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TELECASTING  
Begins on Page 41

The Newsweekly of Radio and Television.  
$7.00 Annually  
25 cents weekly

WITH AGAIN 1st  
IN RADIO AUDIENCE*

RATES FOR 125 WORD SPOT ANNOUNCEMENT, CLASS A, ONE TIME:

<table>
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<tr>
<th>STATION</th>
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<td>STATION D</td>
<td>9.6</td>
<td>$50</td>
</tr>
</tbody>
</table>

COMPARE! COMPARE! COMPARE!

W-I-T-H, the BIG independent in Baltimore, had a BIGGER audience than any other station in town, including all four network stations! At W-I-T-H's low, low rates—what a bargain!

For full details, call your Headley-Reed man today.

*HOOPER RADIO AUDIENCE INDEX, JUNE-JULY 1950, TOTAL RATED TIME PERIODS
It takes the proved selling power of WHAS...

...to reach the record buying power of Kentuckiana.

50,000 WATTS ★ 1-A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market
Again YANKEE demonstrates its
Home-town Station

Acceptance

The Yankee Network News Service — a habit in New England homes since 1934 for consistent, accurate reporting of local, national and world events — presents its latest study in home-town listening.

The Pulse Incorporated has made this study* of Yankee Network News Service editions in 15 home-town markets not regularly covered in survey studies. Here are the results:

<table>
<thead>
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<th>Time</th>
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<td>1:00 P.M.</td>
<td>9.9</td>
</tr>
<tr>
<td>6:00 P.M.</td>
<td>11.6</td>
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</table>

Your Petry Man will show you the complete, comparative study market by market. It confirms once more our contention that the effective way to reach New England listeners is through the local impact of Yankee home-town stations. It demonstrates again, and conclusively, that the Yankee Network News Service is daily habit listening in New England homes.

*May, 1950

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
Handing down its long-awaited color television decision, which provides no definitive standards now, FCC announced Friday it will adopt CBS color system unless manufacturers cooperate in freeing "compatibility" problem so that new developments and others questions relating to all systems can be explored [Closed Circuit, Aug. 28].

Commission divided 4-2-1. Chairman Wayne Coy, Vice Chairman Paul A. Walker, and Comrs. George E. Sterling and E. M. Webster formed majority. Comm. Frieda B. Hennock agreed with them that more time is needed if compatibility problem can be kept in status quo, but felt final decision should be deferred until April 30 with development of a compatible system being given "every encouragement" in the meantime. Comrs. Rosel H. Hyde and Robert F. Jones favored adoption of CBS standards now, Comm. Hyde issuing "separate views" and Comm. Jones issuing "separate opinion dissenting in part."

FCC simultaneously set Oct. 2 for commencement of hearings on general TV issues—Stratovision, Polycasting, reservation of channels for commercial educational stations, etc. To keep problem of color compatibility of existing sets from worsening pending further studies and final decision, Commission proposed to adopt "bracket standards" for black-and-white and asked manufacturers to report by Sept. 29 whether they will incorporate brackets in their new monochrome receivers, thus making sets compatible with both existing S25-line system and 405-line standards proposed by CBS.

If responses indicate "the great majority" of sets will be thus equipped, "bracket standards" for monochrome will be adopted, final color decision will be postponed, and Commission will "propose" to adopt color standards on basis of CBS field-sequential system, with same "bracket standards" applicable to color.

Deadline for comments on that proposal would be Jan. 5; for replies, Jan. 22. Proposers of other systems meeting "criteria" spelled out by FCC could submit proposals if, by Dec. 6, they deliver representative sets to FCC laboratory for testing and study, and if, also, by Dec. 5, they have their system on air in Washington and present series of demonstrations to Commission between Dec. 5 and Jan. 5.

Decision—actually titled "First Report" rather than decision—made clear that if bracket standards for black-and-white cannot be adopted without hearing, or if response from manufacturers is unsatisfactory, then FCC "will not feel free to postpone a decision, for every day that passes would aggravate the compatibility problem," and that "in that event, a final decision would be issued adopting the CBS color standards."

Commission held that one-dimensional system of RCA and line-sequential system of Color Television Inc., CBS rivals in

COLOR COMMENT
RCA, CTI Confident; CBS Gratified

Gratified by FCC's report on color TV, Frank Stanton, CBS president, announced Friday network would go on air with color 20 hours per week after "final decision."

Mixed reaction greeted FCC's report late Friday, many industry leaders telling Broadcasting they preferred to digest it first.

"Two companies that competed with CBS—Uniplex Television Inc.—remained confident they would prevail in the end. Developer of an "all-electronic" color system, RCA observed that

Splits on Time: Delays Finale

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NOW THAT Federal court in Cleveland has held that Lorain Journal violated anti-trust laws when it refused to accept advertising from merchants using WEOL Elyria, Ohio (see page 28), Dept. of Justice may shortly spring several additional suits involving comparable practices.

With burning color decision out, FCC promptly will consider several important matters: (1) policy on licensing of motion picture companies in radio-TV, in view of anti-trust proceedings forcing producers to divest themselves of exhibition houses; (2) what, if anything, to do about renewal of network regulations in light of complaints filed with FCC since present regulations became effective in 1941; (3) disposition of application of Drew Pearson, Robert S. Allen for facilities of Heart-owned WBAL Baltimore, which has been hung up on 3-3 tie vote with Comr. Robt. F. Jones disqualifying himself.

BEVERIDGE COMMITTEE of British Parliament investigating broadcasting in Great Britain to determine whether system should be changed after expiration of present five-year charter in December, has invaded U.S. to learn facts about radio and TV life. Selwyn Lloyd, M.P., and Mrs. Mary Stocks are

Closed Circuit

Upcoming

Sept. 6: Texas AP Broadcaster Assns., Plaza Hotel, San Antonio.
Sept. 7-8: NAB District 13, Plaza Hotel, San Antonio.
Sept. 8: Louisiana-Mississippi AP Radio Ann., St. Charles Hotel, New Orleans. (Other Upcomings on page 56)

Business Briefly

STATIONS APPOINT: KTBL Denver and KVLC Little Rock, Ark., name Radio Representatives Inc. as national representative.


THREE NETWORKS TO CARRY CUT-RATE WORLD SERIES

Three television networks—ABC, CBS and NBC—agreed Friday to carry Gillette-sponsored World Series on pool basis at cut rates. Fourth network, DuMont, rejected offer to participate. Gillette, which paid $500,000 for rights to series, understood to have made deal with ABC, CBS and NBC at time costs well below card rates, although exact amount of discount could not be learned. The series will be carried by Mutual's stockholder stations. Many stations protested last year's World Series pool which provided no revenue at all to stations (early story page 43). Agreement for pool telecasts of 1950 games reached late Friday at joint meeting of ABC, CBS and NBC executives with officials of Masson Inc., Gillette agency.

Bulletin

SERUTAN Co. will sponsor news commentaries of three veteran reporters over ABC this fall—Victor H. Lindlahr, Mon.-Fri., 10:45-11 a.m., starting Sept. 11; Edwin C. Hill, Mon.-Fri., 12:25-12:30 p.m., starting Sept. 18, and John B. Kennedy, Mon.-Fri., 2:30-2:45 p.m., starting Sept. 18. Agency, Roy S. Durstine Co., New York.

LOSEE HEADS WINS

Your TOP Sales Opportunity

WILMINGTON - first in income per family among all U. S. Metropolitan centers of 100,000 or over.
Sales Management 1950 Survey of Buying Power.

DELAWARE - first in retail store purchases; has highest per capita expenditure of any state.
U. S. Census Bureau figures released 7/2/50.

WDEL can sell your product in this top-buying market—it blankets the entire area effectively.

WDEL — Foremost radio voice in the area. For years has sold consistently and profitably for hundreds of national and local advertisers.

WDEL-TV — The only television station in Delaware, it has shown phenomenal growth in its fourteen months of telecasting. The only one TV station that reaches this top market.

Write now for information

Represented by
ROBERT MEEKER ASSOCIATES
New York • Los Angeles • San Francisco • Chicago
The Cisco Kid

"This medium-sized Southern bakery (name on request) tested "Cisco Kid" for 90 days... in a market where distribution was thin... during the summer, when bread sales are lower. Now in 2nd Renewal! Results were so sensational—14½ sales increase—that this bakery decided to sponsor "Cisco Kid" in six additional markets! Cisco's performance, as a record-breaking salesman for many products and services, is ready for your inspection. Write, wire or phone for details. See the proof—before you commit yourself on any Western!

Sensational "Cisco Kid" Promotion Campaign—From buttons to guns—is breaking traffic records.

LOW PRICED!
1/2-Hour Western Adventure Program... Available 1-2-3 times per week. Transcribed for local and regional sponsorship.

Here's the Sensational LOW-PRICED WESTERN That Should Be On Your Station!
He really doesn't want a whole critter on the hoof—not that he wouldn't like to convert him into steaks and roasts for his home freezer.

What "Doc" does want are certain parts of the steer that ain't eatin' meat. In the meat industry they call them by-products.

Altogether the doctor has available more than 50 products of meat animal origin, including insulin, thyroid, liver extract, surgical sutures, hormones—and he's looking forward to several new "wonder drugs" that are still in the research stage.

Making these products generally available is no small order. The pancreas glands of 1,500 cattle or 7,500 pigs, for example, are required to make one ounce of insulin.

The only practical way of saving these millions of tiny glands is provided by America's meat packing companies.

Even healthy folks, who have no need for any of the medicines of animal origin, gain by the packers' policy of saving "everything but the squeal." Saving and selling by-products helps offset a sizable share of the costs of processing the number-one product—meat.
ANY ADVERTISER CAN AND MOST ADVERTISERS SHOULD ...USE Spot Radio

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.
THIS IS NO TIME FOR "Musical Chairs"

Certainly you remember that kid's game of musical chairs where every time the music stopped, somebody lost out.

It's that way now... as alert advertisers stake their claims to the audience-heavy news programs in top spot radio markets. News is the programming that carries the big plusses. Bigger than ever now, as war news crowds out other interests.

Today, tomorrow (but maybe not next year) is your chance to establish the news program franchise that insures your voice in the market. Look into it now. Call us today about news programs on any of these leading stations →

488 MADISON AVE.
NEW YORK CITY 22
MU 8-0200

BROADCASTING • Telecasting

SPOT RADIO LIST

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THE YANKEE NETWORK
TEXAS QUALITY NETWORK

BROADCASTING • Telecasting

September 4, 1950 • Page 9
SURROUNDED on every flank by television, Sam Cook Digges is convinced the medium "is a better buy day by day, and the greatest thing in the world." As Chicago TV sales manager of CBS Radio Sales, he sells programs and spots on seven stations and supervises distribution of syndicated films owned by the network. As a husband and father, he watches video productions on three sets spotted in his son's room, the living room and his own bedroom in a house in suburban Evanston.

As far back as 1942, Sam planned for a future in television—although his present was then in radio and his past in newspapers. He began writing at the age of 12 in Columbia, Mo., where he was born Jan. 8, 1916. As a juvenile playwright, he scripted lurid stories of murder and mayhem among the Ozark hillbillies. His plots were tempered somewhat during four years at the U. of Missouri, where he majored in journalism and advertising. He was a member of Phi Delta Theta social fraternity, Alpha Delta Sigma professional advertising fraternity, and vice president of the "J" school student body.

He continued to write plays, this time for the University Workshop, and added acting to his endeavors. "My most notable collegiate achievement, however, was becoming engaged to Melva Slaughter, the gal I married in 1939." She was a Kappa Alpha Theta from Kansas City, Mo., and was pinned by Sam after a three-week rushing period.

From college, Sam Digges went to Washington, D. C., in 1937 as a salesman in the retail advertising department of the Washington Daily News. During the first 18 months, he sold amusement advertising—theatres, night clubs, hotels—and wrote a night club column three times weekly under the byline of Rip Van Winkle. "I didn't get 20 years of sleep, I just wanted it," recalls the Daily News night watchman, having scouted the town for new until 3 a.m. and reported back to the office for advertising work at 8:30.

In the next few years, he was assigned to handle almost every kind of retail classification: food, drugs, men's clothing, women's apparel, chain stores.

When the Blue and Red networks of NBC were separated in

(Continued on page 18)
Rowles Inc., as producer NBC Railroad Hour and Father Knows Best. Succeeds late KENNETH BURTON.

DAVID FENWICK, vice president Abbott Kimball Co., L. A., to Calkins & Holden, Carlock, McClinton & Smith, same city, as account executive. Agency offices have been opened at 712 S. Curson Ave., L. A.

ROBERT L. SIMPSON, associate TV director for CBS, to Geyer, Newell & Ganger, N. Y., as executive TV producer, on Kelvinator's new Morton Downey CBS TV program.


AL KABAKER, manager Hollywood office Dancer-Fitzgerald-Sample Inc. for past four years, named agency vice president.

CARLOS GUTIERREZ RIANO, McCann-Erickson, N. Y., to Foote, Cone & Belding International Corp., as creative head and director of public relations for Latin America.

ROBERT L. REDD, free lance writer-producer-director, to Pacific Coast radio director Erwin, Wasey & Co., L. A. Assigned to CBS Coronation Contented Hour. He directed NBC Martin & Lewis Show last season.

VIRGINIA HERROD, account executive Hirsch & Rutledge Inc., St. Louis, to executive vice president and partner Lindell Adv. Agency, same city. She will specialize in creative planning and supervise all client-agency relationships.

CLARK E. LOCKE to chairman of board Locke-Johnson Ltd., Toronto. ELTON JOHNSON to president, GORDON J. HILL and JAMES E. MUMFORD, vice presidents, and CRAWFORD U. HALL, radio director, to director.

HAROLD S. LONGMAN to A. W. Lewis & Co., N. Y., as copy chief. Has held similar posts with Peck Adv. and Gordon & Rudwick Inc., N. Y.

WALLACE RUGGLES, radio-TV producer Veterans Administration for past four years, to Leo Burnett Co., L. A., in same capacity. ALENE BUTCHER, onetime in Hollywood talent department Foote, Cone & Belding, named script and production aide Leo Burnett Co.

JAMES W. McGLONE Jr., representative for True Magazine's midwest office, to Friend-Sloan Adv., N. Y., as executive vice president in charge of new business.

WILLIAM WALLACE Jr., account executive of Cockfield, Brown & Co., Toronto, to Kenyon & Eckhardt Ltd., Toronto. GEO. B. MACGILLIVRAY, assistant marketing director of Lever Bros., Toronto, to account executive K & E, Toronto.

BOTSFORD, CONSTANTINE & GARDNER closes L. A. office, with accounts being serviced from S. F.

C. W. McQUILLIN, radio director Cockfield, Brown & Co., Toronto, to general chairman public relations committee of Canadian Community Chests campaign.


LeVALLY Inc., Chicago, opens branch office in Louisville to service Frank Pehr Brewing account. Located in Room 220, Martin-Brown Bldg., Fourth and Broadway.

more than 22,000 people have seen our theater studio shows during the six months it has been in use

AMERICAN SAFETY RAZOR Co., planning spot radio schedule in scattered markets for fall. Agency: Ruthrauff & Ryan, N. Y.

WORTHYS Inc. (women's apparel chain, Missouri and Illinois), names Harold Kirsch Co., St. Louis, to direct its advertising. Extensive radio-TV campaign planned.

REGINA FURNITURE Co. names Wm. Wilbur Adv., N. Y., to direct its advertising. Radio-TV to be used. Paul Kassander is account executive.

ESTELLE COMPTON MODELS Institute, Chicago, names Schoenfeld, Huber & Green, same city, to place its advertising schedules. Radio-TV will be used in Chicago, N. Y. and L. A.

WELCO SHOE Corp., Waynesville, N. C., names George N. Kahn Co., N. Y. TV will be used.


WOMAN'S GUILD OF DETROIT, Detroit, Mich., names Broadcast Productions Inc., same city, to direct all advertising. Radio-TV will be used. Lucilla Mack, account executive.


W. M. SCHWARTZ & Co., Phila. (Twiggs boys' clothing), to Leonard F. Fellman & Assoc., same city. TV will be used. Mr. Fellman is account executive.

CAMEO CLEANSER Corp., Chicago, names Mazon Inc., same city, to direct its advertising. Media schedules expected to be set within three weeks. Radio has been used.

Network Accounts . . .


LIONEL Corp. (toy trains), N. Y., sponsors Joe DiMaggio Show, NBC-TV, Sat., 5:30 p.m. EDT. Agency: Buchanan & Co., same city.


PROCTER & GAMBLE, Cincinnati, renews Fireside Theatre, NBC-TV for full fall season. Agency: Compton Adv., N. Y.


FARMERS INSURANCE GROUP, L. A., starts Song of Liberty, Tues., 8-8:30 p.m., PDT, on full Don Lee network of 45 stations. Contract for 52 weeks. Agency: Bishop & Assoc., L. A.

Adpeople . . .

ROBERT J. CANNIFF, advertising and sales promotion manager Serve! Inc., Evansville, Ind., to director advertising and public relations. CHARLES F. PEARSON, Hotpoint Inc., Chicago, assistant sales promotion manager, to sales promotion manager Serve!.

STERLING DRUG Inc., N. Y., moves executive offices to 1450 Broadway. All N. Y. operations consolidated at this address.

Page 12 • September 4, 1950
The big-time **KIDDIE SHOW** for big-time profits!
Now being mailed to the hundreds of SESAC library subscribers.
26 Mister Muggins scripts, highlighted by music from the
**SESAC Transcribed Library!**
NOW—these quality half hour productions can be yours.
Here's a Kiddie Show that's as clean as a whistle . . .
the kind that parents and teachers endorse . . .
already acclaimed in two hideaway test runs.
The delightful adventures of this rabbit rascal will
capture the hearts of the vast juvenile audience in your
region. With frisky Mister Muggins it's just a hop and a
skip to **SPONSORS** and $ $ $!

For more information about **Mister Muggins Rabbit** and the
**SESAC Transcribed Library**:

<table>
<thead>
<tr>
<th>NAME</th>
<th>TITLE</th>
<th>STATION</th>
<th>LOCATION</th>
</tr>
</thead>
</table>

**SESAC INC.**, 475 FIFTH AVENUE, NEW YORK 17, NEW YORK

Copyright 1950 By SESAC, INC., New York
Here is a Washington availability packing all of the prestige found in class "A" time with a name reporter supported by strong adjacencies! All wrapped up in a neat five-minute package edited by Frank Bourgholtzer, it's known as "WHITE HOUSE CORRESPONDENT."

Each Monday through Friday night, Frank reports on the exclusive and newspaper White House activities. The seemingly narrow beam many times spans the world's headlines and the men who make them.

This program represents an opportunity for a newswise client to steal a walk in the midst of bigger shows. "WHITE HOUSE CORRESPONDENT" follows Earl Godwin and precedes one of the nation's best sports attractions, "Dutch" Bergman.

Time for time and dollar for dollar . . . you can't beat WRC's exclusive White House coverage in this combination.

Monday thru Friday 6:30 - 6:35 PM

IN THE NATION'S CAPITAL YOUR BEST BUY IS

FIRST IN WASHINGTON WRC 5,000 Watts - 980 KC

Represented by NEC SPOT SALES

MARKING campaign ceremony: (l to r) Capt. William Ryne, Philadelphia Accident Division; C. R. Bird, president, Outdoor Advertising Assn. of Pennsylvania; Mr. Ross, manager E. Funk, Philadelphia Electric Co., and chairman, Highway Traffic Board; Mr. Gimbel; Mayor Samuel and Assistant Police Superintendent Guy E. Parsons.

FORCE of station promotion that can carry with it a dramatic community campaign is being demonstrated by WIP-Mutual Philadelphia.

The drive, featuring "talking" safety billboards, opened with the personal appearance of Lanny Ross, whose show is carried by WIP, at a ceremony held in front of Philadelphia's City Hall. Mr. Ross' likeness is on a gigantic billboard which formed the background for the City Hall dedication.

Canny inscription is borne by the poster, from which pedestrians and motorists can hear tape recorded messages on traffic safety:

"Mutual Star Lanny Ross says enjoy Moonlight and Roses tonight—walk and drive safely today."

The billboard series was launched by WIP in cooperation with the Philadelphia Highway Traffic Board which has been waging a year-round campaign to reduce the city's traffic death and injury toll.

Mr. Ross' appearance attracted a large crowd and gave added impetus to the project, according to Sam Elber, WIP promotion director. The singing star was introduced by Benedict Gimbel Jr., WIP president and general manager.

(Continued on page 10)

strictly business

ON APRIL 2, 1946, an estimated 296,000 women jammed the "world's busiest corner"—Chicago's State and Madison—for a performance of Mutual's Queen for a Day.

A tired, but happy young woman watched this stupendous demonstration of radio's drawing power from a vantage point as close to the microphone as a male animal could possibly get that memorable day.

This was George Clark's hour of triumph. The present Chicago manager of John E. Pearson Co., station representative, was the MBS salesman who persuaded Miles Labs to sponsor Queen for a Day. And having sold the account, it remained for Mr. Clark to do much of the legwork incident to womankind's greatest invasion of Chicago's loop.

George (whisper it!) Washington Clark is young in years and looks, but old in experience. He has been working hard since he

Mr. Clark

was nine years old, when his mother died. His father had passed away a year before. Born in River

(Continued on page 18)
KGNC is one station in the country that wants constructive criticism so much that it has employed a Critic-Educational Director. Even tho' the venture is relatively new—it is already paying off. It has all the potentialities of bringing widespread improvement not only to KGNC, but to the industry as a whole.

The continuous course is aimed toward assisting announcers—both by class-work and in private instruction—to develop voices and personalities. This calls for the instructor to monitor all programs, especially the work of the announcer. Whether or not the announcer holds the audience and delivers the sponsor's message in an acceptable manner, is the structure on which the program stands or falls. All the perfection of production, writing, sales and business efficiency falls flat if the announcer fails in his presentation.

Doctor Wallace Clark, Director of Music at West Texas State College, Canyon, Texas, has been employed by KGNC to handle this Instructor's job—and he is eminently well qualified.

Before going to WTSC in 1917, Dr. Clark was head of the Music Department at the University of South Dakota, where he had gone after four years of study in England, which climaxxed his training at the University of Wisconsin and two years of private study in Chicago.

Dr. Clark has made several trips to important radio centers investigating the possibilities of such a school. Jennings Fierce and Frank Barton, both with NBC, Hollywood, and others, went all-out for the idea.

May we work on your show?
Ask any Ted Taylor Man!
"Like them air-foam cushions, lem?"

YWESSIR!—our Red River Valley hayseeds buy the biggest and best of everything! With incomes far higher than the national average, fancy living comes easy! WDAY, Fargo, is the one sure-fire way to get at this extra dough. Our well-heeled farmers listen to WDAY about four times as much as to any other station. Look at these record-breaking Hoopers:

<table>
<thead>
<tr>
<th>SHARE OF AUDIENCE</th>
<th>WDAY &quot;B&quot;</th>
<th>&quot;C&quot;</th>
<th>&quot;D&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekday Mornings</td>
<td>64.2%</td>
<td>21.1%</td>
<td>7.3%</td>
</tr>
<tr>
<td>(Mon. thru Fri.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weekday Afternoons</td>
<td>66.5%</td>
<td>13.0%</td>
<td>12.9%</td>
</tr>
<tr>
<td>(Mon. thru Fri.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evenings</td>
<td>64.0%</td>
<td>15.1%</td>
<td>9.5%</td>
</tr>
<tr>
<td>(Sun. thru Sat.)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

A new 22-county survey by students at North Dakota Agricultural College shows that the farm families in these 22 counties prefer WDAY 17-to-1 over the next station—3½-to-1 over all other stations combined! Get all the fabulous facts today! Ask us or F&P!

"Grand Testimony"
EDITOR, BROADCASTING:
...I've had comments from all over the country—which is a grand testimony as to your readership.
Arnold Z. Rosoff
Arnold & Co., Inc.
Boston, Mass.

[Editor's Note: Mr. Rosoff refers to an "On All Accounts" sketch of himself in the July 31 issue.]

A 'Business Must'
EDITOR, BROADCASTING:
...I too, am among those who never miss an issue of BROADCASTING—and I find the new layout of the personal columns easier to read. It's a must for our business and often my issue is in great demand by others. Your TELECASTING is a favorite.
Jean Kerby
9 Hobart Ave.
Summit, N. J.

Skypece Overlooked?
EDITOR, BROADCASTING:
Congratulations on swell Marksmen! It works right in with our classes in time sales, one of our most popular studies.
Took a trip recently to West Coast passing a dozen or so radio- TV stations situated along main highways where thousands of auto radios pass daily.
Why do many stations fail to place identifying signs near these imposing edifices? A 300-ft vertical radiator demands attention. Why not cash in on this skypece and inform motorists what station it and its dial location?
Could it be the "cost" of preparing a simple signboard, or are we "expert" ad men overlooking other media than our own?
Elbert Huling
Institute of Radio Broadcasting
Dallas

Cites Free Time
EDITOR, BROADCASTING:
As the tempo of our war effort increases it is inevitable that radio will be asked to provide more and more free time for the military and other agencies in and out of government.
In our acceptance of these we are incorporating the phrase: "On condition that copy in other media is restricted to non-paid space." If stations across the country would do the same, I believe it would lead to a much more equitable allotment of advertising funds.
L. O. Fitzgibbon
Manager
WEBI, Beloit, Wis.

WAVE-TV Claims 'First'
EDITOR, BROADCASTING:
We read with interest "TV Enters Formal Education at WWJ-TV-Michigan U." in the Aug. 7 issue of TELECASTING and have two claims to make for WAVE-TV:
2. This was the FIRST college course presented for credit over any television station in the world.
We extend best wishes for great success to WWJ-TV in its new advancement of education by television. However, we ask those "WWJ birds" to pull up their claim stakes...
Robert B. Elverman
Director, Publicity & Promotion
WAVE Louisville, Ky.

WITH To Originate
EDITOR, BROADCASTING:
In your football roundup story in the Aug. 23 issue you state that WDWC is the originating outlet of a ten-station regional network carrying the U. of Maryland football games.
Just to keep the record straight, the network is being originated by WTTI Baltimore. WWDC will be the Washington area outlet for the games....
Ben Strouse
General Manager
WWDC Washington

Feature of Week
(Continued from page 11)
and given a city welcome by Mayor Bernard Samuel.
Other personality billboards, all of them maintained by General Outdoor Advertising Co. without cost, along with tape sound tracks voicing the star's safety slogans, are being displayed until mid-September when a giant rally will wind up the campaign with a Roy Rogers and Trigger poster.
Keeping the campaign in the public's mind is a running air announcement series over WIP, newspaper plugs and such special shows as Mr. Ross' appearance at WFTZ (TV) Philadelphia. The radio star tied-in his show's sponsor with this slogan: "Go the Gulf way and make it the safe way."

Page 16 • September 4, 1950
KPRC
FIRST station in houston and still first!* now in its 25th year
to sell houston and the great gulf coast area buy
KPRC FIRST in the south's FIRST market

* 26% ahead of second station—total rated periods, Hooveratings October 1949 thru February 1950

KPRC HOUSTON
950 Kilocycles • 5000 Watts
NBC and TGN on the Gulf Coast
Jack Harris, General Manager
Represented Nationally by Edward Petry & Co.
On All Accounts
(Continued from page 10)

1942, Sam went to WMAL (ABC) Washington as a salesman. A year later he shipped to sea with the Merchant Marine as a radio officer on the S.S. Hepworth Brown after getting an engineer's license and learning how to take 18 words of code per minute. In 20 months he returned to WMAL and began preparing for the foreseeable switch to television from AM.

