industry has taken in the course of its short and magnificent existence.

More Sound Optimistic Note

Mr. Riddell Mr. Terry

Anticipating a 3% increase in radio revenue, Hugh Terry, vice president and manager of KLZ Denver and NAB District 14 director, looks for a 5% gain in operating expenses with general business remaining at the 1949 level. He said, "Total dollars in radio should be increased slightly due to more intelligent and more intensified sales efforts, but the radio dollar (AM, FM, TV) will go in greater amounts to the better stations and networks, with possible decreases otherwise. More attention to operating costs should keep profits level. This area is diversified and growing in sales and population. Business should be good in 1950." John R. Bailey, Jr., manager of KVOC Casper, Wyo., foresees no change in overall radio revenues but expects local sales to increase, especially in the automobile and department store categories. He figures general business will be at the 1949 level. "We should do better," he added, "as we are a consumers' community."

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

Representatives

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

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

Mr. Brett Mr. Bolling

In Canada, Stuart MacKay, sales manager of All-Canada Radio Facilities Ltd., Toronto, says "1950 looks good in Canada, and prospects are that retail sales will hold up.... Radiowise it is getting very hard to obtain time for national accounts in healthy allotments. Small retail items are being advertised more and more by radio." Jack Davidson, general manager (Continued on page 42)

'BIST' by Butcher

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

BMB STUDY

Delivery of Second Report Again Delayed

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

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

After delays in tabulation had made another postponement necessary, Dr. Kenneth Baker, NAB director of research who is super-

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NEW NARBA HOPE

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

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

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

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

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

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

Havana Meet

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

Nor has there been any announcement of the place for the April 1 resumption of the full NARBA conference, except that it will be in the U. S.

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

It was assumed that the announcement was made not only to apprise other NARBA nations of Cuba's position, but also to facilitate Cuban licensing procedures.

Since Cuba has no formal radio regulatory body, the expiration of NARBA would make it necessary for the Minister of Communications to grant any application that might be filed, so long as it met Cuban standards. With this decree, the Minister has presidential authority to reject applications which would interfere with foreign assignments.

BAMBERGER CHANGE

Name Now General Teleradio

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

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

Jolliffe's Ratings

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

SCHIFF OUTLETS

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

"From progress reports of late, it appears that KLAC-TV will be one of the first television stations in the nation to get into the black," her statement said.

Declaring that it is her intention to remain in the television and radio business, her statement made no mention of KYA, but it is understood that the San Francisco station also has been withdrawn from the market.

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

Fort Industry Moves

THE FORT Industry Co. announced the removal of its headquarters from 3500 Maple Road, Detroit, to 606 New Center Bldg., Detroit, to 199 Pierce St., Birmingham, Mich. Telephone numbers are: Birmingham 4760 (for calls from Birmingham) and 907 (for calls other than from Detroit), and Jordan 4-5510. The Fort Industry Co. owns and operates WSPD-AM-FM Toledo; WWYA-AM-FM Wheeling, W. Va.; WMNN-FM Monroe, W. Va.; WLOK-AM-FM Lima, Ohio; WAGA-AM-FM-TV Atlanta; WGBS-AM-FM Miami; WJBR-AM-FM-TV Detroit.

Cuba for 'Status Quo'

ANY resemblance between loss of blood and a network affiliation may be entirely coincidental but apparently that doesn't hold true at KTUC Tucson, Ariz. Lee Little, president and general manager, demonstrates fact that KTUC is switching from CBS to Mutual, while actually donating a pint of blood taken by nurse at the right. Meanwhile, Mr. Little may be musing whether the potential recipient of the blood will begin giving CBS cues, promoting that network or even become baldheaded. In any event, CBS moves its affiliation from KTUC to KOPO, in which Gene Autry holds stock. Affiliation was slated to become effective yesterday (Jan. 1).
It takes a big, powerful station to cover a powerful big state like Oklahoma! KRMG, Tulsa, is ready to do the job, and reach plenty of neighboring territory to boot, with 50,000 watts daytimes, 10,000 watts nights. That's plenty of power to bring a big audience outstanding local entertainment and popular ABC programs... the kind of fare that quickly makes loyal listeners that mean profitable sales for advertisers!

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

Your John Blair man is ready now with full information on KRMG, its markets, its programs, its availabilities.

If you want sales in the rich Oklahoma market, ask your John Blair man about KRMG, today!

Ask your John Blair man
TIME SALES

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

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

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

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

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

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

Interpretation of Management

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

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

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

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

Ralph Edgar

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

EDWARD SELLERS

Named NAB FM Director

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

Mr. Sellers

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

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

IF YOU'RE AFTER

NORTHWESTERN IOWA
SOUTHWESTERN MINNESOTA
SOUTH DAKOTA
And the Wealth of Another GREAT Farm Year
YOU CAN HARVEST YOUR OWN BUMPER SALES CROP

Represented Nationally By THE JOHN E. PEARSON CO.

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Broadcasting • Telecasting
CA

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APP

ROVAL

Elwell Urges Continued Cooperation

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

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

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

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

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

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

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

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

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

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

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

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

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

And only WSBT covers all of this market.

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

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

BROADCASTING • Telecasting

January 2, 1950 • Page 29
THE LATEST WCKY STORY

CINCINNATI'S OUTSTANDING DAYTIME PROGRAM

THE WCKY MAKEBELIEVE BALLROOM

REX DALE, M. C.

10.05—12 Noon
3.05—5 P.M.

Monday thru Sunday

HIGH RATINGS

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

BEATS NETWORK COMPETITION

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

LOW COST

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

INVEST YOUR AD DOLLAR WCKY'S-LY
Advertisers are enthusiastic about results on the Ballroom. More and more advertisers are using the Ballroom. Some of the current advertisers are:

- Borden's Instant Coffee
- Ajax Cleaner
- Vicks VaPo Rub
- Continental Baking
- Colgate Dental Cream
- Grove's Antamine
- Grennan Cakes
- Resistab
- Carter Medicine Co
- MGM Pictures
- P & G Ivory Snow
- Blue Bonnet Margarine
- Mazola
- Robt. Hall Clothes
- Kathman Shoe Repair
- Taystee Bread
- Plymouth
- Ex Lax

If you are planning a campaign in Cincinnati, the Ballroom is your best buy!

WCKY — on the air everywhere 24 hours a day seven days a week

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

or

C. H. “Top” Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci 281
Smile When You Say That!

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

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

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

A smile, conversely, might mitigate them.

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

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

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

Cuba's Olive Branch?

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

That can be viewed only as a conciliatory gesture in the direction of the U.S., which has been bombarded from Cuba via indiscriminate operation on our clear and regional.

It is not plain from the context of the decree whether it means an immediate return to allocations which existed prior to last March 29, when the NARBA treaty expired. It is clear, however, that Cuba's highest echelon wants no acrimonious either war.

So it appears the NARBA problem is not insoluble. The State Department already is making plans for the preparatory sessions to begin within the next 90 days. It may well be that Mr. Clark-Hooper, in his own way, will do it his own way.

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

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

(Continued on page 34)
CONFLUENCE*

where the CONFIDENCE of millions meets the INFLUENCE that sells!

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

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

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

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

—Webster's New International Dictionary
Management

HOWARD S. MEIGHAN, CBS vice president and executive vice president of the network's executive, is in New York for three weeks. During that time he will attend network conferences and year end meetings.

A. M. (Vic) MORGAN, president and general manager of WLYN Lynn, Mass., for two years, resigns. He has been with the radio industry for 30 years.

DICK CAMPBELL, general manager of KOME Tulsa, Okla., appointed publicity chairman for Tulsa Chamber of Commerce for 1960.

JOHN J. ROHRER, commercial manager of KTRY Bostrop, La., named manager of KTRY branch studios in Monroe, La.

J. A. (Arch) MORTON, general manager of KOOL Seattle, appointed radio chairman for March of Dimes campaign in Washington State.

B. R. SAGUE, president of WRSR Cleveland, presented with citation plaque from Cuyahoga County Council of VFW for station's cooperation in producing weekly series of VFW programs.

FRED RABELL, manager of KSON San Diego, is confined to his room recovering from a heart attack.

SIG MICKELSON, director of public affairs and production manager at WCCO Minneapolis, given leather portfolio for distinguished service by Minneapolis Chamber of Commerce. Mr. Mickelson became director of the Discussions Div. of CBS Jan. 16.

ERNEST LEE JAHNCKE, ABC vice president in charge of station relations, is the father of a boy, Bedington Townsend, born Dec. 27.

Mr. Maurice Barrett

ANNA BARRETT, wife of Maurice Barrett, WPAT Patterson, N. J., program director, died Sunday, Dec. 18, at Sacred Heart Hospital Heights home after an illness of seven months. Mrs. Barrett had been known on the stage, from which she retired in 1927, as Anna Bernard.

Respects

(Continued from page 32)

and agencies.

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

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

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

Makes Pacific Presentation

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

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

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

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

The word "Hooperings," incidentally, had never been born at the time of that first City Report. The term, today as ubiquitous as American radio itself, first appeared on a tablecloth in New York's most famous coffee shop when Paul WARwick of Warwick & Legler, with whom Mr. Hooper was lunching, objected to the length of the answer to his question: "What do you sell?"

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

Fast-Thinking Pays Dividend

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

WHY TAKE SECONDARY COVERAGE

of Virginia's First Market?

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

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

Availability and costs from Ro-Tel will prove it.

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

B. Walter Huffington, General Manager
Ask Ro-Tel!

NEW on the Air!

That's Fair!

Listen to

FRANK EDWARDS

Concert to Coast Mutual Network 10 PM EST
Sponsored by

AMERICAN FEDERATION OF LABOR
KRMG TULSA

Kerr at Dec. 23 Debut

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

KRMG is an ABC affiliate, licensed to All-Oklahoma Broadcasting Co. and operating fulltime on 7460 kc with 50 kw day and 10 kw night, directionalized. Construction and engineering work was completed in mid-December, four and a half months after ground was broken [BROADCASTING, Aug. 8, 1949].

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

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

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

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

All-Oklahoma Broadcasting Co. comprises several stockholders of WEEK Peoria, of which Sen. Kerr is president, and includes among others Ivan T. Morgan, Kerr and Mr. McGee head Kerr-McGee oil properties in Tulsa.

The Last WORD

SPARTANBURG

BROADCASTING

January 2, 1950 • Page 35
heavily with cows?

The critters just add, multiply and divide . . .
30,000 'em in the KGVO-CBS Missoula area
divide a cool $6 million. Now add 55,000 farms
and ranches worth $450 million. Consider
Montana's seven major industries (diversification
means sales stability) and you find retail sales
total $700 million. (1948)

if you want sales in Montana, the Moby stations SELL

The Art Moisy Stations
KGVO - KANA

MONTANA

NOT ONE, BUT SEVEN MAJOR INDUSTRIES

heavy with cows?

The critters just add, multiply and divide . . .
30,000 'em in the KGVO-CBS Missoula area
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Paramount

(Continued from page 20)

50% interest in Paramount Richards Theatres Inc., a subsidiary theatre operating firm which in turn is the 50% owner of WSMB Inc. United Paramount Theatres is to acquire the other 50% interest in Paramount Richards for about $3,500,000 from E. V. Richards.

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

DuMont's Status

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

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

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

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

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

Officers of United Paramount Theatres include the following:

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

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

NAMES BIDDLE

To Advise Defense Trust

NATIONAL Security Resources Board has named Eric H. Biddle, State Dept. official, as consultant on operations, director; and military attaché; appoint- ment was made last Wednesday by John R. Steelman, presidential assistant and acting chairman of the board.