Before WMAL-TV took the air (October 1947), Mr. Digges lugged equipment for dry-run telecasts, operated cameras, spliced film and produced film commercials. "The three months before and after going on the air were the shortest 100 years that I've spent in television."

He also experimented TV-wise at home, where he finally got reception in a downtown apartment building by designing two receiving antennas, using a couple of tin funnels, and stringing wire outside two windows opposite each other. Station engineers, his wife, and the landlord never quite understood Sam's formula for TV reception, but they had to admit it worked.

Civic Activities

Active also in civic enterprises, Mr. Digges was chairman of the public affairs committee of the Advertising Club, campaign promotion director for the National Symphony Orchestra (of which he was a board member), a supporter of heart disease and cancer collections, and chairman of the Community Chest radio committee. One of his major collections was data about the nation's capitol, which he has incorporated into a novel. It is being revised now.

In April 1949, when CBS Radio Sales set up a separate TV department in New York, Sam was hired as a salesman. For a short time his beat "theoretically" included every agency in New York. Last January, when a branch was opened in Chicago, he was transferred there as TV sales manager. Two and a half months ago he opened a film syndication division, which sells film packages, including Gene Autry, Strange Adventure (formerly Fireside Theatre), the Vienna Philharmonic Orchestra, 50 British feature films and Hollywood on the Line.

Sam is a member of the Town Club and Chicago Television Council, as well as the league of confused parents. His son, Sam Jr., 8, keeps his father on the alert with inventions of submarines, rockets and "other infernal machines," for which he has "some 16 million blueprints."

Strictly Business
(Continued from page 14)

Forest, Ill., on July 13, 1913 he moved to nearby Wheaton as a lad and began selling newspapers and working in a drug store. His first job after graduating from Wheaton High School was with Radio Circulation Builders, a promotional firm that tried to do what its name implies.

During three years' tenure with this company, he laid aside enough capital to "pop the question" to one Virginia Rhoads, with whom he had attended high school. Soon after their marriage in 1934, the Clarks decided they wanted to see the West, so George got a job selling classified advertising for the Los Angeles Times. He later moved to the Ontario (Calif.) Daily Report but, never intending to remain in California for good, returned to the town of his boyhood for an advertising job on the Wheaton Daily Journal.

Like many a successful radio man, George broke into broadcasting on WLS Chicago. Three years of rugged sales training on the Prairie Farmer station prepared him for a higher paying job at WLW Cincinnati's Chicago office, where he was elevated to manager in 1943. A year later, he was transferred to WLW's New York staff, but he disliked the East and took a position with Mutual in Chicago. In less than one year with MBS, he not only sold Queen for a Day, but also Nick Carter. The half-hour weekly mystery drama went to Cudahy Packing Co.

Mr. Clark became an account executive at Grant Advertising, Chicago, in September 1946. He handled such accounts as Atlantic Brewing, American Bus Lines and Schwinn Bicycle. Ten months after he joined John Pearson's Chicago sales staff, he was named midwestern sales manager—the position he holds today.

The Clarks have a daughter, Virginia, 13; a son, Billie, 7, and two springer spaniels. They live in Wheaton.

George is a member of Chicago's Radio Management Club and the Chicago Television Council.
The small map above shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

1950 DATA

<table>
<thead>
<tr>
<th></th>
<th>Urban.75 M/M</th>
<th>Rural.9 M/M</th>
<th>Total Mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUDIENCE, 1950</td>
<td>218,700</td>
<td>132,400</td>
<td>351,100</td>
</tr>
<tr>
<td>Population</td>
<td>218,700</td>
<td>132,400</td>
<td>351,100</td>
</tr>
<tr>
<td>In Communities</td>
<td>214,300</td>
<td>128,900</td>
<td>343,200</td>
</tr>
<tr>
<td>Of Farms</td>
<td>56,900</td>
<td>34,300</td>
<td>91,200</td>
</tr>
<tr>
<td>Of Houses</td>
<td>79,350</td>
<td>47,900</td>
<td>127,250</td>
</tr>
<tr>
<td>In Communities</td>
<td>64,500</td>
<td>40,400</td>
<td>104,900</td>
</tr>
<tr>
<td>On Farms</td>
<td>21,400</td>
<td>11,600</td>
<td>33,000</td>
</tr>
<tr>
<td>Radio Homes</td>
<td>23,400</td>
<td>13,900</td>
<td>37,300</td>
</tr>
<tr>
<td>In Communities</td>
<td>39,700</td>
<td>23,900</td>
<td>63,600</td>
</tr>
<tr>
<td>Of Farms</td>
<td>12,700</td>
<td>7,900</td>
<td>20,600</td>
</tr>
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</table>

RETAIL MARKET, 1949, by store classes: $000

<table>
<thead>
<tr>
<th>Class</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Stores</td>
<td>38,290</td>
</tr>
<tr>
<td>General Merchandise Stores</td>
<td>18,650</td>
</tr>
<tr>
<td>Apparel Stores</td>
<td>2,800</td>
</tr>
<tr>
<td>Home Furnishings Stores</td>
<td>8,160</td>
</tr>
<tr>
<td>Automotive Outlets</td>
<td>46,700</td>
</tr>
<tr>
<td>Filling Stations</td>
<td>10,700</td>
</tr>
<tr>
<td>Building Ml-Hardware</td>
<td>11,980</td>
</tr>
<tr>
<td>Eating Drinking Places</td>
<td>9,210</td>
</tr>
<tr>
<td>Drug Stores</td>
<td>5,270</td>
</tr>
<tr>
<td>All Other Stores</td>
<td>15,700</td>
</tr>
<tr>
<td>TOTAL RETAIL SALES</td>
<td>127,850</td>
</tr>
<tr>
<td></td>
<td>285,500</td>
</tr>
<tr>
<td></td>
<td>411,350</td>
</tr>
</tbody>
</table>

FARM MARKET, 1949

<table>
<thead>
<tr>
<th>Class</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Farms</td>
<td>13,600</td>
</tr>
<tr>
<td>Automotive Vehicles</td>
<td>22,000</td>
</tr>
<tr>
<td>Cost of Feed Purchased: $000</td>
<td>8,670</td>
</tr>
<tr>
<td>Value of Product: $000</td>
<td>39,600</td>
</tr>
</tbody>
</table>

$000, expressed in thousands of dollars
WWL's Farm and Rural Appeal Wins Multi-State Audience

With 50,000-watt power, WWL beams varied rural fare to the rich Deep South market. Weather and market reports, on-the-scene rural broadcasts, 4-H programs, herd improvement contests—all build strong listener loyalty.
In the City—on the Farm—They love the South's Greatest Salesman

WWL proves you can please everybody. WWL does it by giving folks what they want—the best of it—when they want it.

WWL wins preference with the CBS parade of stars—with special services, such as intimate on-the-scene reporting of local news and events . . . with New Orleans talent that Southerners love.

In New Orleans, WWL's evening share-of-audience equals that of next two stations combined.

WWL's Advertisers get Year-round Listener Promotion

WWL’s newspaper campaign includes full pages—in color. Your program benefits from colorful 24-sheet posters, streetcar and bus dash-signs, store posters, stack signs, special displays, personal and mail promotion to key jobber and dealer accounts. WWL gives you more of everything.

South's Greatest Salesman

WWL
NEW ORLEANS

50,000 WATTS
CLEAR CHANNEL    CBS AFFILIATE

DEPARTMENT OF LOYOLA UNIVERSITY
REPRESENTED NATIONALLY BY THE KATZ AGENCY
THIS is KWKH's twenty-fifth anniversary—and here's the proof that in these 25 years of broadcasting experience, KWKH has built an incomparable radio Know-How in this part of the South:

The 1949 BMB Report credits KWKH with more than 300,000 daytime radio families in 87 Louisiana, Texas and Arkansas counties. 64% of these families listen “6 or 7 days weekly.” 75% are “average daily listeners!”

Month after month, year after year, KWKH ranks among the nation's top CBS stations in Hooper City Audience Indexes. The latest report (Feb.-Mar., 1950) shows KWKH as fifth in the morning, sixth in the afternoon, third at night.

Yes, Know-How makes a difference! Let us or The Branham Company show you just how much difference it makes!

50,000 Watts • CBS •

The Branham Company
Representatives
Henry Clay, General Manager
NEWSCASTS SPUR LISTENING

INCREASED listening to news programs has set the pace for a general upswing in the summer audience, carrying it to levels well above those of last year.

Answers to the charge that radio listening has fallen off, especially as a result of TV, are supplied in a special analysis prepared for Broadcasting by A. C. Nielsen Co. (see charts). Those figures support other research material indicating an upward trend in the audience for newscasts and commentaries as well as a general increase in radio listening.

Radio Use Up

Finally, a Nielsen July analysis made public last week shows that July radio usage is above that of the same month in 1949. This "smoothing of seasonal doldrums and TV inroads" was attributed to heightened interest in news programs because of the Korean war. For the first month this year, the July figures show, overall radio listening is higher than it was in 1949.

An average gain of 1 1/2 percentage points in the Nielsen ratings, which are described as projectable, "means that averagely an additional 611,000 radio homes were reached per broadcast, over and above normal expectations for this season of the year," according to the Nielsen July analysis.

Late August evidence points to a steadily mounting demand on the part of sponsors for news availabilities, a trend that started upward during June when the international situation became acute. This is in line with the findings of Broadcasting's news bureaus in a nationwide roundup of fall and winter business prospects [Broadcasting, Aug. 21].

The Nielsen compilations show that while June listening during early evening hours (6-8 p.m.) was running below that of June 1949, the percentage of homes using radio started upward when the Korean crisis exploded. The 6-8 p.m. period, of course, is the heaviest news segment of the radio day.

At no time since the Korean war broke out has the 6-8 p.m. set-in-use figure dropped below the 1949 level. Instead the audience is well above the 1949 audience. This trend continued through the third week in July, last period for which figures are available.

In addition to analyzing sets-in-use during early evening hours, Nielsen findings show increased listening to average evening news reports compared to 1949. Furthermore, the average evening news commentator has a substantially larger audience than was the case a year ago.

The Nielsen study of trends in listening to the average evening news commentator shows the April 1949 audience well above that of the current spring. Following a normal decline with approach of summer, the 1949 and 1950 curves started to level off the first week in June though the late weeks in May were better than the same 1949 period.

Trend Began in June

The 1950 audience started upward the third week in June—sharply upward. Before July 1 there was no larger audience than was the case a year ago. This audience continued to increase whereas the July 1950 audience had about leveled off for the summer, according to the Nielsen data.

In making the compilations on commentators the Nielsen firm selected a program of groups unified for each year. Similarly data compiled for average evening news reports were based on a unified group of news programs.

At the start of April the 1949 audience was slightly higher than that of the current year for the group of evening news reports. By mid-April 1950 listening had passed the 1949 level, holding the superiority until nearly mid-May.

Then as June arrived, 1950 listening caught up to the 1949 figure and has kept ahead ever since. Both last year and this, according (Continued on page 61)

MUIR EXPULSION

A FULL-SCALE campaign to rid radio and television of persons whom they believe to be pro-communist was begun last week by a joint committee of veterans' groups and other organizations and individuals who have been in the vanguard of recent anti-communist activity.

The campaign's major effort was opened with a successful protest against the appearance of Jean Muir in the cast of the NBC-TV series, The Aldrich Family, which had been scheduled to begin Sunday, Aug. 27.

General Foods Corp. sponsor of the program, expelled Miss Muir from the cast with the explanation that it had received protests from "a number of groups" against her appearance.

Although neither General Foods nor NBC released the identity or number of the protesters, it was learned authoritatively that between 20 and 30 telephone calls and about a dozen letters and telegrams of protest were received.

Some of the protests, it was learned, stated that Miss Muir's name was listed in "Red Channels," a publication issued two months ago by Counterattack, a news letter devoted to anti-communist subjects.

The protests were received over a three-day period, beginning Saturday, the day before the scheduled premiere of the program, and extending through Monday, after Miss Muir had been eliminated from the cast and the premiere television cancelled because of the impossibility of arranging a last-minute substitute for her.

Two days after the Muir incident, the Joint Committee Against Communism in New York announced it had been "a prime mover in the Henry Aldrich-Jean Muir fight" and that it had appointed a special subcommittee to "cleanse the radio and television field of" (Continued on page 58)

September 4, 1950• Page 23
Buckalew Named Heads CBS Coast Sales


Prior to heading up Radio Sales in San Francisco 14 months ago, Mr. Buckalew was CBS television relations field manager on the West Coast for seven years. He originally joined CBS in 1937 as KNX promotion manager. He held that post until 1942 when he became station relations field manager. Before joining CBS, he was account executive with various major advertising agencies in Los Angeles, San Francisco and Seattle.

Brown Agency

New Firm Announces Staff

CARL S. BROWN, New York, newly formed agency, has appointed personnel as follows: Samuel E. Gill, director of research; Christine Petrine, space and timebuyer; Bernard J. Hammen, supervisor of copy; Gaston Penna, art director; Robert F. Kirby, production manager; Mickey Hart, office manager. All were members of the Sherman & Marquette New York office with Mr. Brown.

Agency accounts include Sterling Drug Products; Castoria, B. T. baby powder, Dr. Caldwell's laxative.

Radio plans for 1950 include spot campaigns in southeast, southwest and middle west only. Agency opens officially Sept. 5 at 30 Rockefeller Plaza.

Kurie Named by S & M

JOHN F. KURIE, vice president in charge of radio and research for the Assn. of National Advertisers, has joined Sherman & Marquette, New York as director of research, it was announced last week. Mr. Kurie will replace Sam Gill, who has resigned. Previously Mr. Kurie was associated with M&M Ltd., where he was in charge of advertising; with Look Magazine as director of research; and with the Econometrics Institute as specialist in market economics.

Greenwood on AAAA

C. L. GREENWOOD, Knox Reeves Adv., Minneapolis, has been elected a member of the board of governors of American Assn. of Advertising Agencies. He will complete the term of Raymond C. Jenkins, formerly of Erwin, WNey & Co. of Minnesota, who recently resigned.

Goodwill Shift

Patt, Worth Named; Wismer Quits WJR

JOHN F. PATT, vice president and general manager, WGAR Cleveland, was elected president of The Goodwill Stations Inc. (WGAR, WJR Detroit, KMPD Los Angeles) last Thursday. Mr. Patt's position is a newly-created one and was part of a general realignment of station executives announced by G. A. Richards, chairman of the board.

Also involved in the change was Worth Kramer, assistant general manager, WJR, who was elevated to vice president and general manager of the Detroit station succeeding Harry Wismer, who resigned earlier in the week.

Announcements by Mr. Richards, chief owner of the stations, followed a regular quarterly meeting of the board of directors in Detroit. In commenting on Mr. Wismer's resignation, Mr. Richards said there were no disagreements or differences between Mr. Wismer and himself except on the question of Mr. Wismer's "application of his time to WJR's activities."

Many Activities

Mr. Richards indicated that Mr. Wismer's sports popularity as a broadcaster "precluded" his giving adequate time to the operation of WJR. Mr. Wismer is director of ABC's sports division.

Upon resigning, Mr. Wismer in a formal statement said he had reached his decision after "several years of disagreement with G. A. Richards . . . over policy, operations and personnel." He said, "I look with pleasure on the fact that WJR has just completed the most successful four years in its history." It was reported that Mr. Wismer is planning to devote all of his time to broadcasting, telecasting and to public relations.

Goodwill Veterans

Messrs. Patt and Kramer have had long experience in the radio field, the former being the oldest member in point of years of service with the Goodwill stations. Mr. Patt joined WJR in 1928 and has been vice president and general manager of WGAR since 1930. His first radio job was announcer and radio editor at WDAF Kansas City in 1922. He was also the first director of KFKU, the U. of Kansas radio station. Mr. Kramer, a Kansas graduate, was first president of the Ohio Assn. of Broadcasters and is a former director of NAB.

Mr. Kramer has been associated with WJR for the past four years and is a director of the Michigan Assn. of Broadcasters. For several years he was program director of WGAR.

NBC's Tandem Plan

Details Being Completed

At the same time the network is developing a Sunday evening 90-minute comedy-variety series that would be worked into the proposed tandem project. This Sunday program is being prepared by Charles (Bud) Barry, NBC vice president in charge of radio programs [Broadcasting, Aug. 14].

Refusal of NBC to announce any details of its campaign to sell the tandem programs was construed in some quarters as indicating sponsors or network as anxious in as fast as had been anticipated.

It was learned by Broadcasting a fortnight ago that NBC hoped to set up a five-a-week series of hour-long programs, Thursday through Monday, selling participations to six sponsors whose commercials would be rotated in each hour period through the week. If NBC were unable to sell out the plan to six sponsors, it was reportedly prepared to let some take less than the full schedule and increase the number of advertisers.

The program lineup intended for use in the "Tandem Plan" has not been entirely set, but shows which the network has promised to include are an hour-long performance of the Symphony directed by Arturo Toscanini, Monday, 10-11 p.m.; the 6:30-7:30 hour of the new Sunday evening 90-minute all-star show being prepared by Mr. Barry; Duffy's Tavern; The Phil Harris-Alice Faye Show, and Screen Director's Playhouse, which would be expanded to an hour.

It was understood NBC was hoping to place the "Tandem Plan" and the Harris-Faye show back-to-back (Continued on page 66)
FREEDOMS Foundation medal "for outstanding achievement in bringing about a better understanding of the American way of life," is accepted by Donald W. Thornburgh (r), president of the WCAU stations, Philadelphia, from William W. Higgins, associate director of Freedoms Foundation. WCAU was cited for a program entitled The Blessings of Liberty, which was broadcast last fall.

also have to be blocked for maximum effectiveness and they take a good while to establish. Our stations will get some of them later on but in the meantime we'll counter-program it.

Discussing rates being charged its affiliates, Mr. Foster explained that stations were charged on a standard formula basis which takes into consideration the total retail sales in a station's primary area, the number of radio families in the area, the income per capita and (Continued on page 69)
On May 31 of this year, the Chesebrough Mfg. Co. celebrated the 600th performance of its weekly Dr. Christian show on CBS.

For 13 years the program has had the same sponsor, appeared on the same network with the same star, Jean Hersholt, the same announcer, Art Gilmore, and the original producer, Dorothy McCann representing the initial agency, McCann-Erickson.

But even more remarkable than that performance record, is the record of performance in sales registered by the program.

Vaseline Hair Tonic, one of the products sponsoring the show, has in the course of its sponsorship increased its sales from $5,800,000 to more than $30,000,000 annually.

Hair Tonic Emphasis Suggested by Agency

It was the agency, as a matter of fact, which suggested emphasizing the merits of the hair tonic, which, up to that time, had accounted for only a small part of the firm's sales.

The relationship between sponsor and agency is extremely close. The agency secured the account in its first year of operation, 1912, and subsequently the account became the first McCann-Erickson client to enter national radio. On Aug. 6, 1928, they sponsored George Frame Brown's Real Folks (which had been locally on WOR as Thompkins Corners) on the NBC-Blue network. It was a humorous small town program and became immensely popular. One offer of a copy of a small town newspaper, featuring pictures of the show and "news" of Thompkins Corners, brought the record fan mail for those days of 227,000 requests.

Hersholt Movie Role Inspires Radio Idea

Real Folks ran till Dec. 28, 1931, and was replaced by an original small town drama called Friendship Town which was conceived by Mrs. Dorothy B. McCann. It ran for a year till Dec. 22, 1932. Depression days caused a general curtailment in all activities but as business conditions improved, the sponsor began again to think in terms of radio promotion. Mrs. McCann developed a radio program from an idea brought to her by one of her writers, which stemmed from Jean Hersholt's success with the quintuplets in the motion picture "The Country Doctor." As that title was not available for radio Mrs. McCann named the program Dr. Christian. Incidentally the show was sold on the basis of idea, without an audition.

Some years ago Mrs. McCann
also devised the Dr. Christian award, in which the sponsor puts up an annual prize of $2,000 for the best script submitted by the audience. Other prizes of $500, $350 and $250 also were awarded. The Award has been offered in 1950 for the ninth consecutive year, making Dr. Christian the only show in radio for which the audience writes the scripts. Through the years, 280,000 people have written for the folder of rules. 70,000 have submitted actual scripts. 380 award scripts have been presented on the program, the work of 382 writers who have received $115,000 in prize money for their work. Scripts not selected revert to their owners and some have been placed on other programs.

Content Thoroughly Checked in Advance

Before they are presented on the program all Dr. Christian scripts are reviewed by a well-known New York physician and checked for medical references, terminology, and ethical standards. This thoroughness in preparation has resulted in the perfection standards maintained through the years by the Dr. Christian program. This show was tailor-made for the makers of Vaseline brand products to appeal to the wide family audience who are users of moderate priced drug items. The coverage measured by Nielsen shows an even distribution of ratings through upper, middle and low income groups, and through metropolitan, medium, small and rural communities. Nielsen shows further that the audience for the commercials is very high with an average of 2.4 commercials (out of 3 on each show) received per home reached.

Reason for high listenthip to commercials, the agency feels, is that sincerity, truthfulness, and realism keep them in the character of the show. Judy Price, one of the most famous nurses in radio, handles the Vaseline Petroleum Jelly commercials in an intimate but professional manner. Art Gilmore talks man-to-man fashion about Vaseline Hair tonic.

Rating-wise Dr. Christian is to-

SITTING in on the reading rehearsal is Neil Regan (center), Hollywood director, flanked by Mr. Hersholt and Miss Decamp. The latter plays the leading feminine role.

Television Added To Media Schedule

In its early days the Dr. Christian program was used to advertise both Vaseline Petroleum Jelly and Vaseline Hair Tonic. As business expanded two television shows were added. Greatest Fights of the Century which are films of famous prize fights, and a half hour of roller derby were selected as having a big appeal to the young male audience. Greatest Fights follows the Madison Square Garden fights on Friday night and is telecast sometime between 10:00 and 11:15. It appears in 32 cities from New York to Los Angeles and is sponsored by Vaseline Cream Hair Tonic. This one show is placed through the Cayton Agency. The roller derby was sponsored through the winter season 1949-50 by Chesebrough on Thursday nights from 10-10:30 p.m. and telecast in ten cities, and advertises the regular hair tonic, through McCann-Erickson.

The history of Chesebrough dates back into the 19th century and is another chapter in the saga of American business history. It's the story of business acumen that has brought the company to its present-day position of success and prestige.

The Chesebrough Mfg. Co., was among the pioneer manufacturers of all products, making and marketing kerosene oil and sundry lubricating oils. Robert A. Chesebrough, one of the firm, devoted much time to experimenting in his company's laboratories, and in 1870 he produced the first petroleum jelly. He coined the word Vaseline and adopted it as a trade mark and brand for his petroleum jelly.

The product received the ready endorsement of the medical profession, who prescribed it as a curative and soothing agent in itself, and as a base for salves and ointments. Up to this time compounds had been made with a base of animal or vegetable matter which often times decomposed or became rancid.

Foresight of Chesebrough Prompted Circulation Drive

But Mr. Chesebrough saw further than the endorsement of doctors for his product. He saw its value to every man, woman and child. He saw too, the increased sales that would come from a recognition by the general public.

In those days transportation facilities were so primitive that in order to promote distribution, Mr. Chesebrough sent men out in one-horse express wagons with instructions to present every woman they met with a bottle of Vaseline Petroleum Jelly wrapped in a descriptive folder. Also they were to sample small homes. Each wagon went across the country, being re-filed at certain cities. On the strength of this localized work, dealers in the stores, were stocked. Mr. Chesebrough then entered into a contract with Samuel A. Colgate, giving the Colgate company the sole right of sale in the United States. This arrangement still holds today.

There probably are few other household products that enjoy so wide a distribution and such ready acceptance as Vaseline Petroleum Jelly. It is estimated that Vaseline Petroleum Jelly is found today in close to 90% of all homes in America.

Duty-Free Discs

SOUND recordings and other media will be able to be imported without duty by public or private organizations in any country under a new worldwide agreement sponsored by UNESCO (United National Scientific, Educational and Cultural Organization) and slated to become effective shortly. Radio broadcasting organizations would be able to take advantage of the duty-free imports. The agreement becomes effective upon ratification by 10 countries. Only qualification is that public or private organizations be approved by the importing country.
IN A RULING that may have widespread repercussions, a U. S. district court held last week that a newspaper which refused to carry the advertisements of local radio sponsors violated the anti-trust law.

The decision was handed down Tuesday in Cleveland in the government's anti-trust suit against the Lorain (Ohio) Journal, the first Sherman Act case involving a newspaper's refusal to advertise with a radio station. The Journal refused to carry the advertising logs of WEOL Elyria, Ohio [BROADCASTING, Sept. 6 and Oct. 17, 1949; March 20].

In his decision Judge Emerich B. Freed rejected the newspaper's "free press" arguments and said:

"The Journal admittedly has a right to select its advertisers for good reason or without reason, but it has no right in pursuit of a monopoly to require them not to deal with a competitor."

Journal President Isadore Horvitz said the decision would be appealed.

"The Lorain Journal and its officers are still of the opinion that the question of what appears in a newspaper is one that should be decided by the publishers—that a newspaper may accept or reject material as it sees fit, regardless of whether the material is advertising or news.

"We will continue to defend this constitutional issue."

The court dismissed charges of "coercive advertising," stating that this question was one "of mere academic interest" since the relief to be granted for "attempt" to monopolize "should terminate all the abuses in which the defendants indulged."

Relations With WEOL

Judge Freed's decision was based on the Journal's competitive practices with respect to WEOL. The judge stated that the newspaper's practices with respect to the Lorain Sunday News and the nearby Elyria (Ohio) Chronicle-Telegram, but Judge Freed said evidence supporting these charges was "too inconclusive."

His decision pointed out that the Journal is Lorain's only daily newspaper and that its "first serious competitive cloud" appeared in late 1948 with the opening of WEOL-AM-FM. The paper was accused of initiating "a plan designed and intended to eliminate this threat by the device of refusing to publish advertisements for local merchants who used the radio station."

Judge Freed asserted:

"This charge has been clearly established. The record reveals a story of bold, relentless, and predatory competitive practices on the part of the Journal, its officers and employees, informed merchants who proposed to advertise elsewhere, and the Journal's employees. If they did so, their terminable advertising contracts with the Journal would be brought to an end and would not be renewed."

The Journal monitored the programs of WEOL to learn who was using the advertising facilities of the radio station and those who did not advertise over the radio had their contracts terminated and were not admitted to renew them only after they ceased to use WEOL. Numerous Lorain County merchants testified that, as a result of the Journal's policy, they either ceased or abandoned their plans to advertise over WEOL.

The Journal refused to carry the logs of WEOL as paid advertisers. Judge Freed said it is not in the Journal's interest either to stop running such logs or to open itself up to advertisers who pay for them on that basis. The Journal's advertising manager said: "No Excuse Offered"

Judge Freed held that "no excuse" was offered in many instances and that in others Journal officials explained it was their policy to require advertisers to give radio "a fair trial—that is an exclusively-trial—or that the policy was designed to "protect" Lorain merchants from the "undercutting of Lorain's integrity and the integrity of the Lorain market."

The decision noted that these "same rationalizations" were advanced during the trial but that "this court, like the Lorain merchants to whom they were first presented, is not convinced."

The Journal and its officers "do not in effect deny that they have attempted to monopolize, but they seek to avoid the ban of the Sherman Act on the ground that only a local monopoly and not a monopoly of interstate commerce was sought." He held, however:

"The means employed by the defendants to achieve their purpose has not in that sense restrained interstate commerce [that is, by "re-creating the freedom of a local buyer to purchase in the interstate market or the freedom of the interstate seller to sell in the local market"] but the ultimate end here is the destruction of the radio station in all its aspects.

"Having the specific and desire to injure the radio station, no more effective and direct [that is, more] effective and direct device to impede the operations and to restrain the power of WEOL could be found by the Journal than to cut off its bloodstream of existence—the advertisement revenues which control its life or demise. And in this court's judgment WEOL is engaged in interstate commerce and therefore entitled to the protection of the Sherman Act. It is doubtful whether there exists a purely "intra-state" radio station."

Possible Local Aspect

Judge Freed conceded that a station whose programs originate solely within one state and whose transmissions never cross that state's borders might "perhaps" be considered as a "purely local business" within the meaning of the Sherman Act. Even so, he said, WEOL was shown to have local origins and to be capable of being heard in Michigan.

He continued:

"the defendants ignore the fact that the radio station may be completely driven out of existence by depriving it of advertising revenue. A radio station, like a newspaper, does not sell the news and entertainment it provides. Advertising revenues support the service provided to the listening public. It is not necessarily true that local merchants are indifferent to whether their advertising messages reach listeners in Lorain."

(Continued on page 40)

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KJBS TEST SURVEY

Expanded Study Favored

THE special test survey committee formed by Stanley G. Breyer, commercial manager, KJBS San Francisco, to find out why Hooper and Pulse radio stations were in the city unanimously proposed last week that an expanded study of all kinds of local audience-size measurements be undertaken.

In an official statement issued after a meeting last Thursday in New York the committee said that it had "agreed that instead of setting up any one service, method, area or time as a standard, the accuracy of cost operation should be broadened to include an appraisal of all methods of producing local audience-size measurements."

Interpretations Mulled

It was learned that committee members, upon giving thoughtful consideration to Mr. Breyer's original proposals, had decided that if it undertook a comparison of Hooper and Pulse ratings in San Francisco, its conclusions would be inevitably interpreted as applicable to other markets.

The committee members felt that this would be an undesirable consequence of involving its study as originally conceived, would be confined to only the two rating services and only to the San Francisco area. And it decided, because of certain principles and any study should take encompass the general area of local audience-size measurements, by all methods.

The decision of the committee relied on C. E. Hooper, Inc., and Dr. Sydney Roslow, owner of the Pulse Inc., of their agreement to finance the test survey in San Francisco and of future financial commitment to

of the committee meeting last Thursday, the committee "proposes that a study be made of local audience-size measurements as yielded by the telephone coincidental, the diary, the roster-recale, the house-to-house coincidental, the continuous mechanical or electronic methods and others currently in use."

The committee said it would ask organizations now working in these fields to contribute information on their methods in advance of a standing in planning an outline of the test.

Because of its expanded plans, the committee agreed to invite two additional representatives of broadcasting to become members, although the identities of those to be asked were not settled.

Number Present

Present at last Thursday's meeting in New York were: Fred Manchee, executive vice president, BBDO; A. Wells Willbor, director of marketing research, General Mills; Lewis H. Avery, president of Avery-Knodel, station representatives; and also president of the National Assn. of Radio Station Representatives; Lawrence Deckinger, director of research, The Blaw Co.; Matthew W. Chap- pen, president of the Assn. of Broadcast Research Technic, Hofstra College; Mr. Hooper, Dr. Roslow, and Kenneth H. Baker, director of research, NAB, and chairman of the committee.
both Hooper and BMB report a change in Houston!

according to
C. E. Hooper Inc.

KTRH showed an 11.2% increase in 1949 BMB over Study No. 1 making KTRH the leading station in Houston with 341,940 total BMB families. KTRH BMB coverage includes 71 Texas counties and Western Louisiana parishes (network station B has 23, network station C has 57.)

Population-wise, today KTRH serves 2,629,600 people as compared to a coverage population of 2,283,700 in 1943. This increase of 345,900 potential listeners comes to you at NO INCREASE IN RATES.

KTRH
HOUSTON
50,000 watts • CBS • 740 KC
Represented Nationally by John Blair & Co.

*Sales Management Survey of Buying Power, 1941 & 1950
RICHARDS' SIDE NEXT

ELEVEN WEEKS after it started, FCC last Wednesday rested its case in the Los Angeles phase of its hearing on the news policies of G. A. (Dick) Richards, chief owner of KMPC Los Angeles, WCAR Cleveland and WJR Detroit.

Presentation of the case for Mr. Richards is slated to commence tomorrow (Sept. 6) when the hearing resumes after the Labor Day weekend. Mayor Fletcher Bowron of Los Angeles is expected to be the first witness called on behalf of the station owner.

Winding up the Commission staff's presentation, General Counsel Benedict F. Cottone hinted he may take further steps to get Mr. Richards on the witness stand, although Examiner James D. Cunningham refused to enforce a subpoena after hearing medical experts report that the strain of testifying would jeopardize Mr. Richards' health [BROADCASTING, Aug. 28].

"We have taken the position that Mr. Richards is part of our direct case and we reserve the right to pursue certain other steps to secure his testimony," Mr. Cottone said. He did not elaborate.

The FCC staff plans to call Joseph H. Ream, CBS executive vice president, and Leo Fitzpatrick, board chairman of WGR Buffalo, who have been subpoenaed [BROADCASTING, Aug. 14], for testimony in Detroit when the hearing moves there upon completion of the Los Angeles phase.

Mr. Cottone said that he had no plans to call Wynn Millard, former KMPC newscaster as "generally false," and said he first heard about the charges when they were made public in March 1948.

When Mr. Cottone cited the petition in which Mr. Richards conceded that portions of the complaints against him were true, Mr. Reynolds said it was his understanding from the station owner that he did this "against his will on advice of counsel."

Statements Held Wrong

"I take it," Mr. Cottone said, "that it would be your testimony that Mr. Richards would be wrong in his statement that there had been such errors in the past."

"Yes," the executive answered, "to the extent of explanation contained in this petition."

Mr. Reynolds said he could not recall that Mr. Richards ever gave what could be construed as "instructions" about news handling. He said editorials which were read on KMPC were labeled as such, and that KMPC employes were told always to obey FCC rules and regulations.

He referred to the E. Z. Dimitri analysis of KMPC newscasts and to letters from various advertising agencies as indicating KMPC newscasts were fair and impartial, and said conversations with other newsmen substantiated his belief. He listed several newsmen whom he did not regard as members of the "cliché" which filed affidavits with FCC.

Mr. Reynolds denied that the station owner at any time instructed newsmen to give David Lilenthal, former Atomic Energy Commission chairman, unfavorable news treatment. He said Mr. Lilenthal was mentioned 12 times in scripts which have been studied and that none of these was unfavorable.

Under further FCC questioning, Mr. Reynolds said he subscribed to the contents of the 24-page "Penalty for Patriotism" brochure published and distributed by the Richards stations in connection with the current hearing. The brochure in part attacks FCC's handling of the case and questions the credibility of FCC witnesses in the original hearing, which was terminated by the death of the then-examiner.

Role of Prosecutor

He said he concluded that "the Commission had assumed the role of prosecutor," based on what counsel for Mr. Richards had said and on FCC's failure "either recognize, circulate or publicize good things KMPC stands for."

Frank E. Mullen, board chairman of Jerry Fairbanks Inc. and former president of the Richards (Continued on page 38)

FCC Ends Its Case

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Frank E. Mullen, board chairman of Jerry Fairbanks Inc. and former president of the Richards (Continued on page 38)
How To Net a Profit in New England

According to Aesop, a Fisherman took his net and his flute to the seashore. First he played several tunes, hoping that the Fish would dance into his net. (After all, there's no law against hoping.) When this failed, he picked up his net, cast it into the sea, and made an excellent catch!

This fable, we suspect, is a Fish story in more ways than one, but it does point a Moral: use the right tool for the job. And for getting a sales story across to New England buyers, 50,000-watt WBZ is the right tool! WBZ gets your message to an eager and loyal audience in all six New England states. This tremendous coverage by a single medium can net you a pretty profit! For details, check WBZ or Free & Peters.
NARBA SESSIONS

Re-Open Wednesday In Washington

A NEW EFFORT to negotiate a new North American Regional Broadcasting Agreement which will assure peace among North American AM broadcasters gets under way in Washington Wednesday (Sept. 6) with resumption of the NARBA Treaty Conference.

The opening plenary session, slated for 3 p.m. Wednesday, will be highlighted by an address of welcome by Edward G. Miller Jr., assistant secretary of state for inter-American affairs. It will be preceded by a meeting of the heads of delegations from the seven participating nations Wednesday morning to settle on procedural plans for the conference.

Although authorities would hazard no prediction on the amount of time the conference will consume, some observers expressed the view that an agreement on a new treaty should be reached within six or eight weeks if the sessions are to be fruitful at all. The last NARBA expired March 29, 1949.

The first sessions to negotiate a new treaty, held at Montreal last fall and winter, ended in stalemate due primarily to inability of the U.S. and Cuba to resolve mutual allocations differences. The conference was recessed to permit the two nations to seek a satisfactory solution in bilateral discussions, but these, too, proved unsuccessful although agreement at one point had seemed certain.

In the forthcoming sessions, Mexico will participate actively for the first time. She had observers on hand for much of the Montreal conference but took no active role in the negotiations, explaining that her communications experts were on assignment to other international conferences at that time.

Miguel Pereyra, Mexican director of telecommunications, has conferred informally with FCC and State Dept. authorities in Washington within the past fortnight, and U.S. officials are hopeful that he personally will participate in at least a portion of the forthcoming conference [BROADCASTING, Aug. 14].

Other nations slated to be represented, in addition to the U.S. and Cuba, are Canada, Jamaica, Haiti, and the Dominican Republic.

Edwards May Chairman

The chairmanship of the conference will be decided when the sessions get under way. It appeared likely that Comr. C. P. Edwards, Canadian deputy minister of transport, who was named chairman of the session at Montreal, would continue as presiding officer.

The U.S. delegation is headed by FCC Comr. Rosel H. Hyde, with Capt. John Cross, assistant chief of the State Dept.'s Telecommunications Policy Staff, as vice chairman.

Membership of the U.S. delegation is slated for announcement by Tuesday. The conference will be held in the State Dept. Conference Room at 1778 Pennsylvania Ave., NW, Washington.

Richards' Side

(Continued from page 30)

stations, testified during a brief appearance on the stand that when he assumed the presidency of the stations in July 1948 he did not regard the complaint against Mr. Richards as being "of any great moment."

He said that when he became president he was in complete charge of operations and found the KMPC news department operating efficiently. So far as he knew Mr. Richards had no direct dealings with the station's newsman, he asserted. He estimated that 95% of the news carried by KMPC at that time came from wire services.

Mr. Mullen said his reasons for leaving the Richards stations after one year "had nothing to do with this investigation" but were based on "business difference relating to my contract."

Most of Wednesday's session was devoted to testimony by Oren Mattison, KMPC auditor, on bookkeeping relating to political broadcasts.

From 1944 records he testified that on one account, identified as Republican Committee - Gov. Bricker, a total charge of $852.40 was shown for 12 broadcasts, with $61.20 shown as paid. The remaining $791.20, he said, was charged to "reserves for bad debts for doubtful political accounts."

Another account listed as Democrats for Dewey showed $771.80 charged for 18 broadcasts, with $240 paid and $531.80 charged off to the reserve for bad debts, Mr. Mattison said.

Bad Debt Entries

It was noted that these two entries took up all but $10 of the special bad debt reserve. Mr. Cottom asked Defense Attorney Hugh Fulton to find out what effort was made to collect these accounts before they were written off.

Mr. Mattison said that during his tenure at KMPC the management had set up a general reserve for bad debts based on monthly gross sales without specific reference to political or other accounts. He explained that although he has been auditor of the station since 1941 he was in military service from October 1943 to October 1945 and therefore had no personal knowledge of the records for the 1944 election year.

Examiner Cunningham meanwhile scheduled a conference with counsel for Sept. 19 to discuss procedure for taking testimony relating to the application in which Mr. Richards proposes to turn control of his stations over to a trusteeship. The transfer application and the renewal bids of the three stations are all at stake in the hearing on his news policies.
Not ONE...

But TWO Organizations

Say WGN reaches more homes than any other Chicago station!

First, BMB showed WGN reached more homes than any other Chicago Station.

Now, the latest A. C. Nielsen Co. report also shows WGN reaches more homes:

<table>
<thead>
<tr>
<th>Station</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>WGN</td>
<td>4,004,250</td>
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<tr>
<td>Station B</td>
<td>3,838,000</td>
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<tr>
<td>Station C</td>
<td>3,524,000</td>
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<tr>
<td>Station D</td>
<td>3,524,000</td>
</tr>
</tbody>
</table>

*Nielsen Radio Index Annual Report (February–March, 1950)

More people listen to WGN than to any other Chicago station

A Clear Channel Station...
Serving the Middle West

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 120 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 233 SW Oak St., Portland 4

September 4, 1950 • Page 33
MARSHALLING of the nation's "best brains . . . regardless of political affiliations" is needed to mold a spirit of national unity at home and to bolster our truth campaign abroad.

This was the dramatic keynote struck by Brig. Gen. David Sarnoff, chairman of the board, RCA, in an address titled "America Is Challenged" before the Veterans of Foreign Wars Aug. 28 at its Chicago encampment. Gen. Sarnoff's speech, summarizing America's role as the leader in international affairs, was broadcast over the NBC network.

The United States' greatest strength lies in the truth it ex- pends, Gen. Sarnoff said. "The Communists smother the truth with their falsehoods. Through radio and television, the motion picture and the printed word, we have a great opportunity to reveal the truth to the rest of the world. We must expose [their] lies and spike [their] false propaganda. . . ."

In order to achieve this goal, Gen. Sarnoff called for immediate action along these lines:

- Combat communist propaganda which exploits hunger and misery, by (1) exposing and denounced "the dictators and masters of these betrayed people," (2) bring to the people under the heel of communism "a clear message of hope," and (3) help the victims to "unshackle their chains of slavery and achieve their own liberation."
- Strengthen and close up the link between "the brains of America and the brains of America."

Gen. Sarnoff reminded that "effective propaganda is inseparable from effective national policy. The Voice of America can state it cannot create the policies of America. The mind must guide the tongue. If our national policies are hesitant and confused, they can only convey a sense of weakness and uncertainty. Any lifeline that is offered must be made of stronger stuff."

A heartening fact "in this moment of peril," Gen. Sarnoff said, is the heights reached in our economy "undreamed of even in the peak of production during World War II." Industrial supremacy is being maintained with a current output of goods and services at the rate of $270 billion a year—an all-time record, he said.

"The electronics industry is an outstanding example of the part research plays in our national se-

VFW Hears Sarnoff

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"The electronics industry is an outstanding example of the part research plays in our national se-

curity," Gen. Sarnoff said, pointing to 30 years' pioneering in this field by scientists. Evidence is the existence today of more than 90% of U. S. homes equipped with one or more radio sets and the establishment of radio as one of the nation's major industries, he declared.

Electronic contributions greatly enhancing the industrial machine for war and peace were outlined by Gen. Sarnoff. He pointed to the electronic tube as adding to speed and efficiency, providing communications necessary for strategy and tactics in modern warfare; radar, which he rated "second only to the atom bomb as the greatest scientific development during World War II," as the strongest evidence of the value of a major peace-time industry to a nation at war.

Expansion 'Phenomenal'

Expansion of radio and electronic activities during and since the war has been phenomenal, he said. Number of manufacturers rose from 428 in 1940 to 1,200 today. Value of peacetime products was a half billion in 1939, now the rate is two and one half billion dollars, an increase in production of 500%, he pointed out.

Gen. Sarnoff underscored television's growth—about 10 million TV receivers in as many American homes by the end of this year, a potential daily audience of between 28 and 40 million persons mostly living in large population centers. This development marks television as a "powerful nucleus for concerted action in time of emergency" because of its capability of disseminating information, instruction and training, he noted.

Potential for television as an international medium of propaganda is unlimited, Gen. Sarnoff told the audience of veterans. If TV encircled the globe the whole world could be reached.

(Continued on page 65)

NEED FOR SETS

Johnson Looks at 'Voice'

SEN. ED C. JOHNSON (D-Col.), Senate Commerce Committee chairman, said last week he has little "confidence" in the present day "efficacy" of the Voice of America because of few "adequate" radio receivers in Russia and Iron Curtain countries.

His comments came in connection with the Senator's insertion of Brig. Gen. David Sarnoff's address delivered before the VFW in Chicago in the Aug. 29 issue of the Congressional Record. Sen. Johnson said the Sarnoff speech dealt specifically "with the need for more effective selling of our country to the people of the world."

Pointing out some disagreement with certain of Gen. Sarnoff's recommendations, including that of immediate action on UMT, Sen. Johnson opined that the U. S. "might do a terrific job of selling America if "sets of the right kind" were available in communist-dominated countries.
RADIO STATION FOR SALE

in

LOS ANGELES COUNTY

Clear Channel—High Wattage

Yield 25% on

Purchase Price

Located in Los Angeles County this independent has exceptional growth possibilities, thereby further increasing gross, net and valuation.

Built and owned by a radio pioneer who due to illness wishes to retire.

Price $340,000. Terms $140,000 in escrow. Balance on FCC approval. Brokers recognized, but no exclusive.

BOX 236G, BROADCASTING
She has won the respect and affection of probably more people than any person in show business.

She has received the most imposing array of awards, citations and honors of any woman in entertainment.

She has been called "America's greatest salesman."

She was chosen, from among scores of stars, for the leading part in a great new venture—NBC daytime television.
Daytime television goes bigtime . . .

On September 25, “The Kate Smith Show” opens on NBC Television, Mondays through Fridays, 4 to 5 p.m. eastern time.

Kate Smith, of course, will sing. She will introduce variety acts — interview interesting people — present the latest fashion news — devote a spot now and then to home economics — talk with colorful people — offer a weekly dramatic highlight. Producer Ted Collins will handle the news, and a full orchestra will provide a musical background.

Kate Smith will do more than merely entertain. She will help sell her sponsors’ products. Her matter-of-fact sincerity will roll up big sales in a short time at a low cost. Her merchandising possibilities are endless.

If you have a product on the way up, here’s a short cut to the top. If your product is already first in its field, here’s just the thing to push it even higher.

Whatever you sell, Kate Smith will bring you a record-breaking audience heavily loaded with your best prospects — the women of America — who will buy what you sell because it’s on “The Kate Smith Show.”

The Kate Smith Show is available for sponsorship in segments of 15 minutes or 30 minutes once a week or more. We have a presentation giving more facts — with figures to back them up — on this big daytime buy. Naturally, we want you to see it.
Free Speech Hairline

Many implications can be drawn from the decision last week of Federal Judge Fred in Cleveland, holding that the Lorain Journal had violated the anti-trust laws by seeking to "destroy" WEOL. Elvira Lorain, Ohio, through "cold, relentless and predatory commercial behavior."

It marks the first time the government has invoked the anti-trust statutes in a case involving radio competition. Chances are there will be others.

The newspaper hauled out the First Amendment, guaranteeing freedom of expression. The court, however, brushed it aside as inapplicable. It held, in effect, that the privilege of press freedom had been abused by introduction of unfair trade practices. The newspaper had refused to accept the business of local advertisers which used WEOL. The same charge had been made as to two competitive newspapers. It is significant that these complaints were dismissed on inconclusive evidence.

The FCC had denied AM and FM stations to the Journal owners on grounds of alleged monopolistic practices. The U. S. Court of Appeals upheld the FCC. It was then the Department of Justice moved, not on the basis of the Communications Act, but the anti-trust laws. That was the appropriate procedure.

Some broadcasters may see in this decision bases for complaint against the newspapers which refuse to publish program logs. Complaints have been filed with the FCC on this issue.

We have deprecated newspaper refusal to publish logs. Radio and TV are newsworthy. Newspapers have an obligation to serve their readers. We have premised our argument on the acknowledged finding that logs are among the best-read features. We have argued that newspapers publish box-scores of the commercialized baseball industry and blow-by-blow accounts of the prize-fight industry because their readers demand them.

Never have we argued that it is illegal for newspapers to refuse publication of anything. By the same token, the newspaper of the station to program as it pleases within the limits of the statutes governing obscene, profane or indecent utterances and lottery laws.

Freedom of the press is in no wise compromised by the Fred decision. If we thought it was, we would sound off, because we recognize that radio, press and all of the media are in the same constitutional boat.

We have no idea what approach the eager-beaver lawyers at the FCC will take in the light of the Lorain decision. They would do well to leave the anti-trust procedures to the Department of Justice and the courts.

Broadcasters should not run to the FCC, Fred decision in hand, complaining that competitive newspapers do not publish their logs, or choose to describe Jack Benny as a "studio program." That is exasperating, and unfair to the subscribers, too. But it invites intervention of a government agency in a sphere that is outside its jurisdiction.

To maintain a free press and a free radio we must maintain our constitutional privileges. We must resist any encroachment of administrative agencies who thirst for the opportunity to "protect" us at the price of our basic rights.

Let's issue no engraved invitations.

Radio's Responsibility

Events preceding and following last week's sudden expulsion of Jean Muir from the cast of The Aldrich Family constitute an undeniable mandate to broadcasters to deal with the question of communism.

A review of these events includes:
1. Publication two months ago of "Red Channels," a list of actors, directors, writers and producers alleged to have communist leanings.
2. Publication of an American Legion pamphlet advising on the appearance on radio or television of anyone suspected of being pro-communist (Broadcasting, Aug. 14).
3. The last-minute elimination of Miss Muir from "The Aldrich Family" cast by the producers, General Foods. In concession to some 33 telephone and written protests, mostly based on the fact she was listed in "Red Channels." For several weeks later the Joint Committee Against Communism in New York City recommended to "cleanse" radio and television of "pro-communist actors, writers, producers and directors." (Chairman of the special committee is Theodore Kinkade, editor of "Counterattack," an anti-communist news letter which published "Red Channels").

We do not know whether Miss Muir is a Communist. We do not know whether anyone else whose name appears in "Red Channels" is or is not a Red.

We feel reasonably sure that broadcasters over whose facilities some of those named in "Red Channels" have appeared are no better informed than we are of the political complexion of these individuals.

It is now clearly the responsibility of broadcasters to improve their knowledge in this field.

The position taken by NBC in the Muir case was based on the notion that it was a news event because her contract was with General Foods and the program was a package owned by Young & Rubicam.

We concede that in the circumstances NBC had no other position to take. We believe, however, that NBC and all other broadcasters, networks and stations alike, cannot continue indefinitely to operate under such a policy which will be contrary to the public interest.

In explaining its dropping Miss Muir, General Foods said it did not wish to stimulate controversy that might jeopardize its sales. Radio is not the same kind of enterprise. Radio's responsibility is to the American people and in carrying it out broadcasting must on the one hand protect the people against an enemy philosophy like Communism and, on the other, provide protection of free speech.

What is desperately needed at once is machinery to sort the loyal from the disloyal in radio and television. This machinery must be built by broadcasters unless they wish to abdicate their basic responsibilities.

Patt Answer

Election of John F. Patt, veteran manager of WGAN Cleveland, to the presidency of the G. A. Board will win the appreciation of those legionaries who have known the eldest of the personable five Patt radio brothers these past two decades.

Mr. Patt now will direct the destinies of WGAN-Detroit and KMPC Los Angeles, as well as WGAN. Despite the turmoil and agitation over the operation of the Richards' stations, involving alleged news slanting, we've never heard criticism about the direction of WGAN.

Resignation of Harry Wimmer as WJR head really came as no surprise. For several years he has been under pressure to choose between his managerial activities and his sportscasting. It was obvious he couldn't do both indefinitely. Presumably, he will now devote his energies to the "talent" rather than the executive side.

FREDERICK AUGUST KNORR

NOTHING is too good for the listener, because giving the listener what he wants to hear is the successful key to any radio operation. When an individual radio operator thinks he would like the listener to hear programs based on his own likes and dislikes, he can many times be far afield. In other words, know your listeners and give them what they want to hear.

For the past 13 years that has been part of Fred Knorr's basic radio philosophy which he now practices as president and general manager of WKMH Detroit.

If anyone had told Fred Knorr 13 years ago, when he was an all-night jockey on a 250-watt Detroit station, that 13 years later he would head up the 1 kw independent, he perhaps would have said, "Let's quit this daydreaming." It was not daydreaming, however, but hard

(Continued on page 88)

Static and Snow

By AWFREY QUINCY

Our lighting calculator has figured out that if the coming World Series is a "quickie" and ends in four games, the $500,000 fee for television rights will mean that Gillette pays approximately:

$10,000 for every hit
$4,000 for every put-out
$700 for every pitch

AND $20,000 for every "B" sharp. Maybe there won't be enough left to buy a chisel.

First radio refuses to lie down and play dead. Now, movie exhibitors everywhere are reporting greatly improved business at a time when the summer lull should have them in the doldrums. Could it be that life just goes on and on, even though it constantly changes, and that in 1970 that man who is wheeled into a studio still will be Jack Benny, still complaining about his Maxwell and still quavering his scorn of Fred Allen's comedy?

Guy Lombardo, appearing in Toronto, gets all-time high in dance orchestral fees—$25,000. Since radio and Lombardo are practically synonymous, we wonder if radio rates are too low. Or, is that just an A|ANalogy?

More revival stuff. Lucky Strike cigarettes, (Continued on page 54)

Page 36 • September 4, 1950
KOIN DOMINATES

THE PORTLAND, OREGON

FOOD MARKET!

Consult Portland major retail food outlets using radio and they'll tell you they use KOIN predominately because they know KOIN gets best results with its greater share of audience... morning, noon and night.*

For the top job of selling in the Portland market, use Portland’s top station.

1st

1st weekday mornings... 1st weekday afternoons
1st evenings (Sunday through Saturday)
1st total rated time periods.

KOIN

PORTLAND, OREGON

AVERY-KNODEL, Inc., National Representatives... A Marshall Field STATION

*Hooper & Houghton, Dec. '49 thru April '50

September 4, 1950 • Page 39
It's in the cards

Yes, here is buying power that will do a sales job for you when you invest in WBNS time because this station is the favorite in radio with 187,980 central Ohio families.

Results are what you want and results are what you get...This has been proved again and again by WBNS advertisers.

ASK JOHN BLAIR.

POWER WBNS 5000 - WELD 53,000 - CBS COLUMBUS, OHIO
a majority of the greatest sales producing shows on TV in New York, are on WOR-tv channel 9, in New York

call, write, wire — sales office
1440 Broadway, New York 18
CTI's New System

ANNOUNCING a new compatible, "dash sequential" system of color television, Telecasting Inc. last week:
- Petitioned FCC on the eve of its momentous color decision to reopen concerning Uniplex.
- Objections inherent in other methods previously proposed for color TV.
- A new method for color TV has been invented, CTI announced, by Arthur S. Matthews, who is the project's chief engineer.
- It is estimated that Uniplex "is fully compatible with present black and white standards" while its "detail is transmitted in all colors, with attainable resolution corresponding with the 'back porch' of the sync signal."
- 

Color sync presentation is transmitted continuously during video transmission and automatic color phasing is provided, CTI said.

The petition claimed no fringing or color breakup can occur in Uniplex while flicker is of the same order as standard monochrome. Inter-carrier and multipath characteristics were termed equivalent to black and white while the signal-to-noise ratio "is not degraded as

In contrast with the FCC decision...