CBS

(Continued from page 20)

Chicago and assistant general manager of WBBM.

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

Taylor Joined in '33

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

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

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

AGENCY EXPANDS

Cecil & Presby Add 12

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

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

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

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

May Use Radio

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

The Answer to a

Disc Jockey's Prayer

by DAVEN

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

This switch may be used to:

- Operate a relay which can start or turn off motor.
- Function as a cueing control.
- Control indicator lamps.

This switch is rated at 1 Amp. 48 Volts.

Available on Daven LA-350 Series of 20 Step Ladder Attenuators

*PAT. PEND.

For further information write to Dept. BD-3

THE DAVEN CO.
191 CENTRAL AVENUE
NEWARK 6, NEW JERSEY

BROADCASTING • Telecasting

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In the Public Interest

[Editor's Note—In The Public Interest this week is devoted to Christmas public service activities reported last week by stations at the conclusion of their holiday efforts. A roundup of other Christmas promotions and programming was in Broadcasting, Dec. 19, 1949.]

KFH Fetes Children

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

Goodwill Gesture

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

Aids Salvation Army

WHHH Warren, Ohio, aided the Warren Christmas Charity Show. The party, a four-hour disc show was aired. The disc spinners were recruited from among the area's most prominent civic leaders, business and professional men who asked each listener to pledge a sum for the needy. Both the station and the Charity Shows Committee reported results far beyond expectations.

WTAG Helps Girl

In Worcester, Mass., a 20-year-old girl named Arlene was assured of having a specially constructed artificial arm after one announcement during the five-a-week “Letters to Santa” feature on WTAG-AM-FM's Julie 'n' Johnny program. Miss Chase read a letter from Arlene, a cardiac case whose left arm had been amputated because of blood clots. Julie and Johnny went to WASA studios. Listeners were asked to send in cards which the station would then distribute to local hospitals. One boy, Mike Rektor, was asked if he might not receive one. When it became evident that there would be more than enough cards to go around, the campaign was altered to have listeners send greetings which would help to brighten dull hospital wards during the holiday season. Over 2,500 cards of every size, shape and description were sent to WASA studios.

WLS Neighbors Club

Again this year, WLS Chicago's Christmas Neighbors Club was active in solicitation of funds from listeners for purchase of children's hospital equipment. Contributions amounted to about $40,000—the yearly average since 1936. In the 14 years since the club was organized by WLS staff members and Dr. John W. Holland, Midwest listeners have given more than a quarter-million dollars.

Patients Remembered

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

WNYC Collects Presents

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

'Old Newboys Fund'

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

A Dog For Georgie

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

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

Corny?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in Topeka

Page 38 • January 2, 1950

BROADCASTING • Telecasting

45.0

"HOOPER"*

* (average 5 periods, Winter, 1948)

proves

the best buy

in

DANVILLE, VA.

is

WBTM

5kw ABC 1kw

A

Rep: HOLLINGBERY
WLAW UPHeld

In Public Service Interpretation

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

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

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

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

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

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

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

Radio Exhibit Room

WALTER EVANS, Westinghouse Radio Station KGW's president, officially starts a "History of Radio" exhibit room at the Carnegie Museum in Pittsburgh next Tuesday (Jan. 10), his firm has announced. During the KDKA (Pittsburgh) Day program of the Pittsburgh Radio and Television Club on that date, Mr. Evans will present an item of historical significance to the Museum as the official beginning of the new room. The exhibit will be opened to the public during National Radio Week next November.
HORSE RACE programming in itself is not bad broadcasting, but the determining factor rather is how much of it is used in relation to other subject material and in what manner it is presented.

In brief that is indicated to be the general conclusion of FCC Hearing Examiner Jack P. Blume in his initial ruling forthright ago to renew the license of WTUX Wilmington, Del. [BROADCASTING, Dec. 26]. WTUX was the subject last spring of Commission investigation upon complaint by Wilmington police alleging that the station's race results broadcasts aided illegal gambling [BROADCASTING, June 20, July 4, 1949].

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

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

"National Problem"

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

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

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

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

The examiner also gave consideration to what remedial purpose would be served by refusal to grant renewal and noted the police had stated further that to delete WTUX from the list of stations regulated by the enforcement program "since other stations can and do supply bookmaking establishments with the racing information needed by them."

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

Special notice was made of WTUX's promises as to future programming, the examiner said. He added that these promises were deleted."

Cite Business Ability Lack; Study Religious Issue

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

The case involved rival applications of Kansas City Broadcasting Co., seeking a new 5000-watt daytime station at Kansas City, and of the Reorganised Church of Jesus Christ of Latter Day Saints, for facilities at Independence, Mo.

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

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

The decision concluded:

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

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

But, Examiner Bond maintained, "it has not yet been determined that this Commission may or should grant a permit under these circumstances."

He referred to the forthcoming hearing—based on an FM petition of the Southern Baptist Convention and the Baptist General Convention of Texas to determine whether FCC may, under the First Amendment of the Constitution, establish a specific category of religious broadcast stations [BROADCASTING, Oct. 10, Nov. 21, 1949].

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

played such a large role in considering renewal that were it not for the Commission's rule providing only for full three-year renewals, he would have been inclined to recommend only a one-year renewal so the applicant could affirmatively show the promises were put into execution.

While observing that minority interests properly must be served by specialized programs, the decision indicated that WTUX had effected a probable imbalance through the substantial amounts of afternoon time devoted to 1930 Sports Parade on which racing news was aired. The decision said that WTUX, up to the hearing not only aired the results of races and mulitple prices paid, but also a large variety of other racing information such as scratchs, track conditions, off-timetes, predicted posttimes, jockey changes and insertions.

Until the hearing, the decision commented, "the policy of delaying the broadcasts of results which were given on the average of four and six minutes after a race; and in some instances within one or two minutes after a race."

"The record herein does not establish that the average listener, or even the listener interested in horse racing as a sport, requires the kind and type of information about horse racing broadcast by Station WTUX, or needs to learn the results of the races with the rapidity with which they were broadcast by that station," the decision said. "Moreover, it is reasonable to assume that persons engaged in legal betting at the race track would not be listening to these broadcasts," it added.

Business Legal

Concerning the sponsorship of the racing reports by Armstrong Dailey's *WTUX* which which of a daily ''scratch sheet'' devoted to horse racing information," the decision stated the Armstrong publication enjoys general mail privileges and is not considered "in the same class as racing publications which are devoted exclusively to supplying tips on racing."

It was also noted several courts have found Armstrong's business and publications to be legal enterprises.

"However, the legality of a business or of a product is not the sole test of its suitability for broadcast advertising," the decision said, concluding, "In the instant case, the sponsor's publication is so closely identified with illegal betting on horse races as to raise a serious question as to the suitability for radio advertising."
Don Lee Renewal

(Continued from page 28)

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

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

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

"Violations Shown"

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

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

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

She said:

Each rule here involved provides that "No application shall be granted to a standard broadcast station..." which engages in the conduct set forth. The decision that such a result would flow from this type of activity was affirmed by the Supreme Court.

These rules have never been conditioned by this Commission; as soon as they were brought to our attention we took our appropriate action, setting the license renewals for hearing. The hearing developed the fact that violations had actually occurred, and also showed that there were no mitigating circumstances.

...we have, in the past, when confronted with such deliberate violations, never been reluctant to invoke the "harsh" penalty of deprivation of license. And in the cases of WOKO and WORL (WOKO Albany and WORL Boston, both based on alleged concealment of ownership), we exercised our authority, upheld by the Supreme Court of the United States.

Comr. Hennock maintained the requested renewal is not 100 percent different from any other reason. She pointed out that two transfer applications are pending—one for transfer of control of the licensee company from the late Donald Lee to his son, Thomas S. Lee; the other for transfer from Thomas S. Lee, who has been pronounced incompetent, to the guardian of his estate, Mr. Weis and Willet H. Brown, president of the network.

Thus, Miss Hennock reasoned:

...By granting these license renewals, the Commission is committing the operation of these stations to the hands of persons whom it has never approved as broadcast licensees.

Those who comprise the active management of the stations have manifested a flagrant disregard for the mandate of the Commission. If a licensee can continue to reap the benefits from the use of a pulling contract, without the fact that he exercises no control over the manner of its use, and in a case in which the frequency has been used in a manner which violates fundamental policy of the Congress and the FCC, he has acquired what is now considered a perpetual right to use of the frequency in any manner that he sees fit.

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

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

The Commission particularly cited Don Lee dealings with KCVC Redding, KVEG Salt Lake City, KFXM San Bernardino, KFRE Fresno, KDON Monterey, and KYOS Merced, Calif.; KMO Tacoma and KWLK Longview, Wash.; and KOIN Portland; KRNR Roseburg and KFJJ Klamath Falls, Ore.

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

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

In Altoona, Pa.,
It's
ROY F. THOMPSON
and
"HEAR THE RICHES OF THE CENTRAL PENNSYLVANIA COMMUNITY"

WRТА A prime radio combination in the rich industrial market of Central Pennsylvania.

Represented by ROBERT MEEKER ASSOCIATES

Broadcasting • Telecasting

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First 15 Program Hooperaerings—Dec. 30 Report

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
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* Second broadcast on same day in some cities provides more than one opportunity to hear program.

NAB Advertising List

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

Orr Agency Promotes

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

Specialty Designed

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

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

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

Johnson, for many years a leading supplier of antenna phasing equipment, manufactures units with power ratings from 1 to 50 kw. Standard as well as custom cabinets to match your equipment are made in the Johnson plant. Your inquiries are always welcome.

E. F. JOHNSON CO.
WASECA, MINNESOTA

January 2, 1950 • Page 41
MARCH OF DIMES
Adds to Radio-TV Staff

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

Those added to the Radio Div. are: Jeanne C. Austin, former commercial writer and assistant day-time script supervisor for J. Wallace Thompson; Barbara Booth, former television writer for Standard Brands and member of the writing staff of CBS; Ann-Lou Davis, previously a writer for Compont Advertising; Joe Gratz, former CBS producer and director; and Edward E. Scovill, former director of public affairs for CBS, Washington.

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

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

50 Outlook
(Continued from page 25)
of National Broadcasting Sales Ltd., Toronto, looks for slightly larger radio revenue next year, with the overall radio picture rising 4% or 5% and the Canadian industry undergoing a 6 to 7% increase. He expects a slight (3%) increase in general business and a jump of 7% in operating costs.

The heretofore undeveloped French-language market will aid radio in experiencing a 25% rise in volume, according to John R. Fox, general manager of Omer Ranaud & Co., representative firm in Toronto.

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

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

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

The long-range market for television shows great promise, he added, with over $4 million families to come within range of TV stations by the end of 1950.

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

Dr. W. R. G. Baker, vice presi-
Want a lot
for your money?

TRY DU MONT DAYTIME TELEVISION

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

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

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

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

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

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

*Sponsored by Texas Electric Service Co. Tues., Fri., Sun. and the Southwest Chevrolet Co. on Thurs.
NBC Television Network last week asked interconnected affiliates to clear time for the two-and-a-half-hour Saturday night program that Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, has been shaping up for more than two months.

The network advised its affiliates it would compensate them at their regular half-hour network rates for five half hours, 8:10-30 p.m., Saturday. The affiliates were told the program was scheduled to begin Feb. 5.