CTI Petitioned on Eve of Decision

TV's Gate Effect

NCAA, Networks to Study

Survey of college football gate receipts is scheduled this fall to determine impact of television on attendance, with TV networks and National Collegiate Athletic Assn. as joint sponsors.

PRELIMINARY analysis of the TV-football situation is being made by National Opinion Research Corp., U. of Chicago, with cost underwritten by the networks.

JOINT FINANCING

The autumn study of football gate receipts will probably be financed by the networks. Originally representatives of the two groups had planned an extensive study of the whole subject, including fan reaction, but this was dropped when it was felt the probable $30,000 cost might not be justified in view of the results it could yield.

The TV sports problem was discussed at length by the NAB TV Committee at its first meeting, held Thursday-Friday at NAB headquarters in Washington with Robert D. Sweeney, WBDU-TV New Orleans and NAB board member, as chairman.

Heading the NCAA's television group is Tom Hamilton, U. of Pittsburgh athletic director. Other members of the committee are Ralph Furery, Columbia U., and Willis O. Hunter, U. of Southern California.

While NCAA, representing nearly 300 major colleges, is genuinely concerned over television it is not antagonistic, according to those familiar with its problems. They take the position that colleges "must learn to work with TV and not die because of it."

At a recent NCAA-industry meeting the whole problem was reviewed at length. Representing networks were Joseph H. McConnell, NBC president, and Hugh M. Beville Jr., NBC research director.

NCAA committee members made it clear that they want the real facts, disclosed by a survey conducted impartially and without bias.

They have been warned of the danger of drawing hasty conclusions at this stage in television's development. Furthermore they have been told that TV actually builds sports fans, as shown by the Jordan study [Broadcasting, Aug. 21]. Incidental but important benefits include promotional value of

interviews between game periods and frequent announcements and related programs prior to the game itself.

Another phase of the college television situation centers in the proposal by the Western Conference to televise 161 games in theaters all over the nation. H. O. (Fritz) Crisler, U. of Michigan athletic director, was quoted last week by Associated Press as saying theatre television will be tested this fall, working in conjunction with United Paramount Theatres Inc.

Theatre Estimate

Mr. Crisler is represented as believing theatres could gross as high as $6,000 each per game, foreseeing possible theatre box office returns of $2 million for a single football game.

The NAB TV Committee went into this problem at length. Some members noted that TV stations and theatres are directly competitive in televising sports events.

A new turn in the college football situation developed with disclosure that U. of Penn no longer
**WORLD SERIES**

**TV Pool Considered**

POSSIBILITY of a repetition of last year's pooled telecast of World Series was reportedly in the wind last week as Gillette Safety Razor Co., through its agency, Maxon Inc., dickered with television networks.

It was learned authoritatively that the sponsor and its agency had discussed the matter with all four television networks and that one network, whose identity could not be learned, had proposed the telecasts be pooled again.

Almost every interconnected TV station in the country carried the World Series in 1949, including Gillette commercials, without receiving any payment.

It was also learned that another network last week denounced the proposal for a pool operation and urged that Gillette place the series with it exclusively. The identity of this network was not announced, but was believed to be NBC.

At week's end, Maxon reportedly had not completely sounded out the other two television networks as to their feelings on the proposal for a pool operation, although, plainly, the sponsor was hoping to make the same arrangements this year as it made last.

**Reaction Waited**

The success of a pool scheduling of the telecasts, it was pointed out, would depend upon widespread station acceptance of such a procedure. Last year, although most TV stations accepted the pool, most did so grudgingly and with the comment they would not participate in such a free ride again.

It was considered doubtful that Gillette would participate in a pool operation that involved payment of card rates to stations, since plainly it could arrange a single network that would give it almost as much coverage.

Under Gillette's basic contract with MBS, all Mutual stockholder stations with TV outlets will carry the telecasts.

Meanwhile, Mutual was proceeding to line up another whopping array of radio stations to carry the Gillette-sponsored games. Every Mutual affiliate will participate as well as stations in Canada, Latin America, and overseas.

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**NAB TV SESSION**

**PROTESTS** against attempts of organized theatre owners to obtain exclusive rights to telescape college football games were made to the NAB TV Committee, which held its first meeting Thursday-Friday at NAB Washington headquarters.

The whole question of sports telescasting (see story page 42) was reviewed in detail by the committee under chairmanship of Robert D. Sweeney, WDSU-TV New Orleans and NAB board member.

Attending the two-day meeting, besides Mr. Sweeney, were Roger W. Clipp, WFIL-TV Philadelphia; Clair R. McCollough, WGal-TV Lancaster, Pa.; Victor A. Sholtes, WMAS-TV Louisville; George J. Higgins, WISH Indianapolis; William B. Ryan, NAB general manager; Robert D. Sweeney, WDSU-TV New Orleans; Charles A. Batson, NAB TV director; Jack R. McColough, WGAL-TV Lancaster, Pa.; Roger W. Clipp, WFIL-TV Philadelphia.

**First Meeting of NAB TV Committee was held Thursday-Friday in Washington. Present at this meeting were: (1 to r:) Victor A. Sholtes, WHAS-TV Louisville; George J. Higgins, WISH Indianapolis; William B. Ryan, NAB general manager; Robert D. Sweeney, WDSU-TV New Orleans; Charles A. Batson, NAB TV director; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Roger W. Clipp, WFIL-TV Philadelphia.**

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**Committee Has First Meet**

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While the role of TV in the defense picture took considerable time, the committee went into such problems as labor relations, sales promotion, standardization projects including contracts and slide sizes, allocations and the ASCAP rate negotiations.

Proposed writing of a TV code parallelizing the Standards of Practice for aural stations was discussed by members.

Representatives of organized theatre interests, who had asked for a hearing, appeared at the Friday session. They included Robert H. O'Brien, secretary-treasurer, United Paramount Theatres; Nathan Halpern, TV Committee chairman of the Theatre Owners of America, and Marcus Cohn, TOA counsel.

While the station and theatre groups are highly competitive in seeking rights to games and presenting them to the public, the discussion was on a friendly basis, according to word from the committee room.

Richard F. Doherty, NAB employee relations director, analyzed TV station operating costs at the Thursday meeting (Broadcasting, Aug. 21). Status of labor problems and prospects of settling these issues were reviewed by Mr. Doherty, who also outlined NAB's cost analysis, personnel and other services.

**Allocations Status**

Neal McNaughton, NAB engineering director, outlined the status of the FCC's allocations hearing. He explained progress made by the NAB Recording & Re-producing Standards Committee in standardizing slides and other program material and related equipment.

The committee is understood to have endorsed work of the all-industry ASCAP per-program negotiating committee and to have approved proposal to raise funds to finance further negotiations.

Ralph W. Hardy, NAB government relations director, and Robert K. Richards, public affairs director, reported on plans for an educational policies commission, relations with federal agencies and Congress, and problems that will arise if the TV freeze is continued indefinitely.

Jack Hardesty, assistant public affairs director, gave an analysis of the sports telecasting situation and NAB's role in working out a solution with professional and scholastic interests.

Vincent Wasilewski, NAB attorney, took part in discussion of the legal phases of sports telecasting and theatre showings. Court decisions and state laws limiting the granting of exclusive rights by schools were cited.

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**BOB HOPE FACTS**

**Paramount, NBC in Deal**

UNIQUE "meshing" contracts, designed to reduce television and motion picture competition, are being worked out by Bob Hope with Paramount Pictures Inc. and NBC.

New contracts are designed to schedule first run of Mr. Hope's motion pictures so they will not compete with the comedian's live NBC-TV appearances.

It is expected similar deals will be worked out covering release of earlier Hope pictures, now unavailable on television, when they are released for video use.

Radio and TV programs will be produced by Hope Enterprises including supplying talent. Mr. Hope personally, however, will continue under exclusive contract to NBC for radio and video, with provision made for guest appearances. His Chesterfield contract is for, radio only. The TV deal will be worked out later.

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**WTMJ-TV Tubes**

WTMJ-TV Milwaukee has spent $37,237 for tubes from the stage of the WTMJ stations in December 1947 up to June 1, 1950, according to L. W. Her- zog, assistant general manager of for The Journal Co., parent organization of the WTMJ stations. Twenty-three orthicon, four icono- scope and six transmitter tubes added up to an average cost of $1.74% per hour.
WJAX-TV Case

FCC Denial Is Protested

THE CITY of Jacksonville, Fla., protested last week that FCC went against its own precedents in denying the city's first application for an extension of time in which to complete WJAX-TV [TELECASTING Aug. 7].

While FCC turned down WJAX-TV's first request, it has granted an average of 5.24 extensions to each of 100 currently authorized TV stations and only three television stations have commenced a regular program service prior to their being granted at least one extension, the city asserted in a petition for reconsideration of the WJAX-TV denial.

The petition continued:

Furthermore, each and every one of the 100 stations have received one or more extensions from the Commission prior to filing an application for license. Some permits have been granted 10 or more extensions; 12 permits have been granted five or more extensions... prior to their commencing any sort of regular commercial program service.

The city asserted that, "in sharp contrast to its previous record," FCC not only denied WJAX-TV's initial extension request but did so "even after representations by responsible city officials that the station would be on the air within six months after an extension was granted."

Other Cases Cited

The petition, filed by Robert L. Irwin of the Washington law firm of Dow, Lohnes & Albertson, specifically cited FCC's decisions granting additional time for WHAS-TV Louisville as one which requires that WJAX-TV be allowed the extension it sought.

It also cited court and FCC decisions to support its claim that additional time should be granted for WJAX-TV because there is no other possibility of Jacksonville securing additional television service "until long after the present freeze on television assignments is lifted."

The city reasserted that "any hesitancy to expend funds already allocated for the construction of a television station was not because of any unwillingness. It was sound business judgment and the assumption by the permittee of the degree of financial responsibility which the Communications Act imposed on it."

Financial questions which arose, the city said, related to operating costs and not to construction of the station. The amount of revenue certificates was increased from $300,000 to $500,000—but this could not be done, the petition emphasized, until the Legislature convened and passed an appropriate bill.

In the meantime, FCC was told, "the City... deemed it advisable not to proceed with the construction of the station. It was assured of revenue certificates in an amount to insure the construction and operation of its proposed station with a television service that would benefit the people in the service area."

In the decision denying the city's extension bid, Comr. Paul A. Walker and George E. Sterling dissented, holding that additional time should be allowed.

RTMA Names

Three Study Groups

THREE committees handling market research, industrial relations and membership were named last week by Robert C. Sprague, president of Radio-Television Mfrs. Assn.

Chairman of the Industrial Relations Committee is John W. Craig, Aveo Crosley Division, with Leslie E. Woods, Raytheon Mfg. Co., as vice chairman. The committee arranges annual labor seminars and studies labor relations developments affecting the industry.

W. H. Rinkerbach, Capehart-Farnsworth Corp., was named chairman of the Market Research Committee. J. J. Kahn, Standard Transformer Corp., heads the Membership Committee.

RTMA last week asked the Dept. of State to seek a reduction in Cuban tariffs on TV receiving equipment. The subject will come up at an international conference to be held in England.

RTMA has asked the Dept. of Commerce to take steps to prevent registration of the trade mark "TV" in Brazil, contending the letters are widely used in this country and American manufacturers would be embarrassed were the generic and descriptive term registered.

WWJ Stations

NABET Pact Ratified

NABET members employed at WWJ-AM-FM-TV Detroit last Thursday ratified wage increases and work conditions following a strike that had thrown the stations off the air temporarily [BROADCASTING, Aug. 28].

The scale becomes the highest in Detroit, bringing $1.50 increases plus another $1.50 next February and adding up to a total of $8.50 as a result of escalator provisions.

Immediate adoption of a five-year escalator clause is provided. Radio and TV technicians receive salaries varying from a starting pay of $83.50 a week to a top of $120. The contract runs until Jan. 31, 1952.

NABET technicians had thrown WWJ off the air Aug. 19 while the station was celebrating its 30th anniversary, pulling the switches in the middle of an announcement. WWJ management said there was nothing in the final agreement that could not have been arrived at without interrupting operations and work. The strike has been going on since last February, with NABET taking two separate 60-day recess periods.
F

THE EYES

HAVE IT

Or Do They?

By ROBERT A. FOX

CHIEF ENGINEER

WGR CLEVELAND

part of the spectrum, incorporates a filter in the lens of the eye to remove the colors it is unable to focus on. People who have had the lens of the eye removed by an operation for cataract and the lens replaced with a glass lens, have excellent vision in ultra-violet light which leaves ordinary people entirely blind.

Some Animals

Like Monochrome

Black and white TV is still with us and has many faults. Nature, too, does not seem entirely satisfied with the matter of black and white vision nor in the matter of black and white vs. color and therefore has equipped many living creatures only with black and white vision. Dogs, cattle, fish, insects, nocturnal animals such as possum, have only black and white vision using the sensitive rods of the retina. They seem to get along very well. It is of interest to note that the animals which have only black and white vision have an abundance of rods in the eyes. This is the image orthicon type of camera and operates with low light intensity and therefore their night vision is excellent but resolution usually suffers in this type of eye.

The eye of man has a concentration of cones near the center of the retina called the “fovea.” In high light intensity, man uses the cones in the fovea for color vision and high definition. When light diminishes, the rods come into action since they can absorb more light than cones but both color and
definition suffer. Below a certain light level the cones become useless and vision is by the use of the rods in the retina and we have no color perception. Thus under conditions of low light intensity man has only black and white vision. He may be able to tell a dog from a cat, but he cannot tell a yellow dog from a brown dog.

The subject of color vision fills many technical volumes and some points are still disputed, so it is impossible to resolve the problem here, but you see the difficulty of the FCC in deciding what kind of color TV we are to adopt.

Standards Yet

To Be Set

The Almighty in all His wisdom has not yet set standards for color vision. For millions of years the experiment has been going on and billions and billions of experimental models have been field tested. The Almighty has not decided that some forms of life are ready for, or need, color vision so these are equipped only with black and white. No decision has been reached on the filter system, or the three color phosphor system, or even whether it should be a three color system since there is evidence that two, four, five and even seven color systems may exist in nature. Three colors are sufficient to produce all the shades the lens of the eye will pass.

Let us not, therefore, find fault and belabor the FCC on the color TV question. Rather let us sympathize with them. After all, to make clear visions that the Lord Almighty has not yet made is a matter not to be taken lightly.
**NEW BAB HEAD**

Higgins Takes Office

HUGH M. P. HIGGINS, former vice president and general manager of WMOA, becomes head of that Ohio, assuming the directorship of Broadcast Advertising Bureau Tuesday, taking over the post vacated by Maurice B. Mitchell, now at NBC.

With Mr. Higgins at BAB’s New York headquarters are two assistant directors, Lee Hart and Meg Zahr.

James L. Umer, for several years program director of WMOA, was appointed by President William G. Wells to succeed Mr. Higgins as station manager.

**VIDEO CARNIVAL**

WSM-TV Draws Throng

HOLIDAY spirit prevailed in Nashville the week of Aug. 13-17 when WSM-TV there held its “Television Carnival” [BROADCASTING, Aug. 28]—a preview of the station’s television operations—officially scheduled to start in mid-September.

In the true tent fashion of the carnival, shows were assembled for presentation to the 11,000 persons who attended the five-day carnival series—caught its first glimpse of television in the home of others. Despite a rain deluge the first three days, a total of 56,000 attended the WSM shows under the tents, according to the station.

Sixteen cooperating distributors reported an equal success in the selling of sets to potential viewers. A 64-page TV section was issued by the Nashville Tennessee on Aug. 13, opening day of the WSM-TV carnival.

**ATAS Amendment**

AMENDMENT to the constitution of the Academy of Television Arts & Sciences in Los Angeles, calling for five classes of membership in the group, was adopted at the recent regular monthly meeting. Categories include (1) active—those engaged in various phases of television industry as set forth in the amendment; (2) honorary—past presidents (life); (3) fellowship—who have rendered distinguished and valuable service in the field (life); (4) benefactor—person, firm or corporation making a contribution of $250 or equivalent in property (year); (5) associate whose name is not otherwise included in advancement of TV.

**White House Callers**

ROBERT H. HINCKLEY, ABC vice president, and Frank Folson, RCA president, were recent White House callers. Mr. Hinckley conferred with President Johnson on his trip to Europe as member of the public advisory board of ECA. He will study effectiveness of U.S. voice on American broadcasts. Mr. Folson visited President Truman Aug. 25.

**CRITICAL JOBS**

Joint Review Group Set

CREATION of a Joint Committee on Essential Activities and Critical Jobs was recommended by the Committee on National Defense of the Broadcasters Foundation of America, after hearing recommendations of a joint review group set up to identify critical jobs and essential activities.

Essential activities and critical occupations lists were issued by the two department heads early this month in their radio broadcast—AM, TV, FM and stations. Radio was declared as an "essential industry."

Electrical engineers who "design and develop radio, television, electronic and other equipment" were adjudged "critical" occupations [BROADCASTING, Aug. 7].

Another purpose of the new joint committee will be to make recommendations to the two Secretaries with respect to business and government requests for revisions and modifications needed to assure full-capacity performance without requirements and civilian economy needs.

Secretary Sawyer named H. B. McKinley, ABC, and W. E. Reese, Office of Industry and Commerce, as Commerce Dept. representative. Arthur W. Motley, assistant director, U. S. Employment Service of the Bureau of Employment Security, was appointed by Secretary Tobin. Four officials of other government agencies also were designated as committee advisors.

The committee will formulate procedures for prompt handling of requests for modifications of the lists and for receiving information in support of such requests.

**WCAU PACT**

IEB-Station Sign

SIGNING of collective bargaining agreement covering all connecting employees of WCAU-AM-FM-TV Philadelphia was announced last week by IEB. Retroactive to Aug. 1, the IEB agreement was signed on Aug. 15, 1955, according to IEB and provides pay range from $58.50 per week for the first six months to $10.30 per hour, for two years. Effective May 9 the maximum is raised to $115 and progression schedule shortened to five years.

Other provisions, according to IEB, include three-week vacation plus five additional days of paid vacation in lieu of holidays; seniority provisions; daily and weekly overtime payment; military service and layoff. Previsouly WCAU technical employees had been represented by American Communications Assn, but IEB was certified last spring by NLRB after an election.

**Nation Hears Truman**

PRESIDENT TRUMAN reported to the nation Friday night on the Korean war situation and its affect on national and international affairs. The simulcast was heard by some 14,000,000 persons who heard announcements by American Communications Assn, but IEB was certified last spring by NLRB after an election.

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WHAT'S MY LINE?
sponsored by
Stopette, a
CBS Package Program
loaded with
laughs, suspense
and celebrities.

For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.
## SEPTEMBER 1950

### TELECASTING NETWORK SHOWSHEET

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### Programs in Italics are sustaining.

- ABC: Monday, September 19, 1950
- CBS: October 1, 1950
- NBC: October 10, 1950

**Staff:**
- F. Frazer: "The Ken Murray Show"
- J. Guggenheim: "Another Thursday Night"
## Prices of Television Sets Are Going Up

In view of the recent announcements of price increases of television sets, it may be well to examine the present status of television ownership by economic levels.

### New York

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<thead>
<tr>
<th>Level</th>
<th>% Owning TV Sets</th>
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<tr>
<td>Highest level</td>
<td>42.0</td>
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<td>Upper middle</td>
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<td>Lower middle</td>
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<td>Lowest level</td>
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### Chicago

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<th>Level</th>
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### Los Angeles

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### For Information and Other Telefacts

**Ask the Pulse**

The Pulse Incorporated

15 West 46th Street

New York, 19, N.Y.
BEAT THE CLOCK combines speed and suspense in a CBS Package Program guaranteed to build and hold a sponsor's audience.

"An entertaining stunt show," says Variety, calling attention to the fast pace, humorous gags, and strong visual emphasis.
ATTENDANCE at Riverview Park, one of the nation's largest amusement centers, on Chicago's northwest side, is swinging up sharply due to a series of well-placed film spots on three Chicago television stations, park officials and account men at Riverview's agency report.

"There's no question about it, television is doing a job for us," says Graeme Botts, public relations director at Riverview. In spite of our extremely cool summer in Chicago, and a heavy drop at the gate during one rainy week, we anticipate an attendance of two million for the season. Last year we had only about 1,500,000 admissions."

Before the recent rise in temperatures in the Chicago area, Riverview's attendance stood at 18% above the same period in 1948, while the amusement industry in general was experiencing a 32% dip. The warm spell brought out thousands of fun-seekers above the norm for the first two months of the season "but television had made its impact while the going was rough," explains Tom O'Connell, account executive with Christiansen Advertising, Riverview's agency.

Children Cite TV

"There has been a noticeable increase in the number of children attending, and dozens of them volunteer the information they saw 'all about Riverview' on television," Mr. O'Connell says.

The Christiansen agency and Atlas Film Corp., Chicago, collaborated in putting Riverview on TV. Early last spring Norman Lindquist, television director at Atlas, recalled having seen a public interest newscast on Riverview over WGN-TV, the Chicago Tribune video station. He checked with Spencer Allen, WGN-TV newscast editor, and learned that since the film had been shown nearly two years before, portions of it now could be purchased from the station.

Mr. Lindquist bought 250 feet of the film showing some of Riverview's most thrilling rides and other concessions. In league with Mr. O'Connell, he approached park officials with the proposal that the WGN-TV scenes be edited and synchronized with sound effects for use the week before Riverview opened. Then, with the park season underway, new film could be processed for subsequent showing.

Riverview officials went along with the idea and since May 10 have been using seven spots weekly, placed in or near highly rated TV shows with "kid appeal". Three of the spots are 20 seconds long, and the remainder 1 minute.

On WENZ-TV, Chicago's ABC station, a spot is sandwiched in the Paddy the Pelican show, Thursday from 6 to 6:15 p.m.; another, at 6:30 p.m. Saturday, is preceded by Ranch Songs and followed by Lone Ranger; a third, at 3:30 p.m. Sunday, is between Tets Time and Bronx Zoo.

On WNBQ (NBC) a Tuesday 5:55 p.m. spot comes between Pet Shop and the humorous Public Life of Cliff Norton; Wednesday at 4:30 p.m., a second spot is preceded by Coming Attractions and followed by Howdy Doody; on Friday, between 5 and 5:30 p.m., a third is sandwiched in a western movie.

WGN-TV uses one Riverview spot Monday in either the 5:30 or 6:30 p.m. slot (Captain Video or a "Western").

Riverview's budget for the 1950 TV spot campaign is $15,000. The park also uses 35 radio announcements daily on WIND Chicago, spaced out between noon and 7 p.m.

Interest Growing

EDUCATORS EYE TV

a station was Iowa State College. Its WOI-TV Ames now carries programs of the four national television networks, Dr. Dunham observed.

Complete facilities are expected to be installed on campus by the U. of Texas which already has produced shows on WBAP-TV Fort Worth, WPAA-TV Dallas and KEYL (TV) San Antonio. Dr. Dunham reported, Alabama U., now operating TV activities over Birmingham stations as well as teaching TV production techniques, plans to coordinate its radio-TV services into one center.

Pioneering in the TV field is Creighton U. (Omaha) which has been experimenting with many types of science programs over WOW-TV Omaha for the past three years. He also pointed to the city school systems of Philadelphia, New York, Buffalo, Cleveland, Cincinnati, Baltimore, Detroit and Chicago which are experimenting with use of television for the classroom.

California TV programs are being presented by the U. of Southern California, the U. of California (Southern Branch) and Loyola U. at Los Angeles, Dr. Dunham said. Stanford U. at Palo Alto (Continued on page 64)

September 4, 1950 • Page 51
DURING the first half of 1950 the number of advertisers sponsoring programs on the TV networks of ABC, CBS and NBC increased from 59 in January to 70 in June. The number of sponsored programs on these three TV networks concurrently rose from 83 in January to 108 in June. The growing cost means, meanwhile increased from $1,889,679 in January to $2,884,278 in June.

The above figures were derived by TELECASTING from tabulations of individual advertising, video network programs prepared by Publishers Information Bureau from data provided by the three TV networks. DuMont, fourth video network, does not make its billing figures available.

Ford Motor Co. was the leading TV network advertiser both in June and during the first half of the year, according to the three-network data, with gross TV network time costs of $188,865 in June and $911,081 during the second month. R. J. Reynolds Tobacco Co. ranked second and National Dairy Products third for both June and January-June.

Also included in the top 10 TV network clients for the month and half-year (see Tables I and II) are P. Lorrillard & Co., General Foods Corp., RCA, Mohawk Carpet Mills, Liggett & Myers Tobacco Co. and Phlco Corp. American Tobacco Co. ranked eighth in June but does not appear in the six-month list as it ranked first in the January-June period. General Motors Corp., conversely, is listed as sixth ranking TV network user for the January-June period, but is not included in the first 10 for June, when this company ranked eleventh in standpoint of gross time charges.

Breakdown of video network time costs by industry classifications (Table III) shows that tobacco and smoking accessory producers led all other advertisers by buying $517,144 worth of network time charges. Also, the cigarette industry spent $66,129, or 12.8 percent of its total budget, for television advertising in the second quarter.

John Meck Cites Force of Video

TELEVISION should become "one of the greatest forces for good in American history" instead of "sort of a sideshow," in the opinion of John S. Meck, president of Meck Industries and Scott Radio Laboratories.

Mr. Meck, in a letter last week to the Television Broadcasters Assn., asserted "we have the greatest opportunity to contribute to the people's welfare that has ever been afforded to a single industry." He suggested that broadcasters make a "greater effort toward culture and education "before the patterns of programming have become rigid, and the cold hand of 100% commercialism brings slow death to this great opportunity."
The Preceding Program was

WMAR-TV's 783rd

ON THE SPOT TELECAST

In Maryland, it's WMAR-TV for Remotes

The above slide flashes on the screens of Channel 2 viewers everytime WMAR-TV crews complete an on-the-spot telecast. And as of Sunday, September 3rd, WMAR-TV crews, using the station's two remote units, have been responsible for 783 of them.

Since the station went on the air in October of ’47, these remote telecasts have covered a multitude of events in the Baltimore area... the installation of the new Catholic Archbishop at the Cathedral... the Johns Hopkins Science Review from the University Campus... the Maryland Yacht Club and the Wilson Point Regattas... The Eastern Open Golf Tournament... the Mad Hatters Ball at the Sheraton-Belvedere... Cooking School from the Lexington Building... Football Games from the Naval Academy and from the Baltimore Municipal Stadium... 139 Wrestling Shows from the Coliseum... 85 National Amateur Shows from the stage of the Center Theatre... The Maryland Hunter Show from Timonium... 147 days of racing from Pimlico and Laurel... Christmas Eve Services from Old Saint Paul's Church... Dance from Polish Hall... 52 Baseball Games from the Stadium... 83 Basketball Games... Trotting Races from Baltimore Raceway... Soapbox Derby... 4-H Parade... Events in leading department stores... Political Banquets and luncheons... The Dedication of Friendship Airport... The Maryland State Fair.

Marylanders are accustomed to seeing the big buses roll up at important gatherings of all sorts. They are also used to thinking first of WMAR-TV when it comes to remotes. Why? Experience is the answer—experience and the know-how that comes with it.

IN MARYLAND MOST PEOPLE WATCH

WMAR-TV

CHANNEL 2

REPRESENTED BY THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO

CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
CTI's New System
(Continued from page 42)

compared with black and white." Although "mixed highs" are not needed in Uniplex, they can be used, CTI said.

Uniplex receiver circuit requirements are no more critical than for monochrome reception, CTI told FCC, and Uniplex sets would "accurately reproduce monochrome transmissions. They further will "operate with any presently disclosed direct-view tube, requiring therewith fewer additional tube sections over black-and-white than any other color television system so far proposed, and without sacrifice of fidelity."

Conversion of existing monochrome sets to receive Uniplex was termed practical "through the use of a single, small, inexpensive, unit in addition to a direct view tube." CTI further claimed Uniplex could be coaxial cabled without loss of color, although detail would suffer the same as present monochrome.

All complexities added to the standard monochromatic systems to produce Uniplex are made at the transmitter, CTI explained, "and even there are more apparent than real. The component assemblies are themselves well known and tried, and although highly accurate in operation no high precision of manufacture or assembly is required beyond those inherent in all television systems."

Comment to Mr. Matthews on the new Uniplex system by Andrew F. Inglis, member of the Washington consulting engineering firm of McIntosh & Inglis, was attached to the petition as an exhibit. He said his reaction generally "has been entirely favorable." Mr. Inglis stated:

"The Uniplex system is completely monochrome, because it employs a line and field rate identical to standard black-and-white, and the transmitted synchronizing waveform is so nearly the same as for standard monochrome that there seems little doubt but that any commercial black and white receiver will be properly synchronized by it. Moreover as can be determined by theoretical considerations, there seems to be no reason to believe that problems of color-channel and adjacent channel interference, noise, oscillator radiation, and the like will be any more severe than with standard monochrome."

As compared with the dot sequential system proposed by RCA, your Uniplex system has a number of very important advantages. The receiver will be simpler, cheaper and more reliable, because no complex timing and sampling circuits are required. Considering the investment in the public involved, the import of this factor cannot be overestimated. The method of transmitting color information is inherently more stable; consequently the color fidelity will be superior. Color crosstalk can be substantially reduced as compared with the RCA dot sequential system, although experimental proof would be particularly desirable here. Theoretical considerations indicate that interference, noise, oscillator radiation and the like would affect this system less than that of RCA.

black compared with the field sequential system proposed by CBS, your system has the tremendous advantage of compatibility. In addition, full color may be had through the use of black-and-white receivers within the automatic adaptation interface or other additional circuitry.

In summary, I believe that your new Uniplex system can be described as "dash sequential system." As such, it retains the desirable features of the dot sequential system, but because of the color switching rate very real advantages are obtained.

AUTHORS LEAGUE
SWG Approves TV Plan

SCREEN Writers Guild membership in Hollywood last week approved the plan of the Authors League of America to ask for immediate negotiations with a TV network and producers to establish a uniform contract for writers. Major provisions sought by SWG will include that of enabling writers to sell material on a one-time-only basis with the writer retaining all subsequent rights and a pay scale where the writer will be guaranteed a fixed percentage of the total package price. In another action, SWG, opening contract talks with major motion picture studios, indicated that it would seek to avert possible legal revisions of the entire rights picture. It announced that separation of story rights would be a major goal and set up seven divisions of rights, including one for television, radio and motion picture (theater television).

Static & Snow
(Continued from page 38)

after long lay off, new splurging heavily into spot radio, both day and night. So:

The cigarette that sells and sells is the cigarette that tells and tells
Its story to each Jill and Joe from Kankakee to Kokomo,
From Broadway to the Golden Gate, to every town and every

Now, after wandering from the fold, comes Lucky Strike dispensing gold
In quest of spots, both day and night, to set its distribution right.
And radio's sure to stand the test of "men who know tobacco best."

‘Fighting Phils’

PHILADELPHIA's "fighting Phils," strong sentimental favorites to win the National League pennant, hit the road recently with the knowledge that the city is backing them to the last. An ad placed in the Philadelphia Bulletin by Donald Thornburgh, president, WCAU Inc., noted "the Phils' last bat ... business can wait." He called on fans to turn out in large numbers for the Phils' last home game before embarking on their final western swing. "For those who cannot attend in person ... and we sincerely hope that all of you can and will ... the game will be televised on WCAU-TV at 8 p.m.," Mr. Thornburgh added.

Educators Eye TV
(Continued from page 51)

taught TV this summer at its radio workshop and plans to produce programs at San Francisco. State College of Corvallis, Oregon, has been receiving programs originating at KING-TV Seattle in a unique relay and booster system which provides TV fare in an area not yet available. Portland does not have its own outlet. U. of Washington, in addition, is producing programs which are carried over KING-TV.

Dr. Dunham concluded that the bulk of the activity now underway is the preparatory stage of "education's effort to have its own television facilities wherever practicable." The government official added "the cooperation of present TV stations has been one of the most significant acts of good will toward education and the great potential TV possesses for bringing enlightenment and understanding to a great new audience of our people."

**Television's Gate Effect**
(Continued from page 12)

is granting exclusive TV rights to its gridiron schedule. Originally Penn had signed a long-term exclusive contract with WPNT (TV) Philadelphia. It was learned, however, that high university officials felt an institution partly supported by public funds should not limit its telecasting privileges.

ABC is understood to have signed a contract with Penn for rights to the games on a non-exclusive basis. Price is said to have been $75,000 plus incidentals bringing the total to $100,000. Thus far ABC has not announced sale of the games to a sponsor. Others desiring to carry the games can still acquire rights, according to the contract terms.

Growing sentiment against granting of exclusive rights for theatre television is developing. Protest against the Western Conference project was made by Lyle DeMoss, assistant manager of WOW- TV Omaha, in a letter to NAB President Justin Miller.

"This is unfair at the outset," Mr. DeMoss wrote, "something in the nature of restraint of trade. Here we find that a university supported by taxpayers' money has suddenly decided against television and broadcasting and has placed certain restrictions upon this industry that are sometimes hard to imagine, and yet without fear of being tramped on in any way, shape or form, has given over its facilities to theatre television."

WSAZ-TV Relay

BARRING unforeseen circumstance WSAZ-TV Huntington, W. Va., planned inauguration of network service between Huntington and Cincinnati Sept. 3 (yesterday). Completion of the relay was expected with the erection of the lineman on last Friday, according to a station announcement earlier last week.

**The Gray TELOP makes PROFITS GROW for TV Stations**

**DUAL PROJECTION**

SUPERIMPOSITION, LAP DISSOLVE or FADE-OUT

with NO KEYSTONING

---

**Film Report**

established TV commercials department.

FILMMAKERS, Hollywood motion picture producer, has signed with PRB Inc., New York and Hollywood radio and TV package firm, to promote special television exploitation of three new films. PRB Inc. will launch campaign in key cities after market analysis of networks and independent stations and in addition study will be made of one, two, three and five-minute spot trailers and cartoons.

Phil Bloom joins Snider Tele- scripts Corp., Hollywood, as talent buyer. Diana Lynn and Count Basie recently signed for firm's three-minute musical films...William Perillo, assistant television coordinator, Cascade Pictures, Los Angeles, joins TV Ads Inc., same city, as general sales manager.


Mutual Television Productions Inc., new firm, producing series of TV films. Located at 9118 Sunset Blvd., Hollywood, telephone Crest- view 4-6233. First of series will be These Are Our Children, based on stories from Children's Home Society, California adoption society. President of firm is Edward M. Gray; vice presidents, Rudolph Monier and Sig Neufeld; William Cane, treasurer; Victor Mindlin, secretary.

Television Features Inc., New York, division of Larry Gordon Studios, has appointed Hartman Adv, Syracuse, as regional rep- resentative in central New York Area...INS-Telenews weekly newsmagazine review to be sponsored in three new markets, and sports reel on WJAR-TV Providence, sponsored by Narragansett Brew- ing Co. Agency, Standish, same city. Weekly review on WBNX-TV Columbus, sponsored by Hudson dealers; on WDSU-TV New Or- leans, sponsored by Graybar Elec- tric Co., and on WDTV (TV) Pitts- burgh, by Disco coal.

**The Gray TELOP and Accessories are WIDELY USED BY NETWORKS AND INDEPENDENT TV STATIONS**

**Gray Multiplexer**

Enables operation of pairs of projectors simultaneously into a single TV camera or individually into two separate cameras. PRO- TECTS AGAINST CAMERA CHAIN FAILURE BY QUICK THROW-OVER TO STANDBY CHAIN.

**Gray TV Camera Turrets**

Enable a single camera to serve several projectors. Depending on size and optical throw, as many as eight projectors can be used. Rotate 360° on heavy precision bearing with exact positioning. 2 models: TF10 and TF15.

Ask for Gray TV Catalog describing above equipment.

Division of The GRAY MANUFACTURING COMPANY • Originators of the Gray Telephone Pay Station and the Gray Audograph

Teletcasting • Broadcasting

September 4, 1950 • Page 55
SAFETY PROGRAM
Dr. Pepper Sets TV Drive

IN a campaign now breaking in Texas and other cities, the first concerted use of TV by Dr. Pepper in selling the soft drink company's "Back-to-School" safety promotion.

Sound-on-film spots, featuring football star Doak Walker, will be used in TV markets in many parts of the country. Spots will include

bars and grills accounted for 20.7% of the total out-of-home audience. The WOR report was prepared under the direction of Robert Hoffman, station research director, and based on a Pulse Inc. survey of 12 counties in metropolitan New York July 5 through July 11.

EDUCATORS MEET
TV-Radio Covered

THE nation's three journalism education associations last week voted to become the Asm. for Education in Journalism, effective Jan. 1, 1951.

Meeting at a joint convention on the campus of Michigan State University in East Lansing, delegates elected as officers of the new organization the following: Ralph O. Naefziger, U. of Wisconsin, president; J. Edward Richards, U. of Minnesota, first vice president; Donald Burchead, Texas A&M, second vice president; Elmer J. Beth, U. of Kansas, secretary-treasurer; 1951 convention to be held during next summer at U. of Illinois.

At the convention's council on radio journalism, re-elected were Prof. Floyd Reid, Boston; Missipsi, president; Robert K. Richards, public affairs director of NAB, secretary-treasurer. Mr. Richards and Karl Koerper, vice president and general manager of KMBC Kansas City, Mo., were the only industry representatives at the meeting.

The importance and problems of television news were highlighted during the radio journalism council's panel discussion. Participants included Prof. Robert Rich- ards, Mr. Koerper, Prof. Mitchell V. Charney of the U. of Minnesota and Prof. Batchle P. Moise of Northwestern U.

Sells Dogs

WTWJ (TV) Miami, Fla., has a new twist—and a profitable one—on "going to the dogs." Station reports the Alex Gibson Show, five-a-week afternoon disc jockey program, sold out a kennel in two five-minute "5-for-40" spots. All the dogs were shown by a kennel mistress on the program during which Mr. Gibson quoted the prices and gave the studio's phone numbers. Phones started to ring immediately. For the $42.50 the two announcements cost, the kennel took in $625. Only one dog had been sold in four days of newspaper advertising, the kennel mistress told Mr. Gibson.

SAFETY PROGRAM
Dr. Pepper Sets TV Drive

IN a campaign now breaking in Texas and other cities, the first concerted use of TV by Dr. Pepper in selling the soft drink company's "Back-to-School" safety promotion.

Sound-on-film spots, featuring football star Doak Walker, will be used in TV markets in many parts of the country. Spots will include

bars and grills accounted for 20.7% of the total out-of-home audience. The WOR report was prepared under the direction of Robert Hoffman, station research director, and based on a Pulse Inc. survey of 12 counties in metropolitan New York July 5 through July 11.

EDUCATORS MEET
TV-Radio Covered

THE nation's three journalism education associations last week voted to become the Asm. for Education in Journalism, effective Jan. 1, 1951.

Meeting at a joint convention on the campus of Michigan State University in East Lansing, delegates elected as officers of the new organization the following: Ralph O. Naefziger, U. of Wisconsin, president; J. Edward Richards, U. of Minnesota, first vice president; Donald Burchead, Texas A&M, second vice president; Elmer J. Beth, U. of Kansas, secretary-treasurer; 1951 convention to be held during next summer at U. of Illinois.

At the convention's council on radio journalism, re-elected were Prof. Floyd Reid, Boston; Missipsi, president; Robert K. Richards, public affairs director of NAB, secretary-treasurer. Mr. Richards and Karl Koerper, vice president and general manager of KMBC Kansas City, Mo., were the only industry representatives at the meeting.

The importance and problems of television news were highlighted during the radio journalism council's panel discussion. Participants included Prof. Robert Rich- ards, Mr. Koerper, Prof. Mitchell V. Charney of the U. of Minnesota and Prof. Batchle P. Moise of Northwestern U.

Sells Dogs

WTWJ (TV) Miami, Fla., has a new twist—and a profitable one—on "going to the dogs." Station reports the Alex Gibson Show, five-a-week afternoon disc jockey program, sold out a kennel in two five-minute "5-for-40" spots. All the dogs were shown by a kennel mistress on the program during which Mr. Gibson quoted the prices and gave the studio's phone numbers. Phones started to ring immediately. For the $42.50 the two announcements cost, the kennel took in $625. Only one dog had been sold in four days of newspaper advertising, the kennel mistress told Mr. Gibson.
NEW SEASON STARTS
SUNDAY, SEPT. 10

U.S. STEEL HOUR
again presents radio’s award-winning

Theatre Guild on the Air

Another big year of outstanding stage and screen hits! Coming up this season: The Third Man; Come Back, Little Sheba; The Fallen Idol; There Shall Be No Night; Edward, My Son; A Farewell to Arms... and many more!

SUNDAYS
8:30 p.m.
(E.D.T.)

NBC NETWORK
Muir Expulsion

(Continued from page 53)

pro-communist actors, writers, producers, directors.

The Joint Committee against Communist Activity had had a con-
stituency of two million members," including state commanders of the American Legion, Catholic War Veterans, Veterans of foreign Wars, and Amvets, and leaders of such other groups as the Sons of the American Revolution and the American Jewish League Against Communism Inc.

The special subcommittee on radio appointed last week was announced by Rabbi Benjamin Schultz, coordinator of the Joint committee. Its co-chairmen are Theodore Kirkpatrick, editor of Counterattack, and Stephen C. Chess, Queens County commander of the Catholic War Veterans.

"Tester McCullough was ap-
nointed an associate member of the Radio Committee, although she listed "out of contact," Rabbi Schultz announced.

Mrs. McCullough, it was re-
called, was recently sued for libel by L. I. Newson, howling mad, and Paul Draper, dancer, on the grounds that she had falsely ac-
cused them of pro-communist activities. The suit ended in a hung jury.

It was learned authoritatively that Mrs. McCullough was one of those who telephoned a protest over Miss Muir to NBC.

To Watch Networks

According to Rabbi Schultz's an-
nouncement, "the radio committee will watch national networks even though The Joint Committee Against Communism in New York consists primarily of New York state residents. It has already been assured the assistance of local patriotic organizations from coast to coast."

Commenting on the incident in-
volving Miss Muir, Rabbi Schultz said:

"In a way, it is unfortunate that Miss Muir's name was singled out. Of course, that had to be, because the Aldrich family was involved. But there are others on radio and tele-
vision who are just as bad and, as yet, untouched."

The Radio Committee, in coming months, expects to be of assistance to networks and stations in gath-
ering the records of certain personali-
ties. A pro-Communist uses his pro-
gram to entice veterans, veterans to entice people into subversive organizations. He said a meeting of the Radio Commit-
tee would be held this week.

Miss Muir described the accusa-
tions that had been leveled against
her as "most unfair and most un-
just." She said:

"I am terribly shocked and heart-
broken about the whole thing. I can only repeat what I said before, that I am not a Communist, have never been, and believe that the Communists represent a vicious and destruc-
tive force and am opposed to them."

It seems unbelievable that an ac-
tress can have such a setback to her
livelihood and career on nothing more than unsubstantiated allega-
tions made over the telephone and by telegram. General Foods Corp. it-
self makes clear in its statement that they have not gone into the truth of the charges and may not support them or believe them true. That their action was based on threats and pres-
sure which they thought might pos-
sibly be harmful to the company's products is further proved by the fact that I am being paid in full for my work. Whatever could have been legally cancelled if the charges were true. All this seems most unfair and unjust."

In its statement General Foods said it "wishes it understood that it is in no way passing judgment on the merits of these protests it has received."

General Foods Policy

Its policy, the sponsor said, was as follows:

"One of the fundamental objectives of General Foods advertising is to create a favorable and receptive atti-
tude toward its products among the largest possible number of consum-
ers. The use of controversial person-
"..."
LBS Plans
(Continued from page 22)

in combination as number frequency of area, the
induce needs a time enable the tion stations and
financially and an able price
is such radio show Liberty has a
gether full-time basis.

Six Regional Groups
The nature of Liberty's line setup is such that regional as well as national sales are to be handled, and the country is at present di-
vided into six regions for this purpose. This flexibility of opera-
tion will provide a better revenue for the stations and at the same time enable the national advertiser to purchase areas where his pro-
duce needs a shot in the arm, or where he desires a test campaign, or where he wants to use a sec-
tional promotion, network officials believe.

Liberty's regions are put together on the basis of sectional coverage of areas with like habits, industry and ideas, tailored to do a job for national advertisers on a full-time basis.

In the realm of programming, Liberty has offered new ideas that are described as successful. Mr. Foster said the Liberty minstrel show is an entirely new concept in radio in that a full-scale musical and comedy show will be aired in the mornings. Our feeling is that such counter-programming will provide an enlarged audience for our stations and at the same time provide local sponsors with a vehicle that will enable them to

sell with marked effect against any national sponsor who might be on another station at the same time. The Liberty Minstrels will be a daily hour of old-fashioned min-


WAVE CAN'T PULL DOWN SHADE (Ky.)!

Some stations reach for Shade (Ky.). But not WAVE. We shutter to think of trying to get results for you advertisers, 'way out there in the dark! No, WAVE concentrates on the really big, really important Louisville Trading Area. In these 27 counties, 40% better standard of living than the average outside our area!

As far as we're concerned, it's curtains for Shade. Maybe that would be wise for you, too. Let's throw back the blinds, and see!

it's the FIFTH on the FIFTEENTH

BROADCASTING • Telecasting

LOUISVILLE'S

N.B.C. AFFILIATE
FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

SEPTEMBER 1, 1950 • PAGE 59
ELECTRONICS staff of the Munitions Board currently has under way 30-60 day study program to explore the military requirements for fabricated component parts, it was revealed last week. The study is being carried out by communications and electronics specialists of the Defense Dept.

This development is the outgrowth of a recent meeting of defense, NSRB and board officials with industry representatives comprising the Electronics Industry Advisory Committee headed by Fred Lack, vice president of Western Electric Co., and including members of Radio-Television Mfrs. Assn. [BROADCASTING, Aug. 21].

Government officials also are currently eying a $10 billion defense supplemental bill now before Congress, which calls for an outlay of $2.646 billion for electronics, artillery and other major procurement. Funds to be channelled eventually to electronics will go largely into so-called “end” equipment.

Another result of the Aug. 14 session at the Pentagon was the appointment of a five-man electronics subcommittee under the chairmanship of H. J. Hoffman, vice president, Machlett Labs Inc., to explore availability of radio transmitting tubes in the industry.

Other members, according to Mar- vin Hobbs, chief of the Munitions Board’s electronics division, are: C. E. Burnett, RCA-Victor; Sam Norris, Amerex Electronics Corp.; G. W. Henyon, General Electric Co.; and J. A. McCullough, Betel-McCullough Inc.

Other subcommittees also will be named, from time to time, to study other equipment phases of industrial mobilization and procurement, according to Mr. Hobbs.

But, the board added, the prices will provide “an incentive for efficient performance by establishing an adequate margin of profit.” Effect of the policy will be to conserve limited manpower, materials, facilities and other controls.

Additionally, a revision in stockpiling priority policy, as laid down by John R. Steelman, special assistant to the President, would permit payments above market prices to domestic producers in special cases where necessary to stimulate output of “highly essential material and scarce materials.”

On the manufacturers’ front, distributors have advised Radio-Television Mfrs. Assn. that they have had to allocate certain component parts because of “unusual demands” by dealers since the Korean outbreak. Some dealers reportedly were trying to hoard some components in short supply, with result that receiving tubes, resistors, antennas, TV tubes and condensers are being allocated by parts distributors in the New York area.

Robert C. Sprague, RTMA president, stated, however, that there is no immediate threat of serious shortages of replacement parts for servicing TV and radio receivers [BROADCASTING, Aug. 28].

de WOLF NAMED U.S. Delegate to Geneva

FRANCIS COLT de WOLF, U. S. delegate to the Administrative Council of the International Telecommunication Union and chief of the State Dept.’s Telecommunications Policy Staff, will represent the U. S. government at the Council’s fifth session, which got underway in Geneva last Friday.

Assisting Mr. de Wolf as advisors will be John M. Cates Jr., acting officer in charge of UN Cultural and Human Rights Affairs, State Dept., and Helen G. Kelly, special assistant Mr. the telecommunication chiefs.

Smith to WOR Sales

APPOINTMENT of Louis A. Smith as manager of the western sales office in Chicago of WOR New York, effective tomorrow (Sept. 5), was announced last week by R. C. Mindlows, vice president in charge of sales. Formerly with the Chicago office of Edward Petry & Co., Mr. Smith for the past three years operated his own advertising agency in Chicago.

On the dotted line...


On September 15th, NBC’s Engineering manager, Erwin E. Rogers, will present ...
THE GO HOME move was on in Congress last week. Legislators, working feverishly to conclude work on such financial "musts" as appropriations and taxes, looked to a final chapter of law making by mid-September.

Already completed by the 81st Congress was the $32 billion omnibus appropriations bill. Means of gathering revenue to meet expenditures, swollen by defense needs, were hotly debated in the Senate. Special financing measures—such as paying for an expanded Voice of America—advanced on the legislative ladder (see adjoining story).

Congressional leaders pointed to a tentative target date—Sept. 15—for both houses to go into a continuous recess, subject to recall at the bidding of the President or as the result of an unforeseen international development. Senate Majority Leader Scott Lucas (D-Ill.) ordered day and night Senate sessions beginning tomorrow (Tuesday) in an effort to wind up its business "musts" by Sept. 9. The House, already in an extended recess over the Labor Day weekend (Sept. 1-12), was expected to continue recessing. On the special money, tax and anti-Communist bills, the lower branch would only need to provide a rule for conferences to be appointed.

Slowed by Speeches

But the Senate was in its traditional role as a deliberative body, slowed by speech making and lengthy debate processes. Senators last week wrangled over the tax revision bill, chief stumbling block being a movement to write in an excess profits levy, which the administration wishes to lie dormant until the first of the year, or to tack on a new levy for cooperatives—the tax bill would do the following of interest to the radio-TV industry:

- Tax profit making business enterprises of certain educational institutions—including their commercial radio or television stations.
- Boost corporation income taxes from which the government would gain some $1.5 billion a year.
- Apply a 10% federal excise tax on television sets at the manufacturing level to reap the government an estimated $42 million annually [TELECASTING, Aug. 21, 7].
- Give special tax incentives as encouragement to industry retailing for defense production.
- Delay an excess profits tax until 1951.

Other important effects of the proposed bill: (1) Would repeal 1948 and 1949 individual income tax reductions and make 10-20% increases effective Oct. 1 to be applied to one-fourth of the total 1950 income; (2) would hold in

(Continued on page 63)

The Branham Network

SAN FRANCISCO

LOS ANGELES

DALLAS

CHICAGO

DETROIT

NEW YORK

ST. LOUIS

ATLANTA

MEMPHIS

CHARLOTTE

Branham offices representing Radio and Television Stations

CALL DON COOKE FOR COMPLETE COVERAGE

WASHINGTON, D. C.
WEAM

MUTUAL

5000 WATTS

THE BRANHAM COMPANY
VOICE FUNDS

RECORD appropriations for 1960-61 Voice of America operations to international propaganda offensive Week as the Civil Congress anxiously gain" and should meet more rigid standards.

The President met with Advisory Commission officials at the White House Thursday morning. Commission members also conferred later with Edward Barrett, Assistant Secretary of State for Public Affairs, and his staff concerning information strategy now being planned with a view to cutting through confusion caused by the Kremlin's propaganda machine.

In Attendance

Attending were Mark Ethridge, editor, Louisville Courier-Journal, chairman of the advisory group; Judge Miller; Dr. Mark May, director, Institute of Human Relations; and Erwin D. Canham, editor, Christian Science Monitor, Philip D. Reed, chairman, General Electric Co., did not attend. The President reportedly approved a plan which would set up three specific panels—for radio, press and motion pictures—to serve as advisory committees to the Advisory Commission. A fourth unit would act on a general level, the members would be appointed by Secretary of State Dean Acheson, subject to the approval of the commission under Public Law 402. NAB President Miller will appoint a broadcasters' subcommittee to consult with the radio panel on information activities. The other two major panels on the press and motion picture are expected to name similar groups.

Norton Sworn in

To Federal Reserve Post

EDWARD L. NORTON, chairman of the boards of the Voice of Alabama (WAPI WAFM (FM) WAPM-TV Birmingham) and the Florida Broadcasting Co. (WMBR-AM FM-TV Jacksonville) last Friday was sworn in as a member of the board of governors of the Federal Reserve System for a 14-year term. Mr. Norton is a Presidential appointee, whom the Senate confirmed last June 2.

Thad Holt, president of the Voice of Alabama, and Frank King, head of the Florida Broadcasting Co., were among those expected to attend the ceremonies, held in the Federal Reserve board room, with Thomas B. McCabe, board chairman, slated to preside.

Mr. Norton also is chairman of the Coosa River Newprint Co., which is owned by newspaper interests in the South and Midwest, as well as the New York Times, which he helped organize.

In addition to his commercial activities, he also is chairman of the board of trustees of Birmingham Southern College; member of the board of trustees of the U. of Alabama, and member of the executive committee of the Rockefeller Foundation. He also serves on the board of trustees of Miles Memorial College, a Negro school in Alabama.

Sterling Buys Newscastr

STERLING DRUG. Inc. (Molle shaving cream) will sponsor Monday through Thursday newscast series by John B. Kennedy over ABC, 10:30-10:35 p.m., starting Sept. 18. Contract, for 52 weeks, placed by Dancer-Fitzgerald-Sample, New York.

PROTECT YOURSELF, your STAFF, your CLIENTS from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscastrs, Ad Libs, Financial Comment, Mystery Plots, Goosby Announcements, Man-on-the-street Interviews

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER!

IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.
Congress
(Continued from page 61)
abeyance an excess profit tax and ordered studies by committee staff looking toward such a levy next year; (3) action on a tax levy boost on cooperatives would be deferred.
In its report to the Senate, the Senate Finance Committee had said it did not believe it wise to delay the revenue bill by trying to include other revenue raising methods, such as the excess profits tax, which would take up time in hearings and study. The committee instructed its staff to conduct a long-range study looking toward an excess profits tax levy next year.
In the main, the Finance Committee’s action on educational institutions’ “unrelated” business activities followed the path cleared by the House more than a month ago (Broadcasting, July 3). The House in its single-package revenue bill drew sharp distinctions governing “unrelated” activities of educational, religious and charitable institutions. The House specified exemptions for religious organizations should apply only to churches but not to organizations under their auspices. However, the Senate version would not exclude church groups, as such. The non-exempt clause also would hold for activities of charitable and educational groups. Labor, agriculture, research and other such groups also would be taxable.
Increase Proposal Deferred
Some activities of cooperatives are already taxed but a proposal to increase the level up to the corporation levy was deferred. Further staff study on this phase was ordered by the committee. Some cooperatives hold ownership in radio stations.
This committee recommendation on cooperatives might fall victim to a lack of interest on the Senate floor to amend the provision.
It was understood that radio stations owned and operated by religious educational colleges and universities competing commercially in the broadcast field would be subject to the corporate taxable classification. Non-commercial stations, many operated by universities and colleges, apparently are not affected.
An exception was tacked onto the House inserted provision on char-

To put your finger on the heart of this great northeastern market . . .