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

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

It was understood that NBC-TV would need to clear its Saturday network on at least 15 stations if the project were to succeed.

Stations must agree to carry the entire two- and-a-half-hour show if they carry it at all. A network spokesman could not say that although the show fell within network option time, affiliates could reject it if they chose.

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

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

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

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**FOLSOM REPORTS**

**Says TV Rise Unprecedented**

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

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

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

**Set Demand Great**

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

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

"To achieve new production records in 1950," Mr. Folsom continued, "industry reports indicate that capacity will be increased by nearly 50%. This will be accomplished through the addition of new manufacturing facilities. The only limiting factor that can be foreseen at this time will be, as it was in 1949, the ability of component parts manufacturers to keep pace with demand."

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

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

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

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

2. Rapid increase in the number, (Continued on Telecasting 10)
DON LEE'S KTSL (TV) MARKS 18 YEARS IN TELEVISION

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

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

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

Mr. Brown is not a man who believes in the status quo. He recognizes that pioneering still remains for his organization.

“Until 1939,” he reminds, “we were obliged to manufacture all of our equipment, including receivers, to carry on. However, we managed to continue leading the way, albeit scarcely more than a ‘baby’ ourselves in a then truly infant industry. Now during television’s similarly trying introduction to commercial operation, Don Lee seeks further progress. What we enjoy today in TV is not the ultimate; there’s more to come.”

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

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

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

- May 10, 1931—First time in Los Angeles that a television image was transmitted from one side of a room to the other on newly developed all-electrical equipment.
- Dec. 23, 1931—W6XAO, one of the first—if not the first—television transmitters of the present-day type, went on the air, telecasting one hour per day, six days a week.
- May 21, 1932—First known reception of television images in an airplane. Made in a Western Air Express tri-motorized plane, carrying Los Angeles news representatives.
- March 10, 1933—First showing of full length motion picture, “The Crooked Circle,” then being shown in theatres.
- March 23, 1933—First television coverage of a disaster by means of rapidly processed news-reel film, showing scenes of Long Beach earthquake.
- April 4, 1933—First showing of current Pathe newsreels.
- Aug. 30, 1937—Published seven rules for taking motion pictures intended for TV, formulated from having telecast three million feet of movie film.
- Dec. 23, 1940—Mt. Lee television completed, the largest, highest and most complete plant built specifically for television up to that time.
- Sept. 30, 1946—First tennis match to be played on a television stage, when National Champion Ted Schroeder, and others, participated in exhibition matches on regulation court set up on stage of Mt. Lee studios.
- Dec. 23, 1946—Fifteenth anniversary of W6XAO on the air. To that date station had telescast 7,331.6 hours and exhibited 18,601-600 feet of film via television.
- May 21, 1947—Started first sustained daytime telecasting with several - weekly presentation of Queen for A Day radio program and presented simultaneously.
- April 1, 1948—Telecast first symphony west of New York, with Los Angeles Philharmonic.
- Dec. 7, 1948—First Air Force plane-to-television station images. Air Force B-17 used to show viewers extensive scenes of greater Los Angeles from air. Images beamed direct from moving planes to trans-
mitten and relayed.

Aside from making it technically possible for Don Lee to launch itself in television, Mr. Lubcke has substantially contributed to the lore of television in the west. While still a student of engineering at the U. of California in Berkeley, he built his first television set. He recalls reception with this set of TV transmission from Washington, D. C., in 1920-27; it was nothing more than a repetitious image of a girl bouncing a ball, transmitted by a man named C. Francis Jenkins via the two-megacycle band.

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

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

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

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

"Don Lee is proud that it developed and demonstrated successfully the first all-electronic system known west of the Mississippi and is very proud for having assisted in the formation of present-day approved standards. This projection goes on..."

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

Overseeing Don Lee's television operations is Charles Glett, vice president. Mr. Glett formerly was managing director of the Motion Picture Center and previously a vice president in charge of David O. Selznick production and studio operations. His is a background in motion pictures which extends from financing through production. Additionally he has had experience in the production of industrial films as well as in talent management.

During the war he supervised more than 20 film production units while serving as an officer with the Signal Corps.

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

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

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

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

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

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

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

This group will work in both live

(CONTINUED ON TELECASTING 18)
ON THE FIRST day of September 1949, Keith Kiggins took occupancy of the second floor of the building at 343 Lexington Ave., New York, and set out to build an organization that would live up to the new gold letters on the door, reading “Edward Petry & Co., Inc.—Television Department.”

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

Mr. Petry observed that when

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

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

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

“But let’s not kid our stations, advertisers or ourselves,” Mr. Petry advised.

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

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

EXAMINING the Petry TV map are (1 to r): Jose DiDonato, director of sales service, Petry TV department; Douglas MacLatchie; Petry TV time salesman; and Joseph Allen, director of public relations, Bristol-Myers.

* * *

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

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

Kiggins for TV

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

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

(Continued on Telecasting 11)

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

Divorce of the Visual From the Aural

Keynotes Firm’s Television Success

Among the more effective promotions is the Petry Video-Bulletin, a mimeographed newsletter that includes such topics as program availabilities, trends, tips in television, etc. Also an eye-catcher is the Petry Video-Gram, a priority message about spot television.
GET "CLEAR SWEEP"
TELE-SELL IN THE SAN FRANCISCO BAY AREA WITH...

San Francisco's Highest TV Antenna

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

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

For "Clear Sweep" television advertising in the San Francisco area...check KRON-TV first!

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

• Represented nationally by FREE & PETERS, INC....
New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood.
KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Streets, San Francisco
In the first 11 months of 1949 the number of television advertisers increased by over 210%.

Between the December 1948 and November 1949 reports, total advertisers jumped from 680 to 2,195. The number of reporting stations increased from 41 to 86 with television markets going from 23 to 51 in the 11-month period.

Total advertisers increased from 1,891 to 2,195 between October and November of 1949, the latter figure excluding the spot and local business of two stations which did not report.

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

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

New Advertisers

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

The biggest losses between the two months were the hour-long Fireball Pen-for-All sponsored by Buick Div. of General Motors and Crusade in Europe backed by RCA.

** TABLE I **

<table>
<thead>
<tr>
<th>MARKETS COVERED</th>
<th>NUMBER OF ADVERTISERS BY PRODUCT GROUPS</th>
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<tbody>
<tr>
<td>Albuquerque</td>
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<td>Atlanta</td>
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<td>Baltimore</td>
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<td>Cincinnati</td>
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<td>Cleveland</td>
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<td>Columbus</td>
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<td>Wilmington</td>
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* One station not represented in this report.

Inc. The Buick program appeared on 35 stations and Crusade in Europe on 32.

The 78 different network advertisers in November sponsored 55 ABC programs from 18 advertisers in October to 15 in November. CBS went from 36 to 33 and the DuMont TV Network lost one advertiser, giving it four in November. Five NBC advertisers appeared on NBC-TV bringing the November total to 36. (If an advertiser sponsors more than one program on a network he is counted only once for that network. If he sponsors programs on more than one network he is counted in the total for each network where placed.)

Total number of advertisers in the national-regional spot field increased by 21, going from 399 in October to 420 in November for the reporting stations. There were 75 newly active accounts, the difference being due to accounts dropped. Most of the addition and deletion activity was confined to (Continued on Telecasting 14).

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**Weekly Television Summary**

Based on Jan. 2, 1960, TELECASTING Survey

<table>
<thead>
<tr>
<th>CITY</th>
<th>OUTLETS ON AIR</th>
<th>NUMBER SETS</th>
<th>SOURCE OF ESTIMATES</th>
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<td>Albuquerque</td>
<td>KONB TV</td>
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<td>WIBV TV</td>
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<td>Jacksonvile</td>
<td>WJAX TV</td>
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<td>Johnstown</td>
<td>WBTC TV</td>
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<td>TV Comm., Dealers</td>
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<td>12,000</td>
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<td>KLAC TV, KNBH, KTLA, KTFI, KFTV</td>
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<td>WMCT</td>
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<td>TV Comm., Dealers</td>
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<td>Minneapolis</td>
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<td>Nashville</td>
<td>WSMV TV</td>
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<td>New Haven</td>
<td>WHNC TV</td>
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<tr>
<td>New Orleans</td>
<td>WDSU TV</td>
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<td>TV Comm., Dealers</td>
</tr>
<tr>
<td>New York</td>
<td>WOR TV, WPIX</td>
<td>12,000</td>
<td>TV Comm., Dealers</td>
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<tr>
<td>Newark</td>
<td>WATV</td>
<td>12,000</td>
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<td>12,000</td>
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<td>WCAU TV, WHFL TV, WPTZ</td>
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<td>KFMB TV</td>
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<td>San Francisco</td>
<td>KGO TV, KPIX, KRON TV</td>
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<td>TV Comm., Dealers</td>
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<tr>
<td>San Francisco</td>
<td>KMST TV</td>
<td>12,000</td>
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<tr>
<td>Seattle</td>
<td>KING TV</td>
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<td>St. Louis</td>
<td>KSDK TV</td>
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<td>Syracuse</td>
<td>WSYR TV</td>
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<td>Toledo</td>
<td>WTVS TV</td>
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<tr>
<td>Utica-Rome</td>
<td>WCIU TV</td>
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<td>TV Comm., Dealers</td>
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<tr>
<td>Wilmington</td>
<td>WDEL TV</td>
<td>12,000</td>
<td>TV Comm., Dealers</td>
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</tbody>
</table>

Total Markets on Air 57; Stations on Air 97.

**Also claims coverage in Utica-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 necessarily approximate since two areas may overlap. To adjust this there are many scattered sets not included in the survey.**

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**BROADCASTING**

January 2, 1960

Page 8
The first year is the hardest. 1949 was a year of accomplishment and achievement for "The Eyes of the South." A steady and persistent schedule of topflight programs has already established a record set population in the Atlantic area.

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

If Atlanta is on your television planning board—and it should be—get the facts about WSB-TV from your Petry man.
Antiquated and inefficient television film projection equipment used by video stations across the country was named last week by National Television Film Council as one of the major causes of poor reception of film and television programs.

At the group's third quarterly forum, held Wednesday at New York's Astor Hotel, stations were criticized by several of the speakers for using projection equipment that was not better than home movie equipment and "portable projection machines" in the telecasting of film. No specific stations were named, such as much work originating there, and it was inferred that with few exceptions the situation was general.

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

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

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

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

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

Stations need better productions, as well as better equipment, he said. "Even if you could get a stable picture," he added, "the present electronic talk will not reproduce sound faithfully."

**Favorable Factors**

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

High key illumination with no more than 1-50 ratio between the darkest black and the lightest white, or one-sixth of the lighting ratio used for motion picture was advocated for production of television films by Dr. Frank Back, inventor of the Zoomar lens.

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

Titles, Dr. Back said, as well as the focal point of the scene being photographed should be well centered and telecined, well focused by "16 mm projection. Night scenes should either be avoided or made lighter on the right and at the lower edge, as the fill detail should be eliminated, close-ups used whenever possible.

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

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

**Rate Question**

Donny Kearney, of the Katz Agency, New York, pointed out that quicker TV stations get in the black, the less inclined they'll be to raise rates. As it is, there are very few kicks from advertisers on station programming, he said, urged that producers call on station representatives to sell advertisers on 15-minute "selective" programming in individual markets. He asked producers to submit to representatives lists of available programs. He pointed out that stations get as much as $72.5% of every $100 of the advertiser's money for spot programming, while they get only from 9% to 35% of the network advertiser's dollar.