TR RATES UP
Increased In 3 Markets
TRANSIT RADIO is upping its rates in three markets from 25 to 50% because of climbing circulation. Stations affected are KXOK-FM St. Louis, KCMO-FM Kansas City and WWD-C-FM Washington, D. C., three of 19 transit radio outlets coast-to-coast.
St. Louis time charges are going up Oct. 1 about 25%. Cost per thousand, quoted for the St. Louis station to agencies as $1 “or less,” will go from 33 cents to 48 cents because of the higher rate. KCMO-FM, which went up about 50% Sept. 1, had a former rate based on 100 radio-equipped public transportation vehicles. Since that rate was effected, 110 vehicles were added, and 300 are expected to be in operation by Oct. 1. This is a 200% increase in circulation.
WWDC-FM Washington, which adopts a new rate Oct. 1, has seen a 100% circulation increase. TR rates are going up there about 50% also. The old rate was set on 225 equipped vehicles, and there are now 460. Contracts placed with the two stations which have Oct. 1 increase dates will be protected for 26 weeks.
WMIN-FM Minneapolis-St. Paul, with which Transit Radio has a special working arrangement, took the air Sept. 1. Another new TR station is WTOA Trenton, which goes on the air Nov. 1.

WGY’s total weekly audience is over 2½ times greater than that of the next best station in Daytime and at Night.

WGY’s daily audience is 3 times greater than that of the next best station —191% greater in Daytime, 211% greater at Night.

WGY has 36% more audience in Daytime and 45% more at Night than a combination of the ten top-rated stations in its area. (WGY weekly audience: 428,160 Daytime; 451, 230 Night.) (10-station weekly audience: 313,080 Daytime; 310, 970 Night.)

WGY has the largest audience in every single county in the area at Night and in all but one county in Daytime.

WGY has in its primary area, Day and Night, 23 counties to Sta. B’s 5 counties, Sta. C’s 3 counties, Sta. D’s 3 counties.

WGY has almost twice as many counties in its primary area as any other station in the area has in its entire area.

WGY has 8 counties in its Daytime area and 9 in its Nighttime area which are not reached at all by any other Capital District station.

WGY’s Fort Wayne, Ind., joins NBC Oct. 15 as a basic supplementary affiliate. WOWO, the fifth Westinghouse Inc. station to become affiliated with NBC, operates with 10 kw on 1190 kc. WOWO’s former ABC affiliation has been taken by WGL Fort Wayne.
Newscasts Spur Listening (Continued from page 83)

to the data, average evening news listening fell off in the first half of June. But by mid-June 1950 the audience had started to increase whereas the downward trend in 1949 wasn’t checked until July.

This growth in the audience for news is reflected in the interest shown by advertisers and agencies, along with station representatives.

THE LONG ISLAND STORY

WHLI

reaches more homes* in Nassau County 6 or 7 days a week than any other New York or Long Island independent Station

*BMB Study #2

Nassau County is a $602,218,000.00 retail market!*  

*Standard Rate & Data's 1950-51 Consumer Markets  

Represented by RAMBEAU

WHLI

FM  

Hempstead Long Island N.Y.  

ELIAS GODOFSKY  President

Page 64 • September 4, 1950

WBT'S LABOR DISPUTE Crutchfield To Appeal

LABOR dispute between WBT Charlotte, N. C., and IBEW Local 1299 hung in the balance last week pending appeal by station management from the preliminary findings by an NLRB trial examiner [Broadcasting, Aug. 9].

Charles Crutchfield, vice president and general manager of WBT-AM-FM and WBTV (TV), has proceeded to appeal recommendations of Examiner Alba Martin, who ruled the station should reinstate nine of the 10 technicians it had discharged in September 1949.

Exceptions Due Soon

A statement of exceptions to the findings had not been filed with NLRB as of last Thursday. The station has 20 days to file exceptions from date of released findings, Aug. 23, or until midnight Sept. 12.

Meanwhile, NLRB issued a corrected or "erratum" report which included previously omitted data with respect to the intermediate report.

While charging that WBT had "unlawfully coerced and restrained" employees by discharging the 10 technicians, Examiner Martin noted that it had bargained "in good faith" and felt there was no evidence indicating that WBT "sought to undermine the authority of the union."

The increase in the overall summer radio audience was noted several weeks ago by Arthur C. Nielsen, president of the research company [Broadcasting, Aug. 8]. At that time he said that radio usage for the entire day was above that of last year, reversing losses earlier in the year.

Nighttime listening is on a par with that of a year ago, he noted, whereas it had fallen off 10% to 15% in the early part of 1950. Morning and afternoon listening is running about 5% above 1949, he said.

Nielsen ratings for News of the World, Lowell Thomas and Edward R. Murrow, for example, averaged about 40% above "normal" in July, according to Nielsen data.

When television enters the home, "total attention to broadcast media is greater than ever before," the report states. A television index analysis made by the firm reveals the average television home "continues its daytime listening at a high level, but at night viewing is almost double the previous amount of radio listening." Nielsen estimates total attention to broadcast media is about 60% greater after a video set is installed.

Cautioned, for some corrected, but it does not appear that for any of these he was warned. . . . The only error shown "have been committed with any frequency by (Mr.) Hicks was committed with equal frequency by the other technicians . . ."
insurance household equip. & supplies

bldg. beer, agriculture

resolution purchases totaling ranked network respectively. the

with it

michigan assn. leased

philip myers, and newcomer

station has

artery of over

hundreds upon hundreds of

derived from measurements of which radio and

electronics are a part—know how to convert their products into the

necessary weapons of war, gen. brown said.

diving into the need of unity both at home and in our formula-

tion of a foreign policy, gen. sar-

noff had the following suggestions to make for the u.s. international

role:

1. permit and assist the re-

armament of japan and west germany subject to suitable controls and

practical safeguards.

2. establish immediately uni-

versal military training at home.

3. protect the country against sabotage "which could prove worse than a battle lost."

4. develop promptly a comprehen-
sive system of civilian defense.

'america challenged'

world could then see what millions of american televisers could see during the

uv sessions at lake success . . . the arrogant

filibuster of president malik . . .

should the need arise for a full

scale war production, american industries—of which radio and

electronics are a part—know how to convert their products into the

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america challenged'

(continued from page 31)

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MANDATORY SPONSOR IDENTIFICATION ASKED
(Continued from page 24)

on Friday, assuming Mr. Harris and Miss Faye agreed, and present two mystery half-hours in sequence in a Thursday evening block.

Meanwhile Mr. Barry announced, in Hollywood, details of his big-name Sunday evening program.

Stating that "radio has been scared by television and as a result has done itself more harm than television has," Mr. Barry said television needs to offer more choice in entertainment, pointing out that "people can't just look at triple features every night of the week."

He stressed his hope that the new radio series, starting Oct. 15, Sun., 6:30-8 p.m. (EST) and utilizing nearly every star name on NBC roster, would embody the aggressive, exciting programming which he feels is radio's best answer to television's inroads upon its audience. He further stated radio and TV must stand side by side and help each other, "for its very best and each thus earning its share of the total available audience.

One Obstacle

One hurdle still in the path of the new series, said to be price-tagged at $1,800,000 and available for sale in half-hour segments, is that the Phil Harris-Alice Faye series has not yet accepted a proposed Friday evening time slot and still has first claim to the final half-time period for the proposed Sunday program.

While Mr. Barry would not definitely confirm it, he implied Tulu-lah Bankhead will meet the Sunday 90-minute show. Ed Wynn, Jimmy Durante, Fred Allen, Eddie Cantor, Dean Martin and Jerry Lewis, Dave Carroway, Henry Morgan and Sid Caesar are among NBC names generally set for series.

Twelve minute dramatic interludes by film stars will be included. In addition there will be Perry Como and other NBC singers and orchestras.

NEALY TO NEW POST

ANDREW J. NEALLY, BBDO Los Angeles, has been elected chairman of the Southern California chapter of American Assn. of Advertising Agencies. He succeeds Robert B. Shirley who was recently transferred from the Los Angeles office of J. Walter Thompson Co. to its New York office.
JOHN T. WILNER, engineering director WBAL-AM-TV Baltimore, to vice president in charge of engineering Hearst Radio Inc., N. Y. Was engineer-in-charge CBS TV development, and has designed and invented numerous video circuit refinements.

DICK CRANE to KNEA Jonesboro, Ark., as general manager. Was with KFI Hollywood and WHAP Fort Worth Texas. HAROLD GREGSON, KBTM Jonesboro, to KNEA sales staff.

JAMES WILDMAN, sales representative WEEI Boston, to active service as Lt. in Navy.

Mr. Wilner

VINCENT CALLAHAN, sales director WQQW Washington, takes leave of absence from station to handle procurement work for Government Business. WQQW vice president and general manager, will serve as sales director during Mr. Callahan's absence. CECIL (Lud) RICHARDS to local sales manager.

PHIL BALDWIN, merchandising department CKNW New Westminster, B. C., to director of national advertising.

J. H. SEROPAN to sales manager KLX-AM-FM Oakland, Calif. Was with NBC and CBS as sales representative.

ART FAIRCLOTH returns to WINX Washington, as salesman. BO FARMER to sales department WINX.

DUDLEY FAUST, since 1949 CBS assistant Western Network sales manager, to account executive N. Y. office CBS network sales. Was with WBBM Chicago.


EARL BRADLEY WLW Cincinnati salesman, and CHARLES T. DIEBEL, TV director Strauchen & Me-Kim Adv., Cincinnati, to WKRC-TV same city, as salesman.

Mr. Blackwell

ALLAN HAMMOND, member staff CCF Montreal since 1940, to manager succeeding GORDON F. KEEBLE [see ALLINO ARTS].

PIERCE ROMAINE, vice president Paul H. Rayner Co., N. Y., to Avery-Knodel, same city, as account executive, effective Sept. 15.

BERT ADAMS, NBC station relations, to join Harrington, Righter & Parsons, N. Y., television station representative, as salesman.

FORD BILLINGS, midwestern broadcaster, to sales staff WMAW Milwaukee.

JACK SHORTREED to sales manager CJGX Yorkton.

RALPH KELLEY, account executive Advertising Pub., Chicago, to WOKZ Alton, Ill., as account executive.

SID W. SLAPPEY, program manager WCFM (FM) Washington, to commercial manager.

KENNETH LAUGHLIN, with Alaska Broadcasting System since 1935, most recently as regional manager, to commercial manager, headquarters in Seattle.

Personal...!

HAROLD E. FELLOWS, general manager WEEI Boston and director CBS operations in New England, to visit Midwest this week headquarters in Chicago with CBS Radio Sales executives. . . FRANK BURKE Jr., manager KPVD Los Angeles, named chairman annual golf and banquet Whindig of Southern Calif. Broadcasters' Assn., Sept 22.


NATIONAL GUARD

OVER 1,500 AM stations throughout the country have agreed to carry a newly-produced National Guard Show as a public service feature during the guard's national recruiting campaign to bring all units up to full strength, Maj. Gen. Kenneth F. Cramer, chief of the National Guard Bureau, announced last week.

A transcribed series of 16-minute programs featuring Mindy Carson, NBC and RCA Victor singing star, and Bill Stern, nationally known sportscaster, will be available for broadcast beginning Sept. 11. Programs are being prepared in three cycles of 13 weeks each by General Artists Corp. in cooperation with NBC. Robert W. Orr & Assoc. handles the NG account.

Using Class A Time

All standard stations in areas with guard units were offered the show and a majority of the 1,500 accepting have indicated they will air the programs in Class A time periods, Gen. Cramer said. The 1,500 represent well over a 90% acceptance for number of outlets asked to carry the public service feature, according to bureau officials.

In addition to the new radio show, the bureau will supply other promotional material to aid stations in presenting the show, to be aimed at the 16-34 age group.

In making the announcement, Gen.

1,500 Outlets To Give Recruiting Time

Cramer stated: "We are deeply grateful for the splendid cooperation we have already received from stations in scheduling the National Guard show each week as a public service feature. They are to be congratulated for offering this generous support to our recruiting program at a time when our country urgently needs additional security."

Schedules of paid radio spot announcements also are in effect in Vermont, Rhode Island, Connecticut, Oklahoma and Southern California in support of guard division and regimental combat teams calling for federal service, according to Gen. Cramer.

More Funds

The guard currently hopes to siphon additional money from a supplemental fund into paid spots on stations airing the new public service feature, according to Maj. Ernest L. Smith, chief of the NG information office. The service allotted between $45,000 and $50,000 to radio out of its fiscal 1949-50 fund, with spots aired on some 1,700 stations. In addition, a dramatic series produced by C. P. MacGregor was carried by 800 stations without charge [Broadcasting, Dec. 15, Sept. 12, 1949].

Based on regular and supplemental requests for fiscal 1950-51 now before the President and Congress, respectively, guard officials predict that radio expenditures will at least approximate that $50,000 figure. Overall ad recruiting funds for past fiscal period were $298,000.

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Respects

(Continued from page 38)

work that enabled this to come to pass.

It was in September of 1946, after a competitive and hard fought hearing before the FCC, that he realized his conviction that Detroit could sustain another station. The resultant WKMH was the first new standard broadcast station that had been granted in the Detroit area in 18 years.

A native Detroiter, Frederick August Knorr was born on July 9, 1913. He spent 15 years attending the Detroit schools and then entered Hillsdale College. Four years later, in 1937, he graduated with a Bachelor of Arts degree and immediately entered the field of radio.

As a youngster he sold newspapers but at the same time put in two hours a day practicing at the piano. He was thankful for his parents enforcing the two-hour rule because at the age of 15 he got himself a job playing piano with a theatre orchestra. A year later he formed his own dance band which was disbanded when he entered college.

The depression was at its peak when Mr. Knorr began his college studies and the debts he accumulated were many, before there was any decided to form another dance orchestra. The band became a college favorite practically overnight and when Fred graduated he had a new automobile, over $1,000 in the bank and no debts.

It was while with his orchestra that Fred acquired a yen he has never lost for the field of broadcasting. He had the opportunity of producing, planning and announcing many radio shows featuring his orchestra on local stations, and finally on the networks.

Upon graduation he again disbanded his orchestra and after making the rounds of many radio stations was hired as an all-night disc jockey by WJBK Detroit. Two years later, in 1939, he joined the staff of newly opened WHLS Port Huron, Mich., as program director. There he did sports announcing, handling play-by-play broadcasts of football, baseball and hockey.

Felt Detroit's Need

In 1941 Mr. Knorr joined the staff of WMBC Detroit, now WJLB, as assistant to the president. A short time later he became convinced in his own mind that the Detroit market could support another station.

The particular type station he had in mind was one that would feature sports, news and music, as no other station was operating with that program formula at the time. He then began the formation of a corporation to make application for the new station.

On Dec. 29, 1946, WKMH began operating as a daytime-only outlet on 1540 kc with 1 kw.

Less than a month after WKMH went on the air an application for changing of call letters on 1510 kc was filed with FCC. After the application was approved, WKMH shifted frequencies between sign-off one day and sign-on the next, moving the transmitter eight miles over-night [BROADCASTING, Aug. 30, 1948].

April of 1950 saw Fred Knorr's dream of a still more powerful station come true when the application was granted permission to operate with 5 kw daytime and 1 kw nighttime, retaining the same frequency of 1510 kc.

Long before WKMH ever went on the air, Mr. Knorr and two salesmen canvassed the area for business. In spite of competition from six other stations in the market, and due to the three men's untiring efforts, WKMH was operating in the black from the time it began operation.

Original staff of 12 persons, WKMH today has a staff of 40. Mr. Knorr points out that the big problem among his salesmen nowadays is finding a schedule of availabilities of some kind. This salesmen's problem is still used—sports, news and music. WKMH carries all the major sports in the Detroit area including Detroit Tiger baseball, Detroit Red Wings hockey, Michigan State Football, basketball from Michigan State, Michigan U. and U. of Detroit, and racing from Detroit's two major tracks.

The Client Wanted Proof

WKMH has many successful advertising campaigns to its credit but the one Mr. Knorr likes most to relate concerns the time a WKMH promotion affected telephone service over the entire Detroit area.

One of the station's salesmen called Mr. Knorr one day and told him he had a client who wanted proof of performance. The client had declared radio couldn't do a job for him, that he had just cancelled a contract with a competitive station.

Mr. Knorr immediately started the wheels rolling. An offer was made on the air giving five gallons of gasoline to the first 50 persons calling the prospective sponsor. So heavy was the response that the Michigan Bell Telephone Co. advised the station that calls numbered in the thousands. Fifteen minutes after the offer was made, WKMH began listeners to start calling. That was proof enough for the client and WKMH got the account.

These days, Fred Knorr is looking for wider fields to conquer. WKMH Inc. has applied for a station to be located in Jackson, Mich. This is in line with his belief in the future of AM radio, despite belief of many radio people that TV still eventually become the sole broadcasting medium.

Active in civic affairs in his community, Mr. Knorr recently ended his term as general chairman of the Red Cross drive covering 22 Michigan cities. He also serves on the board of trustees of Oakwood Hospital, with the Dearborn Boy's Club and Chamber of Commerce.

He is a member of the Alpha Tau Omega alumni association and Detroit Alumni Asso. of Hillsdale College. He also belongs to Rowan International, Dearborn Country Club and the Detroit Yacht Club.

For hobbies, when he can spare the time, Mr. Knorr goes in for golf or fishing. He says his most important hobby is his seven-year-old daughter, Nancy Lou.

He is married to his college sweetheart, the former Nellie Marie Welch, whom he wed on Nov. 29, 1941.

TAYLOR ASSIGNED

Truth, Research Projects

APPOINTMENT of Davidson Taylor, former CBS vice president, as a special consultant for its new Campaign of Truth project, has been formally announced by the Dept. of State [BROADCASTING, Aug. 28, 1950].

Mr. Taylor will represent Edward W. Barrett, assistant secretary of State for Public Affairs, in initiating and coordinating direction of research and development projects in connection with expansion of the Voice of America and other U.S. information programs.

The former CBS vice president will devote his efforts particularly to finding "new and improved means of getting the truth into areas of the world from which it is now partly or wholly excluded," the State Dept. explained.

Mr. Taylor, who resigned as a CBS vice president and public affairs director last Jan. 1, is expected to work along with the newly-created National Psychological Strategy Board which will coordinate propaganda needs of various government agencies.

WELM Joins CBS

WELM Elmira, N. Y., joins CBS as basic supplementary affiliate Jan. 1, 1951. Operating at 320 w on 1400 kc and owned by Corning Leader Inc., station becomes 191st CBS affiliate. Walter Valerius is general manager.
GRANT THEIS, department manager.

NICHOLAS FREYBERG resigns as director of sales promotion and advertising for NEWW New York, reportedly because of illness.

BILL ASHWORTH, promotion manager WDVA Danville, Va., to WSLS Roanoke, Va., as promotion and production manager.

EDWARD HEDGE JR., WBTM Danville writer-announcer, succeeds Mr. Ashworth at WDVA.

Mr. Ashworth is ROBERT L. HAFER, WINZ Miami, Fla., to WTVJ (TV) sales manager and as assistant and news editor. IRVINE CAROL MONACO, WAGE Syracuse, N.Y., to news manager WTVJ.

CELIA JOY ROSS to station's production department.

LEE WALLER returns to W.C. and is public chief replacing Mrs. FRAN EMLER, resigned. MYRON B. WEIL Jr. stations' announcer, is promoted.

VIVIAN BALFOUR to WINK Washington, as traffic manager, replacing SYLIA WILDER, resigned. RHODA COHEN, new to radio, to WINK continuity department.

JERRY WHITE, freelance radio and TV announcer, to WHLI Hempstead, N.Y., to director of daytime programming.

MARGARET MCDONALD, KPDA Amarillo, Tex., women's editor, to homemaking editor WBPV-AM Ft. Worth, Tex.


G. GILMER TOTTEN, continuity editor WKRC Cincinnati, to assistant director of public relations.

EDWARD HILLMAN, WNEW New York, succeeds as continuity editor. BYRON TAGGART, station personality, as assistant program director.

BARBARA BOGUE to traffic manager KJJO Houston, Texas, succeeding MARCEL GAU, resigned. PAT APTHORP, Paul Raymer, N.Y., to assistant traffic manager.

GLORENE GRIFFITH, receptionist, to auditing department.

EARL SCHOLTON, radio reader-reporter, replaces by HUGH CARWILE.

JERRY LEIGHTON, chief announcer and assistant program director WILK Hazard, Ky., to announcing staff WSAZ-AM-TV Huntington, W. Va.

EDDIE PHELAN to WIXT Jackson, Miss. was with WDLF Panama City, Fla., and chief announcer WULA Eufaula, Ala.

CAROLYN MOORE, WACA Camden, S. C., continuity staff WIS Columbia, S. C.

ALAN FISCHL, national trade publication staff writer, to KNBH (TV) Hollywood, as coordinator of daytime programs.

PAUL SIMPKINS, program director WAFP McComb, Miss., to WJDI Jackson, Miss.

WARREN CLARK, EGH Little Rock, Ark., to announcing staff WAM-AM TV Omaha.

DALE SHEETS, Los Angeles Mirror circulation department, to supervisor guest relations KTTV (TV) Hollywood.

GENE FROMHERZ to writing staff WBBM Chicago. Was timebuyer Blackett, Sample & Hummert and J. Walter Thompson, both Chicago.

GEORGE NEMETT, KWK Burbank, Calif., announcer, to KALU Pasadena in same capacity.

ARTHUR MARTIN, program director WING Dayton, subject of "Personality Sketch" in Jockey Pilot, publication of Dayton Jr. Chamber of Commerce.

JOHN KEYS, advertising and promotion manager WMAQ and WNBQ (TV) Chicago, father of a boy, Aug. 25.

ED DRISCOLL, film director WHAS-TV Louisville, Ky., leaves station for active duty USMC. LILBEE HIGGINS, Mr. Driscoll's assistant, assumes his duties.

HERBERT FONTAINE, program director WOOU-AM FM Lewiston, Me., father of boy, Howard Bruce.

MARIE THERESE LEAHY, known to WFAA Dallas audiences as Terry Lee, songstress, was married July 28 to James Edward Jenkins.

KENN HAVEN, program director WJPC Jackson, Miss., to announcing staff WAKM-AM-TV Memphis.

RALPH STOVER, former general manager WUPW San Antonio, Tx., to announcing staff WINS-LA Los Angeles.

PAUL SIMPKINS, program director WAFP McComb, Miss., to WJDI Jackson, Miss.

LEONARD J. PATRICELLI, program manager WTCI Hartford, Conn., presented hand-lettered citation for "distinguished service" by American Cancer Society.

JEAN CARSON BROWN, publicity director WBT WTVM (TV) Charlotte, N.C., and Howard Terry, staff writer for Charlotte Observer, have announced their marriage. Sept. 2.

SAM LINN, newsman WNOA Marietta, Ohio, to news editor WOKE Alton, Ill.

GEN. W. H. T. GALLIFORD, USMC retired, to WLOW Norfolk, Va., as news analyst.

ROBERT GILMORE, sports director WZYO Rocheester, Pa., to WCPN Cinncinnati staff as play-by-play announcer, effective Sept. 5.

GEORGE HERMAN, with CBS as newsmen since 1944, to news correspondent, assigned to Japan and Korea, replacing BILL DOWNS, who will return to Washington.

BILL CORUM, sports writer and commentator, to m.c. an Blue Ribbon Sport of Kings, NBC, Sat., 4-4:30 p.m.

H. W. MACSIEMIEIER, program director WFTR Albany, N. Y., to director of news, special events and special broadcasts.

PATTY GOOLSBY, retired from radio, does two news programs daily for KHOZ Harrison, Ark., over regional network.

*total 15,500

*BROADCASTING... the largest paid circulation in the radio trade paper field

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WPEN LABOR CASE
NLRB Acts on IBEW Charge

RECOMMENDATION that William Penn Broadcasting Co., Inc., licensee of WPEN-AM-FM Philadelphia, "withdraw" recognition and "other support" of Communications Assn. (CIO) as representative for its technical employees was contained in an intermediate report filed by NLRB Trial Examiner Hamilton Gardner Aug. 25.

The recommendation stemmed from a complaint filed last Feb.-ruary by the International Brotherhood of Electrical Workers (IBEW-AFL) that William Penn had entered an agreement with the CIO union despite IBEW's petition last year raising the question of representation. Such action, IBEW charged, constituted a violation of labor practice by depriving employees of "exercise of their rights." The pact went into effect Feb. 8.

The trial examiner found "no evidence . . . of direct violation" of the Labor-Management Relations Act, but merely that the station had given "other support" to CAC. Mr. Gardner said he would give the station a chance to withdraw such support and recognition, and cease dealings with the CAC on matters pertaining to wages, grievances and other conditions. Complaint action against William Penn was lodged May 17. If no exceptions are filed to the report, recommendations may be adopted as by NLRB.

JULES V. SCHWERIN, independent distributor TV films, to Official Television Inc., N. Y., in programming and production department.

GORDON P. KEEBLE, manager CFCF Montreal, to manager S. W. Caldwell Ltd., Toronto, transcription distributing firm.

LEN HEADLEY, radio recording manager RCA-Victor Ltd., Toronto, chairman national radio committee for forthcoming Canadian Community Chests campaign.

EUGENE S. ALLEN Jr., appointed to production staff Video Films, Detroit (motion pictures for TV advertising).

Mrs. BERTHA BIGGS appointed to CKNW New Westminster, B. C., to conduct one-month training course for all announcers.

KIR SEATTLE names Western Agency, same city, to direct its advertising. Jim Miller, account executive.

MARKETS Unlimited, L.A. (TV producers), offering TV sports show, Bob Waterfield's Football Digest, in quarter-hour or half-hour segments.

PACIFIC REGIONAL Network purchases from Cardinal Co., L. A., Pacific Coast broadcasting and transcription rights to The Johnson Family, quarter-hour comedy-drama, broadcast five times weekly starting Sept. 11. Cardinal distributes program nationwide outside California.

PENN College, Cleveland, sets up up-to-date communications center at school. Motion pictures, film strips, slides will be used to supplement books and courses as part of new center's equipment.

设备 . . .

ROBERT D. MERRILL named director of sales All America Cables & Radio and subsidiaries The Commercial Cable Co. and Mackay Radio & Telegraph Co.

RAYMOND W. AYERS elected vice president Frederick Hart & Co. Poughkeepsie, N. Y. (electronic sound recorders and precision mechanisms), and subsidiary of ATP Inc., Elizabeth, N. J.

EDWIN WEISL Jr., district manager Radio & Television Relating magazine, to advertising manager Tele-King Corp., N. Y., TV manufacturers.

IRA D. LEFEVRE, late comptroller General Electric Co., subject of privately printed biography, free copies of which are available by writing I. W. Mosher, I. D. LeFevre Memorial Committee, General Electric, Syracuse, N. Y.


ROY W. AUGUSTINE, engineering pioneer, named to engineering staff The Muter Co., Chicago, TV components manufacturer.


GENERAL ELECTRIC Co., Syracuse, N. Y., announces new double-ended beam-power amplifier tube (6 CD6-G), designed for use as horizontal-deflection amplifier in TV receivers.

RCA VICTOR, Camden, N. J., produces new relay power supply for AM, FM, or TV studios, Model BX-4A.