Film programs spotted at poor ratings, Mr. James, New York, said, in poor ratings, Peter James, of Weed & Co., station representatives, asserted. He suggested that film manufacturers send to stations a small type of good promotional material on their film packages, as motion picture companies do to theater operators.

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

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

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**Folsom Reports**

(Continued from Telecasting 3)

variety and quality of television programs.

Mr. Folsom said the social implications of TV's wide public acceptance already are becoming apparent that there is much evidence to show that it is becoming an influential factor in establishing closer family relationships—reversing a trend set in motion by other developments.

**Sound Position**

While the progress of television held the spotlight during 1949, sound broadcasting steadily advanced, Mr. Folsom said. "Far from being doomed—as some pessimists predicted—broadcasting continued to function as the greatest single medium of mass communication to the American people. Reflecting the soundness of its position is the fact that the radio industry expects to produce about 19 million and 10 million receivers during 1950. Moreover, there is every reason to believe that there will be a market for 5 million to 8 million radio sets a year for an indefinite period in the future," he said.

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

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

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DuMONT threesome at the Christmas party given by the Advertising Club of New York at New York's Hotel Astor, one (l to r) DuMont executive, assistant director, DuMont TV Network; Dr. Allen B. DuMont, president, Allen B. DuMont Labs Inc., and Tom Galloway, network's sales director. Party featured feature of DuMont's "Rumson" receiver as the prosenium arch of the stage from which several acts from Cavalcade of Stars, network's Saturday night show, provided entertainment.

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January 2, 1950

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Page 52 • Broadcasting
Mr. PETRY

Mr. PETRY

PETRY

The Video-Gram resembles a regular telegram except for a bright red border which identifies the message as a “Petry Video-Gram...a Priority Message about Spot Television.” These are mailed in vivid yellow envelopes with a red “Important TV” imprinted across the upper left-hand corner to demand immediate attention from the recipient.

The Video-Bulletin, also bearing a cardinal colored heading, is used for disseminating routine or special information from time to time. About once a month the bulletin takes the form of a four-page newsletter.

“We’re not trying to be sages about the general problems of TV and their solution,” Mr. Kiggins explains, “but to concentrate on

serving TV advertisers and agencies by giving them reliable and interesting information about the buying habits of the TV audience, and the reactions of other advertisers using our stations and other facts that they can use in their own buying of TV time.”

Distributing Method

Each Petry TV salesman has his own mailing list, with an ample number of copies of it in his desk. When a Video-Gram or Video-Bulletin is issued, he checks on one of these lists the names of his contacts who should get it, depending on its nature. One Video-Gram might have a special appeal for food accounts, and another for sponsors interested in sports telecasts, etc. Video-Bulletins generally go to the full list, although these, too, may be specialized.

A special, and a specially effective, promotion was the TV map. Large-size government maps of the U.S. (44x28 inches), showing the location of all TV stations, coasal lines, and major cities, were imprinted in bright green with the call letters of Petry stations and the Petry logo type and mounted on heavy backing suitable for framing.

Some 600 of these maps were individually delivered to timebuyers and advertisers by the Petry TV salesmen, who helped install them. For present use—and constant reminder.

About March 1, both the AM and TV departments will move to new quarters on the 23rd floor of a new building.

A physical separation will continue even here, however, as the TV department will occupy one wing, the AM department the other, sharing only the reception hall and the board room (which will be equipped for viewing TV films).

The Petry TV department, 23 in all including the secretaries, represents WSB-TV Atlanta, WBAL-TV Baltimore, WNAC-TV Boston, WDAF-TV Kansas City, KFI-TV Los Angeles, WHAS-TV Louisville (to begin operations Feb. 15), KSTP-TV Minneapolis-St. Paul, WATR-TV Norfolk (scheduled to start April 1) and WOAI-TV San Antonio.

Nets Recognize Guild, Avert Strike

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

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

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

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

KEYL(TV) to DuMont

KEYL(TV) San Antonio last week signed an affiliation agreement with the DuMont TV Network. Commander Mortimer W. Loewi, network director, announced. The station, to begin commercial operations on approximately April 1, is the network’s 53d affiliate and is also affiliated with NBC-TV.

Equipment, including transmitter, camera, control consoles and other related units, has been shipped to KEYL by Allen B. DuMont Labs Inc., Clifton, N. J., also was announced. Station is owned by San Antonio Television Co., composed of R. L. Wheelock, W. L. Pickens and H. H. Coffield.

Upcoming


Feb. 4: Radio Correspondents Association annual dinner, Statler Hotel, Washington.

Feb. 6-8: TV Institute and Industry Trade Show, Hotel New Yorker, New York.

Feb. 8-10: NAB board of directors, San Marcos Hotel, Chandler, Ariz.

Page 53 • BROADCASTING
Telefile

(Continued from Telecasting 5) and film, he said. Initially, the plan is to get programs going on a live basis to see how they work out before making the transition to kinescope/after film.

This he said was in line with the company's thinking that television activity must be extended beyond the viewing area of the station. Thus, in the event that program packages, it would be possible for Don Lee to enter the syndication field thereby bringing his programs to its local audience as well as to stations in other areas.

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

While Mr. Glett is decided by a commercial turn of mind, he is no wise unaware of the station's responsibility to its viewers. Among the station's many public service activities was its observance of Armistice Day and Veterans Day.

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

While all program production has been shifted from the Mt. Lee studios to the facilities in the million-dollar home of Don Lee in Hollywood proper, KTSL still has access to, 0,000 square feet of space on Mt. Lee. In the event that the studio buildings there are two places, 1,500 square feet each, both accommodating studio audiences of 500 people.

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

NF Cable TV Rating Increases for O&O Outlets Are Announced

RATe increases for NBC-owned and operated stations were announced yesterday by NBC, for stations in New York, Washington, Chicago and Los Angeles, are effective Jan. 16. The Hollywood station increase is effective Feb. 1.

Class B and Class C rates will be adjusted also. Orders received prior to the effective date of these rate changes will be protected for six months from the effective date of the new rate cards, provided there is no lapse in schedule.

New rate cards for the five stations will be sent to advertisers and agencies shortly, the network said. It justified the rate adjustments on the basis of 1,100,000 new television sets said to have been installed since the effective date of the current rate cards.

The increase by markets, projected to Jan. 1, is outlined as follows by NBC:

<table>
<thead>
<tr>
<th>Rate Card No. 4</th>
<th>WHN New York</th>
<th>WJZ Baltimore</th>
<th>WKBW Buffalo</th>
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<td>275</td>
<td>200</td>
<td>150</td>
<td>125</td>
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<tr>
<td>One Hour, Class C</td>
<td>275</td>
<td>175</td>
<td>125</td>
<td>100</td>
<td>75</td>
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</table>


BROADCASTING • Page 54

Phone

ZENITH RADIO Corp. asked FCC last Thursday to let it proceed with its proposed $400,000-plus test of TV station management techniques without the hearing which the Commission has ordered [Tele-
casting, Aug. 8, Dec. 12, 1949].

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

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

To dispose of any theory that the Phonovation test is as a precedent on the experiment, said the petition, added that Zenith "will make all proceeds to charity. Zenith's "pay as you see" system of television, which broadcasts a scrambled picture that can be unscrambled only by means of a "key" signal sent by standard telephone lines, has been on the air from Zenith's plant in Evanston, Ill. since its launch on KSZXS from March 1947. Its technical feasibility has been proven, the petition asserted, adding:

"Whether the system will operate successfully where a large number of "keys" will be used remains to be demonstrated. However, the most important remaining question to be answered is whether the public will accept the principle of subscription television. The primary objective of the proposed tests is to obtain a definitive answer to that question."

Zenith maintained that its proposed tests are not limited to those of Muzak Corp. which FCC authorized in 1941 with respect to Muzak's "pay-as-you-hear" radio system.

BROADCASTING • Page 54
FRED FREELAND's innate inventiveness and technical approach to all things—including television—are birthrights from his father, an industrial engineer and former Swiss bell ringer in vaudeville. Any bell ringing Fred now hears comes from befuddled忙ists of his work as television director of Ruthrauff & Ryan, Chicago.

Always interested in creative dramas and factual electronics, Fred is one of the few agency TV men permitted to call his own shots in station control rooms.

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

After years of homespun histories, he became a full-fledged announcer at WTRC Elkhart, Ind., when he was 14 and a Middlebury High School dropout. His first job, at $3 a week as a substitute announcer, was snatched through the program director, who had tutored him in mike technique.

"When it came time for me to ask for a job, he couldn't say no and prove he wasn't teaching me anything," Fred says.

When WHBC Canton lured him with a $20-a-week announcing job, he adjourned to Ohio, remaining until 1941. There he produced and announced shows, mainly musical.

While auditioning applicants for an amateur hour one evening, he heard a "real cute gal who tried to sing, but couldn't." Her name was Norma Faust—and she still can't sing," Fred says. They were married in Canton, and now have a 13-year-old son, Dick. They now live in Ft. Wayne, Ind., where Fred spends his weekends.

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

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

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

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

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

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

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

ON THE WASHINGTON SCREEN

As We Enter January, 1950

WMAL-TV presents, between 6 and 11 p.m.

7 1/2 hours of Local and National Spot Advertiser
Sponsored Programs Weekly
more than double the other 3 Washington TV stations combined

WMAL-TV COMMERCIALS, JANUARY, 1950

"Telenews Daily"—7 to 7:15 PM—Mon. thru Fri. sponsored by Valley Forge Brewing Co.
"Tailwaggers"—7:30 to 7:45 PM—Mondays sponsored by Arcade-Packard Co.
"Boxing" (Turner's Arena)—9 to 11 PM—Mondays sponsored by Globe Brewing Co.
"Shop By Television"—7:30 to 8 PM—Tuesdays sponsored by Hecht Co. Department Store
"Sports Cartoon-A-Quiz"—7:30 to 8 PM—Wednesdays sponsored by L. P. Steuart, Inc.—DeSoto Dealer
"Wrestling" (Turner's Arena)—9 to 10 PM—Wednesdays sponsored by Sinclair Refining Co.
"Wrestling" (Turner's Arena)—10 to 11 PM—Wednesdays sponsored by Phillip's Radio & Television Co.—RCA
"Capital Close-Up"—7:30 to 7:45 PM—Fridays sponsored by the Occidental Restaurant
"This Week in Sports"—7:15 to 7:30 PM—Saturdays sponsored by Trew Motor Co.—Dodge Dealer
"Hollywood Screen Test"—7:30 to 8 PM—Saturdays sponsored by Duffy-Mott, Inc.
(2 1/2 hours of these programs are Local Live Productions)

WMAL-TV ALSO SCHEDULES

8 3/4 Hours Weekly of Night Participating Programs—Currently 90% Sold Out

CHANNEL 7

WMAL-TV WASHINGTON, D. C.

Represented Nationally by ABC SPOT SALES.
Television

**Continued from Telecasting & advertisers using one to three stations.**

Biggest new spot account reported by Rosabroch in November in point of stations used, was D. L. Clark Co. which placed business on 11 stations. No big spot accounts dropped or decreased their station list to any extent with the exception of Kaiser-Frazer Corp. which dropped from 16 stations in October to two in November. The Dodge Div. of Chrysler Corp., which had placed spot business on only two stations during the October check week, increased its schedule to include 81 stations in November. Eleven new stations were added by the Alliance Mfg. Co. for 38 in November while American Tobacco Co. and Pioneer Scientific Corp. bought 10 new outlets. They placed business on 49 and 26 stations respectively in November. Benrus Watch Co. and Bulova Watch Co. continued as heavy users of television spots.