REK-O-RUT Co., Long Island City, N. Y., announces continuously variable-speed turntable, of broadcast quality, playing without wow from 20-100 rpm.

RATTHEON Mfg. Co., Waltham, Mass., announces off-the-line TV monitor for use in viewing programs in control rooms, film rooms, clients' and announcers' booths and executives' offices.

Technical . . .

WESLEY BELL, BTM Jonesboro, Ark., and GERARD JOHNSON to RKA Jonesboro, as chief engineer and technician, respectively.

WILLIAM J. KOTERA to chief engineer WOW Inc., Omaha, Neb. (WOW-MTV EODY North Platte) GLENN FLYNN to assistant chief engineer. Both are longtime WOW employees. Mr. Kotera replaces JOE HEROLD, re-
LOBBY COMMITTEE House Critics Increase

AMID signs that the House Select Lobbying Committee was drawing its last breath as an entity in the 81st Congress, critics have again mounted attacks against the committee's investigative techniques.

Leading the opposition were two outspoken opponents who in the past have blasted the committee, and its chairman, Frank Buchanan (D-Pa.). They were Reps. Clare E. Hoffman (R-Mich.) and Eugene E. Cox (D-Ga.).

In an answer to committee critics, Chairman Buchanan has pointed out that Washington newsmen "have been careful to check the facts with reporting on the House unit's hearings. He rejected allegations that either he, or any member of his committee, is attempting to restrict rights of petition, political action, free speech or the free press.

Rep. Hoffman had charged the committee with attempting to suppress publications of certain organizations which he said are in opposition to the "New Deal and the internationalists." He also intimated that the press and radio have been "strangely indifferent" to the committee's alleged efforts to abridge "right of free speech, a free press, the right of petition."

Rep. Cox had called upon the House group to disclose whether it had information which reportedly pointed to the Civil Rights Congress as the group which put up bond for Gerhardt Eisler. The latter jumped bond leaving the country on the Batory, and is now chief propagandist for the Soviets in the Russian zone of Germany.

Union's FM Holdings

Rep. Cox pointed out that the CRC's check was drawn on the Amalgamated Bank of New York, which the Congressman added is owned by the Amalgamated Clothing Workers Union, "which also owns and operates many other commercial businesses... including a chain of four FM radio stations licensed by the FCC." Mr. Cox said: "A few years ago, that union represented to the FCC.

NEW ABC SHOWS Bid for Sat. Night Audience

ABC's bid for lisnership on Saturday night will depend on four audience participation shows featuring such stars as Gypsy Rose Lee, Bud Collyer, Jimmy Blaine and Peter Donald.

On Sept. 16, Shoot the Moon with Bud Collyer, starts 8:30 p.m., followed by Marry-Go-Round with Jimmy Blaine, and four couples who are out on a date. At 9-9:30 p.m. Gypsy Rose Lee will make her debut on radio in the What Makes You Tick program. From 9:30-10 p.m. Peter Donald will emcee the Can You Top This show.

The next half-hour will be filled by a variety show called Saturday. At the Shamrock, 10:10-11 p.m. and closing 10:30-11 p.m. will be Dixieland Jamboree, a jazz program originating in New Orleans.

From where I sit by Joe Marsh

Ought To "Polish Up" Her Traffic Manners!

Spent most of yesterday over at the Court House. "Tiny" Fields, the biggest and fastest-talking of our three policemen, was holding forth about his traffic troubles.

"Women drive just as good as men do," Tiny said, "and just as bad. For instance—a girl in a convertible today. She started a three-block tie-up all by herself.

"She's creeping down Main Street—left hand stuck out and sort of waving around. Never turns right or left, never stops. But, of course, everyone behind her thinks she's signaling about something. Nobody dares to pass. When I stop her and ask what's up, she smiles sweetly and explains she's drying her nail polish!"

From where I sit, that girl's typical of certain folks who are so wrapped up in themselves, they never notice they're not being fair to others. Our neighbor has a right to drive in safety—just as he has a right to enjoy a glass of beer. Let's all respect the other fellow's rights.
FREE to New Subscribers
the 1950 BROADCASTING MARKETBOOK
featuring
SPOT RATE FINDER
"... the most valuable tool for evaluating markets, radio-tv time buying in years."

SELLS SEPARATELY FOR $1.00
Just out, this 250-page MARKETBOOK will be sent to new subscribers upon receipt of order.
Here in one complete book are all the essential facts & spot rate figures for buying/selling AM FM TV time. Three color, 25" x 35" radio-tv map included with each copy.

SPECIAL OFFER TO NEW SUBSCRIBERS
For a limited time a regular $7.00 BROADCASTING subscription includes:
52 weekly issues $1.00 MARKETBOOK $5.00 YEARBOOK, 1951

RTDG BOARD
Votes Defense Role; Scores SDG

A RADIO and Television Directors Guild resolution offering its services to the present crisis, and an election to fill vacancies on a "national war" with the Screen Directors Guild of Hollywood, highlighted the annual meeting of RTDG's National Board in New York last week.

The resolution, passed unanimously, read: "The RTDG is an important force in our nation's pattern of communication. It has a long and active record of support of our government and its responsible agencies in times of national emergency. It is unalterably opposed to Communism and any other form of totalitarianism. Accordingly, in the present national crisis, it is resolved that we offer the services of the RTDG to the National Security Resources Board, Department of Defense, the President's Committee on Religion and Welfare in the Armed Forces, the National Broadcasting Company, and to the recently organized all-inclusive Broadcasting Industry Council."

Dick Macke of Hollywood was elected international president of the guild, along with a slate of vice presidents without local offices and free for the battle with the SDG of Hollywood. Traditionally, a New York man is elected to the presidency, and vice presidents are drawn from among local presidents. Other measures included appointment of Newman H. Burnett, executive secretary, to a newly-created position of national executive director; and a decision to dispense with a national attorney and obtain legal advice in each locality.

Statement Also Issued
The board also issued a statement prompted presumably by the recent appearance in New York of Joseph A. Leo, president, president of the SDG in Hollywood and 20th-Century Fox director, to publicize his organization's recently-opened New York offices with Wallace Worsley in charge, and to invite all working TV directors in the East to join up.

Mr. Mankiewicz, while planning no membership campaign, said his guild's long film experience qualifies it best to represent TV directors, the growth of whose medium is paralleling that of early films. The West Coast SDG, which has no connection with the SDG in the east, is not a union and is not primarily concerned with working hours or salaries, he said. Instead it intends to secure the authority and control on stage necessary for TV directors if they are to produce high-quality shows. To this end, it will bring big-name directors to negotiations and will fight for such authority, whether with unions, stations, or advertising agencies, he said.

The RTDG statement set forth "RTDG's record of real service to AM and TV directors, associates, and floor managers," in contrast to what it called "the glamorous promises of SDG." "TV men will choose a truly democratic union in which they can have a share in their destiny rather than a second-class citizenship in a screen union dominated by big-time Hollywood directors, who, in many cases, are themselves management-partners, stockholders in film companies, and subject to, at the very least, divided loyalties."

RTDG Will Fight
Mr. Burnett, who issued the RTDG statement, said that RTDG will "naturally fight for the authority and working conditions required for high quality production" and that "whatever similarity there may be between television and motion picture development, TV is growing up in a new environment with today's problems, and not yesterday's."

RTDG elected, in addition to the president, Oliver W. Nicoll, N. Y., 1st vice president; Arthur Hanna, N. Y., 2nd vice president; Hal Miller, Chicago, 3rd vice president; Charles Fowers, N. Y., secretary; and Lester O'Keefe, N. Y., treasurer.

RRN AWARDS
Dinner Set For Sept. 16
CASH prizes totaling $1,700 and three special citations will be divided among the nine winners of 100 small community newspapers competing in New York state and northern Pennsylvania for the WHCU-Ithaca "Press Leadership Awards." The weekly newsmen and newswomen will be honored at a press-radio dinner on Sept. 16 at Statler Hall, Cornell U.

The dinner, marking the awards as well as the resumption of Radio Edition of the Weekly Press carried by WHCU and the 13-station Rural Radio FM Network (5:30-8 p.m. Sun.), will be host to participants in the cooperative show. Only those newspapers which cooperate in the production of the weekly radio program are eligible for competition, it was explained.

Awards are made annually on the basis of quality and for "consistent and sagacious leadership" in the promotion of community action on local problems. Members of the judges panel, who will be the featured speakers, are:
Eric Sequeyraid, CBS newsmaster and analyst; Alexander F. (Casey) Jones, managing editor, Baltimore Sun, and SYRACUSE HERALD-JOURNAL; Katherine and Henry Pringle, San Francisco Chronicle; Dr. Albert R. Lee, chancellor of New York State College of Agriculture (at Cornell; Charles H. Hanka, general manager, WHCU and RRN.

RECORD enrollment of 50 students at fifth annual Summer School of Christian Radio, Aug. 14-26, was announced by Moody Bible Institute. School was sponsored by World Missionary Fellowship.

REMOTE for $59.99
 Entirely new—the Gates SA - 134 amplifier may be used as a remote amplifier, preamplifier, line amplifier or isolation amplifier. Already hundreds in use. A quality product through and through and priced low because of mass production. Stock availability.

THE GATES RADIO COMPANY, Quincy, Ill., U.S.A.
The three tubes illustrated are striking examples of RCA's pioneering in modern tube development... the kind of engineering leadership that adds value beyond price to the RCA tubes you buy.

The RCA-8D21 employs advanced principles of screening, cooling, and electron optics as revolutionary as television itself. The RCA-5592, with its "metal header" construction, requires no neutralization in grounded-grid circuits. The high-power tube RCA-5671 successfully employs a thoriated-tungsten filament that draws 60% less filament power than similar tungsten-filament types. This tube is establishing exceptional records of life performance.

RCA's unparalleled research facilities, engineering background, and manufacturing experience contribute to the quality, dependability, and operating economy of every RCA tube you buy. This unusual combination of research, engineering, and manufacturing leadership explains why RCA tubes are accepted as the Standard of Comparison in broadcasting.

The complete line of RCA tubes is available from your local RCA tube distributor, or direct from RCA.

The world's most modern tube plant...

RCA, LANCASTER, PA.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N.J.
THE DISPUTE between WCAR Pontiac, recently authorized to move to Detroit [BROADCASTING, Aug. 7], and the UAW-CIO Broadcasting Corp. of Michigan was back before the FCC again last week.

UAW-CIO protested that the Commission's decision permitting WCAR to move represented a victory of three FCC members over the expressed views of four. WCAR countered with a motion to dismiss the protest, claiming UAW-CIO "lacks the requisite status to file the said petition."

The union subsidiary, which lost a bid for the use of WCAR's frequency at Detroit in the same proceeding, told FCC its decision also was an open invitation to stations to move "to the big cities where you can make the most money."

Its petition asked the Commission to hear argument on the question of WCAR's move. It did not challenge the denial of its own application or the grant of improved facilities to WCAR—from 1 kw daytime to 60 kw, and 10 kw night on 1180 kc—but served notice that if WCAR's move is disallowed it will re-file its own application later.

UAW-CIO pointed out that FCC's final decision was issued on a 3-2 vote. The proposed decision had been 3-2 against both WCAR and UAW-CIO. The difference, UAW-CIO claimed, lay in the fact that two of the three originally voted against WCAR did not support argument and therefore did not vote on the final decision.

"In other words," the petition said, "a minority of three members... has decided a question of great importance in direct opposition to the expressed views of four members... two of whom expressed themselves in the proposed decision and two of whom expressed themselves in dissent from the final decision."

The majority in the final decision consisted of Comrs. Robert E. Kerck, who did not vote on the proposed decision, and George E. Sterling and Robert F. Jones. They pointed out that WCAR, operating as a Class 2 station at Detroit, would not increase its service areas and thereby improve its present utilization of the frequency; would continue to serve residential Pontiac, and would continue to carry Pontiac public service programs from auxiliary studios there.

Cities Need

In dissent, Chairman Wayne Coy (who did not vote on the proposed decision) and Comr. Paul A. Walcott warned that Pontiac, with no other station, needs WCAR more than Detroit needs a sixth outlet.

Comr. E. M. Webber, of Detroit, B. Hennoch, both of whom opposed WCAR in the proposed decision, did not vote on the final.

UAW-CIO petition was filed by law firm of Kauf & Levy.

WCAR responded with a motion to dismiss the petition, asserting UAW-CIO "has never had legal standing" in the case and would not have been allowed to participate "if the Commission had not been misinformed with respect to the transmitter site" specified in its application.

The station also noted that UAW-CIO "expressly states that it does not seek a re-hearing of the denial of its own application," and that accordingly FCC's grant to WCAR is "irrelevant to the interests of UAW-CIO."

As to UAW-CIO's assertion that it may re-file its own application at a later time, WCAR claimed the petition amounted to a request that FCC consider the WCAR grant as "adverse to a state of mind of the UAW-CIO." The motion to dismiss was submitted by Washington Attorney Arthur W. Scharf.
PERSONALIZED SHOW
KCIM Carroll, Iowa, presented to opening-day listeners half-hour documentary dramatizing station's development. Previous to this card, station announced to listeners' questions on operation, staff members and preparations for getting on air. Local angie stressed in show written by Don Anderson, continuity director.

WTOP CARD
WTOP-CBS Washington releases new rate card with rider attached to effect station's rates not increased nor changes made in basic rate structure "despite fact that WTOP now has more listeners than ever before." New card gives listings of new participation programs and one-minute announce-ment rates not listed in previous card.

KCHI EXTENSION
KCHI Chillicothe, Mo., inaugurates daily KCHI Extension Service of the Air. Program has dual role of taped catering to farm audience and promoting station in various counties surrounding KCHI home county. With tape recorder and cooperation of County Extension service, Program Director Jack D. Funk records four interview-view shows with citizens of different county each week.

PAPER MAILED
CKW Moncton, N. B., sent trade copies of Moncton Times & Transcript, jubilee edition of newspaper commemorating 60th anniversary of Moncton's incorporation as city. Copies accompanied by flyer expressing compliments of "Lionel," outlet's trade-mark lobster.

PARENTS LEARN
WKY-TV Oklahoma City, Report to parents, 5:50 p.m., Aug. 28-31. Four reports in series covered enrollment procedures; public school policies and procedures; where the money in the system goes, and discussion of student personal problems by guidance specialist.

TV SUCCESS
WSB-TV Atlanta, during city's transit strike, cooperated with Rich's department store in presenting A Talented Catalogue, showing diversified merchandise demonstrated by store's personnel. Sell-outs in some merchandise resulted. Illustrated promotion pieces giving pictorial report of ideas effect-ions by station and department store for trade.

PROGRAM BOOKLET
E. M. TRIKILIS & Assoc., Cleveland, publishes illustrated booklet describing TV program format for King Kvoz show. Copies available to interested parties by writing firm in 818 United Bank Bldg., Cleveland.

CONSTRUCTION BLUEPRINT
KBON Omaha issues to trade 17"x22" blueprint listing plans for new afternoon disc show. blueprint uses construction terminology along with radio terms in describing new program. KBON program department is listed as "architect" for show described as "blueprint for good listening, top ratings and sales results." 

TV BEAUTY
WAAM-TV Baltimore, Miss Baltimo shove contest, The American Brewery Co. Station carried contest to select Miss Baltimore TV who was sent by WAAM to Chicago to compete in Miss U.S. TV contest. Station carried elimi-nations for six weeks. Winner was Georgia Reed. WCPO-TV Cincin-nati ran similar contest which was won by Nancy Bithye.

ANTI-HOARDING
KFRD Rosenberg, Tex., series of tape-recorded programs giving rea-sons for not hoarding. Station interviewed prominent business men, such as bankers, shop owners and automobile salesmen. Each makes statement concerning large amounts of materials readily avail-able, and warns against scare-buying. Narration ties diversified com-ments together and emphasizes theme.

PROVOCATIVE FOLDER
WCBO Minneapolis sends brochure to trade entitled "What makes a radio station great?" Leading questions, such as, "Is it power? Is it local favorites?" are answered. Rating of local and network shows, graphs on audience and information on station programs are included. Separate sheets are held together with brads.

MARKET BROCHURE
WDVA Danville, Va., sends brochure to trade showing tables of buying power and other market data concerning station's coverage area. BMB maps are included, as well as program log, identifying sponsored programs over one-year period. Additional feature is short biographies of Dick Campbell, program director, and Frank Raymond, farm service director.

COLD CASH
WJAR-TV Providence, R. I., in cooperation with Autocrat Coffee, same city, sponsored 15-minute inter-view program concerning $1 million. Arrangements were made with Providence National Bank to deliver actual cash to studio under heavy guard. Due to government laws concerning photographing of money, extra care had to be used in setting up camera angles.

HOLD TOURNEY
WSTC-AM-FM Stamford, Conn., supported second annual City Amateur Golf Championship held on local Hubbard Heights Golf Course Aug. 27. Winner of 36-hole tournament received three-foot trophy with name engraved.

PRAYERS AIREd
WWB Miami, Fla.; schedules through September Family Rosary Hour sponsored by Miami Council, Knights of Columbus. Each week-day evening Catholic family from Miami area is invited to recite Rosary on air. Prayers are offered for conversion of Russia.

PROGRESSIVE DANCING
KSTP-TV Minneapolis - St. Paul launches Monday 8-8:30 p.m. Square Dance Party, designed pri-marily to teach square dancing to interested studio participants and televiewers. Premiere attracted some 50 first-nighters and 16 square dancers volunteered from audience to perform on show. More difficult dances planned as show advances.
August 25 Application ...

ACCEPTED FOR FILING

License for CP
KREM Spokane, Wash.—License for CP AM station to increase power.
WWJ Detroit, Mich.—License for CP AM station change frequency, increase power.

FCC actions

August 25 TO AUGUST 31

CP-construction permit
DA-directional antenna
ERPF-electrically radiated power
STI-studio transmitter link
SYN-synchrophone
VHF-VHF transmitter

ant-antenna condition-conditional
D-night mod-modification
aur-aural trans-transmitter
vis-visual unlimited-hours

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a rounding of new station and transfer applications.

August 28 Decisions ...

BY THE SECRETARY

WMKY New Orleans, La.—Granted license AM station: 600 kc 500 w D and specific studio location.

KWPP Grand Forks, N. Dak.—Granted license AM station: 1250 kc 10 kw D and specific studio location.

Voice of The Rockies Inc., Colorado Springs, Col.—Same KA-1027.

KELM Caledonia, Wis.—Granted CP and license for new remote pickup KALM.

Brownsville Bestco. Inc., Brownsville, Tex.—Granted CP and license to make changes in remote pickup KA-2940.

Kinston Bestco., Kinston, N. C.—Granted CP for new remote pickup KAKC.

WJW Inc., Cleveland, Ohio—Granted license new existing remote pickup WJWJ.

WKJF-AM Detroit.—Licensed grant new existing CP station: 1310 kc. 40 kw.

WYI Chicago.—Granted license new existing remote pickup WYIT.

WORL Bozeman, Mont.—Modified CP to new studio location.

KMXJ Kalamazoo, Mich.—Grant CP to new studio location.

WCSC Columbus, Ind.— Granted CP to new station.

KAPA Raymond, Wash.—Granted license new TV station: 15 channel 1261.5 mc.

WMLS Madison, Wis.—Granted license new commercial educational FM station: 93.1 mc.

WKRB Inc., LaCrosse, Wis.—Granted license new remote pickup WKRB.

WISU Eau Claire, Wis.—Modified CP to new studio location.

WTOB Winston-Salem, N. C.—Granted CP to new studio location.

KULU Batesville, Ark.—Granted CP to new station.

National Bestco. Inc., San Francisco.—Granted license new station to delete freq. 152.59 mc.

Rockford Bestco., Rockford, Ill.—Granted authority to cancel license and delete remote pickup KRA-60.

WMCA Inc., New York—Granted authority to cancel license and delete remote pickup KA-3800.

Phoenix Bestco. Co., Chicago.—Granted authority to cancel license and delete remote pickup KAR-1800.

KQFO Boise, Idaho.—Granted CP to replace expired permit which authorizes install. of FM trans. on 93.1 mc.

WWCM Lawrence, Mass.—Granted CP to new studio.

WMPX Springfield, Ill.— Granted CP for new station.

EAGLE Transmitters.

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<th>Name</th>
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<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices National Press Building Offices and Laboratories, 1339 Wisconsin Ave., N.W., Washington, D.C.</td>
<td>ADams 2414</td>
<td>AFCCE*</td>
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<td>McNARY &amp; WRATHALL</td>
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<td>Santa Cruz, Cal.</td>
<td>AFCCE*</td>
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<td>National 6513</td>
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<td>RUSSELL P. MAY</td>
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<td>Republic 3984</td>
<td>AFCCE*</td>
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<tr>
<td>CHAMBERS &amp; GARRISON</td>
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<td>JOHN CREUTZ</td>
<td>319 BOND BLDG. REPUBLIC 2151 WASHINGTON, D.C.</td>
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<tr>
<td>LYNNE C. SMEBY</td>
<td>&quot;Registered Professional Engineer&quot; 820 12th St., N.W. EX 8073 Washington 5, D.C.</td>
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<td>AFCCE*</td>
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<tr>
<td>A. D. RING &amp; CO.</td>
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<td>Creven, Lohnes &amp; Culver</td>
<td>MUNSEY BUILDING DISTRICT 8215 WASHINGTON 6, D.C.</td>
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<td>WELDON &amp; CARR</td>
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<td>E. C. PAGE</td>
<td>CONSULTING RADIO ENGINEERS BOND BLDG. EXECUTIVE 5670 WASHINGTON 5, D.C.</td>
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<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc. 927 15th St., N.W. REPUBLIC 3883 WASHINGTON, D.C.</td>
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<td>SILLIMAN &amp; BARCLAY</td>
<td>1011 New Hampshire Ave. RE. 6646 Washington, D.C. 2915 Red River 2-5053 Austin, Texas</td>
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<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant EXECutive 5831 1833 M STREET, N.W. EXECutive 1220 WASHINGTON 6, D.C.</td>
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<td>AFCCE*</td>
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<tr>
<td>WALTER F. KEAN</td>
<td>AM-TV BROADCAST ALLOCATION, FCC &amp; FIELD ENGINEERING 1 Riverside Road Riverside, Ill.</td>
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WANTED

Managerial

Manager, prefer man now employed in management. Prefer State salary desired. Box 287G, BROADCASTING.

Manager for 250 watt MBS affiliate in southern city. Will consider radio or TV. Prefer application with name, age, qualifications. Box 286G, BROADCASTING.

Wanted Assistant Manager for high power 250 watt MBS affiliate, city of 40,000. Salary $1700, bonus on revenue. Prefer young, energetic. Box 285G, BROADCASTING.


Wanted, Manager, strong on sales to open new fulltime 250 watt in Ohio. Sugar land market, 25,000. Salary expected to exceed $9000/yr. Box 283G, BROADCASTING.

Salesmen

Wanted, experienced time salesman who can sell for new station in ABC 250 watt, northeast Texas. Salary $7500 + cons. Will consider experience and results. Box 281G, BROADCASTING.

Wanted, experienced, aggressive salesman with good sales record for 1000 watt, progressive New England market over 20,000. Excellent opportunity. Send photo and full details of experience, business and personal. Box 280G, BROADCASTING.

Salesman: Sam got him. Fifteen percent against drawing. Go-getter can go, but wants to work. Salary, sales bonuses. Box 279G, BROADCASTING.

Salesman, in midwest market, must have experience in competitive sales. Must sell to hard-nosed buyer. Write to KRIB, Mason City, Iowa.

Salesman. Experienced air salesman, some sports, other opportunities. Excellent commissions. Income. Commerable ability. Send details, photo, disc, salary required. Manager, KFFE, Brownfield, Texas.

Wanted immediately, energetic salesman with experience for perking up small station. Must have good ideas as well as sales ability. Send complete story, photo, references, salary requirements, etc. Manager, KWOS, Jefferson City, Missouri.

Wanted: Experienced salesman. Salary—commission. Because there is a market. First class ticket an asset but not essential. Send complete story, photograph, military status to Radio Station KXEMO, Mexico, Missouri.

Help Wanted

Managerial

Network affiliate Rocky Mountain area has opening for announcer-copywriter. Send complete story, resume. Box 909F, BROADCASTING.

Immediate opening: fulltime DJ, $225 monthly plus commission for Play-by-play or color and other talent. Letter or resume. Box 288G, BROADCASTING.

Experienced announcer with first class license for new 300 watt Pennsylvania daytimer opening November. Send disc, photo, resume. Box 287G, BROADCASTING.

Experienced announcer-engineer to serve as program director for fulltime 250 watt network affiliate. Starting salary $7500. Send disc, photo, complete information Ed Anderson, W155U, Forest City, N. C.

Round top announcer wanted, also experienced farm director for northern station. Send all particulars and letter. Box 267G, BROADCASTING.

Technical

Opening available in midwest station. Engineering, automation, and control room experience. Must be good technical, good sales. Opportunity for right man to grow into State salary. Box 266G, BROADCASTING.

Wanted: Combination: engineer-an- nouncer, fulltime. Only applicants with southern experience, good qualifications. Box 265G, BROADCASTING.

Production-Programming, others

Independent station in southern town looking for engineer to handle all other abilities such as salesmanship, continuity writer, engineering visiting. Send full story with proof of versatility. Box 264G, BROADCASTING.

Program director to take complete charge of department. Requires abil- ity to handle studio and control room to what you produce starting at $5500. Good experience preferred. Send resume. Box 263G, BROADCASTING.

Wanted: Experienced writer, announcer with first class ticket. Emphasis on writing. Send complete story, resume. Box 262G, BROADCASTING.

Managerial


Manager, of two radio stations. Experience in all phases of station operation. Send complete story, resume. Box 38G, BROADCASTING.

Manager, presently operating 250 watts in small market area profitably since March. Box 39G, BROADCASTING.

Manager, of two radio stations. Must have good voice quality. Box 40G, BROADCASTING.

Audio director, 24 years experience. Send complete story, resume. Box 41G, BROADCASTING.

Manager, of two stations. To supervise programming and sales. Box 42G, BROADCASTING.

Manager, fourth year experience. Send complete story, resume. Box 43G, BROADCASTING.

Manager, of five stations. Strong on engineering, sales, programming. Box 44G, BROADCASTING.

Manager, of three stations. Excellent opportunities. Salary $17000. Box 45G, BROADCASTING.

Manager, immediately. Excellent opportunities. $17000. Box 46G, BROADCASTING.

Manager, fourth year experience. Send complete story, resume. Box 47G, BROADCASTING.

Manager, of one station, family man, seven years experience, excellent references. Box 48G, BROADCASTING.

Manager, of two stations. Strong on both sales and engineering. Box 49G, BROADCASTING.

Manager, of 9000 watt network. Excellent opportunities. Box 50G, BROADCASTING.

Announcer—Two years experience, presently employed. No drifter, non-smoker, does travel. Own personality "hotshot" but a good dependable Announcer. Willing to send photo upon request. All inquiries answered. Box 228G, BROADCASTING.

Staff announcer-disk jockey. Presently employed. Experienced. Experienced in all phases of announcing and coordinating. Will go east or west. Disc, photo available. Box 237G, BROADCASTING.

Aggressive sports for sportsminded station. Have built two stations' sports. Three years play-by-play, Big Ten football, basketball, class A baseball. Night shows, completely rewritten, gathered. Have BS, MS in journalism network and special events experience; newspaper, television, 21, single, permanently draft exempt. Ready for job, two years experience. Discs available. Box 237G, BROADCASTING.