**Greatest Gain Local**

Greatest gain in the number of advertisers was made in the local field. This category jumped from 1,416 advertisers in the October report to 1,697 for November. Food & Food Product advertisers, which have consistently led in the number of active sponsors, gained 50 new accounts for a November total of 348 (Table II). Although network spot business was lost—Derby Foods Inc. which had backed a half-hour segment of **Super Circus**—substantial gains were made in the spot and local fields. Advertisers of Automotive, Automotive Equipment & Accessories increased by 30 to remain in second place with 271 accounts. One network sponsor dropped in this classification—Buick Div. of General Motors. Spot advertisers remained at 14 with the gain being made at the local level.

Increases in all the other classifications kept Furniture, Equipment & Supplies in third place with 247 advertisers. Hotpoint Inc. sponsored a special one-hour Thanksgiving Day program on 18 stations and Nash-Kelvinator Corp. which had started participating in the Monday through Friday Homemakers Exchanges in October was included in the November report. Three new spot advertisers were added and the remaining gains were made locally.

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

**BING CROSBY Enterprises, Hollywood, in first television film venture, has been signed to produce 10 25-minute films for Procter & Gamble's **Firestone Theatre** series on NBC eastern TV stations. According to agency for P&G, Compont Adv., Hollywood, each film will cost between $8,000 and $12,000. Production to get underway after Jan. 1 will be directed by Frank Wisbar, who produced earlier series for P&G for Teleplay Productions.

Standard Television Corp., New York (film distributor), concluded agreement with J. Arthur Rank, London, for distribution by Standard of 75 feature films; aggregate production costs are said to have been $50 million. About 50 films never shown in U.S. have been made in past two years, according to Standard. Others, such as "I Know Where I'm Going," "Waterloo Road," etc. have already been box office hits during U. S. theatre runs. Both (TV) F.X. Feen Wheeler has started telecasting new 45-minute film series The **Comics**. Based on comic strip characters, series is made up of films leased from United Artists. Among those acquired thus far are 13 episodes of Flash Gordon, Red Barry, Ace Drummond, Tim Tyler, Smog Dog, and Window 154.

**Chest TV**

Active Northeast Drive

LOCAL Chevrolet Dealers Assn. (New York, New Jersey, Connecticut) is using concentrated local spot television campaign to promote the new 1950 car. The campaign, which will run for two weeks, started Dec. 29. All six New York TV stations will be used. It is estimated the minute film commercials will be aired nearly 3,000 times during the fortnight.

During that time spots will be seen on WOR-TV on every available program every night including WOR-TV's **Telefax News**.

The other channels—WCBS-TV, WNBTV (TV), WABD (TV), WJZ-TV and WPIX (TV) will be heavily covered with both participation and station break plugs.

Campbell-Ewald, New York, is agency for this local intensive schedule. The one-minute films were created by the agency and Archer Productions.

The new car plugs also will be integrated into the association's four regular weekly programs, **Pantomime Quiz** on CBS-TV; **Famous Jury Trials**, WABD; **Roller Derby**, WJZ-TV; and **Winner Take All**, WABC-TV.

**WCON-TV's Tower**

WORK is progressing on the WCON-TV Atlanta, Ga., tower. Harvey J. Aderhold, chief engineer, claims the tower will be the tallest in the world. A 114-ft. guy derrick mast is being used to hoist steel for the tower which will point skyward some 1,000-ft. above.

Mr. Aderhold said. Tower was designed and fabricated by International Derrick Co., Columbus, Ohio. An RCA Pylon is on top.

**Sightmaster Patent**

SIGHTMASTER Corp., New York television set manufacturer, announced last Friday the issuance of patent No. 2,492,224, covering its sightmirror. With the patent's issuance, Sightmaster plans to make Sightmirror available for public use for any television receiver now in existence.

**TABLE II**

<table>
<thead>
<tr>
<th>Network</th>
<th>Spot</th>
<th>Local</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Agricultural &amp; Farming</td>
<td>1</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>2. Apparel, Footwear &amp; Access.</td>
<td>14</td>
<td>249</td>
<td>263</td>
</tr>
<tr>
<td>3. Automotive, Automotive Equip. &amp; Access.</td>
<td>14</td>
<td>249</td>
<td>263</td>
</tr>
<tr>
<td>4. Beer &amp; Wine</td>
<td>13</td>
<td>12</td>
<td>25</td>
</tr>
<tr>
<td>5. Building Materials, Equip. &amp; Fixtures</td>
<td>4</td>
<td>16</td>
<td>20</td>
</tr>
<tr>
<td>6. Consumer Supplies &amp; Soft Drinks</td>
<td>3</td>
<td>25</td>
<td>28</td>
</tr>
<tr>
<td>7. Consumer Service</td>
<td>4</td>
<td>119</td>
<td>123</td>
</tr>
<tr>
<td>8. Druggists</td>
<td>1</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>9. Drugs &amp; Remedies</td>
<td>1</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>10. Entertainment &amp; Amusements</td>
<td>1</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>11. Food &amp; Food Products</td>
<td>10</td>
<td>323</td>
<td>333</td>
</tr>
<tr>
<td>12. Gasoline, Lubricants &amp; Other Fuels</td>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>13. Hardware</td>
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<td>13</td>
<td>14</td>
</tr>
<tr>
<td>14. Homefurnishings, Equip. &amp; Supplies</td>
<td>3</td>
<td>207</td>
<td>210</td>
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<tr>
<td>15. Insulation, Building &amp; Real Estate</td>
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<td>71</td>
<td>72</td>
</tr>
<tr>
<td>16. Jewelry, Opticals &amp; Other Supplies</td>
<td>1</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>17. Office Equip., Stationery &amp; Writing Supplies</td>
<td>1</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>18. Plumbing &amp; Heating Equipment</td>
<td>1</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>19. Radios, TV Sets, Phonographs, Musical Instruments &amp; Accessories</td>
<td>5</td>
<td>225</td>
<td>230</td>
</tr>
<tr>
<td>20. Retail Stores &amp; Shoppers</td>
<td>1</td>
<td>171</td>
<td>171</td>
</tr>
<tr>
<td>21. Auto Supplies &amp; Accessories</td>
<td>1</td>
<td>171</td>
<td>171</td>
</tr>
<tr>
<td>22. Soaps, Cleansers &amp; Polishes</td>
<td>1</td>
<td>115</td>
<td>115</td>
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<tr>
<td>23. Steel, Iron &amp; Alloys</td>
<td>1</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>24. Transportation, Travel &amp; Resorts</td>
<td>4</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>25. Miscellaneous</td>
<td>3</td>
<td>57</td>
<td>60</td>
</tr>
</tbody>
</table>

**TOTAL** | 78 | 420 | 1,697 | 2,195

**January 2, 1950**

**BROADCASTING** • Page 56

**Te-Ve**

Drawn for TELECASTING by John Zeigler

**Film Report**
The Broadcasting Yearbook
and your business . . .

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

How much do advertisers spend for spot, network, regional and local campaigns—who handles the account?
Which are the top radio-TV advertising agencies—their gross billings?
You’ll find these answers—and many, many more hard-to-get facts—plus the following exclusive features in the 1950 BROADCASTING • TELECASTING Yearbook.
Gross network billings by advertisers, by agencies, by product classifications, by networks • Comparative radio costs vs. newspapers and magazines • Year’s top ratings and program trends, awards • Economic analysis of 1949 broadcast advertising • Advertising agencies (and personnel) handling radio-TV accounts • National and regional advertisers directory • More than 50 directories covering AM-FM-TV stations, executive personnel; equipment manufacturers; national representatives; film, transcription and related services.
These and a thousand facts/charts more are the BROADCASTING • TELECASTING Yearbook, classified under easy-to-find headings, indexed for quick reference.
There’s nothing like the Yearbook for radio-active agencies, advertisers or any radio-connected business. It’s your indispensable year round tool.
The Yearbook comes free to BROADCASTING subscribers as of February 1, but a limited supply of copies will be available at $5.00 each.

$7
pays for 52 weekly
issues and includes
1950 Yearbook.

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

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

☐ I enclose $7.00
☐ Please bill me

Name

Street

City Zone State
With more and still more telecasters it's Du Mont TV camera equipment because of outstanding DEPENDABILITY.

DU MONT
Type TA-124-B
Image Orthicon Chains

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

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

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

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

Consult us on your TV plans and requirements. Literature on request.

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

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

KXXL RENO CASE
FCC Issues Initial Decision
INITIAL decision to deny renewal of license to KXXL Reno, Nev., and dismiss as moot a request to sell the station to Chet L. Gong, its original owner, was reported by FCC last Wednesday. KXXL, destroyed by fire in November 1948 and off the air since that time, is assigned 250 w on 1230 kc.

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

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

Allied Arts

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

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

Mr. Gardner

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

COMMODORE JOHN D. SMALL, executive assistant to the president of Emerson Radio and Phonograph Corp., New York, was named president of corporation in addition to his present duties. ABRAHAM ROSEN, controller, and Joseph Longin, former assistant controller, were named president. The latter, named assistant to the executive vice president.

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


Equipment

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

TUBE DIVISIONS of General Electric Co., Syracuse, N. Y., announce following appointments: E. F. Peterson named manager of sales of tube divisions, with headquarters at Schenectady, L. B. Davis appointed manager of receiving tube division at Owego, Ky., and K. C. DeWalt named manager of cathode ray tube division at Syracuse.

UNIVERSAL MOULDED PRODUCTS CORP., Philadelphia, announces marketing of Reelast, portable tape recorders with "twist-track" which eliminates interruption for rewinding, automatic tape threader, and volume indicator.

Listen for the words "Transcribed by AMPLEX" after the great shows in radio

Here's how the NEW Series 300

AMPLEX MAGNETIC TAPE RECORDER
adds profit to your operation

CONSOLE MODEL 300 . . . $1,573.75
PORTABLE MODEL 300 . . . $1,594.41
RACK MOUNTED . . . . . . $1,491.75

*Optional Panel Extra F. O. B. Factory, San Carlos, Calif.

Read what Frank Marx, Vice President in charge of Engineering, American Broadcasting Company, says: "For the past two years A. B. C. has successfully used magnetic tape for rebroadcast purposes ... A. B. C. recorded on AMPLEX in Chicago ... 17 hours per day. For 2618 hours of playback time, the air time lost was less than three minutes: a truly remarkable record."

SPECIFICATIONS

Starting Time: Instantaneous.
(When starting in the Normal Play mode of operation, the tape is up to full speed in less than .1 second.)
Flutter and Wow: At 15 inches per second, well under .05% R.M.S., measuring all flutter components from 0 to 300 cycles, being less than .05%.

Manufactured by Ampex Electronic Corporation, San Carlos, Calif.

DISTRIBUTED BY
BING CROSBY ENTERPRISES • GRAYBAR ELECTRIC CO. INC.

AUDIO & VIDEO PRODUCTS CORPORATION
1650 Broadway, New York, New York • Plaza 7-0780

January 2, 1950 • Page 59
December 22 Decisions...

BY COMMISSION EN BANC

Request Granted

KVNJ-AM-FM Fargo, N. D.—Granted request to remain silent for 90 days pending reorganization and relaunching.

WWMJ Peoria, Ill.—Granted authority to remain silent 60 days from Dec. 23, pending assignment of license.