Resume, with experience; newspaper, network. Thoroughly dependable, experienced, Emmett, Nebraska.

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Resume, with experience; newspaper, network. Thoroughly dependable, experienced, Emmett, Nebraska.

Combination man. Dependable, experienced, graduate of leading school. Available immediately. Box 240G, BROADCASTING.

Announcer, writer, single. Strong on news, entertainment, complete and thorough knowledge of pop and jazz music. Good ideas that are certain success. Have done radio while in college. Two years experience. Draft exempt. Box 237G, BROADCASTING.

Announcer, salesmen. Thoroughly trained all phases of announcing, single, strong commercial. Excellent writer, well-trained, photo. Disc and photo, disc on request. Box 231G, BROADCASTING.

Announcer, seeking change. Currently with 1,000 watt FM station. Listened appreciation in a 250 thousand marketing area very high. Open to go anywhere. Former NBC staff. All requests answered. Box 230G, BROADCASTING.

Recent graduate of Stanford-NBC Radio Institute, desires job in western states. Combination man, announcer. Married. Start modest salary. Disc sent on request. Box 202G, BROADCASTING.

Announcer, 25, single, all around man. From small background. More than interested in TV-FM-FM. Familiar with sales. Box 236G, BROADCASTING.

Combination announcer-engineer with first class license. Twenty-four years experience. Twenty-four hour operation forces lease. Available. Audition available. Single, will travel anywhere. Box 250G, BROADCASTING.

Announcer, salesmen. Thoroughly trained all phases of announcing, single, strong commercial. Excellent writer, well-trained, photo. Disc and photo, disc on request. Box 231G, BROADCASTING.

Announcer, seeking change. Currently with 1,000 watt FM station. Listened appreciation in a 250 thousand marketing area very high. Open to go anywhere. Former NBC staff. All requests answered. Box 230G, BROADCASTING.

Announcer, 25, single, all around man. From small background. More than interested in TV-FM-FM. Familiar with sales. Box 236G, BROADCASTING.

Recent graduate of Stanford-NBC Radio Institute, desires job in western states. Combination man, announcer. Married. Start modest salary. Disc sent on request. Box 202G, BROADCASTING.

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Announcer, 15 years experience all phases. Can work west or east. No. 1355-W, FM station in midwest. Would like western location. WBC, trained and experienced. Box 236G, BROADCASTING.

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CIRCULATION.

Sample desires opportunity in women's programming and work, plus training.

Radio, Experienced knowledge production, announcing, Hoppe's, Successful and conscientious. Woman, 20-24, single.

28, mature, married; Mitchell, Mid- west only. RCA-235, Box 378G, Provo, Utah.

297G, Montgomery, Ala. 35117.

WANTED-

BROADCASTING.

Production—Programming, Others

WOMAN DIRECTOR WANTED

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DUAL CALL SIGN

FCC Upholds Decision

FCC HAS REFUSED to relax its "general policy" forbidding use of common basic call letters by AM-FM-TV stations which are under common ownership but are located in different communities.

The refusal came in an opinion and order denying a petition of WHFC Co. for permission of WEHS (FM) Chicago and WHFC Cicero, Ill., seeking permission to identify as WHFC and WHFC-FM.

The company pointed out that Cicero is located geographically in the approximate center of the Chicago metropolitan district; that WEHS duplicates WHFC programs 30 hours per week; and use of common call letters would give listeners a clearer impression of the relationship between the two stations, would make listeners and potential advertisers realize that the FM station is closely identified with an old, experienced station, and would enhance the prestige of WHFC and promote times sales on both stations.

To avoid confusion or deception, the company pointed out, the FM outlet would still be identified as a Chicago station and would continue to be announced as Cicero. But FCC ruled:

The Commission adopted [its] general policy ... in order to eliminate the confusion and uncertainty caused by licensees employing common call letters for stations under common ownership but located in separate communities in the same general area.

Specifically, the use of the same basic call letters for stations under common ownership but located in different cities of the same metropolitan area inevitably results in a certain amount of bewilderment and confusion— in spite of individual geographic definitions for each of the two stations in the station-identification announcement.

For even though the call letters of each station indicate its location and announcement with its respective city, the simple mention, in the same brief announcement, of a city for the two stations may leave the average listener in doubt as to the true identity and location of both stations. Consequently, the Commission sees an opportunity exists for a licensee to gain an unfair trading advantage or to submerge the individual interests of one of the communities it was authorized to serve.

Cancel Canada Meets

WESTERN ASSN. of Broadcasters convention which had been scheduled Aug. 30-Sept. 2 at Jasper, Alta., and board of directors meeting of Canadian Assn. of Broadcasters, Aug. 28-30, at Jasper, were cancelled due to the Canadian railway strike.

DEFENSE MATERIALS

Selective Taxes, Controls Urged

SELECTIVE use of excise taxes on products which consume special materials, manpower or facilities required for military production should be authorized by Congress to finance military rearmament, the Research and Policy Program unit of the Economic Development Committee asserted last Monday.

In a broad statement on "Economic Policy for Recessment," the program committee noted that the present tax bill does not include any excise increases except for tobacco products and deep-sea fishermen and proposed "rates high enough to cut down buying and definitely limited to the duration of the emergency."

The program committee, speaking within the framework of policy adopted by its parent Research and Policy Committee, expressed conviction that the task of increasing the rate of military production is "not very big" in terms of overall reduction that would be required in supply of goods for civilian use.

"The increase in military output would be 6% to 8% of the rate of nonmilitary production below the Korean attack," the committee said.

"We should be able to increase our total output 6% and possibly even 8% by re-employing some of the unemployed, increasing the hours of work, normal growth of population, increase of productivity, and entrance of more women into the labor force. Thus we can probably carry through the present program with little reduction in total overall civilian supplies."

The committee felt that "a larger than average cutback will be required in civilian supplies of certain hard goods such as electronics and other scarce materials" such as the electronics industry, but added that "even in those fields the kinds of cutbacks in sight will lead to the point where production will elude its already large stock of durable goods at a rapid rate."

Government Restraints

Calling on the government to restrain "non-military" demand, the committee said that it may be necessary "in particular cases to invoke industry cooperation and mandatory production or distribution controls to assure availability of materials, manpower and facilities."

The committee also felt that credit restrictions governing civilian demands for durable goods also are indicated and noted: "... There may still be particular cases in which civilian demand is too large, or overly military. There may still be particular plants that are over-supplied with civilian orders and particular materials that are over-supplied with civilian orders. Many of these situations could be handled by voluntary cooperation between the government and the industries concerned; but if it is necessary on some occasions to attach priorities to military production, we wholeheartedly support, to limit non-military production and to requisition needed materials."

But, the committee added, wage and price controls or rationing "are not only unnecessary now but would actually impede the nation's efforts to build up its military force, prevent inflation and strengthen our economy."

With respect to credit controls, the committee felt that increased down payments and shortening of repayment periods on hard goods purchases would not only force a release of resources from civilian output but also reduce inflationary pressures.

An adequate policy of curtailing civilian demand, the CED group said further, will "clear the way for the military program." To this end, it suggested, "the military procurement agencies must decide what they want, how much they want and when they want it, as quickly, definitely and far in advance as possible."

Need for Integration

Their plans must be "integrated to avoid competition for the same facilities and for manpower in the same areas," the committee stated.

The new policy statement was issued by CED officials at a news conference at the Statler Hotel in Washington. Members of the CED Program Committee include Gardner Cowles, Des Moines Register and Tribune and president, Cowles Broadcasting Co., licensee of KRNT Des Moines; Philip D. Reed, chairman of the board, General Electric Co.; and Marion Folsom, Eastman Kodak Co., chairman of the board of trustees, CED.

WARA OPERATION

September Opening Is Set

WARA Attaboro, Mass., owned and operated by the Attaboro Radio Assn., will commence operations the latter part of September, according to Keith S. Field, manager.

In addition to Mr. Field, personnel includes the following: William A. Dawson Jr., sales manager; Henry Felix, program di-

CUDAHY SIGNS

For Nebraska Football

SPONSORED simulcasts of all U. of Nebraska football games on WOW-AM-TV Omaha and KODY North Platte, Neb., was assured last week as Cudahy Packing Co. signed a $35,000 contract through Grant Advertising Inc., with Robert Dooley, WOW Inc. national sales manager.

Present plans call for Cudahy to use institutional copy calling attention to the opening of an Omaha office, which will serve as national headquarters. Contract covers direct simulcasts of five U. of Nebraska home games at Lincoln and filmed versions of four road tests to be telescast on a delayed basis on succeeding Monday evenings. Tip Saggau, WOW-AM-TV sports director, will handle the series. Contract, reportedly one of the largest AM-TV sports packages to be signed in the Midwest, was consummated after General Electric dropped broadcast rights because of anticipated merchandise shortages.

Researcher; Stanley S. Emery, chief engineer; Prof. Samuel Gould, professor of radio at Boston U., consultant. A full-time independent, WARA is authorized for 1 kw on 1320 kc.
NEW LOCAL standard stations were recommended for Inglewood and Escondido, Calif., in an initial decision issued last week by FCC. Bids for outlets at Santa Monica and Oceanside, Calif., would be denied.

Hearing Examiner Elizabeth C. Smith, on the basis of Sec. 307(b) of the Communications Act which requires equitable distribution of broadcast facilities, proposed to grant the application of Continental Valley Broadcasting Co., Inglewood and the bid of Balboa Radio Corp. at Escondido. Both stations would operate on 1450 kc with 250 w fulltime.

The application of Crescent Bay Broadcasting Co. for 500 w daytime on 1450 kc at Santa Monica was found to be in default for failure to complete presentation of evidence at the hearing.

**'False Representation'**

The examiner found that Ocean-side Broadcasting “failed to demonstrate sufficient fitness to justify a grant” of its application. The decision stated this conclusion was reached “in view of the false representations made in the application with respect to the bank account of the applicant, the contradictory, evasive and ambiguous testimony of the partners, the failure of the applicant to make full disclosure to the Commission in its application for construction permit with respect to the participation of others in the promotion of the station and the preparation of the application, as well as the general lack of knowledge of, and familiarity with the partners with, the requirements of the Commission Act and the rules and regulations of this Commission.”

The examiner also indicated she could not condone the failure of Balboa Radio to file an agreement for option which would give Fred J. Steinmetz conditional opportunity to acquire stock in the firm if he dismissed his competitive application and Balboa were to be approved, nor the failure of Balboa to construct and operate AM and FM stations previously granted for San Diego. However, the conclusion stated that these facts, “viewed in the light of the surrounding circumstances are not sufficient to disqualify the applicant.”

Ownership of the applicants:


Balboa Radio Corp., Escondido—Emil Klicka, San Diego, retired Bank America vice president 26%; Charles T. Leight, retired San Diego port director, assistant secretary 26%; Barton D. Wood, San Diego attorney, director 43%.

Oceanside Broadcasting Co., Ocean-side—Partnership: Elmer Glaser, merchant, general partner 23%; Ray W. McCall, retired former mayor of city, limited partner 45%; David Roper Jr., limited partner 29%; Hyman Glaser, merchant, limited partner 5%; Max Glaser, merchant, limited partner 5%.

**JOHNSON LAW FIRM**

Set Up in Washington

EVERETT D. JOHNSTON, who has been engaged in communications work in Washington for almost 20 years, has resigned from the law firm of Kirkland, Fleming, Green, Martin & Ellis to open his own law practice, specializing in radio, effective last Friday.

His offices are at 1055 Washington Blvd., Fifteenth St. and New York Ave., NW, Washington.

Mr. Johnston, who received his AB and LLB degrees from George Washington University, went to Washington, entered the radio field by entering the old Federal Radio Commission, where he was assistant chief of the docket section.

He subsequently joined the Washington firm of Dow, Lohnes & Al bertson, and later the Washington offices of Kirkland, Fleming, Green, Martin & Ellis, with which he has been associated for the past seven years. He is a native of Findlay, Ohio.

**BASEBALL CAMP**

**KRTN Co-Sponsors Tryouts**

**THIRD ANNUAL KRTN Des Moines-Chicago Cubs baseball tryout camp for youths from 9 to 21 years old was held this month by KRTN Sports Director Al Coupee. Mr. Coupee promotes and manages the project each year in Des Moines in cooperation with Chicago Cubs' traveling coach-scouts.**

The camp is one of the summer's biggest events for players in Iowa, and one of the biggest non-commercial baseball schools in the country. Additionally, the project is a good vehicle for helping combat juvenile delinquency, according to KRTN, the Des Moines Register and Tribune station.

Mr. Coupee demonstrates bat grip for youthful baseballers at KRTN-Chicago Cubs third annual tryout camp.

**AIR RAID WARNING**

N. Y. Stations Focal Point

NEW YORK radio and television stations are the focal point of the city's air raid warning system in plans announced last week by Seymour N. Siegel, general manager of WMVY New York, city-owned station, and director of Civil De fense Communication. Prepared in cooperation with a 23-station radio and TV committee, the plan calls for a push-button activated net work of special rotating receiving stations.

The stations will receive the flash simultaneously for transmission to the listening public.

Radio and television, under the plan, will be used also to alert the public to defense volunteers, air raid wardens and spotters, control and report center personnel and first-aid workers. Installation of TV receivers in precinct station houses and fire stations is proposed.

**FCC Actions***

(Continued from page 76)

**Decisions Cont.:**

was removed from hearing docket. Rollins Best, Inc., Georgetown, Del. — Granted petition for reconsideration of hearing presently scheduled for Jan. 15, in re application Rollins and that of Elizabeth Evans, Stamford, Del. WCLJ Corning, N. Y. — Granted leave to amend application, to submit field intensity measurements and new engineering report based upon analysis of measurements. Application as amended was removed from hearing docket.

Western Mass. Best, Co., Great Barrington, Mass.—Granted dismissal of application.

Beacon Best, Co. Inc., Boston, Mass.—Granted to dismiss without prejudice application for local motion for reconsideration of hearing.

KXRN Benton, Wash.—Granted petition to accept petitions for reconsideration of hearing in re application in Docket 7466.

FCC Bar Assn. Committee on Practice and Procedure—Granted request for extension to Sept. 10 within which to file comments in matter of Amendment of Subpart C of Part 3 of Rules.

By Commissioner Webster

KWBK-AM, St. Joseph, Mo.—Resetting Trustee, Burbank, Calif.— Granted extension of time to Sept. 21, 1950 within which to file exceptions to Initial Decision in matter of revocation of License of station KWBK.

By Hearing Examiner Fanny Lifvin

WMVY New York, WMVY Channel 16

Branch broadcasting company, Channel 3, 

Albany, N. Y. — Dismissed petition of WMVY for continuance of hearing scheduled for Sept. 5, 1950. Commissioner et al. — Granted extension of time to Sept. 21, 1950 within which to file exceptions to Initial Decision in matter of granting renewal of License of station WMVY.

By Hearing Examiner Manuel R. L. ALBANY, N. Y. — Dismissed set for Sept. 10, 1950 of hearing in re application for license to enter upon operation of new station in Brooklyn, N. Y. under authority of Section 301 of Communications Act.

By Hearing Examiner Benjamin L. Meyer

WDX-Towered, St. Louis, Mo. — Granted extension of time to Sept. 22, 1950 for filing of brief in re application for license to enter upon operation of new radio station.

By Hearing Examiner John J. Thomas

WCF-AM, Cincinnati, Ohio — Granted extension of time to Sept. 21, 1950 for filing of brief in re application for license to enter upon operation of new radio station.

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**R E A S O N W H Y**

People in Kansas and adjoining states depend on farming for a living. That’s why we’ve programmed to their needs for 24 years. And it’s why they buy WIBW-advertised goods.
A. GENERAL

120. The testimony and demonstra-
tion in this session is in a room for doubt that color is an im-
portant problem in television broadcasting. It adds both apparent
definition to the Commission of the satis-
factory, then opens up new fields for effective development of inter-
city television services. To the open-minded and exciting scenes where color is of
the Commission’s witnessing of theFN, broadcasting,

121. Because color is such a funda-
mental problem in television, the Com-
munication for the first time in the
Commission’s history that it would cer-
tainly be non-commercial to the public.

A. GENERAL

122. In order for a color system to be
considered commercially feasible within the
following minimum criteria:

a. It must be capable of operating
when coupled with the present
sound system.

b. The cost of producing a color picture which has a high
adequate average grade, has good
picture clarity, and will yield the desired results.

c. The color picture must be suffi-
ciently compatible with the
non-color stock, with an adequate contrast range and so as to be
adequate normal home conditions
with no change in the existing home.

123. It must be capable of operating
throughout the station’s area, as well as in
large and small communities.

124. It must be capable of transmitting
facilities presently in existence which may be developed in the
future.

125. It is not necessary that the
system be capable of operating at the
field, and of the picture there is a
in the Commission to install the RCA system.

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RCA Field Testing

139. Finally, the RCA system has not made as much progress as the other field testing. The system introduces excessive degradation in the horizontal resolution, principally dot sampling and the use of mixed highs. Extensive field testing conducted by RCA has shown that degradation can be given as to the value of these conclusions in that the same view today as it was in March 1950. The RCA tri-color system—a much simpler system and one which is far less complex than the RCA system—will be far more satisfactory than the RCA system. At that time, it stated:

before approving a new system of television it is indispensable that there be a thorough and complete field testing. Receivers and transmitters must be the product of manufacturers over a long period of time and at a diversified set of locations and operating conditions; and its dangerous to conclude that home conditions is closely approxi-
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138. The RCA system offers a greater color experience than the picture of color more or less the loss of the present color system. The opinion is concerned with the development of the basis of the involved when black and white picture transmis-
sion over the coaxial cable. There is no record that a successful tube has been manufactured since the so-called compatible systems surfaced from the same testing.

139. The second course of action is to allow the Commission to issue another notice to the public to this effect.

140. The public is informed that the Commission has considered the proposals submitted by the parties and that the Commission proposes to issue another notice to the public to this effect.

141. The new course of action is to allow the Commission to issue another notice to the public to this effect.

142. The public is informed that the Commission has considered the proposals submitted by the parties and that the Commission proposes to issue another notice to the public to this effect.

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FCC Conclusions

(Continued from page 83)

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144. The public is informed that the Commission has considered the proposals submitted by the parties and that the Commission proposes to issue another notice to the public to this effect.

FCC Conclusions

(Continued from page 83)

151. In order to accomplish this pur-

pose, the Commission simultaneously with the Notice of Proposed Rule Making is proposing to hold a public hearing on the question of standards for color television in the present monochrome system. The Commission shall furnish to the public a television composite video signal of the proposed standards, which in the present monochrome system, is the number of lines per second, and a number of other questions. The Notice of Proposed Rule Making is proposed to be open for a period of time so that specifications based upon such proposals may be submitted to the Commission for its consideration. Also, provision would be made for any oral presentation of evidence and for the hearing of witnesses. It is not proposed to hold an evidentiary hearing on the question of standards for color television in the present monochrome system, in order that the Commission may consider the evidence submitted and make a decision as to the standards to be adopted in the monochrome system.
FCC Favors CBS Color
(Continued from page 4)

11-month-old color proceeding, "fall short" of color criteria laid down in decision. Columbia's system meets those criteria if a decision has been made to adopt it, as the FCC said. It held that one must be made now unless aggravation of compatibility problem for outstanding color receivers is prevented, but that Commission majority would like to consider four specific questions further:

(1) Use of direct-view tubes larger than 12" is included in CBS system, which herefore has primarily employed rotating color wheel on receiver, resulting in limitations on screen size above 121/2 inches or 16 inches with enlarger; (2) use of horizontal interface (to improve color) was not described; (3) use of long-persistence phosphors; (4) development of new compatible systems or improvements in compatible systems which have been reported since color hearing was completed. These would be taken up in conjunction with "practical" to industry accepts "bracket standards" concept.

FCC conceded its proposals may further hearings necessary. This would be true, for example, if CBS should wish to demonstrate tri-color tube or other means of achieving large-size direct-view pictures—in which case FCC said it "would be prepared to give CBS every assistance possible in securing the use of tubes or other equipment. (RCA has developed tri-color tube which could be used with CBS system, but FCC said it was not yet convinced "successful" tube has been developed.示范区 also will be prepared to conduct a series of demonstrations during the period from December 5, 1950 to January 5, 1951 with the air in Washington, D. C., for the purpose of demonstrating if tri-color tube demonstrations also has tri-color tube which it says would be useful with field-segmental system.)

Further Hearings Possible

Proposals for other systems meeting FCC's color criteria, or for use of horizontal interface, also would call for further hearings. RCA, CTI, General Electric, and Hazeltine Corp are among those which have reported substantial improvements or new systems (see early story, page 42). RCA, which has spent an estimated $3 to $4 million on color work, reportedly is preparing to demonstrate use of horizontal interface to further developments. Both RCA and CTI, among others are expected to push for consideration of their developments.

FCC's proposed bracket standards, to have been suggested by FCC Chief Engineer Curtis B. Plummer, would involve increasing the scan rate tolerance of receivers so as to cover range including both existing receivers and those advanced by CBS. FCC authorities estimated unoffically that it should involve a relatively minor increase in retail cost.

Commission felt "if a satisfactory compatible system were available, it would certainly be desirable to adopt such a system." But on basis of color history it thought that "from a technical point of view, compatibility, as represented by all color television systems which have been demonstrated to date, is too high a price to put on color.

CBS system, FCC said, "is at least as fully developed as was the black-and-white system in 1941." Its picture is "most satisfactory from the point of view of texture, color fidelity, and contrast"; record demonstrations produced pictures "entirely suitable for home use"; its receivers and stations equipment "are simple to handle" and sets produced on mass-marketing basis "should be within the economic reach of the great mass of purchasing public," FCC asserted.

FCC noted that estimated costs of new CBS-system sets, including regular monochrome, approached $200 for 9-inch set (and receive $10-inch picture) and $300 for 10-inch set (effective 12-inch picture), and that adapting and converting existing 1-inch set to reproduction of CBS system would cost $95 to $130.

Hyde's Views

Comr. Hyde, in separate statement of views, outlined reasons for favoring establishment of CBS standards now. He argued it isn't essential to see CBS system work with tri-color tube before making decision; that "definitive action now" would minimize "such distress and inconvenience" as necessarily be caused by the introduction of a color system," and would also "oblige the risk of unnecessarily delaying color." He concurred "especially with imposition of a dollar expenditure ,,the reopening of the record" and scope of any further proceedings.

Comr. Hyde was in "full agreement" with majority's view that "one of the easiest methods of defeating an incompatible system is to keep on devising new compatible systems in the hope that each new one will mean a lengthy hearing so that eventually the mere passage of time overpowers the incompatible system by the sheer weight of receivers in the hands of the public." He continued:

"A most convincing demonstration of differences (between himself and FCC majority) as I see it, is that if I adopt the FCC approach, I am confident that all the conclusions are as easy to reach as I am to disagree.

"The majority's decision to adopt a system meeting all of the above criteria as set forth in Paragraph 122 of the Conclusions, and to expedite the use and enjoyment of color television.

"Accordingly, I hope that the fears expressed in the statement will not be realized, and that industry will cooperate with the Commission in reaching the goal by not requesting unnecessary revision or delay. The fact that delaying tactics would receive the short shrift they merit at the short shrift they merit at the present time is not relevant.

"If the present majority's position...it is to be found in Paragraph 135 of the Conclusions, and to expedite the use and enjoyment of color television.

"Accordingly, I hope that the fears expressed in the statement will not be realized, and that industry will cooperate with the Commission in reaching the goal by not requesting unnecessary revision or delay. The fact that delaying tactics would receive the short shrift they merit at the present time is not relevant.

"If the present majority's position...it is to be found in Paragraph 135 of the Conclusions, and to expedite the use and enjoyment of color television.

Today we have a color system that we can be proud of, and the bowing speaker and crystal set stage. All of this has been accomplished by the field sequential system is as good as black and white was in 1941 when commercialized. The future of color telecasting will come to an end some time... The Commission has tested the opinions of the whole industry in the crucial instant when the decision was being made, and based upon fear of competition with color and black-and-white television; the Commission's views, after weighing economic thought have been burned out by the arguments which I have heard. The industry should examine carefully the refined legal arguments which have been submitted to the public interest. The Commission, on the other hand, has been rather short on the cut the Gordian knot which has bound color television for ten years."

September 4, 1950 • Page 85
NORTON SWORN IN

PROMINENT radio, Congressional and gov-
ernmental officials Friday attended cer-
emonies swearing in Edward L. Norton, ba-
rd chairman of Voice of Alabama (WAPI WAFM FM) WAPM-TV Birmingham) and Florida Broad-
casting Co. (WMER-AM-TV-FM Jacksonville) to board of governors of Federal Reserve Sys-
tem for 14-year term. (see early story page 62). Mr. Norton took oath administered by U. S. Supreme Court Justice Hugo Black.

Representing radio industry were Frank Stan-
ton, president, and Earl Gammons, vice
president in charge of Washington operations, CBS; Thad Holt, president, Voice of Alabama; Justin Miller, NAB president, and others. Cabinet officials included Commerce Secretary
Charles Sawyer, president of Great Trails
Bulwinkle, Inc.; and John Snyder, Secretary of
Treasury. Sens. John J. Sparkman (D-Ala.) and Lister
Hill (D-Ala.) among Capitol Hill contingent.

REP. A. L. BULWINKLE

REP. ALFRED L. BULWINKLE (D.N.C.),
67, member of House Interstate & Foreign
Commerce Committee, died Thursday night
at his Gastonia, N. C., home. Rep. Bulwinkle
was titular head of House Commerce commu-
nications subcommittee, though he saw little
service because of prolonged illness past two-
and-a-half years. He served 14 terms in House
of Representatives—during 67th
70th Congress, and 72d to 81st, inclusive.

RCA DECLARES DIVIDEND

RCA directors Friday declared dividend of
87.5% cents per share on $3.50 cumulative first
preferred stock payable Oct. 2 to stockholders
of record at close of business Sept. 11. Divi-
dend is for period from July 1 to Sept. 30.

Color Comment

(Continued from page 4)

RCA directors Friday declared dividend of
87.75% cents per share on $3.50 cumulative first
preferred stock payable Oct. 2 to stockholders
of record at close of business Sept. 11. Divi-
dend is for period from July 1 to Sept. 30.

Color Comment

(Continued from page 4)

nique is superior to CBS color or
any other system yet proposed.

Dr. Allen E. DuMont, president of
Allen E. DuMont Labs, observed that FCC apparently agrees that
color is not sufficiently developed for
commercial operation.

Sen. Edwin C. Johnson (D-Col.), chairman of the Senate In-
terstate & Foreign Commerce Com-
mitee, expressed notion that the public's
attitude and added that
Condon color TV committee should
be continued.

Mr. Stanton said:

"The FCC color television report
is a gratifying victory for the
CBS color system. The Commission
has given unqualified approval to
the excellence and practicality of
the CBS system and pronounced it
clearly superior to the other sys-
tems considered. We had hoped
that the decision would be final
today and we agree with the two


...at deadline

NAB FORMS MOVIE GROUP

SUBCOMMITTEE to keep in touch with
theatres TV developments formed by NAB TV
Committee at final session Friday (early story
page 43). Members are Ted Cott, WNBTV (TV
New York), chairman; Victor A. Sholits,
WHAS-TV Louisville, and Charles A. Bat-
son, NAB.

Committee recommended NAB retain promi-
ments considered.

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Today, farmers and farm families have more spendable dollars than any other group in the U. S.

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* People's Advisory Council Survey
** Nielsen Radio Index, Feb.-March, 1950
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