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

Modification of CP

KTED Laguna Beach, Calif.—Granted mod. CP to change directional ant. and designated for hearing in Washington on March 13, 1956, application to increase nighttime power from 250V to 1 kW and made KOKA Oklahoma City, party to proceeding.

December 22 Applications

ACCEPTED FOR FILING

License for CP

WJTH Point, Ga.—License to cover new AM station.

AM—1310 kc

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

AM—790 kc

KNEW Spokane, Wash.—CP to change from 1430 kc 5 kw DA to 790 kc 3 kw untl. DA-N AMENDED to request 790 kc 5 kw DA-2.

SFA—739 kc

WJIN Merrill, Wis.—SA to change from 760 kc 1 kw-D 25 w-DA to 739 kc 5 kw-D 90 w-DA for period ending Nov. 1, 1952, and made SFA Req. for 1 kw-D untl. not later than Nov. 1, 1952.

License Renewal

Applications for license renewals AM stations:


Modification of CP

Mod. CP new FM station for extension of completion date: KPOR Riverside, Calif.; WCON-FM Newton, Ga.; WABC-FM Chicago, Mass.; WFMJ Mayodan, N. C.

License Renewal

Applications for license renewals FM stations:


December 23 Applications

ACCEPTED FOR FILING

License for CP

WJTH Point, Ga.—License to cover new AM station.

AM—1310 kc

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Mod. CP new FM station for extension of completion date: KPOR Riverside, Calif.; WCON-FM Newton, Ga.; WABC-FM Chicago, Mass.; WFMJ Mayodan, N. C.

December 23 Decisions...

ACTION ON MOTIONS

(By Commissioner Jones)

WWMJ Peoria, Ill.—Granted petition to disapprove application to change from 1310 kc 1 kw untl. DA-N.

WLEA Hornell, N. Y.—Granted petition for leave to amend application to change name to Deal O. Wilkins and Howard M. Greer as Coast Advisors, to change applicant from corporation to partner- ship, to delete all references to Howard M. Greer and Leslie E. Marcus, and to show name of corporation.


FCC General Counsel—Grant petition for extension of time to Jan. 3 to file proposed findings of fact in proceeding re WGBF Evansville, Ind., and WMRO Aurora, Ill.

(By Examiner Basil P. Cooper)

KFTA Steubenville, Texas—Dismissed as moot petition for continuance of hearing.

Western Massachusetts Bstg. Corp., Great Barrington, Mass.—Granted petition for leave to amend application to change from 1320 kc 1 kw untl. DA-N, to 1320 kc 1 kw untl. DA-D and 5 kw in lieu of 1 kw untl. On Commission's own motion, application as amended is referred to Hearing Examiner.

WGBR Fitchburg, Mass.—Granted petition to reduce proposed D operating power from 5 kw to 1 kw, and certain changes in proposed D radiation pattern.

(By Examiner Fanney N. Litvin)

WCCT Corbin, Ky., and WISE Ash- ton, Ky.—Granted petition to remain silent for leave to file petition in Hearing Examiner's File.

December 23 Applications...

ACCEPTED FOR FILING

Modification of CP

WDZ Tuscola, Ill.—Mod. CP move trans. and studio sites to change hours power etc. AMENDED to request change from 1400 kc 10 kw to 1400 kc 6 kw DA-1.

Following stations filed for mod. CPs extended completion dates:

KNOX-FM Fort Worth, Tex.; WPAT-FM Miami, Fla; WVHJ(TV) Miami, Fla; WTVJ(TV) Miami to 7-27-58; WBNJ(FTM) to 3-25-58.

License for CP

WGRB Greensboro, N. C.—License to cover new CP station.

WJAR-AM Providence, R. I.—License to cover new CP station.

WOUH(FTM) Athens, Ohio—License to cover new CP station.

(Continued on page 68)
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Office
National Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C.
Member AFCCE*

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg.
Washington 4, D. C.
Member AFCCE*

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

Everett L. Dillerd, Gen. Mgr.
INTERNATIONAL BLDG.
DI. 1319
WASHINGTON, D. C.
PORTER BLDG., LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG.
REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE*

GAUTNEY, RAY & PRICE
1032 Warner Bldg.
Washington 4, D. C.
National 7737

RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W.
DE. 1232
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

McIntosh & Inglis
710 14th St., N. W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE*

RUSSELL P. MAY
1422 21 St., N. W.
Kellogg Bldg.
Washington, D. C.
REpublic 3984

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St.
Triangle 4400
CHICAGO 19, ILLINOIS

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave., MI. 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
Oakway 8071
Washington, D. C.

Philip Merryman & Associates
• Heathedell Road
• ARDSLEY, N. Y.
• Dobbs Ferry 3-2975
RADIO CONSULTANTS

SILLIMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave., RE. 6646
Washington, D. C.

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

S.R. Bittar
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephone—Kingswood 7631, 9541

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 6552
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
720 Milton Road, Rye, N. Y. RYE 7-1413

LEE E. BAKER
Consulting Radio Engineer
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

JANESKY & BAILEY
Executive Office
National Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C.
ABrams 2414
Member AFCCE*

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg.
1407 Pacific Ave.
Santa Cruz, Cal.
Member AFCCE*

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MONTclair 3-2000
Labs: Great Notch, N. J.

Philip Merryman & Associates
• Heathedell Road
• ARDSLEY, N. Y.
• Dobbs Ferry 3-2975
RADIO CONSULTANTS

SILLIMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave., RE. 6646
Washington, D. C.

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

S.R. Bittar
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephone—Kingswood 7631, 9541

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 6552
(A Chicago suburb)

Adler Engineering Co.
Television and Broadcast Facilities
Design and Construction
720 Milton Road, Rye, N. Y. Rye 7-1413

George C. Davis
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

John J. Keel
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohne & Culver
Munsey Building District 8215
Washington 4, D. C.
Member AFCCE*

McIntosh & Inglis
710 14th St., N. W.—Metropolitan 4477
Washington, D. C.
Member AFCCE*

Russell P. May
1422 21 St., N. W.
Kellogg Bldg.
Washington, D. C.
Republic 3984

Andrew Corporation
Consulting Radio Engineers
363 E. 75th St.
Triangle 4400
Chicago 19, Illinois

Dixie B. McKey & Associates
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

John Creutz
319 Bond Bldg.
Republic 2151
Washington, D. C.
Member AFCCE*

H. V. Anderson
And Associates
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

William E. Benns, Jr.
& Associates
3738 Kanawha St., N. W.
Oakway 8071
Washington, D. C.

A. Earl Cullum, Jr.
Consulting Radio Engineers
Highland Park Village
Dallas 5, Texas
Justin B-6108

William L. Foss, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 3883
Washington, D. C.

Philip Merryman & Associates
• Heathedell Road
• Ardsley, N. Y.
• Dobbs Ferry 3-2975
Radio Consultants

Silliman & Barclay
Specializing in Antenna Problems
1011 New Hampshire Ave., RE. 6646
Washington, D. C.

Guy C. Hutcheson
1100 W. Abram St. AR 4-8721
Arlington, Texas

Nathan Williams
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

A. R. Bittar
Consulting Radio Engineers
4125 Monroe Street
Toledo 6, Ohio
Telephone—Kingswood 7631, 9541

Lee E. Baker
Consulting Radio Engineer
826-28 Landers Bldg.—Ph. 3621
Springfield, Missouri

Member AFCCE*

January 2, 1950 • Page 61
On All Accounts
(Continued from page 16)

Manchesters—followed the Brew- sters to the U. S.
Gordon's stint in New York ra- dio production, copywriting and other agency work was stopped temporarily in 1942 when Uncle Sam beckoned and he donned a Navy uniform. The war took the young Manchester away from memories of Willimantic, Conn., near Hartford, where he was born, and out of Gotham's melee. In the service, he was trained as an electronics engineer in the Navy, transferred to the Marines in the Pacific, and later, as a liaison offi- cer attached to the Air Forces. Finally, he wound up with the Navy again in Hollywood on Naval film production. Latter assign- ment lasted three months and added to his basic grounding al- ready gained in film work.

Back from the war in 1944, Gordon re-entered agency freelance work in New York. Four years later, he joined the Ryan agency, at 726 Jackson Place N. W., Washington. Since that time, Gordon has aided in the agency's mounting radio billings.

Mr. Ferguson Mr. Walker

Selling Ability
Selling is the main credo breathed by Gordon. His successes have been pinned to ability to place advertising. This ability has been cultivated through meticulous test- ing, results of which in the Wash- ington area, he found, warranted substantial reallocation to radio of advertising budgets. Principles evolved have been carried still fur- ther into other market areas.

In one of these tests, Mr. Man- chester found that rural and low- income people in Washington, Virginia and part of Maryland, were receptive to radio intro- duction of an unusual brand name, Covered Wagon, pro- duced by Mills Stream Cereal Co., Bonner Springs, Kan. A good slice of the budget went into place- ments on the WINX Washington disc jockey show emceed by Jerry Strong; on WRNL Richmond, and on WARD Arlington, Va.

How Gordon sells rough ground corn meal to this population can be seen from the following sentence taken out of context of typical radio copy: "Honest to Pap's buckskin britches-people you've never eaten corn meal makins 'til you've used Covered Wagon corn meal."

Heavy Radio Scores
For the more cultivated taste in the city, Gordon draws on the appeal of the fried shrimp delicacy, packed frozen. But the principle is the same—heavy radio place- ment. In this case, all pairings are spots. Again success.

In Minneapolis, and other such markets, Gordon reports that surprisingly the mass consumer is un- familiar with the tang of shrimp. Only a thin sprinkle of commer- cials were aware of its attraction. National placement of one-minute spots in 45 markets made known Jekyll Island frozen shrimp. Other packaged food brands which he handles are Dixiana-South and Dewkist. Another account placed by Mr. Manchester is that of the Mid-Atlantic Div. of Safeway Stores (supermarket chain). Gordon likes the use of 100% non-alcoholic corn meal.
spot nationally because it allows flexibility. Regional and local advertising, he says however, include varied placements, depending on the peculiarities of the areas covered.

In addition to AM radio, efforts of Gordon and the Ryan agency have been directed in the FM and TV fields with varied success. On the FM side, Gordon cites mail and response of "thunderstorm proportions" in spot-placing of Tru-Ade for FM baseball broadcasts in a local region. Television has centered on children's programs with plans underway for expansion of sales campaigns using this medium, he adds. The Ryan agency also handles film work for the Assn. of General Contractors.

Gordon Manchester, versatile and active, has the build of an athlete. In fact he did play varsity football at the U. of the South. But he says his prowess on the gridiron was nothing to speak of; anyhow, now he's making all his touchdowns in radio.

**STEEL OUTLET**

**Expect WEIR on Air May 1**

CONSTRUCTION of a 1 kw station, WEIR, operating unlimited on 1430 kc, is to begin this week, according to a report from Steubenville, Ohio, where the outlet will be located. Station will have studios in both Weirton and Steubenville, covering an area of more than 300,000 population. It is scheduled to be on the air May 1.

According to the report, the call letters, WEIR, will honor Ernest T. Weir, chairman of National Steel Corp. and its subsidiary, Weirton Steel Co. Station will be operated by Tri-State Broadcasting Co., a recently-formed West Virginia corporation, president of which is Thomas E. Millsop, also president of Weirton Steel Corp. and mayor of Weirton, W. Va.

**Three WOR New York advertisements, conceived and written by Joseph Cramer, station's promotion director, are included in Jo Stiles' 1949 Newspaper Advertising Annual, collection of year's outstanding ads in American newspapers.**

**WKW**

WKW Passadena, Calif., today (Jan. 2) doing two-hour on-the-spot broadcast of Tournament of Roses Parade. Station will feed broadcast to Armed Forces radio stations and to eight California stations including KMPC Hollywood; KPAC KLAC Los Angeles; KFIR Glendale; KNRO San Bernardino; KSMA Santa Maria; KSBA Santa Paula; KVEN Ventura. Carnival Co. (ice cream) sponsoring broadcast on KWKW; Carnival Milk Dealers on KVEN. Bill Carr, KWKW Special Events Director, is in charge of production. Parade announcing chores are being shared with him by Wes Mears and Bob Wilson.

French Salute

WNEW New York broadcast special Salute to French Radio Dec. 27, 9:30 p.m. in celebration of 50,000th program produced by International Division of Radio Diffusion Francaise. Program included excerpts from French programming.

**New WMBG Show**

Five-minute show on WMBG Richmond has been recently inaugurated under title Washington Correspondence. Program features station's Washington correspondent giving day-by-day account of happenings in nation's capital and hints as to what further developments can be expected. Show is sponsored by International Wood Products Co., Richmond, Mon.-Wed. Fri. 6 p.m.

Early Xmas Viewing

**THREE Cincinnati TV stations made Christmas Day "TV Day" all day in that city. WKRC-TV went on the air at 8 a.m. Christmas morning from a local orphanage; WCPO-TV placed a test-pattern on at 6 a.m. and began regular telecasting at 7, and WLWT (TV) began telecasting at 8 a.m. Early programming was designed to accommodate recipients of TV sets as Christmas presents.**

Students Take Over

ONE of the tenth anniversary features of KYFD Pk. Doice, Iowa, was inauguration of series, "School Day," in which students from local high school and junior college take over operation of station and its FM affiliate, KFMY, from 6 p.m. to midnight. Students do "Spotlight on Sports" show they produce, give play-by-play of games of interest to listeners and generally take complete charge of stations' operations.

**Something To Do**

NEW show, Something To Do, on WTMJ-TV Milwaukee, finding enthusiastic reception from children and their mothers. Show is aired Mon.-Wed.-Fri., 5-10 p.m., and teaches children simple arts and crafts. Prizes donated by sponsor, Boston Dept. Store, Milwaukee, are awarded to nine children in viewing audience weekly and children participate in show during following week.

**Christmas Every Day**

LATE last November, WBFR Baltimore's locally produced programs urged listeners to send in letters asking people who express Christmas cheer throughout the year. Special committee, headed by WEIR, selected letters and sent invitations to writers to bring the persons they had written about to the station for special 45-minute programs to be recorded last month. During program,80 m. c. pinned orchids on letter-writers and Santa Claus gave prizes to women who were selected as year-round St. Nicks. Choir and interviews with personalities rounded-out show.

**Teen-Age Talent**

YOUNG people who have organized under name of Teen-Age Talent Inc., produce Spotlight on Tomorrow, half-hour variety show on WLWD (TV) Dayton, Ohio. Time and facilities of station are loaned to group by WLWD. Shows feature songs, instrumental selections, comic routines and dance numbers. Program also carried by WLWT (TV) Cincinnati and WLWC (TV) Columbus.

**Mid-Winter Baseball**

BASEBALL is already "hot" with bi-weekly half-hour Hot-Stove League show on WNR Norfolk, Va. Featuring Earl Harper and Jack Harris, station's baseball announcers, program gives listeners late baseball developments and news, and interviews baseball celebrity guest. Special feature of show is three inn baseball quiz game. Teams of three men each are headed by Messrs. Harper and Harris. Correct answers to questions merit home run for team. Incorrect answers count as strike outs. Upshot of quiz will be "Hot-Stove League World Series" between two champion teams which will be played off before regular WNR baseball season begins.

**Youth Program**

SPECIAL program on WTVR (TV) Richmond featured five 10-year-old boys who demonstrated work being done by Richmond YMCA with youths in the city. Boys were representatives of physical educational program at the Y and performed acts of balancing, tumbling, and tumbling as a sort of for the televising and studio audience. Entire show, emceed by Jack Lewis, manager of WTVR, was made up of boys' performances.

**Station Bids**

FCC Reports on WDIA, KLX

INITIAL decision has been reported by FCC to grant application of KLX Oakland, Calif., for power increase on 910 kc fulltime from 1 kw to 5 kw directional.

Commission meanwhile reported initial decision to deny WDIA Memphis, Tenn., request for switch from 250 watts daytime on 700 kc to 250 w fulltime on 1240 kc.

In the KLX case, the initial ruling by Hearing Examiner Fannay N. Litvin found that the proposed power increase would not cause objectional interference to any other station and that the proposal would be in "substantial compliance" with the Commission's rules and engineering standards. With increased power KLX would expand its 0.5 mw/m coverage from present 1,523,000 persons to 1,605,000 persons, the report estimated.

Hearing Examiner J. Fred Johnson Jr. recommended denial of the WDIA bid because the proposed operation would not meet minimum engineering requirements for coverage of residential and business areas and further on ground of interference with WENR Union City, Tenn., and KWAR Stuttgart, Ark. Examiner Johnson found no evidence in the record that WDIA had violated any laws regarding lottery and gift enterprises, which also had been an issue in the case.
Situations Wanted (Cont'd)

Sales manager, proven sales record with a recognized advertising agency. Old enough to have many years accustomed to the experience with young ideas in sales, promotion, management and advertising. Box 31TD, BROADCASTING.

Announcer, university grad., 22, available. Will pose for air photo and references on request. Box 15TD, BROADCASTING.

Situations Wanted (Cont'd)

Sportscaster, experienced football and basketball play-by-play and daily sports program for station. Also experienced in sales. Presently employed by a well-known firm. Box 491D, BROADCASTING.

Announcer, versatile, news specialty. Must be available for permanent position. Box 49TD, BROADCASTING.

Announcer-copywriter, husband - wife team. Proven record of client satisfaction. References include present permanent-type offer. Box 868D, BROADCASTING.

Sportscaster—Topnotch excellent voice. Experience in playing and handling play-by-play and daily sports program for station. Formerly with General Mills, Coca Cola, Atlantic Refining and ABC. Also excellent background in announcing and broadcasting all types sports programs. Experienced in advertising and promotion. References. Am Army officer returning to inactive duty January 15 after having served our country for over two years. Special Services handling radio shows. Will locate and work in any part of country. Box 557D, BROADCASTING.

Announcer-engineer, 3 years experience, prefer eastern coast. Presently employed by a well-known firm in New York City. I'm looking for my first job. Who will take a chance on you, young professional? Experience includes everything from telegraph operator to sales. Will travel anywhere for any salary. Disc jockey experience. Box 625D, BROADCASTING.

Announcer—Experienced combination writer, on-the-air and off-the-air. Excellent off-air copy. Will write excellent on-the-air copy. Highly trained in all phases of radio. Requires interesting position and good pay. Will travel anywhere. Box 641D, BROADCASTING.

Combination announcer, news commentator, sports caster. Operate board. Two 500 watt minimums. Box 255D, BROADCASTING.

Combination announcer, 15 months experience. Will travel. Operate console. Consider a job in Chicago or Cleveland. Box 31TD, BROADCASTING.

Combination announcer, news commentator, sports caster. Desires eastern market. Will work any time but seeking advancement. Box 2248D, BROADCASTING.

Combination announcer, news commentator, sports caster. Operate board. Two 500 watt minimums. Box 255D, BROADCASTING.

Staff announcer, 24, single, 2½ years experience in advertising. Will travel but prefer Great Lakes region. College B.A. in speech. Copy experience. 5000 Superior Avenue, Cleveland, Ohio.

The best of the new announcers are available: Desires a sports show. Broadcast experience. Box 10919, BROADCASTING.

Announcer-engineer, 5 years experience. Will work any time but seeking advancement. Box 2139D, BROADCASTING.

Engineer, 2 years transmitter and receiver experience, interested in graduate leading radio school. Box 579D, BROADCASTING.

Engineer, 1st phone, 2 years experience, interested in working on ten kw-FM station. 8 months commercial experience. Please write for more information. Box 56D, BROADCASTING.

Engineer, AM-FM. First phone, 2 years experience, interested in working on radio station. Box 963D, BROADCASTING.

Engineer, 250 watt and studio experience. Please write for more information. Box 129D, BROADCASTING.
Situations Wanted (Cont'd)

Immediately available—First class licensed engineer with over 4 years experience. Chicago area. Will work in broadcasting. Starting salary secondary. Good references. Apt. 402, 214 Seymour St., Syracuse, N. Y.

Chief engineer—AM-FM. Can announce, operate, do service. 568 D, Wheatland, Iowa.

Engineer—FM-FM. Experienced in engineering and operation. Good references. Box 369D, N. Dakota.

Engineer, 1st class, single, recent graduate—Licensed engineer. Desires transmitter or combination work. Have disc. Wire or write Donald Neftrott, WGN, Chicago, Illinois.

Engineer—FM. Engineering and transmission experience, AM-FM. Has operated and supervised stations in many areas. Box 595D, BROADCASTING.

WANTED—FM-FM. A good job with a good company. Box 599D, BROADCASTING.

Immediately available—First class licensed engineer with over 4 years experience. Chicago area. Will work in broadcasting. Starting salary secondary. Good references. Apt. 402, 214 Seymour St., Syracuse, N. Y.

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WANTED—FM-FM. A good job with a good company. Box 599D, BROADCASTING.
Feature

(Continued from page 16)

health, infantile paralysis, and cancer societies.

Promotion for the program has been very extensive and is responsible for the biggest cash in the budget. Nineteen different paid program advertisements appeared in each of 18 KUSD area county weekly newspapers and in each of the three dailies. Eighty thousand copies of the "Fight" card, listing the entire series of broadcasts, were printed by the State Dept. of Health and distributed through the local schools. To add to these, 90, 000 "Fight" tickets for use as individual promotion pieces were printed as part of the campaign. One thousand tickets were printed to go with each of the 19 different newspapers' ads.

Two of the series (Dec. 1 and 8) were tied in with the annual Christmas shoe campaign and were given over to "Churchyard Cough," dramatizing the fight against T.B. Other "Fight" cards included such battles as "The Crippler" (polio), "Kid Cancer," and "Denture Dan" (tooth decay).

Not only was the promotion a selling job for the sponsors, but as Mr. Merrill explains: "The entire promotion budget has been contributed by the participating organizations which required a bit of promotion in itself."

Next Thursday another round against U. S. Public Enemy No. 1 will be clocked over KUSD, expounding radio participation in disseminating education in public health.

Comedy Writers Guild

A COMEDY Writers Guild has been formed by the Gagwriters Comedy Forum and the National Guild of Laugh Enterprises. A cooperative venture, the guild gives its main purpose protection of gagwriters and special materials writers not covered by the Dramatists Guild and the Radio Writers Guild. The Comedy Writers Guild seek affiliation with AGVA.

A National Service

During 1949

Blackburn-Hamilton Company served clients in 43 states
Negotiations, Appraisals, Financing

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D.C.

James W. Blackburn

Charles W. Egan

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MEDIA BROKERS

WASHINGTON, D.C.
"49 Revenue
(Continued from page 19)
by the 230-old stations that went on the air last year.
Revenue to stations from sale of network time declined between $1.5 million and $2 million as compared to 1948.
"Regionally, the revenue picture has changed," according to Dr. Daker. "In 1948 the New England area reported an increase in local business; this year (1949) this area reports the greatest decrease. On the other hand, local business on the Pacific Coast has shown a marked improvement in 1949 as compared with losses in 1948. The West North Central Region (Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas, Missouri) again reports sizeable increases in retail business.
"The largest percentage increase in local spot business was reported in the East South Central Region (Kentucky, Tennessee, Alabama, Mississippi). Important increases were also reported in the Middle Atlantic, Pacific and Mountain Regions.
"While the Pacific and Mountain Regions appeared to enjoy large increases in revenue this year, they seem to have been hardest hit by increases in operating expenses. The New England and West North Central Regions show decreases in expenses although both of them showed increases last year."
NAB's tabulation of 1949 estimates against the FCC's official 1948 figures follows:

<table>
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<th>National Networks</th>
<th>National Networks (Estimates)</th>
<th>1948 (Official FCC Figures)</th>
<th>% Change</th>
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<td>$2,793,000</td>
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<td>$18,558,721</td>
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</table>

* Includes miscellaneous networks and stations.

ANTI TRANSIT
D C Appeal Move Brews
AN APPEAL from a District of Columbia utilities decision sanctioning transit radio operation in Washington was promised last week by opponents of music-equipped vehicles.
A petition to carry to the U. S. Dept. of Justice, members of Congress and Federal District Court if Washington's Public Utilities Commission rejects a petition for rehearing of the case.
FUC ruled fortnight ago that transit FM is "not inconsistent with public convenience and safety" and said the conclusion is "inescapable that radio reception in street cars and busses is not an obstacle to safety of operation.
[BROADCASTING, Dec. 26, 1949].
Two Washington attorneys—Franklin S. Pollak of the Justice Dept. and Guy Martin—said last week they would file the rehearing plea and, if that failed, take the case to the Federal District Court.
Meanwhile, a small Washington group reportedly has asked James Lawrence Fly, former FCC chairman, and other attorneys to represent it in suits against Capital Transit Co., which takes the service from WWDC-FM, and New York Central Railroad, currently airing broadcasts in New York's Grand Central station. Basis for litigation would be the contention that both types of broadcasts constitute "forced listening" and are unconstitutional.
The organization, which calls itself the National Citizens Committee Against Forced Reading and Listening, said it had asked four members of Congress to sponsor anti-transit FM legislation.

Awards of appreciation for cooperation and assistance extended for maintaining and furthering interests and activities of Marine Corps presented to KXOK St. Louis.

WIN S CASE
Pope Charges WDFR (FM) 'Avro Rule' Move

GENEROUSO POPE'S II Progresso Italo-Americano Publishing Co., seeking FCC approval of its $125,500 purchase of WINS New York, claimed last week that WDFR (FM) facilities [BROADCASTING, Dec. 19, 1949] is seeking to "reinforce the old Avco Rule."
In a petition filed Thursday by Marcus Cohn of the Washington law firm of Cohn & Marks, II Progresso said WDFR application is "defective" and should be returned because it doesn't meet FCC's requirements on engineering data.
The application's reference to WINS' present day and night patterns as representing its future, the brief said, is insufficient under FCC rules. Additionally, the brief asserted, the application does not show that WINS' antenna site is available to WDFR, or that WDFR, although willing and able to buy WINS' equipment, is willing and able to "construct" a station.
The brief contended that WDFR, owned by the International Ladies Garment Workers Union, is attempting to re-establish the now abandoned Avco Rule when it asks FCC to call in WINS' renewal application for hearing with its own application and II Progresso's transitional applications.
WDFR, the Commission was told, wants to have its program plans compared with the foreign-language plans of II Progresso, not with the present plans of WINS, and thus "to do indirectly what the Commission has already determined [by repeal of Avco] cannot be done directly."
Seeks Relief
"So obvious is the intention of petitioner to attempt to seek relief under its own transitional application," the brief asserted, "that it actually incorporates the required language of that rule" on the point of meeting "the same terms and conditions" as the original applicant.
Meanwhile, the battle over the merits of foreign-language programming continued between II Progresso and the Committee of WINS employees, who are protesting sale of the station to the Pope interests. Mr. Pope proposes to inaugurate foreign-language programs on WINS.
Former FCC Chairman James Lawrence Fly, attorney for the WINS employees, had questioned the "principle" of such programs, and II Progresso had replied by quoting from some of Mr. Fly's own past statements on the subject [BROADCASTING, Dec. 12, 19].
In a further reply, also filed by Mr. Fly the WINS group said:

"We note that in the year 1948, in the New York area and in the light of the present facilities for foreign-language broadcasting balanced against the present need, it is not sound public policy to subtract this particular facility [WINS] from those being granted to general-purpose purposes.

WINS GROUP
Another "Pin Up" Hit—Published by Duchess
"I've TOLD YOU LATELY THAT I LOVE YOU"

When it's BMI it's Yours
When it's BMI it's Yours

Mr. Steve Schroeder, Benning and Bowles, New York City, N. Y.
Dear Steve:
Happy New Year! I rec'n a letter from my father in England that he is making a trip to the United States. I am enclosing 10.00 to cover his expenses.

Mr. J. C. Cohn, 1609 New York Ave., Washington 6, D. C.

Mr. Cohn, I am enclosing $10.00 to cover Mr. James Cohn's expenses on his trip to the United States. I hope he has a pleasant trip and enjoys himself.

Mr. Cohn, I am enclosing $10.00 to cover Mr. James Cohn's expenses on his trip to the United States. I hope he has a pleasant trip and enjoys himself.

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for similar change by Louis Wasmier who has subsequently substituted by Corp. of Gonzaga U.

**Non-Docket Actions**

**TRANSFER GRANTS**

WFYX Chillicothe, Ohio—Granted transfer of control to WKLA Broadcast Co., licensee, from D. C. Summerford, J. E. Summerford, Jr. and Walter A. and James C. Graham, owners. WFKU was granted to Walter A. and James C. Graham, owners, with Carl H. Rhude, Jr. as manager. WKLE, Tifton, Ga., 26% each, Ivan Kubersh and Murray Marcus, owners. WKOK, Hammond, La., to Store, Tifton, and Wylie A. Nichols, each owner.

WJAL Atlanta, Ga.—Scoped granted for WJAL-FM by WJAL, Inc. to Capital Broadcast Co., licensees. WJAL, Inc. was granted 350 kc, 1 kw unlimited. Granted Dec. 23.

WGAD Gadsden, Ala.—Granted assigned right of control to WGNH Broadcast Co., licensee, from Three Dimond Inc. for similar reason.

WQNL (AM) Santa Cruz and KSNJ (FM) Salinas, Calif.—Granted acquisition of control by John Ben Snow through purchase of 1,300 of 1,750 sh. held by Merritt C. Spiegel in Salinas Newspapers Inc., 100% owner of Monterey Peninsula Newspapers Inc., licensees. Consideration is cancellation of $47,500, 49% of KSNJ license. Consideration is cancellation of 50% of KSNJ license.

WKOP (AM) LaGrange, Ga.—Granted assigned right of control to WGNH Broadcast Co., licensee, from Three Dimond Inc. for similar reason.

WJIN (AM) Johnston, Iowa—Granted assigned right of control to WQNL, Inc., licensee, from Three Dimond Inc. for similar reason.

**Deletions**

**EIGHT FM autorizations and one AM license reported deleted by FCC.**

**Delays in Translated Texts:**

AM: AM 61, FM 217, TV 13. Delays, effective dates and reasons follow:


WQNL (AM) Santa Cruz and KSNJ (FM) Salinas, Calif.—Granted acquisition of control by John Ben Snow through purchase of 1,300 of 1,750 sh. held by Merritt C. Spiegel in Salinas Newspapers Inc., 100% owner of Monterey Peninsula Newspapers Inc., licensees. Consideration is cancellation of $47,500, 49% of KSNJ license. Consideration is cancellation of 50% of KSNJ license.

WKOP (AM) LaGrange, Ga.—Granted assigned right of control to WGNH Broadcast Co., licensee, from Three Dimond Inc. for similar reason.

WJIN (AM) Johnston, Iowa—Granted assigned right of control to WQNL, Inc., licensee, from Three Dimond Inc. for similar reason.


WJYF-WJYF (AM) Jacksonville, Fla.—Granted assigned right of control to WJYF Broadcasting Co., licensee, from WJYF Broadcasting Co., Inc., for similar reason.

WKU Radio—KU Radio, licensee, from WKU Radio, Inc., for similar reason.

WHD (AM) West Palm, Fla.—WJNO Inc., licensees, from WJNO Inc., for similar reason.

WLLF-WFLL (AM) Waukegan, Ill.—Waukegan Broadcasting Co., Inc., owner of Waukegan Broadcasting Co., Inc. and Waukegan Broadcasting Co., Inc., for similar conditions and lack of interest in FM.

WLSR-FM Chico, Calif.—WLSR-FM, owner, from General Motors Corp., for similar reason.

**New Applications**

**AM APPLICATIONS**

West Kalamazoo, Mich.—WJIM (AM) 1470 kc, 500 kw daytime; estimated cost $17,038. Principal: Carl H. Rhude, Jr., owner. WJIM has been assigned 1400 kc, 2 kw unlimited.

**FM APPLICATIONS**

**BROADCASTING**

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**January 2, 1950**
FESTIVAL FOR THE ARTS

At Deadline...

**FESTIVAL FOR THE ARTS**

**TODAY** is the deadline for submission of applications for Festival for the Arts, to be held in May. All applications must be submitted to the Festival office, at 123 Main St., by today's deadline.

**DEADLINE EXTENDED**

The deadline for submitting applications for the Festival for the Arts has been extended from January 10 to January 20. Applications may be submitted at the Festival office, or online at the Festival website. The Festival is open to all interested artists, and all applications will be reviewed on an equal opportunity basis.

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Small wonder so many new products and advertising campaigns are launched over WLW. For its overall performance is remarkable.

In four weeks, The Nation’s Station reached FOUR-FIFTHS—80.7%—of all the 3,644,800 radio homes within the WLW Merchandise-Able Area between 6 a.m. and midnight.* That’s coverage!

Of all listening among all radio homes between 6 a.m. and midnight during an average week, WLW received six times MORE listening than the average of the nine major competitors.* That’s penetration!

Of the 258 stations heard in WLW-land, The Nation’s Station received ONE-SIXTH—16.6%—of all listening to all stations.* That’s dominance!

And when you put coverage, penetration and dominance together . . . THAT’S IMPACT!

If you are planning to launch a new product or advertising campaign, talk it over first with The Nation’s Station. Write or call any of the following WLW Sales Offices:

140 West 9th St., Cincinnati 2, Ohio
360 N. Michigan, Chicago 1, Ill.
630 Fifth Avenue, New York 20, N. Y.

*Nielson Radio Index, February-March, 1949
The right kind of food builds you up. And so does Radio Sales research.

Take the case of the food sponsor, who wanted to be strong in Intermountain America. A Radio Sales Account Executive—backed by the most resourceful research department in spot radio—showed him how he could get 3 times as many listeners at less than one-third the cost-per-thousand. By switching to KSL in Salt Lake City. So he did.

You, too, can make your advertising so powerful it'll pick up extra-heavy profits... in 13 of your most important markets. Just call...

RADIO SALES Radio and Television Stations Representatives... CBS

Columbia Pacific, Inc., West Coast

...in your city.